



Copy. Righter.

Become a master wordsmith and harness the copywriting secrets that will win you hearts, minds...and business

Ian Atkinson

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A savvy, modern guide to writing business copy that persuades and sells.

- Written by an advertising expert and award winner.
- The “word” is making a huge comeback in marketing and advertising!
- This book is one of the few with an understanding of modern media and modern brands.
- Comprehensive and practical – this book is written for both beginners and more advanced copywriters.

Description

The written word is making a comeback! For years we have been told the world is becoming more “visual”. That everyone has a shorter attention span. That a picture “speaks a thousand words”. But look at social media. Blogs. Tweets. Reader’s comments. Peer reviews. People are starting to read again! Books on Kindle, magazines on the iPad. Advertising on more places than there are places.

There’s never been a better time to discover how to influence people using nothing more than the words on a page or screen. This book will show you how. An invaluable, modern guide to copywriting, it reveals how anyone can learn to write for business in a way that is brand-literate, media-savvy, utterly engaging...and irresistibly persuasive.

About the author

Ian Atkinson is the creative director of a large agency group in the UK. He has won a number of industry awards for his copywriting and creative work.

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