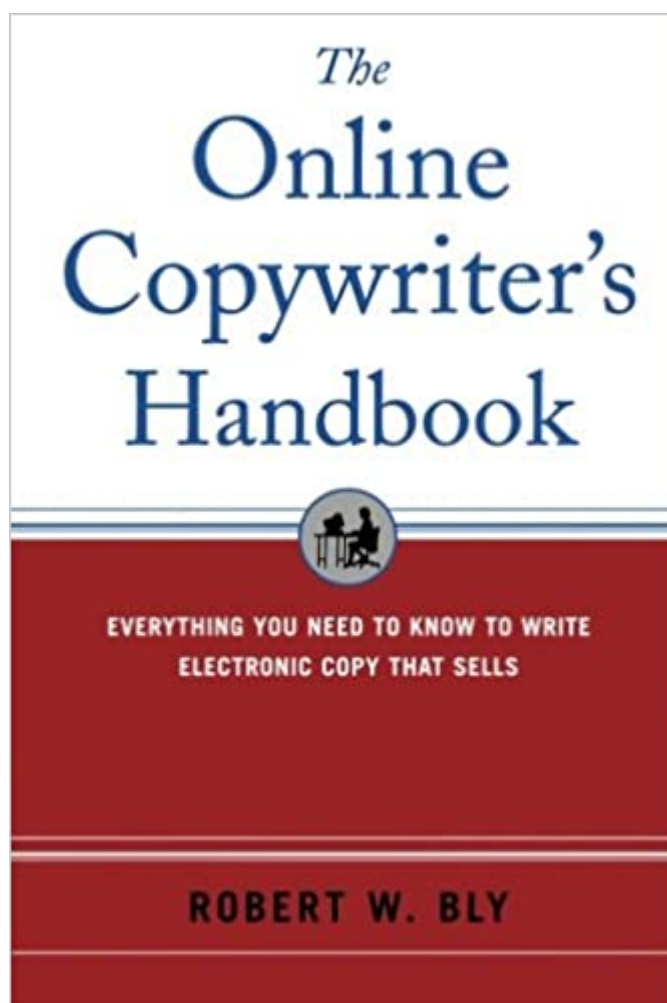


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# The Online Copywriter's Handbook : Everything You Need To Know To Write Electronic Copy That Sells



## Synopsis

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.

## Book Information

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## Customer Reviews

Today's #1 copywriter shows you how to grab attention and drive sales with customer-focused, results-based Web copy. In *The Online Copywriter's Handbook*, Robert Bly--one of the world's most honored copywriters and the bestselling author of *The Copywriter's Handbook*--turns his attention to the unlimited marketplace of the Internet. The result? The first book to apply long-established persuasive techniques to the interactive capabilities and unique possibilities of the Web. While the psychological hot buttons and decision drivers may be similar, the techniques of persuasion online are different--often dramatically different! Look to *The Online Copywriter's Handbook* for inside tips on how to write brilliant copy for: Websites Home pages Internet direct mail Banner ads Landing pages E-zines Web-based documents And more! Let today's master copywriter show you how to take your online copywriting to the next level of effectiveness, success, and profitable results!

Robert W. Bly is an award-winning copywriter and consultant whose clients include IBM, AT&T, BOC Group, and other multinational organizations. One of the top copywriting experts in the world, Bly is the author of nearly fifty successful business and marketing books, including *The Copywriter's Handbook*, *Internet Direct Mail*, and *Business-to-Business Direct Marketing*. He is a winner of the Direct Marketing Association's Gold Echo Award, the Web Marketing Association's Standard of Excellence Award, and numerous other honors and awards.

Bob Bly has done it again. He has made his case about the importance of copy (i.e. content)--but in the total scheme of the online universe. While many online marketers depend on flashy graphics or the latest "bleeding edge" technology to attract customers, Bly rightfully asks "What does your site have to keep them there?" He argues that it is selling copy that keeps the reader at your site instead of wondering elsewhere. And he backs up his arguments in a solid manner. Bly covers the basics of persuasive online copy but more importantly, he analyzes the differences between print copy and online copy. Knowing these differences will enable one to effectively craft copy for the online world without making some of the usual mistakes that web site content providers make. Like all of his titles, the book is lucid, filled with examples and anecdotes, and of course, contains information on how to adapt your hard-working copy to the online environment. If you're a marketer, copywriter, or just someone who's interested in the subject, this is the book to buy. Highly recommended.

An essential read for any copywriter writing for the Web.

very helpful, I am reading it and trying to apply the information to start my new business

If you are a copywriter, this book should be a staple of your library. Bob Bly is one of the best copywriters in the industry today. This book would be a bargain at ten times the price.

Outstanding. Keep up the good work.

This book is very informative and enlightening if you want to learn how to do your own writing for your website. It's very comprehensive and has additional resources to assist you in this endeavor. I highly recommend this book!

Written by a Master

Got it fast, and as described.

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