



# How to Write Copy That Sells: The Step-By-Step System for More Sales, to More Customers, More Often

By Ray Edwards

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Writing copy that sells without seeming “salesy” can be tough, but is an essential business skill. *How To Write Copy That Sells* is a step-by-step guide to writing fast, easy-to-read, effective copy. It's for everyone who needs to write copy that brings in cash – including copywriters, freelancers, and entrepreneurs.

Inside, you'll find copywriting techniques for email marketing, web sites, social media, sales pages, ads, and direct mail.

You'll also discover:

- The universal hidden structure behind all persuasive copy.
- How to avoid the most common copywriting mistakes.
- A simple technique for writing copy that's easy to read.
- How to write powerful short copy for social media.
- Sample headlines, bullet points, and openings – yours to “swipe” and use as your own!
- Tons of templates, examples, and checklists guaranteed to improve your copy.
- ...And much, much more! *Writing Copy That Sells* is your indispensable guide to creating fresh, fast, effective copy that generates sales like magic.

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#### **About the Author**

Ray Edwards is a communications strategist and copywriter for some of the most powerful voices in leadership and business. His clients include *New York Times* best-selling authors Tony Robbins (author of *Unleash the Giant Within* and *Money: Master the Game*), Jack Canfield and Mark Victor Hansen (co-authors of *Chicken Soup For the Soul*), Jeff Walker (author of *Launch*), and many more.

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