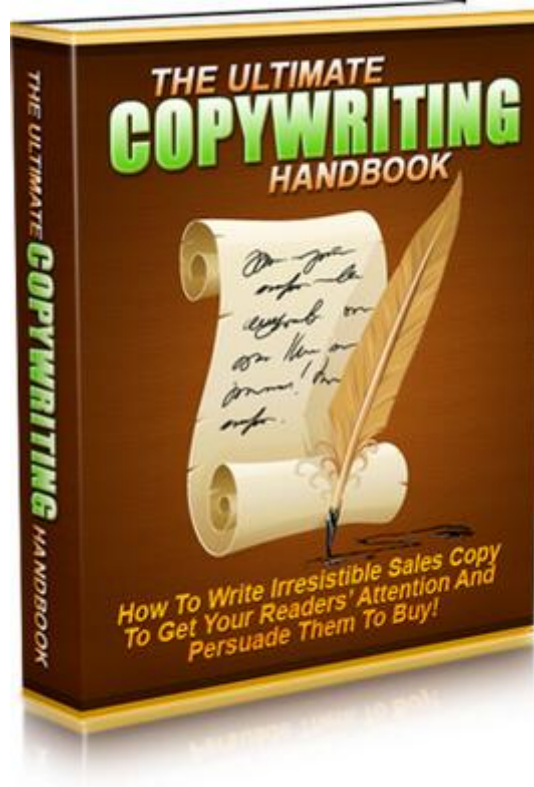


The Ultimate Copywriting Handbook



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How To Write Irresistible Sales Copy To Get Your Readers Attention And Persuade Them To Buy! Dear Friend, If you're like most Internet marketers, you wouldn't hire a copywriter for most of your projects and for good reasons, too... First, you know that most of your projects are simply too small to bring in a high-powered copywriter and pay them \$50-100 per page. And second, few others know your product and your market as well as you do. No matter how hard you try to convey important points about your product to the copywriter, you know you'll lose something in translation. So what can you do? Your first option is to continue to write sub-par copy for most of your sales letters; and simply hope that it will do the trick. However, if you're more realistic with yourself, you'll probably quickly see the problem with doing this—namely, that you're leaving hundreds or even thousands of dollars on the table every time you create a sales page that converts 1 percent, rather than 2 percent or 3 percent. And this is precisely why you must learn the art of copywriting: it will not only save you money, but it will also ensure that you have a master copywriter working on every project you initiate. I've made it simple for you and have written a special report detailing how you can write your own copy without any prior skills... 'The Ultimate

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