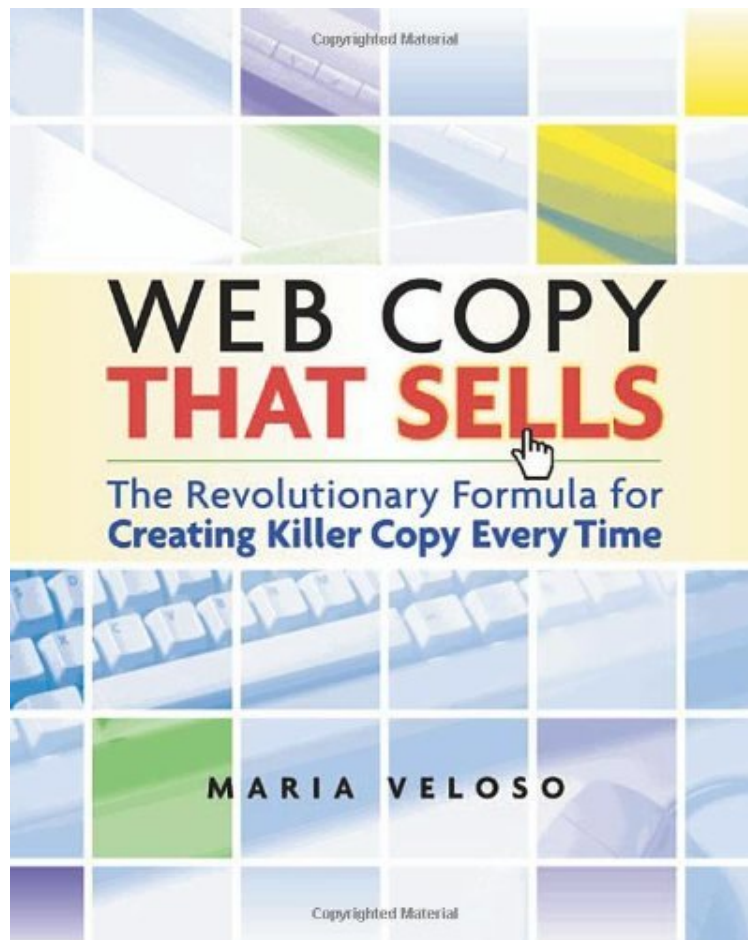


Web Copy That Sells: The Revolutionary Formula for Creating Killer Copy Every Time

Maria Veloso

*ebooks / Download PDF / *ePub / DOC / audiobook*



DOWNLOAD



READ ONLINE

#1104131 in eBooks 2004-05-31 2004-10-29 File Name: B000TUCP9U | File size: 60.Mb

Maria Veloso : Web Copy That Sells: The Revolutionary Formula for Creating Killer Copy Every Time before purchasing it in order to gage whether or not it would be worth my time, and all praised Web Copy That Sells: The Revolutionary Formula for Creating Killer Copy Every Time:

96 of 97 people found the following review helpful. Not for catalogers, but many useful tips anywayBy CustomerMs. Veloso is a specialist in writing the kind of copy which sells online courses and other one-per-website items. Because these items often have high selling prices, they take a lot of long, intense, hard selling to convince buyers to pull the trigger. If you're trying to sell a book, course, get rich quick scheme, diet plan, etc., this book will give you great advice on how to write hard-hitting sales copy.However, if you, like me, wanted advice more about selling a bunch of products in a more traditional e'commerce catalog with hundreds of products, you won't find such info here. SOME of what she says applies to that type of writing, but if I were to use her hard-hitting sales techniques on my customers, it would put them off and make my site seem a little too miuch like a used car lot. A better choice: Catalog Copy That Sizzles by Herschell Gordon Lewis. Also Persuasive Online Copywriting by Bryan and Jeff Eisenberg will give you

much of the same information but without the hard sell. Now, that said, Veloso does give lots of information about the psychology of sales that is helpful (so do the Eisenbergs in their book *Call To Action*). And there are many, many tips here for other kinds of e-commerce that work WITH a catalog, particularly email, autoresponders, SIG files, how to avoid SPAM blockers, etc. My goal for any business, advertising, or marketing book is to get at least one solid idea that I can put into practice...if I get at least one, the book was worth the cost. And I got a lot of "keeper" ideas from this book. Also, I judge books by whether I feel like selling them on afterwards or whether they stay on my bookshelf as a reference. This one will stay on the shelf. 91 of 94 people found the following review helpful. *Revolutionary Methods that Will Work for Many.* By Susanna Hutcheson I just finished reading Maria Veloso's book, 'Web Copy That Sells.' This book provides the unique skills and techniques that enable a copywriter or anyone who writes online copy to flat out sell like never before. These techniques are so powerful and dynamic it's hard to believe. Having said that, I have to add that in my opinion, Maria's method of writing Web copy would not work for every site or product. There is not a set pattern or template that fills the bill for all sites. For example, she proclaims that the "editorial" style of Web site copy produces the most business. This is indeed a clever tool on "some" sites. But not all. It won't work on all sites and is too awkward for some. She also likes to use "involvement devices" on her sites. I agree that these are useful on some sites. But I noticed on one of her sites that you "involve" yourself by ticking off your desired answer only to have your e-mail client pop up. This is not good usability --- people want to know and should know when they're about to submit an e-mail. They may opt not to do that and they should know before they click the box what's going to happen. There are a few other things of this nature that I don't buy into. But, for the most part, this is a valuable book because it offers ideas that are fresh and not readily available and that most people will find exceedingly useful. I suggest you buy the book and take from it what will work in your own personal situation but don't take everything as "gospel". Maria Veloso has put together a wealth of knowledge that has not been made available before as far as I know. I've read all the books on online copywriting and a few offered some valuable help and ideas. In fact, most have some good points that you can take away from your read. But 'Web Copy That Sells' is, by far, the very best to date. I recommend this book to anyone who really wants to make their site sell or needs to understand how to write e-mail and get it through the spam filters as well as get it read. This book covers it all. Maria Veloso has done a great job and provided a valuable service. I highly recommend this powerful book to all copywriters and anyone who needs to write copy for the Web. But, as I said, take from it what will work for you and be sure you adhere to good usability in your quest to sell. One word of warning, at least one of the freeware products the author recommends you download is "loaded" with adware that will take your computer over. So beware. Susanna K. Hutcheson Creative Director Powerwriting.com LLC [...] 11 of 11 people found the following review helpful. *Solid Information that will increase your business* By John Chancellor *Web Copy That Sells* is well written, easy to read and a great resource for improving your web copy. There are a number of points that Maria makes regarding web copy that apply equally to all areas of business as well as life. For example, she points out that you cannot simply model some successful website and expect the same results. You must model the process. That is go through the same process that the creator of the successful website went through. The book is not only a resource for web copy that sells, it is also a very good marketing course. She points out that potential customers must know you, like you and ultimately trust you before they will do business with you. She provides a step by step method to accomplish this. Maria is right on when she talks about the importance of the first screen and why you must concentrate on what's in it for the viewer. The website should not be designed as an ego boosting medium. You must keep the viewer's point of view in mind. She provides a good list of dos and don'ts for web copy. There are plenty of other tools such as a formula to evaluate any website. Scattered throughout the book are excellent marketing lessons - words tell, emotion sells - fear of loss is a better motivator than desire for gain. You would do well to read and understand these very valuable marketing lessons. This is a very good resource for anyone responsible for their own or their company's website.

"Web Copy That Sells" presents copy strategies that have been proven time and again in the e-commerce arena. Maria Veloso, perhaps the most widely acclaimed Web copywriter in the world, bases her revolutionary "Million Dollar Blueprint" on five simple questions - the reader answers them and the copy practically writes itself. Veloso crams all the information from her 12-hour, \$997 live seminars into an accessible book that helps any Web copywriter.

All who are interested in making their communications more effective should read it. -Journal of Consumer Marketing About the Author Maria Veloso (Los Angeles, CA) is Director of Web Copywriting University and the former Director of Creative Web Writing for Aesop.com, a major Internet marketing company.