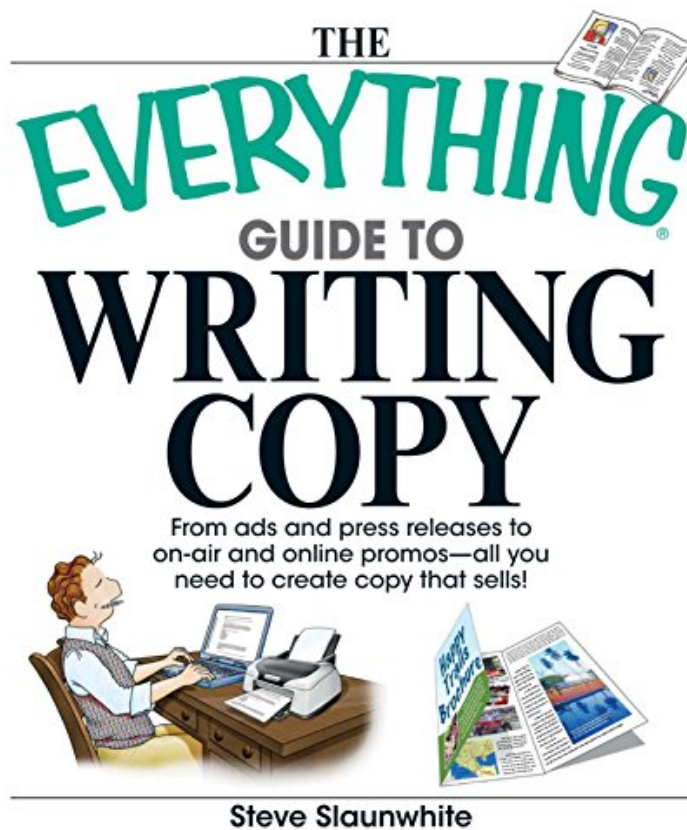


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GUIDE TO WRITING COPY. For the most part, I came away very pleased with what I found here. At just under 300 pages, Slaunwhite gives in-depth coverage of basic copywriting, from many different angles. The book covers everything you would expect a basic copywriting book to cover. Planning your project, headlines, ad copy, direct market copy, Internet copy, PR copy, landing a job as a copywriter, it's all here and covered in acceptable basic detail. Also as expected, Slaunwhite's book flows very well, holds reader interest, follows a logical progression, etc. The format also provides a generous margin for note taking. The text is interspersed with interesting and informative facts and tips. In summary, this has all the elements of a great book on beginning copywriting. But wait, so does Slaunwhite's "Start Run a Copywriting Business". I'm not saying this is a rehash, at least not completely. The book is expanded to include some updated material, but why not market it as a revised edition? Of course the answer is obvious. A new title will certainly sell more copies than a revision. Don't get me wrong, there is much to learn here, but unless this is your first book on copywriting, you might be disappointed. I would also be remiss not to mention the lack of editing. Slaunwhite is no doubt, a professional, but as such, is held to a higher standard. If he needs a good proofreader, ... I'm available. There are 3 typos on page 129 alone! Now that I've made it sound bad, let me smooth it out a bit. If you're new to copywriting and looking for a good book to start with, this would be an exceptional choice. If you're already an established copywriter and have read previous Slaunwhite, Bly, Bowerman, etc., you may be in for a disappointment here. 0 of 0 people found the following review helpful. Five Stars By Customer The book Everything Guide to Writing Copy was right on. Reading it gave me valuable information on copywriting.

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About the Author Steve Slaunwhite is an award-winning copywriter, author, and seminar leader. He has worked with such clients as UPS, Hewlett-Packard, Mitsubishi, AAA, and more than a hundred others. The author of several books including Start Run a Copywriting Business and Secrets of Writing for the B2B Market, Slaunwhite also wrote the groundbreaking handbook 101 Writing Tips for Successful Email Marketing. His copywriting expertise has been featured in Inside Direct Mail, Direct Marketing News, and The Wall Street Journal. popular ezine for professional copywriters, and he lives in Brampton, Ontario.