

## Web copy that sells: the revolutionary formula for creating killer copy that grabs their attention and compels them to buy

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### Abstrak

With the rise of social networks, "Twitterized" attention spans, and new forms of video content, the techniques that worked in crafting attention-grabbing, clickable, and actionable online copy a few years ago are simply not as effective today. Thoroughly revised, the third edition of "Web Copy That Sells" gives readers proven methods for achieving phenomenal success with their online sales and marketing efforts. They will learn to: use psychological tactics that compel Web surfers to buy; create effective, highly-targeted Facebook ads; test copy to maximize response; write online marketing video scripts that sell; craft compelling copy for interactive advertising banners; produce high-converting video sales letters; and more. Proven and practical, "Web Copy That Sells" shows how to quickly turn lackluster sites into "perpetual money machines," streamline key messages down to irresistible "cyber bites" ...and ensure that Web copy, e-mail, and marketing communications pack a fast, powerful-and sales generating-punch.