



# 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

*By 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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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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### **Editorial Review**

#### **About the Author**

**Steve Slaunwhite** is an award-winning copywriter, author, and seminar leader. He has worked with such clients as UPS, Hewlett-Packard, Mitsubishi, AAA, and more than a hundred others. The author of several books including *Start & Run a Copywriting Business* and *Secrets of Writing for the B2B Market*, Slaunwhite also wrote the groundbreaking handbook *101 Writing Tips for Successful Email Marketing*. His copywriting expertise has been featured in *Inside Direct Mail*, *Direct Marketing News*, and *The Wall Street Journal*. popular ezine for professional copywriters, and he lives in Brampton, Ontario.

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