



Love-Based Copywriting System: A Step-By-Step Process to Master Writing Copy That Attracts, Inspires and Invites

By Michele Pw (Pariza Wacek)

Creative Concepts and Copywriting LLC, United States, 2015. Paperback. Book Condition: New. 229 x 152 mm. Language: English . Brand New Book ***** Print on Demand *****.Ready To Ditch Selling Using Fear, Hype, and Ick? And Instead Learn To Write Copy That Attracts, Inspires and Invites Your Ideal Clients Into Your Business? In Michele s first book, Love-Based Copywriting Method, she walks you through why traditional marketing and copy sells with fear (which is why it feels so awful) and how you can sell and market your business with love instead. In this book, Love-Based Copywriting System, Michele rolls up her sleeves and walks you through her exact system that she has used over the years to help her clients build successful businesses and get their work out into the world in a big, love-based way. You re going to get the nitty gritty on what you need to do to write love-based copy. It includes step-by-step exercises, templates for the different promotional pieces (such as the copy you would use on a website or an email), a love-based tips section to take the teachings deeper and even advanced copy training for those who have mastered the basics. This book...



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