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Love-Based Copywriting Method: The Philosophy Behind Writing Copy That Attracts, Inspires and Invites (Paperback)

By Michele Pw (Pariza Wacek)

Creative Concepts and Copywriting LLC, United States, 2015. Paperback. Book Condition: New. 229 x 152 mm. Language: English . Brand New Book ***** Print on Demand *****. Do you hate the way sales and marketing copy makes you feel? Sales-y? Inauthentic? Hype-y? Just plain icky? You're not alone . and there's a reason you feel that way. It's because traditional sales and marketing copy (also known as direct response copy) sells by tapping into fear. But, you don't have to use fear - you can sell and market your business using love instead. And when you do that, you stop manipulating and twisting arms to get buyers, and instead start attracting, inspiring and inviting your ideal clients into your business. Ahhh -- doesn't that sound wonderful? In this book, copywriting and marketing expert Michele PW (Pariza Wacek) teaches you the philosophy and the foundational principles behind selling with love versus fear - the same principles she's used to help her clients build their businesses over the years. Plus, she includes dozens of exercises so you too can easily implement love-based copy in your own business. Whether you're a seasoned entrepreneur or business owner or...



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