



Baxi Nishant

The Copywriter's Handbook

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«Издательские решения»

Nishant B.

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Have you heard of the term: «Copywriting»? Wikipedia defined it as: «Copywriting is the use of words and ideas to promote a person, business, opinion or idea. Although the word copy may be applied to any content intended for printing (as in the body of a newspaper article or book), the term copywriter is generally limited to promotional situations, regardless of the medium (as in advertisements for print, television, radio or other media).

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Содержание

Foreword	6
Introduction	7
Foreword	8
Introduction	9
Synopsis	9
Basics of Copywriting	10
Synopsis	11
Keep it casual	12
Headline Essentials	13
Synopsis	14
Конец ознакомительного фрагмента.	15

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Table of contents

Foreword

Chapter 1:

Introduction

Chapter 2:

Basics of copywriting

Chapter 3:

Headline essentials

Chapter 4:

USP vs. Esp

Chapter 5:

Call to action

Chapter 6:

Handling objects

Chapter 7:

Copywriting Mistakes To Avoid

Chapter 8:

Swipe files

Wrapping up

Foreword

Have you heard of the term: “Copywriting”? Wikipedia defined it as:

“Copywriting is the use of words and ideas to promote a person, business, opinion or idea. Although the word copy may be applied to any content intended for printing (as in the body of a newspaper article or book), the term copywriter is generally limited to promotional situations, regardless of the medium (as in advertisements for print, television, radio or other media).

The purpose of marketing copy, or promotional text, is to persuade the reader, listener or viewer to act – for example, to buy a product or subscribe to a certain viewpoint”.

In the online marketing world, copywriting is used extensively to promote blog readership, get opt-ins for list building and to monetize your prospects.

If you truly wish to be successful in your online business, you’ll have to learn the ropes of effective copywriting so that your readers will love you.

Thankfully, good copy writing practices is a learnable skill.

Chapter 1:

Introduction

Synopsis

The ability to turn words into gold is probably the most important aspect of any marketer. If you can do this, it does not matter where you are in the world, you can make money from anywhere, anytime just from your words.



Intro

This whole copywriting thing came later on. Back in the day, the best “copywriters” were the great businesspersons of the olden days who knew how to sell anything to anybody. While people possessed powerful weapons, their most powerful weapon was their pen (or tongue).

Today, modern entrepreneurs are making a killing using copywriting techniques in their businesses. Bear in mind, selling things online is a lot harder than selling things offline because you lack the sincerity of voice and body language.

However, if you know how to tap into the power of copywriting to excite the emotions of your customers, you’ll be laughing your way to the bank.

In the next few chapters, I’m going to reveal to you these secrets.

Chapter 2:

Basics of Copywriting

Synopsis

Copywriting is used in many places throughout your online business funnel. Here are some examples of common used places:



The Basics

- Website content
- Blog posts
- Landing Pages
- Email Marketing
- Sales Pages

Remember, the ultimate goal of copywriting is to get your readers to perform your most desired outcome. E.g. making a purchase or signing up into your mailing list.

Therefore, it's very important that you determine what your desired result is before you embark on your copywriting crusade. Clarity is power so it's important to know what you are after so that when you write, things will go the direction you want it to go.

Okay, let's look at some basics. Bearing in mind that we want our readers to perform our most desired result, we also can't be too forceful. Here's rule number one:

Keep it casual

You want to be seen as a friendly person who is also an authority figure in your field and not like a blatant salesman. The latter will cause people to dislike you can treat you as spam.

The next thing you must know is that some rules are pretty illogical. But one thing that makes sense is this, good practices have been tested and proven (split-tested) by top online marketers for years, so rather than trying to re-invent the wheel, follow what works and reap the rewards!

However, I strongly encourage you do a little split testing of your own as well. Eliminate things that don't work and duplicate or multiply things that do – that is the surefire way to success!

Next up, we'll look into one of the most important components of a good copy – **headlines**.



Chapter 3:

Headline Essentials

Synopsis

The headline is the most important part of any copy. If your headlines fail to grab the attention of your readers, it doesn't matter how good your offer is or how good the rest of your copy is. You only have 5 seconds to make an impact on your readers before they move on, so make it count.

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