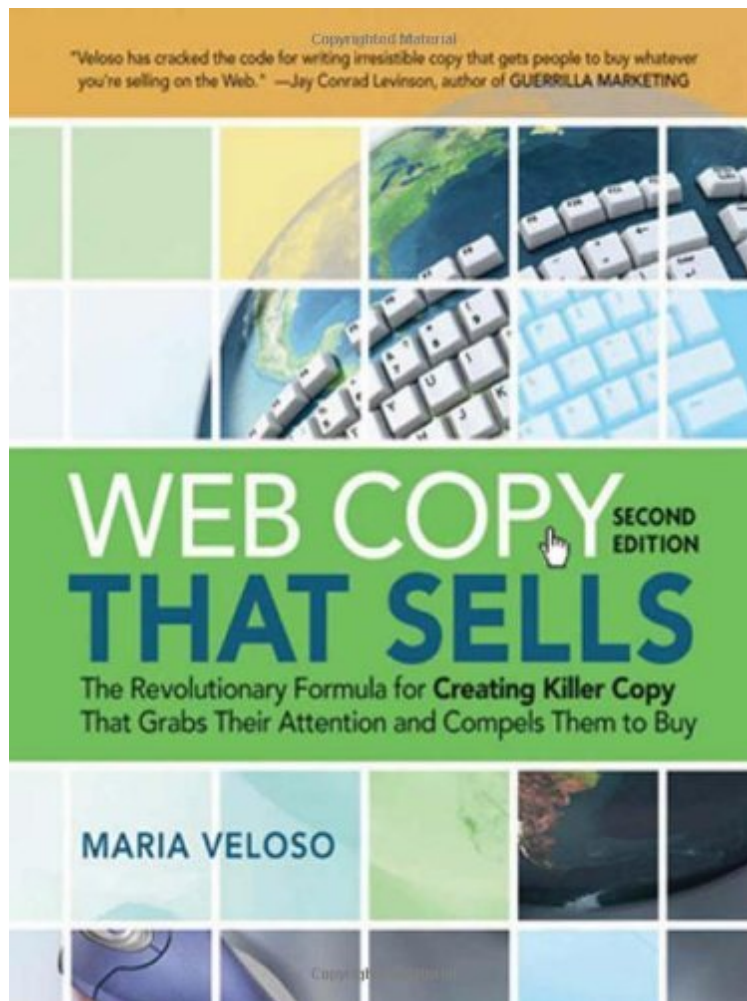


(Mobile book) Web Copy That Sells: The Revolutionary Formula for Creating Killer Copy That Grabs Their Attention and Compels Them to Buy

Web Copy That Sells: The Revolutionary Formula for Creating Killer Copy That Grabs Their Attention and Compels Them to Buy

Maria Veloso

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When it comes to copy, what works in the brick - and mortar world does not necessarily grab Web consumers...and with new developments like social networks, blogs, and YouTube, the strategies that worked even a few years ago, are unlikely to grab people's attention today. Completely updated for the current online marketplace, "Web Copy That Sells" gives readers proven methods for achieving phenomenal success with their online sales and marketing efforts. Featuring updated strategies for communicating and selling in the continually evolving landscape of Web 2.0, the second edition unlocks the secret to turning today's online prospects into paying customers!

From the Inside Flap There are more than 175 million websites on the Internet clamoring for attention, and, like yours, millions of them are trying to sell something. When it comes to writing marketing copy, what works in the brick-and-mortar world doesn't necessarily grab Web consumers. And with developments like social networks, blogs, and YouTube, the strategies that worked even a few years ago are unlikely to attract people's attention. Building on the revolutionary model of Web copywriting presented in the first edition of this book, this revised edition of Web Copy That Sells reveals Maria Veloso's unique Trifecta Neuro-Affective Principle for the first time—which changes the minds of prospects in favor of your product or service, and accelerates their decision to buy whatever you're selling. Veloso also introduces the concept of cyber bites, digestible morsels of copy that have a sales-advancing impact and are capable of creating significant buzz for any product or service. These two additions alone make this new edition a valuable resource not just for online marketers and copywriters but for anyone who sells anything—either on or off the Web. One of the most widely acclaimed Web copywriters in the world, Maria Veloso also reprises her revolutionary copywriting approach based on five simple questions, which, when answered, make the copy practically write itself. Completely updated for the current online marketplace, this book provides powerful copywriting strategies that have been proven time and again in the e-commerce arena. Veloso crams all the information from her 12-hour, live seminars costing \$997 into a comprehensive book that will help you to: - Write sizzling and irresistible Web copy, e-mails, and marketing communications. - Quickly turn any lackluster website into a "perpetual money machine." - Use hypnotically persuasive language and psychological tactics to compel Web surfers to buy. - Avoid the most common mistakes that can wipe out your sales. - Use cutting-edge approaches to drive traffic to your website, and easily land page-1 Google rankings for your business in record speed. - Streamline your marketing message down to a powerful "cyber biter"—and significantly shorten the process of making an online sale. - Keep abreast of the new rules for e-mail marketing and learn strategies to prevent your e-mails from getting blocked as spam. - And more! Featuring updated strategies for communicating and selling in the continually evolving landscape of Web 2.0, this second edition unlocks the secrets to turning today's online prospects into paying customers! Maria Veloso is Director of Web Copywriting University, a sought-after speaker on Internet marketing strategies, and former Director of Creative Web Writing for Aesop Marketing Corporation. A 32-year copywriting veteran, she has generated millions of dollars in online sales for a diverse stable of clients through her unique model of direct-response Web copywriting. She lives in Los Angeles and can be reached at: www.WebCopywritingUniversity.com. From the Back Cover Web Copy That Sells belongs on the desktop of any e-marketer who wants to make more sales and profits without spending a nickel more on advertising. Maria's Web copy tips and techniques are like oxygen—they'll breathe more life into your websites and e-mail campaigns. Chapter 5 alone is worth 100 times the price you'll pay for this copywriting book. — Alex Mandossian, Web Traffic Conversion Strategist and CEO of Heritage House Publishing, Inc. — Maria Veloso's Trifecta Neuro-Affective Principle is the most psychologically persuasive blueprint for writing copy you've ever come across, both online and offline. — Diane Eble, author of 11 books, professional book publishing Coach/consultant, and copywriter, WordsToProfit.com — The Trifecta Neuro-Affective Principle that Maria Veloso teaches in this book is a compelling way to change prospects' minds in favor of your product or service, cause them to subconsciously "feel right" about your offer, and cause them to look no further than your product or service to fulfill their needs. This formula alone is worth more than the book's weight in gold! — Elin Bullmann, www.TheWriteEffect.com — Web Copy That Sells is the only book on the market that can teach anyone how to write psychologically mesmerizing sales copy that gets readers salivating for your product or service. You simply won't know the value of this book until you read it and try out her incredible copywriting techniques for yourself. This book should be on every online marketer's desktop. — Joel Christopher, Master List Builder, Publisher of Access-2-Success ezine — After spending thousands of dollars getting information from almost every Internet and marketing expert out there, I can say, without a doubt, Web

Copy That Sells is the best investment that anyone wanting a profitable career on the Internet could make. — Rick Miller, Certified Master of Web Copywriting, author of Internet Mind Control, and founder of ScientificInternetMarketing.com Without a doubt, Maria Veloso wrote the book on how to turn a website into a selling machine. Web Copy That Sells is among the most important marketing books ever written. It should be required reading for all Internet marketers, webmasters, and copywriters. Maria has simplified the craft of writing direct-response web copy down to an easy, step-by-step blueprint that is so appealing even my wife has decided to become a copywriter! — Tim Russ, Editor, Candle Light Magazine Maria, I'm very impressed with your book! You're the first one to really make a convincing argument and show concrete evidence why writing for the Web (especially e-mail copy) is quite different from writing for the offline markets in several aspects. Thanks for your enlightening material. — Kevin Wilke, founder of PureNetProfits.com and cofounder of NitroMarketing.com

About the Author Maria Veloso (Los Angeles, CA) is Director of Web Copywriting University, a sought-after speaker on Internet marketing strategies, and the former Director of Creative Web Writing for Aesop Marketing Corporation.