



Web Copy That Sells: The Revolutionary Formula for Creating Killer Copy That Grabs Their Attention and Compels Them to Buy

By Maria Veloso

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With the rise of social networks, "Twitterized" attention spans, and new forms of video content, the techniques that worked in crafting attention-grabbing, clickable, and actionable online copy a few years ago are simply not as effective today. Thoroughly revised, the third edition of *Web Copy That Sells* gives readers proven methods for achieving phenomenal success with their online sales and marketing efforts. They will learn to:

Use psychological tactics that compel Web surfers to buy

- Create effective, highly-targeted Facebook ads
- Test copy to maximize response
- Write online marketing video scripts that sell
- Craft compelling copy for interactive advertising banners
- Produce high-converting video sales letters
- And more

Proven and practical, *Web Copy That Sells* shows how to quickly turn lackluster sites into "perpetual money machines," streamline key messages down to irresistible "cyber bites.." and ensure that Web copy, e-mail, and marketing communications pack a fast, powerful--and sales generating--punch.

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