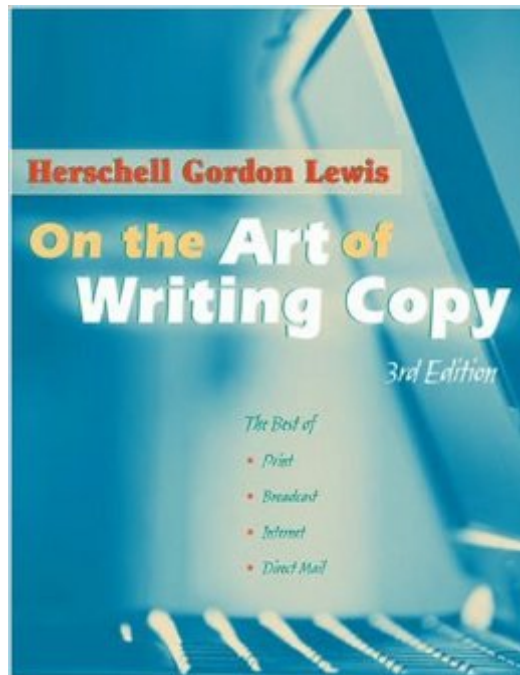


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# On The Art Of Writing Copy: Third Edition



## Synopsis

What Are You Planning to Write? YOU HAVE IT ALL RIGHT HERE Everything You Need to Write More Powerful, More Profitable Copy It's the MasterWork by the World's Master Copywriter. If you have any interest in the power of the written word or any control over what those words are supposed to accomplish; you're about to choose the right book. Herschell Gordon Lewis, internationally recognized as the number-one copywriter in the world, has made this book his magnum opus. In these pages, you'll find: How to write ""killer"" e-mail copy. How to avoid spam filters and still sell with power. Simple, effective rules for letter writing. When to use envelope copy and what to say. How broadcast copy differs. Why some of the old rules don't work any more. How to write an effective guarantee. It's all here for you in simple, straightforward language. TWO HUGE BONUSES! Bonus 1: Here are hundreds of examples, some excellent and some so stupid you'll wonder how they ever made it into print, on the air, or through the computer. Bonus 2: Here are more than 100 specific rules copy professionals use to grab and sell readers, viewers, and listeners. Far and away the most complete, most comprehensive, and, yes, the most useful handbook and guide to copywriting ever published, this will be the most thumbed-through book on your shelf because by any criterion it's The Bible of Copywriting. Enjoy it. Use it. Profit from it.

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## Customer Reviews

There are a ton of books available about how to write copy, and you will learn something from just about any of them. But in that vast array of titles, few do what THE ART OF WRITING COPY by

Herschell Gordon Lewis does. This book, if studied and closely followed, will keep the copywriter from writing BAD copy. Lewis meticulously guides the student through the process of things to avoid doing. Whatever grand idea you've come up with, chances are very good, Mr. Lewis has something to say about it in this book. If you're like me, many times throughout this book, you'll feel as if Lewis is pointing his rather sarcastic finger directly at you as he uncovers mistakes I know I've made in the past, and probably you have too. But that's okay. The whole purpose of reading such books is to study the craft and hone our skills, right? Sometimes it takes someone like Herschell Lewis to point out our mistakes so we don't keep making them. Usually in a book like this, I can single out one or two chapters as "favorites." Here, not so much. I loved the whole thing from cover to cover. The format is great, leaving ample margin space for note-taking. There are countless examples of good and mostly bad ad examples to illustrate the points covered. Along the way, the pages are laden with tips, rules and in-your-face quips. I hesitate to even mention chapters 26 & 27, which are composites of the major lessons covered in the preceding 25 chapters. Please, do yourself a favor. Read the book in its entirety and don't get lazy and skip to the back. You'll lose much of the flavor of the lessons. This is not a book for someone looking for their first volume on copywriting. Read some of the other fine volumes available first.

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