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(Matteo Torp)

COPYWRITING ESSENTIALS FOR CONTENT MARKETING: HOW TO WRITE ENGAGING COPY THAT SELLS WITHOUT SELLING. (PAPERBACK)



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Createspace Independent Publishing Platform, United States, 2015. Paperback. Book Condition: New. 229 x 152 mm. Language: English . Brand New Book ***** Print on Demand *****.They say the money is in the list. Actually - the money is in how to connect with and thoroughly satisfy the wants and needs of your audience. Trust, bonding, preconditioning and stimulating a readers own motivation to buy is the secret to outstanding content that far out-converts the competition. This book takes you through the principles of writing engaging highly motivating copy and content that sells without selling. It teaches you the fundamental principles of creating copy that takes readers through all the processes they need to go through before they are ready to take the action you want them to take - whether it be signing up for a newsletter, following a lead process - or going to your website to buy your stuff. You will learn how to build strong relationships with your audience right from the get go. You will learn how to engage their hot buttons - build desire based on the things that are really important to THEM, becoming a skilled persuader through that process. You will also learn how to apply the principles of influence and preconditioning, to quality and convert your audience into enthusiastic prospects - who feel like you get them and what they want so they are actually excited about doing what you want them to do. A win win situation for both you and your audience! You will learn how to come up with engaging content that gets ranked and shared more than the stock standard article, and how to beat writers block. The recipe for writing compelling content contains many more important ingredients: - Capturing holding readers attention - Creating desire motivation based...

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