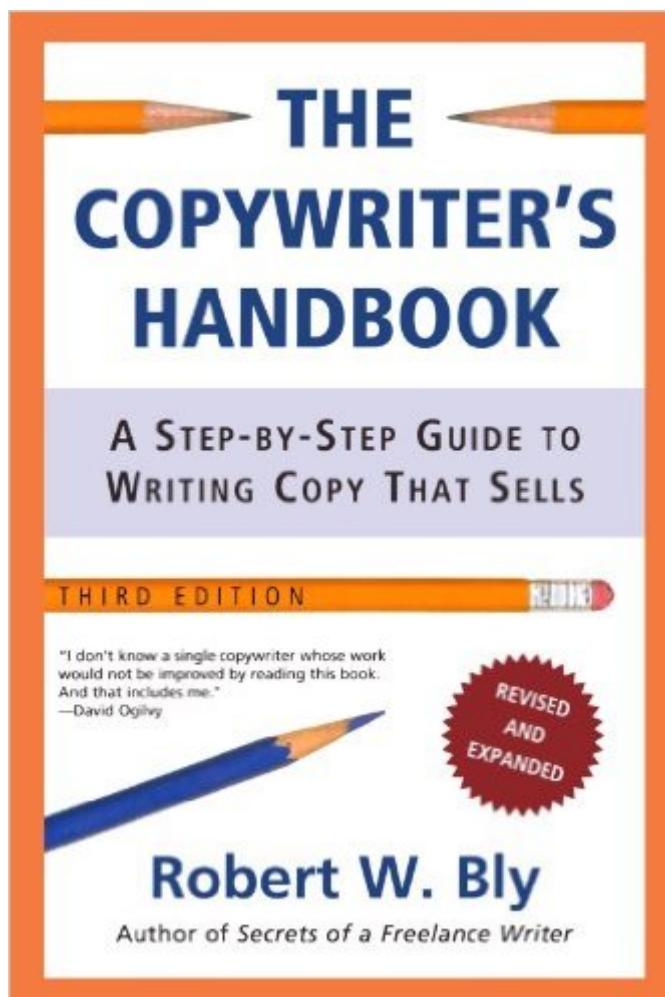


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# The Copywriter's Handbook: A Step-By-Step Guide To Writing Copy That Sells



## Synopsis

The classic guide to copywriting, now in an entirely updated third edition. This is a book for everyone who writes or approves copy: copywriters, account executives, creative directors, freelance writers, advertising managers . . . even entrepreneurs and brand managers. It reveals dozens of copywriting techniques that can help you write ads, commercials, and direct mail that are clear, persuasive, and get more attention—and sell more products. Among the tips revealed are eight headlines that work—and how to use them—eleven ways to make your copy more readable—fifteen ways to open a sales letter—the nine characteristics of successful print ads—how to build a successful freelance copywriting practice—fifteen techniques to ensure your e-mail marketing message is opened. This thoroughly revised third edition includes all new essential information for mastering copywriting in the Internet era, including advice on Web- and e-mail-based copywriting, multimedia presentations, and Internet research and source documentation, as well as updated resources. Now more indispensable than ever, *The Copywriter's Handbook* remains the ultimate guide for people who write or work with copy. "I don't know a single copywriter whose work would not be improved by reading this book." —David Ogilvy

## Book Information

Paperback: 432 pages

Publisher: Holt Paperbacks; 3rd edition (April 4, 2006)

Language: English

ISBN-10: 0805078045

ISBN-13: 978-0805078046

Product Dimensions: 5.5 x 8.2 inches

Shipping Weight: 1.7 pounds (View shipping rates and policies)

Average Customer Review: 4.6 out of 5 stars 182 customer reviews

Best Sellers Rank: #18,324 in Books (See Top 100 in Books) #25 in Books > Business & Money > Skills > Business Writing #37 in Books > Business & Money > Marketing & Sales > Advertising #111 in Books > Business & Money > Job Hunting & Careers > Guides

## Customer Reviews

"This book succeeds on two levels. For beginners, it offers a clear, comprehensive guide to the business of and techniques used in advertising copywriting. And for the professionals behind the typewriter, this book is a valuable back-to-basics tool that should be given a prominent slot on the bookshelf." —Los Angeles Times

Robert W. Bly is a freelance copywriter specializing in business-to-business, high-tech, and direct advertising. He is the author of more than sixty books and has appeared on CNBC and CBS's Hard Copy. He lives in Dumont, New Jersey.

I love this book. I will go back to it over and over again. I have also taken notes for quick reference. This book is brilliantly written and felt like a mentor was having a conversation with me. As I read it, questions would come to mind and before I knew it I was reading answers to my questions. Is the author reading my mind? Of course not, but it sure felt that way. I am a very blunt and direct person and that is how this book is written. It does a fantastic job of giving you a clear picture of what copywriting is and how it differs from other types of writing. I could go on all day about this book. If you need to understand copywriting and what is expected from copywriters, this book is a must-have!

I'm new to copy writing. After much research reading book reviews on , I read Ogilvy on Advertising first (very good, especially for its print images & layouts). Then the 4th Edition (don't read the 5th edition) of Tested Ad Methods by John Caples (even better than Ogilvy). And finally I read Bob Bly's Copywriter's Handbook (best of the 3). If you're new & in a rush, then just read Bly. Otherwise, you could follow my reading sequence as the first two books have their own strengths. All three authors emphasize that copy writing is about salesmanship (better to follow conventions that have already been proven to work), not entertainment that reinvents the wheel & gets you few sales.

I have purchased courses, read many books and reports on the subject of copywriting and I can tell you none of them even come close to how Bob Bly's book, The Copywriters Handbook educates and breaks down every step in a very easy format, that anyone can follow and learn how to sell with words. Don't be fooled on how basic the first few chapters may seem, you'll find that Bob bly doesn't hold back on any of his expert knowledge on the topic of copywriting. I highly recommend this book to anyone who is serious on learning how to be a marketer and on selling with words.

I must say that I am pleased with this copywriter's handbook. I wasn't sure what to expect from the content as it was purchased based on the reviews I read. I took a chance and i feel it was a good investment for my marketing library. It gives recommendations and structure to make sale letters (copy). It could use an update but is still super relevant for writing sales copy. I highly recommend

this book to anyone who is serious about learning how to be a marketer and on selling with words.

It gives recommendations and structure to make sale letters (copy). In relation to information about the web is not so good, since its publication was done some years ago. On the same time, the web market and techniques has been changing very rapidly.

This book has become my "Copywriter's Bible," the best resource I've found on learning the fundamentals of copywriting and all the elements that go into writing the myriad forms of projects that copywriters perform. From writing Print Advertisements and Direct Mail to Brochures and Catalogs, from writing Public Relations Materials to Commercials and Multimedia Presentations, from writing for the Web to E-Mail Marketing--it's all in this book, and written in a concise, easy-to-understand-and-absorb manner, as only Bob Bly and a handful of others can do. A must-have for any aspiring copywriter, as well as a solid resource for experienced copywriters.

Worth it's weight in gold!Burton B., Tennessee

This is a fantastic primer for those looking to learn about the copywriting industry, whether they simply want to know what a copywriter does, or are looking to become one themselves. The book is fairly exhaustive, covering what copywriting is, how to write based on your intent (i.e. to communicate, to sell, etc.), writing for different types of copywriting assignments (direct mail, web/email, PR materials, brochures/catalogs), even how to get a job as a copywriter or hire one yourself. The back of the book also contains valuable appendices for trade periodicals, websites, books, and organizations. The book is fantastic by itself, but its main focus is on the copywriting industry. For those who are looking to start and maintain their own freelance copywriting business, I strongly recommend *Ã The Well-Fed Writer: Financial Self-Sufficiency as a Commercial Freelancer in Six Months or Less* to accompany this book. Between the two, no stone is left unturned.

Good book on copywriting. I'm not all the way through it yet, but from where I'm at right now, I would recommend it to someone that's interested in this field.

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