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The Adweek Copywriting Handbook Summary of Joseph Sugarman's The Adweek Copywriting Handbook Breakthrough Copywriter: A Field Guide to Eugene M. Schwartz Advertising Genius De plakfactor The Copywriter's Handbook The Ultimate Copywriting Guide for Beginners to Advanced Rework The Copywriter's Handbook Schrijven vanuit je hart The Online Copywriter's Handbook The Copywriter's Handbook The Ultimate Copywriting Guide for Beginners to Advanced Over leven en schrijven Twitter Power Ons feilbare denken Ultrathin Reference Bible-Hcsb-Classic Copywriting in a Week Unwound Begin met het waarom Holman CSB Ultra Thin Reference Bible - Classic

Edition, Duo-Tone Blue/Gray Bonded Leather Holman CSB Ultra Thin Reference Bible - Classic Edition, Duo-Tone Black/Tan Bonded Leather Twitter Power 2.0 Holman CSB Ultra Thin Reference Bible - Classic Edition, Duo-Tone Black/Tan Indexed Bonded Leather Switch Mediaweek Instagram Power, Second Edition: Build Your Brand and Reach More Customers with Visual Influence Ego is de vijand Feitenkennis Instagram Power: Build Your Brand and Reach More Customers with the Power of Pictures World Water Resources at the Beginning of the Twenty-First Century Drive Eat that frog Maak je bed op Instant Inspiration for Copywriters Digitaal minimalisme Killer Copywriting Reloaded, The

Advanced Guide On How To Write Copy That Sells
Copywriting Made Simple
Copywriting Made Simple:
How to Write Powerful and Persuasive Copy that Sells How to Write a Good Advertisement
How to Launch a Freelance Copywriting Business

Bound in a combination of glazed calf-grain bonded leather and suede. Features center-column references & 9 point type. Kahneman neemt de lezer mee op een ontdekkingsreis door de krochten van ons brein in dit zeer toegankelijke boek (...). Hij presenteert theorieën, lepelt verrukkelijke anekdotes op, (en) onderwerpt de lezer aan testjes.' ***** De Volkskrant Daniel Kahneman, een van belangrijkste psychologen ter wereld, ontving de Nobelprijs voor de Economie voor zijn invloedrijke werk dat het traditionele rationele beslissingsmodel ter discussie stelde. Zijn gedachtegoed heeft diepgaand effect gehad op vele terreinen - onder andere economie,

psychologie en politiek - en nu geeft hij in één boek een overzicht van al die jaren onderzoek en wetenschap. 'Een verbazingwekkend rijk boek: helder, diepgravend, vol verrassende inzichten en waardevolle zelfhulptips. Het is altijd gemakkelijk en af en toe zelfs ontroerend, met name als Kahneman zijn samenwerking met Tversky memoreert. (...) Iedereen moet dit kopen en lezen.' New York Times Book Review Admiraal William H. McRaven sprak in 2014 bij de diploma-uitreiking van de Universiteit van Texas. Hij vertelde hoe zijn opleiding tot Navy SEAL hem zijn hele leven lang heeft geholpen om succesvoller en gelukkiger te zijn. Zijn speech ging viral en werd meer dan tien miljoen keer bekeken. In Maak je bed op vertelt hij meer over de principes die hem niet alleen in zijn militaire carrière veel hebben opgeleverd, maar ook daarbuiten. Met leuke voorbeelden en wijze lessen toont hij dat discipline en doorzettingsvermogen voor iedereen binnen handbereik

zijn. Hoe haal je meer uit jezelf, ga je uitdagingen aan en overwin je tegenslagen? Begin de dag met je bed opmaken.

The classic guide to copywriting, now in an entirely updated third edition This is a book for everyone who writes or approves copy: copywriters, account executives, creative directors, freelance writers, advertising managers . . . even entrepreneurs and brand managers. It reveals dozens of copywriting techniques that can help you write ads, commercials, and direct mail that are clear, persuasive, and get more attention—and sell more products. Among the tips revealed are • eight headlines that work—and how to use them • eleven ways to make your copy more readable • fifteen ways to open a sales letter • the nine characteristics of successful print ads • how to build a successful freelance copywriting practice • fifteen techniques to ensure your e-mail marketing message is opened This thoroughly revised third edition includes all new essential information for

mastering copywriting in the Internet era, including advice on Web- and e-mail-based copywriting, multimedia presentations, and Internet research and source documentation, as well as updated resources. Now more indispensable than ever, The Copywriter's Handbook remains the ultimate guide for people who write or work with copy. "I don't know a single copywriter whose work would not be improved by reading this book." —David Ogilvy

Please note: This is a companion version & not the original book. Sample Book Insights: #1 Read the book. It's very short and it will teach you the principles of successful direct response copywriting. #2 The best copywriters in the world are those who are curious about life, read a lot, have many hobbies, like to travel, and have a variety of interests. They hunger for experience and knowledge, and they are great listeners. #3 If you want to write copy, read the books. If you want to be a copywriter, have many

interests, experience life, and not be afraid of failure, then you have the makings of a great copywriter. #4 The more you have stored in your brain from experiences and knowledge, and the more you are able to interrelate that knowledge and come up with new combinations of old material, the more powerful your capabilities as a copywriter will be. Modern assessment of the state of the world's water resources for researchers and policy-makers. Twee succesvolle ondernemers die het softwarebedrijf signals opzetten en tot een succes maakten laten ons zien dat niet altijd meer beter is, maar dat je juist met minder meer kan bereiken. Rework is inspirerend en innoverend. Twee prettig tegendraadse succesvolle ondernemers benaderen complexe zaken heerlijk eenvoudig. Fried & Heinemeier Hansson zetten je aan het denken en helpen je op weg. Verplichte kost voor iedereen die ondernemer of ondernemend is.' Erwin Blom (Handboek Communities)Meer

is niet altijd beter, juist met minder kan je meer bereiken. Fried en Hansson hanteren een eenvoudige bedrijfsfilosofie: hou het simpel, wees transparant en eerlijk. Met die filosofie in gedachten schreven ze dit boek: Rework is een no-nonsenseboek voor deze tijd. Fried en Hansson bewijzen dat een bedrijf heel succesvol kan worden zonder mission statement, zonder eindeloze vergaderingen, en met medewerkers die gewoon aan het einde van de dag naar huis gaan, in plaats van twaalf tot veertien uur op kantoor te zitten. In deze tijd is een goed idee meer waard is dan een duur consultancyrapport, informatie moet je delen, en naar je klant moet je luisteren. Rework is het boek voor iedere (startende!) ondernemer. Meer dan een miljoen Nederlanders heeft de wens om een boek te schrijven. Maar hoe begin je hiermee? In 'Schrijven vanuit je hart' krijg je tips en oefeningen om je droom waar te maken. Zelf een boek schrijven is de droom van

veel mensen. Met de tips en oefeningen van Nathalie Goldberg was zelf een boek schrijven nog nooit zo makkelijk. 'Schrijven vanuit je hart' is een gepassioneerde oproep om je diepste gedachten onder woorden te brengen. Het boek is opgebouwd uit 64 hoofdstukken van drie pagina's, waarin steeds een advies wordt uitgewerkt. Het zijn zonder uitzondering inspirerende teksten die tot de verbeelding spreken en de lezer stimuleren om te schrijven vanuit zijn of haar hart. "YOU CAN LAUGH AT MONEY WORRIES --- IF YOU ACQUIRE THE COPYWRITING TECHNIQUES FROM THIS BOOK" This copywriting book contains all the essential elements that must exist in an effective sales letter, to pull in money or get the call to action you want from the prospects. This could be to subscribe to your list, share your content, or even buy it now! This book is targeted for beginning copywriting students and the entrepreneur or

business owners who want to get better results through effective copywriting skills and best practices. Especially now that marketing happens a lot in social media, email, our websites--writing effective copy is a MUST to thrive! An effective sales-letter that gets the result is just ticking checkboxes in the prospect's mind. If you know what these psychological triggers are, and how to trigger them? Then you can expect to get consistently powerful results, every time! Heres a preview of what you'll learn in this book: Website Product Copywriting Blog Posts Copywriting The 4Us Formula The Aida Formula Landing Page Copywriting What Makes A Good Landing Page? Call-To-Action Copy Email Marketing Crafting An Effective Email Marketing Copy Sales Letter Sales Page Copywriting Keep It Laid-Back Valuing Your Customers And Your Product And Services Show Through In A Hundred Subtle Ways Understanding Your Prospects The Ideal Customer Their Pains And

Struggles The Sales Letter
Structure
Headline Essentials
Types Of Headlines
Bullets
Subheadings/Sub-Headline
Some Common Ways To Create
An Engaging Subheading
Usp
Versus Esp
Usp Or Unique
Selling Proposition
Crafting A
Value Proposition
Establishing
Your Areas Of Difference
Story
Driven Copywriting
Help The
Reader Picture And Feel
Call
To Action (Cta)
Managing
Objections
Reviews
The
Guarantee
Faqs
Postscripts
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Great Reasons Why You
Should Buy
Subheadings
Ad
Errors
Price
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Options
Legibility
More Information
Free-Items
Copywriting
Mistakes To Avoid
Trying To
Sell Before
First Giving
Value
Sounding Too Formal
Wasting
Your Reader's Time
Make A
Claim Without Proof
Attempting To Sell To
Everyone
Do Not Begin At The
Start
Be Flexible
Leave Out
Needless Words
Discuss Your
Prospects' Issues
Swipe Files
The Better Letter
Checklist:
Finishing Up
Download your
copy now!
We weten allemaal
dat het moeilijk is om te

veranderen. Het kost veel tijd
en vaak geven we op bij de
eerste tegenslag. Maar waarom
zien we wel de beren op de
weg en niet de bestemming?
Deze vraag beantwoorden Chip
en Dan Heath in dit
fascinerende boek. We hoeven
slechts te begrijpen hoe onze
hersenen werken om snelle
veranderingen in ons gedrag te
realiseren. Op basis van
wetenschappelijke studies en
opmerkelijke casestudy's laten
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simpele methodes leiden tot
fantastische resultaten. Bound
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references & 9 point type.
Bound in a combination of
glazed calf-grain bonded
leather and suede. Features
center-column references & 9
point type. Get the business
leader's guide to using Twitter
to gain competitive advantage.
Since 2006, forward-thinking
companies like Apple, JetBlue,
Whole Foods, and GM have
discovered the instant benefits
of leveraging the social media
phenomenon known as Twitter

to reach consumers directly, build their brand, and increase sales. Twitter is at the leading edge of the social media movement, allowing members to connect with one another in real time via short text messages called "tweets" that can be received either via the Twitter site or by e-mail, instant messenger, or cell phone. Many companies have started building entire teams within their organization dedicated solely to responding to tweets from consumers about their brand. And this is just the beginning. In Twitter Power, Internet marketing and Web innovation expert Joel Comm shows businesses and marketers how to integrate Twitter into their existing marketing strategies to build a loyal following among Twitter members, expand awareness for their product or service, and even handle negative publicity due to angry or disappointed consumers. The book also presents case studies of companies on the forefront of the Twitter movement, to help you develop your own

social networking strategies. Twitter Power is the result of extensive testing and participation in the social networking community and is a must-have for any business that wants to keep up with the social media movement. Twitter Power features a foreword by Tony Robbins. Als je elke ochtend begint met het eten van een levende kikker, zal de rest van de dag 'een makkie' zijn (aldus Mark Twain). 'Eat that frog' laat zien hoe je die spreekwoordelijke kikker op kunt eten, oftewel hoe je moet beginnen met de taken waar je het minst zin in hebt. De taken die je voor je uitschuift blijken namelijk bijna zonder uitzondering de taken te zijn die de grootste, meest positieve impact op je leven zullen hebben. In deze klassieker over productiviteit legt Brian Tracy uit dat succesvolle mensen niet alles proberen te doen, maar focussen op de belangrijkste taken en zorgen dat die goed gedaan worden. Hij vertelt je hoe je voorkomt dat technologie je tijd domineert

en geeft eenentwintig praktische en haalbare stappen die je helpen om te stoppen met uitstellen. En vandaag nog je leven te veranderen. Bound in a combination of glazed calf-grain bonded leather and suede. Features center-column references & 9 point type. Simon Sinek laat in 'Begin met het Waarom' zien dat organisaties en leiders die zich richten op het Waarom van hun bedrijf succesvoller, invloedrijker en innovatiever zijn. Leiderschapsstijlen kunnen verschillen, maar alle grote, inspirerende leiders hebben één ding met elkaar gemeen: ze weten dondersgoed waaróm ze doen wat ze doen. Toch sneeuwt bij veel bedrijven het Waarom nogal eens onder in de hectiek van de dag. 'Begin met het Waarom' helpt je om het Waarom weer centraal te stellen en zo beter en authentieker leiding te geven en je omgeving te inspireren. Met vele voorbeelden uit de praktijk toont Sinek aan dat het werkt. Dit boek is gebaseerd op de ideeën uit zijn TEDX-talk over

leiderschap, waarmee hij wereldwijd de aandacht trok. Het heeft de carrières van jonge, veelbelovende genieën doen stranden. Het heeft fortuinen in rook doen opgaan en bedrijven aan de rand van de afgrond gebracht. Het heeft tegenslag ondraaglijk gemaakt en leren van fouten in schaamte veranderd. Zijn naam? Ego, onze innerlijke tegenstander. In een tijd waarin social media, reality-tv en andere vormen van schaamteloze zelfpromotie worden verheerlijkt, moet de strijd tegen ego op vele fronten worden gestreden. Maar gewapend met de lessen uit dit boek zul je, zoals Holiday schrijft, 'minder bezig zijn met het vertellen van verhalen over hoe bijzonder jij bent en daardoor vrijer zijn om jouw wereldveranderende doelen te bereiken.' Are you a journalist, creative writer or blogger with great writing skills? This practical business guide tells you how to start a copywriting business, find clients, set up a work pipeline, handle time and money, and survive and thrive

on the freelance frontline. Jules Horne is an award-winning writer, copywriter and associate lecturer with the Open University. Her copywriting business, Texthouse, has provided words for deep sea divers, heating engineers, housing associations, chocolatiers and many other amazing businesses. Here's what she's learned on the way! This book is for all writers who aspire to earn a living from their writing, and need business how-tos and inspiration for life as a freelance creative. There was one copywriter who made millionaires from people who read his book, although they never wrote an ad. Eugene Schwartz wrote a classic on copywriting that is probably one of the most powerful, and profitable, books on copywriting and marketing ever written. That book has been kept available only as a rare hardback gift edition. Generations of copywriters haven't had access to this material. And the world would be a poorer place, except...

Fortunately Schwartz was also prolific as a speaker. So we are able to bring notes of his lectures and a review of his classic text to life again. You can learn: - How to create ads which sell your products at the expense of your competition - Find which roles your customer really wants to play and align these to your product - Discover how to get a product to sell no matter how people have already heard about it or how many products like it are already out there. - Learn how to control your audience by being their friend. Get Your Copy Now. Publisher's Note: Products purchased from Third Party sellers are not guaranteed by the publisher for quality, authenticity, or access to any online entitlements included with the product. The essential guide to marketing and building your business on Instagram - today's hottest social media platform While other social sites are declining in popularity, Instagram is hotter than ever—and shows no signs of cooling off any time soon. But it's not just users

that are flocking to the site, marketers love it too. With more features and marketing capabilities than ever, Instagram is a channel that smart marketers can't afford to avoid. Filled with proven strategies from leading Instagram experts this updated edition of *Instagram Power* walks you through the steps of setting up your account, actionable monetization methods you can use, and how to integrate the social media platform into your complete marketing approach. With 15 new chapter subsections and revisions throughout, the book shows you how to leverage all the new features, including Insights, IGTV, Shop-able Posts, Stories, and Instagram Ads. You'll discover how to:

- Leverage Instagram to build and strengthen your business or personal brand
- Design an effective marketing plan for the platform
- Sell directly on Instagram with Shop-able posts
- Avoid common pitfalls, and much more

If you're serious about marketing, you need to tap into the power of

the world's most popular photo-sharing platform. This guide offers a road map to achieving Instagram marketing success. This book might well have carried the subtitle *Or 44 Years in the Copy Department* instead of its present one. Even a copywriter, whose breed is not noteworthy for arithmetical prowess, could not escape arriving at the conclusion that the number of years from 1917 to 1961 totals forty-four. And, Heaven help me!, for that seeming aeon of time the major interest of the author has been advertising copy— good, bad, and indifferent. That a large measure of this past experience has been associated with a particularly demanding kind of advertising copy may, as will be explained, be an advantageous circumstance for the reader of this book, regardless of what type of copywriting job confronts him. For the subject of the book is not the writing of mail-order copy. Its sole purpose is to lend a hand to any copywriter (or student of copy-writing) whose ambition is to create

advertisements which are more resultful, no matter what the product is or how and where it is sold. As to why the author's background of experience may represent an advantageous circumstance for such copywriters, I will leave to an infinitely more capable pen than mine—that of no less an authority than Claude G. Hopkins, one of the greatest copywriters of “general” advertising who ever lived: “Mail-order advertising is difficult. But it is educational. It keeps one on his mettle. It fixes one's viewpoint on cost and result. The advertising-writer learns more from mail-order advertising than from any other.” Therefore, if you are looking for guidance specifically concerned with the writing of mail-order advertising, this is not your book. On the other hand, if in the writing of any type of advertising you want more of your copy to achieve the selling effectiveness imperative for any mail-order man who wants to continue eating heartily, this book may prove helpful to you.

At any rate, you are the person for whom it was written. Much of its information will probably recall to your mind the aphorism, “We need not so much to be instructed as to be reminded.” And that's all to the good. Finally, and appertaining to the passages which are reminiscent in nature, the author has tried to avoid any necessity for later having to admit, like Mark Twain, that “When I was very young I could remember anything, whether it happened or not. But now I am older and I can only remember the latter.” Victor O. Schwab

Waarom zijn broodjeapverhalen zo hardnekkig en vergeten we alledaagse waarheden zo gemakkelijk? Hoe maakt een krant een kop die ervoor zorgt dat we door willen lezen? En waarom onthouden we complexe verhalen wel, maar complexe feiten niet? Waarom floreren sommige ideeën van meet af aan, terwijl andere razendsnel ter ziele gaan? En hoe verbeter je de kansen van waardevolle ideeën? In De plakfactor leggen Chip en Dan

Heath uit hoe je de kleefkracht van ideeën kunt versterken. Deze onmisbare gids laat zien dat 'sticky' ideeën hun kracht ontlend aan zes belangrijke eigenschappen, die ook jij kunt leren beheersen. Dit boek gaat over een van de belangrijkste aspecten van menselijk gedrag en zal de manier waarop je ideeën overbrengt ingrijpend veranderen. De plakfactor is provocerend, onthullend en vaak verrassend grappig. Het onthult de cruciale principes van succesvolle ideeën en de strategieën om je eigen boodschap meer kleefkracht te geven. The ability to write great copy is crucial to anyone who wants to advance their career. Written by Robert Ashton, a leading expert on copywriting as both a coach and a practitioner, this book quickly teaches you the insider secrets you need to know to in order to write brilliant copy. The highly motivational 'in a week' structure of the book provides seven straightforward chapters explaining the key points, and at the end there are optional questions to ensure

you have taken it all in. There are also cartoons and diagrams throughout, to help make this book a more enjoyable and effective learning experience. So what are you waiting for? Let this book put you on the fast track to success! Copywriting is writing with purpose. It's about using words to reach people and change what they think, feel and do. This easy-to-read guide will teach you all the essentials of copywriting, from understanding products, readers and benefits to closing the sale. You'll learn how to... • Write clearly, simply and engagingly • Choose a killer headline and a strong structure • Use 20 proven strategies for creative copywriting • Harness the power of persuasion and psychology • Create a unique tone of voice for a brand Illustrated throughout and packed with real-life examples, Copywriting Made Simple is the perfect introduction to copywriting today. "Tom's put a lifetime of learning into this book... an incredibly thorough

briefing on copywriting.” - Dave Trott, Creative legend, agency founder, author and teacher. “Educational, entertaining and energetic... prepare to dig deep and enjoy!” - Katherine Wildman, Host, The Writing Desk. The best guide to using Twitter to market to consumers-revised and better than ever Since 2006, forward-thinking companies like Apple, JetBlue, Whole Food, and GM have discovered the instant benefits of leveraging social media site Twitter to reach consumers directly, build their brand, and increase their sales. Some companies have whole teams of specialists whose only job is to respond to the tweets of consumers. In this revised and updated edition of Twitter Power, online marketing guru Joel Comm explores the latest trends in how businesses and marketers can integrate Twitter into their existing marketing strategies to build a loyal following among Twitter members, expand awareness of their product or service, and even handle negative publicity

due to angry or disappointed customers. Updated with thirty percent new material, including all the latest business applications for Twitter Includes new, recent case studies of companies at the forefront of the Twitter movement Helps you develop your own social networking strategy to meet your specific business needs Twitter Power is a must-have resource for any business leader who wants to keep up with the social media movement. "YOU CAN LAUGH AT MONEY WORRIES --- IF YOU ACQUIRE THE COPYWRITING TECHNIQUES FROM THIS BOOK" This copywriting book contains all the essential elements that must exist in an effective sales letter, to pull in money or get the call to action you want from the prospects.This could be to subscribe to your list, share your content, or even buy it now! This book is targetted for beginning copywriting students and the entrepreneur or business owners who want to get better results through effective copywriting skills and

best practices. Especially now that marketing happens a lot in social media, email, our websites--writing effective copy is a MUST to thrive! An effective sales-letter that gets the result is just ticking checkboxes in the prospect's mind. If you know what these psychological triggers are, and how to trigger them? Then you can expect to get consistently powerful results, every time! Heres a preview of what you'll learn in this book: Website Product Copywriting Blog Posts Copywriting The 4Us Formula The Aida Formula Landing Page Copywriting What Makes A Good Landing Page? Call-To-Action Copy Email Marketing Crafting An Effective Email Marketing Copy Sales Letter Sales Page Copywriting Keep It Laid-Back Valuing Your Customers And Your Product And Services Show Through In A Hundred Subtle Ways Understanding Your Prospects The Ideal Customer Their Pains And Struggles The Sales Letter Structure Headline Essentials Types Of Headlines Bullets

Subheadings/Sub-Headline Some Common Ways To Create An Engaging Subheading Usp Versus Esp Usp Or Unique Selling Proposition Crafting A Value Proposition Establishing Your Areas Of Difference Story Driven Copywriting Help The Reader Picture And Feel Call To Action (Cta) Managing Objections Reviews The Guarantee Faqs Postscripts (P.S) Great Reasons Why You Should Buy Subheadings Ad Errors Price Order Options Legibility More Information Free-Items Copywriting Mistakes To Avoid Trying To Sell Before First Giving Value Sounding Too Formal Wasting Your Reader's Time Make A Claim Without Proof Attempting To Sell To Everyone Do Not Begin At The Start Be Flexible Leave Out Needless Words Discuss Your Prospects' Issues Swipe Files The Better Letter Checklist: Finishing Up Get your copy now! tags: website copywriting template, gary halbert copywriting, copywriting books pdf, copywriting, copywriting books, amazon copywriting

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copywriting companies,
masters of copywriting, master
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copywriter Vergeet alles wat je
weet over hoe je mensen moet
motiveren, het zit anders in
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geheim van goed presteren,
plezier en zin in je leven en
werk is de intrinsieke
motivatie. Dat is je diepe wens
om je eigen leven te bepalen,
nieuwe dingen te leren en te
creeren en bij te dragen aan
zinnvolle zaken. Daniel Pink
toont aan dat de geaccepteerde
wijsheid over mensen
motiveren niet strookt met hoe
wij thuis en op het werk elke
dag te werk gaan. De oude
manier van belonen en straffen
werkt voor de meeste taken
niet meer. Kijk maar naar de
bonuscultuur bij bedrijven: een
slecht middel voor een goed
doel. Het gevolg van verkeerde
beloning is dat we slechte
kwaliteit leveren en uiteindelijk
minder betrokken raken bij wat
we doen. 'Een van de goeroes
van morgen' Management
Team Over Een compleet
nieuw brein: Dit boek is een
wonder. Volstrekt origineel en
diepgravend Tom Peters,
auteur van Excellente
ondernemingen Dit is een van

die zeldzame boeken die een omslagpunt markeren, een boek dat je wilt lezen voordat iemand anders het leest Seth Godin, auteur van Purple Cow Daniel Pink schrijft over technologie en het zakenleven in onder meer The New York Times, Fast Company en Wired. Hij schreef ook de succesvolle boeken Een compleet nieuw brein en De avonturen van Johnny Bunko: de eerste carrieregids in stripvorm. Daniel Pink is een prachtige combinatie van Seth Godin en Malcolm Gladwell Aandachtsexpert Cal Newport legt in 'Digitaal minimalisme' uit hoe je doelbewust kan omgaan met digitale overvloed. Steeds meer mensen maken zich zorgen over de invloed van de computer en met name de smartphone op onze concentratie, sociale relaties en tevredenheid. Op z'n minst zien we dat ze ons enorm veel tijd kosten - tijd die niet aan andere zaken kan worden besteed. In dit boek biedt Newport je een eenvoudige en praktische methode om je tijd online radicaal terug te

brengen door je alleen nog te richten op een selecte hoeveelheid activiteiten en doelen. Niet minderen, laat staan stoppen, maar de technologie zeer doelbewust gebruiken. Newport doet dit vanuit de overtuiging dat e-mail, sociale media en andere online tools zinvolle hulpmiddelen zijn. Deze hulpmiddelen mogen ons gedrag en onze dagindeling echter niet gaan beheersen. A book for everyone who writes or edits copy, it reveals dozens of techniques that can help you write ads, commercials, and direct mail that get more attention and sell more products. The classic guide to copywriting, now in an entirely updated fourth edition This is a book for everyone who writes or approves copy: copywriters, multichannel marketers, creative directors, freelance writers, marketing managers . . . even small business owners and information marketers. It reveals dozens of copywriting techniques that can help you write both print and online ads, emails, and websites that are

clear, persuasive, and get more attention—and sell more products. Among the tips revealed: * 8 headlines that work--and how to use them * The 5-step “Motivating Sequence” for generating more sales and profits * 10 tips for boosting landing page conversion rates * 15 techniques to ensure your emails get high open and click-through rates * How to create powerful “lead magnets” that double response rates * The “4 S” formula for making your copy clear, concise, and compelling This thoroughly revised fourth edition includes all new essential information for mastering copywriting in the digital age, including advice on content marketing, online videos, and high-conversion landing pages, as well as entirely updated resources. Now more indispensable than ever, Robert W. Bly's The Copywriter's Handbook remains the ultimate guide for people who write or work with copy. Peter Robertson is the most famous author in the

world. Chronicling the sordid world of a teenage prostitute, his bestselling novel "Angel" spawned a cult following. Now, Peter encounters a girl who embodies the desperate creature he created.

Everywhere Peter goes, she goes, obsessed with everything about him. What could she possibly want? Original. The Web has developed its own set of rules and attitudes for writing hard-hitting marketing copy. Robert Bly's The Online Copywriter's Handbook is the first practical and authoritative guide to what exactly those rules are and how they differ from writing for print audiences. From novices just taking their first copywriting steps to veterans looking to add impact and results to their online efforts, it covers everything from general fundamentals of writing effective copy to specific Web copywriting tips and traps. Great copy is the heart and soul of the advertising business. In this practical guide, legendary copywriter Joe Sugarman provides proven

guidelines and expert advice on what it takes to write copy that will entice, motivate, and move customers to buy. For anyone who wants to break into the business, this is the ultimate companion resource for unlimited success. 'Een van de belangrijkste boeken die ik ooit heb gelezen .' Bill Gates 'Iedereen zou dit boek moeten lezen.' de Volkskrant Op eenvoudige vragen over wereldwijde trends geven we systematisch de verkeerde antwoorden. In Feitenkennis legt hoogleraar Internationale Gezondheid en wereldfenomeen Hans Rosling uit waarom dit gebeurt. Hij presenteert daarbij tien redenen en komt zo met een radicaal nieuwe verklaring. Ons probleem is dat we niet weten wat we niet weten, en dat zelfs onze gissingen gebaseerd zijn op vooroordelen. Het blijkt dat onze wereld in een veel betere staat verkeert dan we denken. Feitenkennis zit boordevol anekdotes, aangrijpende verhalen en Roslings kenmerkende grafieken. Het is

een inspirerend, onthullend en essentieel boek dat de manier waarop je de wereld ziet compleet zal veranderen. 'Feitenkennis zorgt ervoor dat je zowel meer realistisch als meer hoopvol naar de wereld kijkt. Een geweldig en belangrijk boek.' Ionica Smeets 'Zijn laatste boek over denkfouten zou iedereen moeten lezen.' Martijn van Calmthout Why Every Business Owner Needs to Master Copywriting Do you want to boost your sales, save time and grow your business at a lightning speed? Good copywriting can do all that plus a whole lot more. And world class copywriting can transform your performance out of all recognition. Whether you're aware of it or not, copywriting is one of the most essential elements of effective marketing. It's the art and science of strategically delivering words that get people to take action. In this book, you will learn how to write copy that connects and converts. You don't have to guess what to write. You can

learn exactly what words will increase the level of your success ... Every. Single. Time. The right words can make the difference between your business fighting to keep the lights on vs. your business breaking sales records. From this book, you will discover: How to Tell a Compelling Story Formatting Tips That Make Your Copy a Joy to Read The Seven Saleable Emotions How to Write Headlines That Draw People In Writing Copy for Social Media Creating a Persona How to Write an Effective Call to Action (CTA) Conversations Lead to Conversions Emails that Make You Click And Much, Much More Start Reading Now, and Take Your Copywriting to The Next Level. This book will make you a better copywriter. "Instant Inspiration for Copywriters may be the only 'instant results' book I've ever read that delivers what is promised in the title: practical, real-world tips and advice - more than 500 pearls of wisdom in all -- that both inspires and teaches you to

write the strongest copy you can." - Bob Bly, author, The Copywriter's Handbook "I would urge everyone who writes copy to get this book. Some of the quotes are stunning -- stuff you've never heard, and they'll expand your mind. But the reason I think you need to get it is all the reminders, from top names in the business, of what sometimes you forget to do that costs you money." - David Garfinkel, author, Breakthrough Copywriting "Scott has created an absorbing collection of tips, ideas and opinions about every aspect of copywriting. You'll find time-honored wisdom from David Ogilvy and Rosser Reeves, alongside insights from today's master practitioners like Joanna Wiebe and Ann Handley. Dip into it whenever you need a helping hand or a new direction - it won't let you down." - Tom Albrighton, author, Copywriting Made Simple "Einstein said, 'Example isn't another way to teach; it is the only way to teach.' Yet depressingly few copywriters

study what the best writers said about writing. Here is pithy, wise advice not just from people I knew - Gene Schwartz, David Ogilvy, Joe Sugarman, for instance - but from good writers of all kinds. Nathaniel Hawthorne, Elmore Leonard, Jeanette Winterson, Maya Angelou, Ernest Hemingway, John Steinbeck ...This is your short-cut to better writing. Not just copywriting: ANY writing." - Drayton Bird, author, Commonsense Direct & Digital Marketing "There are only a few copywriting books I would consider to be 'keepers'. This is one of them. What makes this book great is it gives you an instant dose of inspiration whenever needed. And we copywriters tend to need that often!" - Steve Slaunwhite, author, The Everything Guide To Writing Copy What are you waiting for? Click the orange Buy Now button. Copywriting is writing with purpose. It's about using words to reach people and change what they think, feel and do. This easy-to-read guide will teach you all the essentials of copywriting,

from understanding products, readers and benefits to closing the sale. It's packed with real-life examples that will show you exactly how the ideas and techniques will work in the real world. And with dozens of useful illustrations and diagrams, Copywriting Made Simple shows you the ideas that other books just talk about. Plus there's a whole chapter of handy tips on writing ads, websites, broadcast media, direct mail, social media and print. Copywriting Made Simple is the perfect introduction to copywriting today. No wonder it hit the #1 spot in Marketing & Sales at Amazon UK, Canada and Australia, and is featured on the BA Advertising course at the University for the Creative Arts. What you'll learn...Understand the product and its benefits Pinpoint how the product helps people. Turn features into benefits and seek out USPs. Identify tangible and intangible benefits. Get to know your reader Uncover your reader's inner fears and desires. Use empathy to get

inside the reader's feelings. Decide how your copy will change how they think, feel or act. Capture your aims in the brief. Engage the reader in your message Talk to the reader and make your copy more like a conversation. Use the same words that the reader uses. Bring the product to life with rich, sensory language. Make your copy active, positive and specific. Craft compelling copy Learn eight proven formulas for enticing headlines. Choose a rock-solid structure. Create powerful calls to action. Use 20 proven strategies for creative copy Show the product in a new light. Use humour, wordplay, metaphors and contrasts. Turn weakness into strength. Make persuasion and psychology work for you Learn the six proven principles of persuasion. Overcome the reader's objections. Exploit cognitive biases to nudge the reader into action. What industry experts say... 'Where was this book when I started copywriting? A must for every newbie copywriter (and a few old copy dogs too).' Kate Toon,

Co-host of the Hot Copy Podcast 'Impressively thorough without ever losing its rhythm. Deserves to be mentioned in the same breath as the copywriting classics.' Ryan Wallman, author of Delusions of Grandeur 'Tom's put a lifetime of learning into this book.' Dave Trott, Creative legend, agency founder and author of Creative Mischief, One and One Make Three and Predatory Thinking 'From insights gleaned from NLP and psychology to real-world examples of great, effective copy - this is educational, entertaining and energetic. Prepare to dig deep, enjoy and see your results skyrocket!' Katherine Wildman, Host, The Writing Desk 'Tom has written the best all-round introduction to copywriting available today.' Leif Kendall, Director of ProCopywriters, copywriter and author of Brilliant Freelancer 'I didn't think you could teach copywriting. Turns out, @tomcopy can. What a terrific book.' Doug Kessler, Creative Director & Co-founder of Velocity Een absolute

masterclass voor elke (beginnende) schrijver. Het boek dat iedereen die wat met de kunst van het schrijven heeft moet lezen. Stephen King, Over leven en schrijven 'Een meesterverteller.' VPRO Gids 'Hoe doet King dat toch?' vroeg Joost Zwagerman zich al af in de Volkskrant. Hoe slaagt King er toch telkens weer in zijn lezers aan zich te binden en ze te verrassen? Hierover gaat Over leven en schrijven. Stephen King verhaalt over zijn jeugd, zijn puberjaren en zijn studietijd. Over de jaren na zijn doorbraak als schrijver, met Carrie, waarin succes en stress hem achtervolgen en de drank een uitvlucht biedt. Over het ongeluk dat hem in 1999 bijna het leven kost. En hoe hij er weer bovenop komt door zijn onweerstaanbare drang tot schrijven. Over wat hem

inspireert en hoe hij te werk gaat. En natuurlijk laat King zijn licht schijnen over het belangrijkste wapen van elke schrijver: de pen die de auteur altijd in de aanslag moet hebben. Over leven en schrijven is een bron van inspiratie, voor zowel lezers als (aspirant-)schrijvers. Stephen King (1947) heeft meer dan tweehonderd verhalen op zijn naam staan, waaronder vijftig thriller- en fantasy-titels, alle wereldwijde bestsellers, waaronder Under the Dome (Gevangen), 22-11-1963, De Donkere Toren-reeks, Joyland, De Shining en Dr. Sleep. Instagram is the hottest social media site: two years after its launch, the number of its daily mobile users surpassed that of Twitter. This book provides what you need to grab customers on the world's popular photo-sharing site.