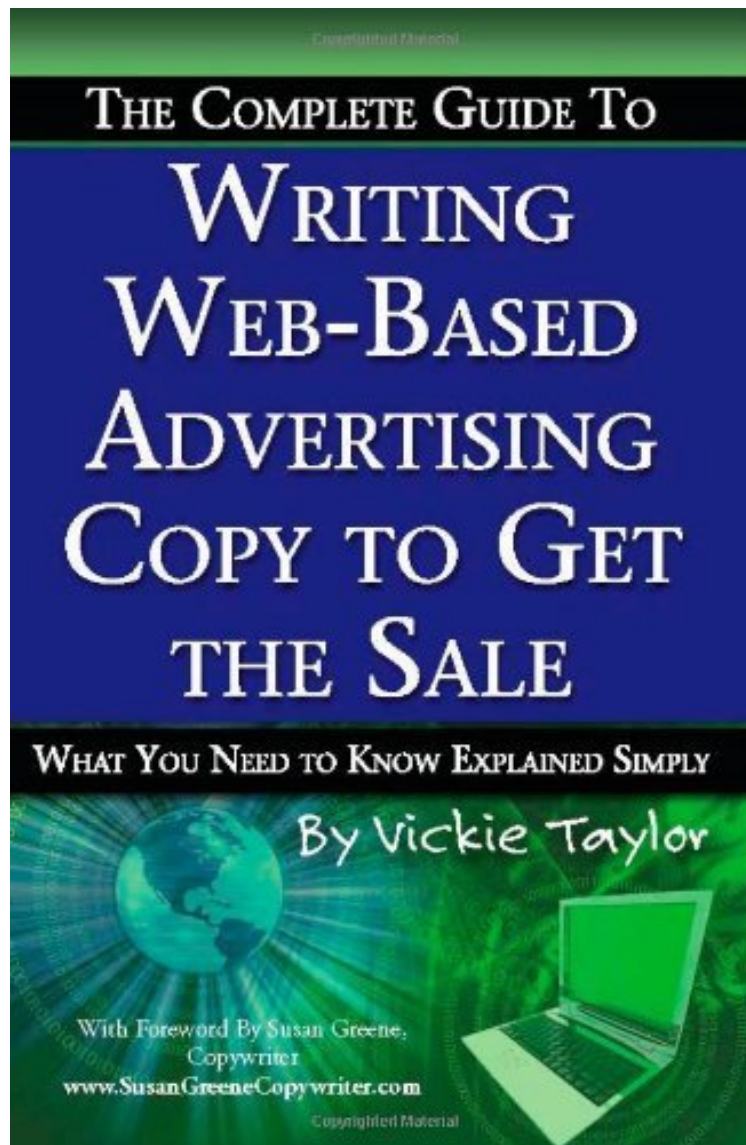


(Mobile book) The Complete Guide to Writing Web-Based Advertising Copy to Get the Sale: What You Need to Know Explained Simply

The Complete Guide to Writing Web-Based Advertising Copy to Get the Sale: What You Need to Know Explained Simply

Vickie Taylor

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useless. It has not been written by a real copywriter and its content is very superficial. Here are some suggestions from the author:- Use a telephone number on your website so that customers can call you back- People don't like websites with lots of text- Some facts about men as a demographic; they make quick judgements, they like sex, they like sports and technology And she continues her useless generalizations about gays, hispanics and other groups. Then, there are some real grammar errors in this book and in no way it gives you any advise on copywriting, other then some general talk that any serious copywriter cannot relate to or learn anything from. It's a shame that I had to pay any money for this crap. I wouldn't have taken it, even if it had been offered for free! To summarize the poor quality of this book: on page 285 there is a picture of the author which is upside down! I mean, does she know anything about quality control or proofreading???????? To finalize it; this book is full of so called "expert advise" of some so called "copywriters" that give their advise. I guess they put it in just to fill the pages, because it has no value at all. What do I care about a copywriter telling me how his first job was and if he was excited? Come on! Tell me something about copywriting!! I bought this book to get some advise on how to write content for my website but now I have to shop for another book, since this book (if it can be called a book) lacked in ALL departments. Please spend your cash on other books. Don't buy this!

0 of 0 people found the following review helpful. Not for the lay person
By Valerie B. Lull
This book is for copywriters and aspiring copywriters. Vicki Taylor shares basic guidelines for writing copy that looks and sounds good. She gives simple tips on how to enhance your website and make it seem credible. In this book the author defines copywriting as a cross between sales person and writer. She talks about the business of copywriting, how to be creative, your web site, types of online advertising, blogging, reaching your target market and designing for copywriters. She also concludes with a section on what to look for in a copywriter, finding copywriting jobs, and a bibliography and index. I was looking for something that would help me write good copy for my website and found the book geared more towards the professional copywriter, rather than the lay person. I also feel that the writer was not as experienced in the field as she wanted us to think. It is an OK book, but I've read other books that have helped me more. -- Valerie Lull, Author, Ten Healthy Teas

1 of 1 people found the following review helpful. Taylor Did Her Homework
By J. Law
I can easily recommend Vickie Taylor's book Writing Web-Based Advertising Copy to Get the Sale. Taylor did her homework and her book is packed full of great tips and info. There is so much great info that the book can almost be treated like a school textbook or reference book. While reading, I found it helpful to keep a notebook beside me, making sure to write down Taylor's important and useful check lists and ideas. Also, I thought the interspersed "case studies" of professional copywriters were very helpful. It didn't hurt that Taylor was interviewing people who can write well. Their answers were wonderfully informative and clear. Another feature of this book: no matter how complex or advanced the material, Taylor's style and tone created a clear and engaging delivery. Even the newest copywriter will feel at ease with Taylor. Her writing is intelligent and knowledgeable without talking down to the reader. It's obvious Taylor is as curious, inquisitive and capable as the copywriters she's mentoring with her book. The book's only drawback is its title. The book claims to be about writing copy for the web. The foreword is written by a web copywriter about being a web copywriter, and the bulk of the book does focus on web copywriting. Some sections, however ("online advertising," "meta tags" and "hiring a copywriter," for example) seemed more geared towards a business owner, rather than a copywriter, and the book's focus is subsequently lost in a few places. These extraneous topics could have more appropriately appeared in a book titled "How to Promote Your Business in The Digital Age." Granted, these topics are at least distantly related to the copywriting focus, and, like the book's other sections, are smartly presented. Also, Taylor including a little too much good info--rather than too little--is an easily forgivable misstep that is perhaps merely a result of her being intensely enthused about her subject, which is also a good thing.

Since the advent of the Internet and since more and more people are making purchases online, writers have had to adapt to composing copy for the Web. Contrary to what many people think, writing for the Web and writing for print are not the same and involve very different skill sets. Instead of struggling to find the right words, copywriters should read this new book from cover to cover to discover how to write sales-generating copy. The Complete Guide to Writing Web-based Advertising Copy to Get the Sale will teach you how to make your copy readable and compelling, how to reach your target audience, how to structure the copy, how to visually format the copy, how to forget everything you ever learned about writing, how to pull in visitors, how to convince visitors to buy, how to outline and achieve your goals, how to create a customer profile, how to create a unique selling position, how to include searchable keywords in the copy, how to convert prospects to paying customers, and how to compose eye-catching headlines. In addition, you will learn about the trends in Web-based advertising; the categories of advertising; the important information that needs to be included in your copy, such as what you are selling, what sets your product apart from the competition, where you are located, what makes your product affordable, and why you yourself would buy the product; writing in the inverted pyramid style; the do's and don'ts of Web-based advertising; and key phrases to incorporate in your copy. We will also provide you with some common mistakes to avoid and tips for writing, revising, and proofreading. By incorporating the principles in this book, you will take your Web-based advertising copy from boring to brilliant, while boosting your sales and increasing your customer traffic. Atlantic Publishing is a

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