



Copywriting Segreto: Lettere Commerciali Vincenti (Italian Edition)

Marco Antuzi

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Tratto dall'introduzione:

Ci sono in commercio diversi testi sul copywriting e spesso sono anche molto efficaci. Hai acquistato questo libro forse colpito dal titolo o forse colpito dalle promesse che ti sono state fatte in fase di marketing. Adesso prendi una penna e tienila stretta in mano. Siediti se non l'hai ancora fatto. Mentre stai leggendo questo libro hai la penna stretta in mano e sei seduto sulla sedia sei pronto per leggere il manuale più utile sul copywriting che hai mai acquistato. Cosa rende questo manuale migliore rispetto a tutti gli altri? In verità questo libro non è migliore degli altri ma è in grado di darti una serie di strumenti molto importanti per permetterti di rendere la tua scrittura il 100×100 più persuasiva rispetto alla comune scrittura pubblicitaria. Questo e-book è completo e grazie a questo imparerai i 3 passi fondamentali per creare un annuncio o un articolo perfetto piuttosto che una lettera commerciale di qualunque tipo, o una pagina di vendita altamente persuasiva e con grossa percentuale di conversione in acquisti paganti.

In ogni capitolo ti svelerò ognuno di questi passi e ti darò degli esercizi efficaci e pratici per poter riuscire ad applicare quello che imparerai. Quel che ti chiedo è di metterci solo un pizzico di passione e curiosità, concentrazione ed impegno e il resto verrà da se.

Ma adesso basta parole, mettiamoci al lavoro!

E ricorda, Io Credo in Te e sono contagioso.

Semplicemente,

Sinceramente,

Marco

Ecco cosa impari in questo ebook:

- Introduzione
- Capitolo 1 Il Potere del Come e del Perché
- Capitolo 2: Come Creare Titoli Magnetici
- Capitolo 3: Un po' di Ipnosi per ammaliare i Clienti
- Capitolo 4: Scopri il Potere Magico della Parola "Perché"

-Capitolo 5: 7 Segreti del Copywriting che il tuo peggior nemico non ti svelerebbe mai

-Capitolo 6: Il Potere dei Frame Ipnotici

-Epilogo

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