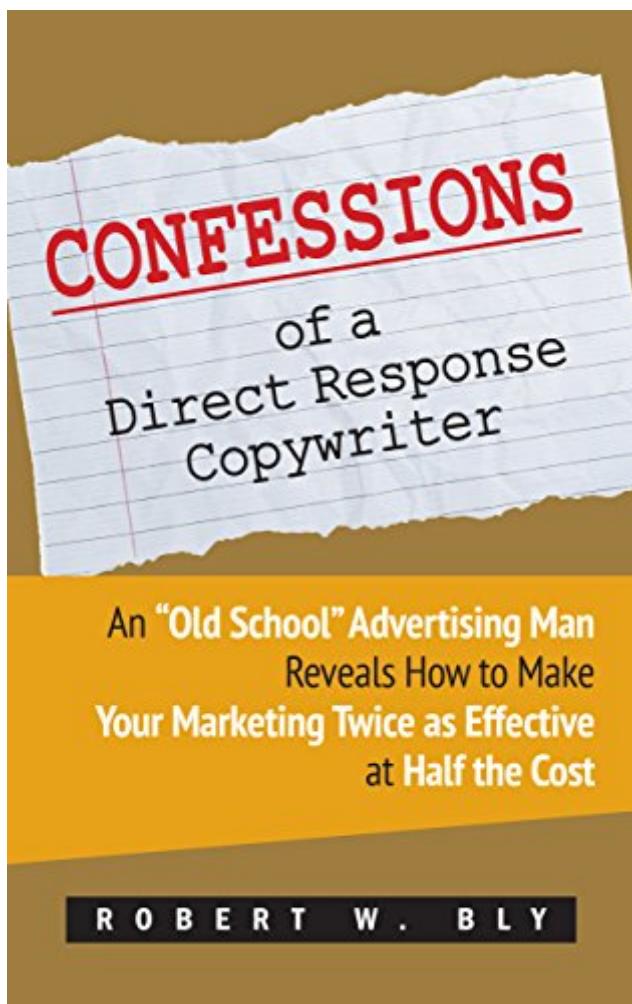


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Confessions Of A Direct Response Copywriter: An "Old School" Advertising Man Reveals How To Make Your Marketing Twice As Effective At Half The Cost





Synopsis

An "Old School" Advertising Man Reveals How to Make Your Marketing Twice as Effective at Half the Cost. Frank, opinionated, and - with 65,000 subscribers to his e-newsletter, The Direct Response Letter - Bob Bly dispenses advice, wisdom, and strategies on having a successful business and a happy life on a weekly basis. In this book are 85 of his most popular columns, including: Unlock the gold mine hidden in your content. Page 41. Profit from John Steinbeck's "lost" writing secret. Page 37. 7 rules for writing retail advertising that sells. Page 10. The 80/20 rule for freelance writing success. Page 127. Optimizing white papers for search engines. Page 75. The awful truth about cold calling. Page 56. A lesson in education from Good Will Hunting. Page 139. And more.

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