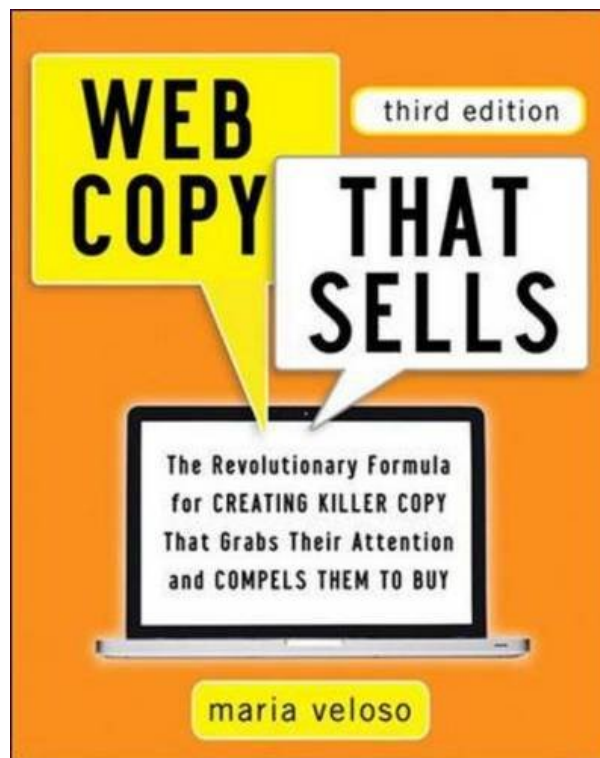
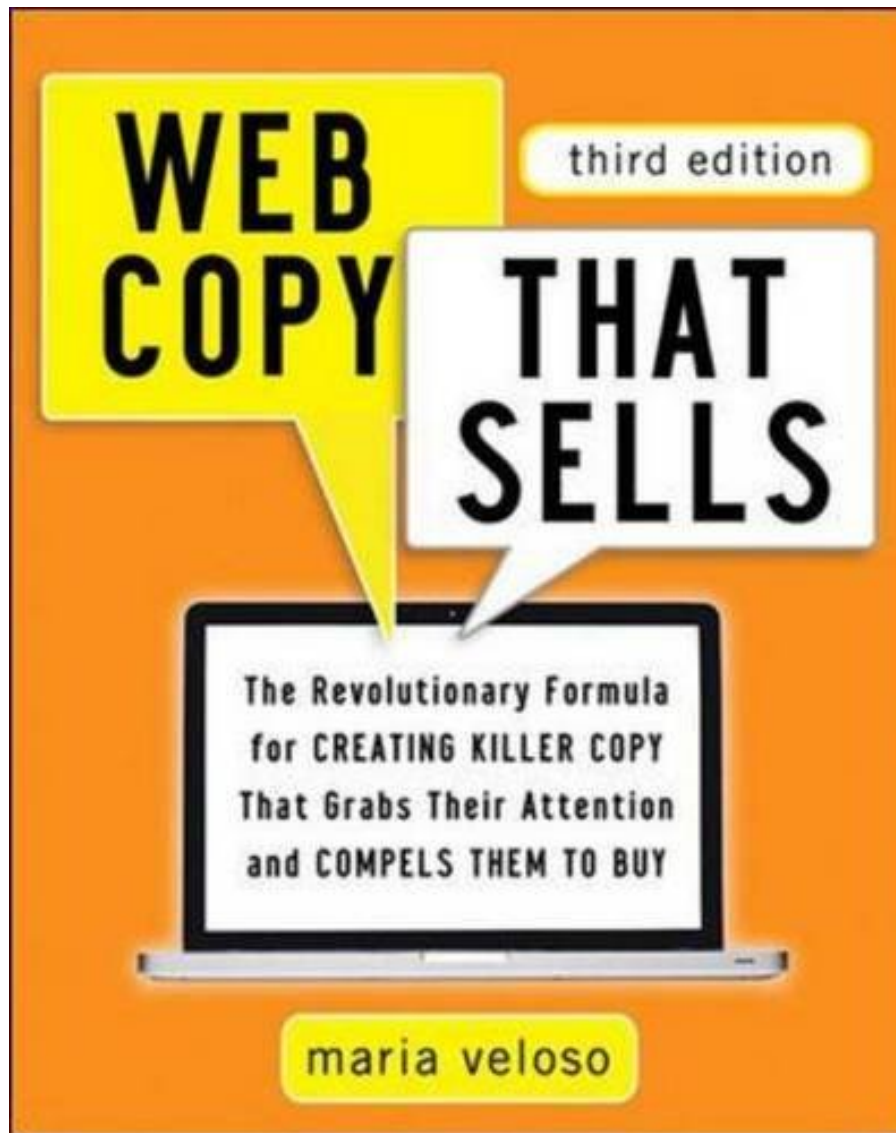


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Use psychological tactics that compel Web surfers to buy

- Create effective, highly-targeted Facebook ads
- Test copy to maximize response
- Write online marketing video scripts that sell
- Craft compelling copy for interactive advertising banners
- Produce high-converting video sales letters
- And more

Proven and practical, Web Copy That Sells shows how to quickly turn lackluster sites into "perpetual money machines," streamline key messages down to irresistible "cyber bites.."and ensure that Web copy, e-mail, and marketing communications pack a fast, powerful--and sales generating--punch.

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- Number of items: 1
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- Binding: Paperback
- 284 pages

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Most helpful customer reviews

146 of 155 people found the following review helpful.

Don't You Wish You Knew How to Destroy Your Client's Credibility in a Few Simple Steps?

By o. fenech

Maria Veloso's Web Copy That Sells has some good information but often times ends up discrediting herself when she gives examples of her own work as you will see for yourself when you read this review.

She'll explain some concepts of copywriting and then she will bring up her work for things like "the one minute cure" --and ebook claiming to cure most diseases in one minute. now as a serious marketer, When she's touting a headline she wrote that says "Simple Formula Has Been Scientifically Proven to Cure Cancer and Virtually All Diseases" how am i supposed to take this seriously and apply this to my own work when she's showing examples of websites and products that appear to be scams specifically aimed at people with terminal diseases desperate for some hope?

Considering she spends some time talking about how your copy has to have credibility, how can she not realize her book loses credibility with such examples of her work? it seems her own work is usually done for these websites offering get rich quick schemes, low end marketing programs aimed at the internet bottom feeders and false miracle cures. If i was her i would be a bit concerned that the Federal Trade Commission would be reading it.

She will suggests things like making fake blogs posts, websites that masquerade as science journals and all those types of bottom feeder trickery. I understand that these methods probably work for the type of shady businesses she has worked for but it doesn't work for solid legitimate businesses. A real medicine, medical equipment or health supplement can't risk their reputations using such questionable (and i would say unethical and possibly even illegal) devices.

This is not to say that she doesn't have some good advice for web copywriting newbies, but excuse me, copywriting giants like John Caples and Joe Sugarman would not touch this stuff. those guys actually had to sell real things to real people not one minute cure to cancer victims, so it's so much easier for me to find them credible and take their advice. Ms Veloso just leaves me feeling a bit dirty.

It's through the work of people like her that our web surfing experience suffers and it has become so difficult to find good information.

>>If you are interested in selling information packages and ebooks of questionable value,this book might be for you.

>>if you are writing copy for shady businesses that have no reputation to worry about this book might be for you.

>>if you think the best way to sell is to use questionable tactics and trickery this book might be for you.

if you are interested in selling physical objects or copywriting for any company that can't afford to throw their reputation in the trash, i would suggest you forget about this book and instead learn from credible and successful direct marketing giants like Drayton Bird, Joe Sugarman, John Caples, Lester Wunderman and adapt their techniques for the web.



10 of 10 people found the following review helpful.

Why I gave this book four stars- and why I didn't want to give it five

By Becauseit'sLife

As a copywriter with shelf-fulls of books on writing killer copy, I can testify that this book is up there with the very top. I read it when I was just starting out, and it's one of the three books I credit for bringing in the most money in my campaigns and projects. (The number one book is Breakthrough Advertising by copywriting legend Eugene Schwartz.)

My favorite parts:

The Five Questions to build every website on- it cuts to the core of a website's success. I've created some high profile websites for wealthy businessmen using this technique.

The Psychological Techniques- they were Brilliant. Every single one of them make your sales letter more powerful, more potent, more money producing. And each one makes your sales letter resemble the legendary ones that generated millions in sales, more and more.

Informative style, as opposed to ad style- this has never been truer. As customers grow savvier, it is information that will get people to click, as that is what they are doing on the internet in the first place. (Though I think Maria could have mentioned bringing customers in through entertainment.) Not marketing gimmicks or flashy ads.

The Trifa Neuro-Affective Principle- essential for short copy to be effective, and as our attention span shrinks, it's increasingly replacing long copy.

What was missing- and why I gave it only four stars:

The b2b section was disappointing- b2b is an entirely different entity, and Maria barely covered a page with it. (Though the concepts presented were very illuminating.)

It was a REVISED, updated edition, and failed to take a critical factor into account- that customers today are SPAM-WEARY, and even if your spam-style message gets through spam filters with the help of some tricks, most people will immediately delete it. As for buying things, forget it! You must establish yourself as trustworthy, and this was not addressed. You must know your audience when you're a copywriter, or every word you crank out is doomed- and this completely failed to take the increasing cynicism into account. I think this was the biggest failing of what was otherwise an excellent book.

The examples were dated and not too ethical. While the point was the techniques they employed, and not the examples themselves, most of us write for honest businesses using honest means and it would have been nice to see copy examples similar to the ones we write for clients.

So, in short- even though I've had some gripes about certain lackings- at the end of the day, this book had many nail-it-on-the-head unique points that are easy to implement and make the caliber of your copy shoot up drastically. If you are a copywriter who's starting out- do yourself and your career a real magnanimous favor and read this book at least once. It's worth at least as much as all those \$900 copy-writing courses flooding the internet these days. And it makes copy-writing so much fun- it was after I read this book that I really started bounding straight out of bed in the morning to get to work.

Good luck!

29 of 35 people found the following review helpful.

The Bible for web copy writers

By James Beswick

This book is a true joy to read: every chapter contains gold nuggets of advice that will make your web copy writing more effective. The author's mantra is essentially focused on keeping messages simple, targeted to the audience's needs, and appealing on an emotional level. It contains everything from word lookup tables (eg. use "discover" rather than "find") to step-by-step guides to evaluate your content.

As a test, we converted one of our websites and email campaigns using the book's advice, and measured the responses with Google Analytics and the results were staggering. While it sometimes felt like I was writing an infomercial ("Learn the secrets of weight loss to discover the new you!"), it has an undeniably positive effect on the bounce rates, page views and conversions. We're now renovating every site along the same lines. Overall, this has been one of the most productive technical books I've ever read.

See all 84 customer reviews...

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