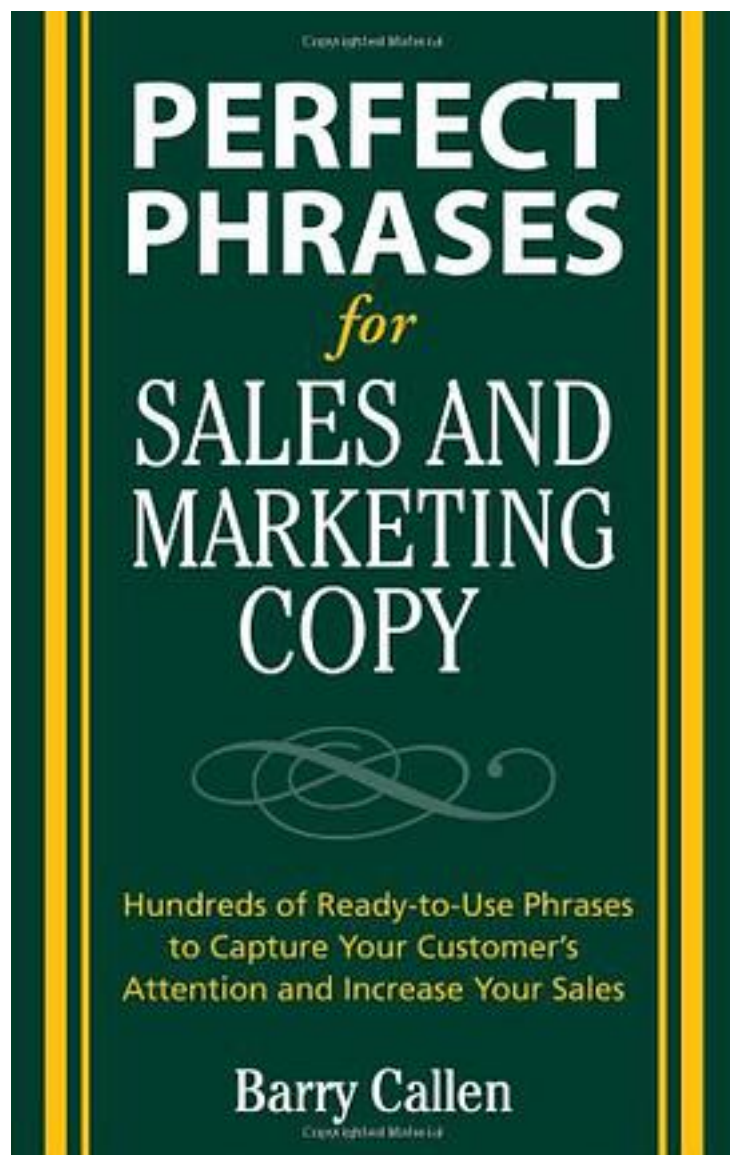


Perfect Phrases for Sales and Marketing Copy



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The Right Phrase for Every Situation! Every Time Whether you're trying to come up with a terrific headline for a newspaper ad, a snappy brochure for sales reps, or a slick radio script, every word counts. That's why you need Perfect Phrases for Marketing and Sales Copy. Filled with specific methods for writing the kind of headlines, body copy, taglines, and calls to action that will capture customer attention and move people to buy, this book gives you the how-tos and examples you need to make every ad or marketing piece succeed. Find out the 23 creative approaches to naming a product, service, or business 18 ways to write a great headline 6 steps to creating memorable radio and TV ads A must for writers, sales pros, and marketing people, this user-friendly guide tackles every style and format, providing winning phrases for powerful print ads, press releases, radio and television scripts, and much more. It's your ultimate resource and one-stop reference for phrases that provoke, phrases that inspire, phrases that sell.

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比较通俗通用的一本书，如果想写比较有创意的文案，还是别参考了。掉进去就出不来了。

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