

Web copy that sells: the revolutionary formula for creating killer copy that grabs their attention and compels them to buy

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Abstrak

When it comes to copy, what works in the brick - and mortar world does not necessarily grab Web consumers...and with new developments like social networks, blogs, and YouTube, the strategies that worked even a few years ago, are unlikely to grab people's attention today. Completely updated for the current online marketplace, "Web Copy That Sells" gives readers proven methods for achieving phenomenal success with their online sales and marketing efforts. Featuring updated strategies for communicating and selling in the continually evolving landscape of Web 2.0, the second edition unlocks the secret to turning today's online prospects into paying customers!