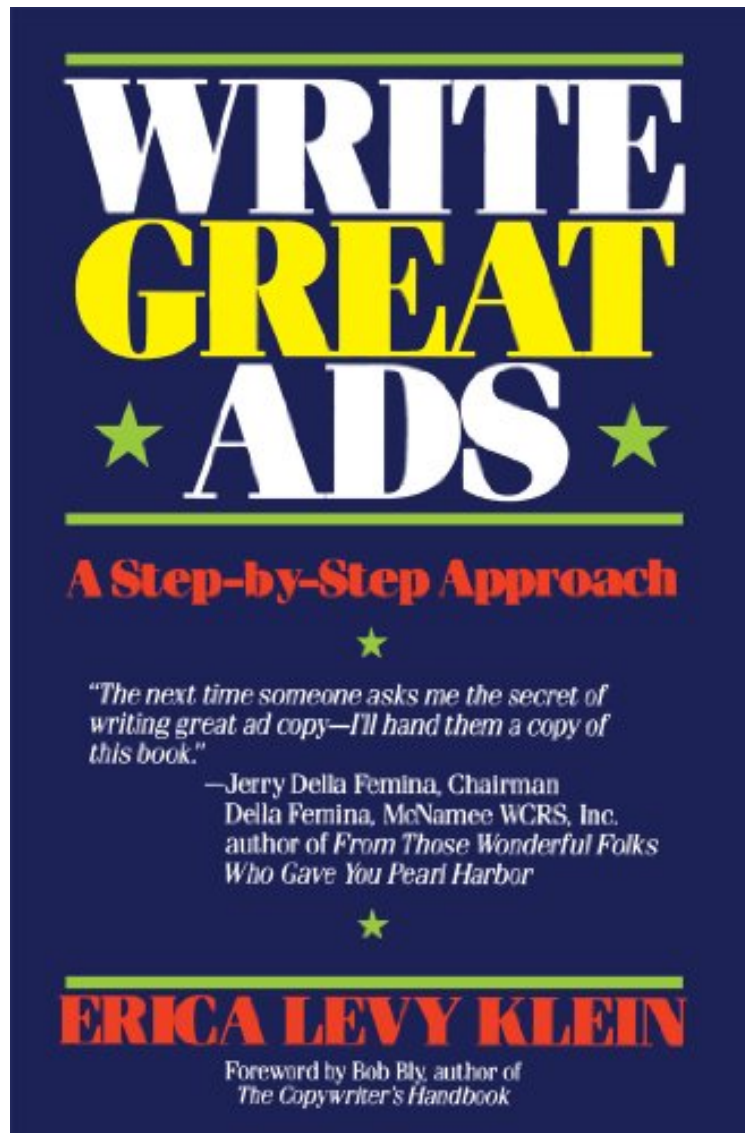


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Write Great Ads: A Step-by-Step Approach

Erica Levy Klein

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confidence builder. The way the book is structured, if you have any doubt in your ability to be a good copywriter, this book will soon have you saying, "Hey, I'm pretty good at this!" I believe even veteran writers will learn a lot here. Another great book that belongs on every copywriter's bookshelf. 5 of 5 people found the following review helpful. Great little gem of a book! By G. Maxwell As a copywriter I have had the privilege of reading many books on copywriting and I can say with all candor that this book (with a forward by Bob Bly himself) is a short course in copywriting. It steps the reader through the process of creating a great ad, warning, counseling, and coaching all along the way. An easy read, it is a great addition to your copywriting bookshelf!

You don't have to be especially "creative." And you can forget about writer's block. Because now, even if you've never written advertising before, there's a simple proven way to Write Great Ads! Great copywriters aren't born. They're made! That's because writing isn't a talent you're born with--it's a skill as learnable as driving a car or typing. Write Great Ads takes the mystery out of copywriting and shows how to write effective advertising copy for print ads, direct mail packages, radio spots, and television commercials. Write Great Ads takes you, step-by-step, through every aspect of the process. You'll learn: * How to zero in on the key features and benefits of your ad * How to write a headline that really sells * How to come up with an original, effective selling concept * How to put all the facts together and craft an irresistible call to action--guaranteed to pull in sales! This one-of-a-kind workbook breaks advertising down into simple steps that anyone--no matter what your level of experience--can master and enjoy. Write Great Ads is also packed with fill-in exercises and self-tests so you can practice each step immediately. "This is a practical, straightforward, and instructive book with heavy emphasis on fundamentals--all in good, clear, no-nonsense English--and an overall good reference for anyone interested in better communications."

From the Back Cover You don't have to be especially "creative." And you can forget about writer's block. Because now, even if you've never written advertising before, there's a simple proven way to Write *ADS* Great copywriters aren't born. They're made! That's because writing isn't a talent you're born with--it's a skill as learnable as driving a car or typing. Write Great Ads takes the mystery out of copywriting and shows how to write effective advertising copy for print ads, direct mail packages, radio spots, and television commercials. Write Great Ads takes you, step-by-step, through every aspect of the process. You'll learn: How to zero in on the key features and benefits of your ad How to write a headline that really sells How to come up with an original, effective selling concept How to put all the facts together and craft an irresistible call to action--guaranteed to pull in sales! This one-of-a-kind workbook breaks advertising down into simple steps that anyone--no matter what your level of experience--can master and enjoy. Write Great Ads is also packed with fill-in exercises and self-tests so you can practice each step immediately. "This is a practical, straightforward, and instructive book with heavy emphasis on fundamentals--all in good, clear, no-nonsense English--and an overall good reference for anyone interested in better communications." About the Author ERICA LEVY KLEIN is President of Klein Kroll, Inc., a St. Louis marketing agency, an instructor at the Washington University Department of Journalism and Communications, and a nationally syndicated newspaper columnist.