



The Everything Guide To Writing Copy: From Ads and Press Release to On-Air and Online Promos--All You Need to Create Copy That Sells

Steve Slaunwhite

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The Everything Guide to Writing Copy is a step-by-step guide to writing effective copy for a variety of media including print, Web, radio, trade journals, and much more. Packed with tips and tricks used by the pros, this valuable resource teaches you to promote products and services, build brands, and write copy that boosts your company's bottom line. Features expert strategies for you to: Write compelling headlines, tag lines, and leads Avoid common copywriting mistakes Strengthen brand development Start a freelance copywriting business Write copy for all media-print, radio, TV, and Web sites Whether you're a professional copywriter or just starting out, The Everything Guide to Writing Copy will inspire you to create innovative, sales-generating advertising and marketing pieces.

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