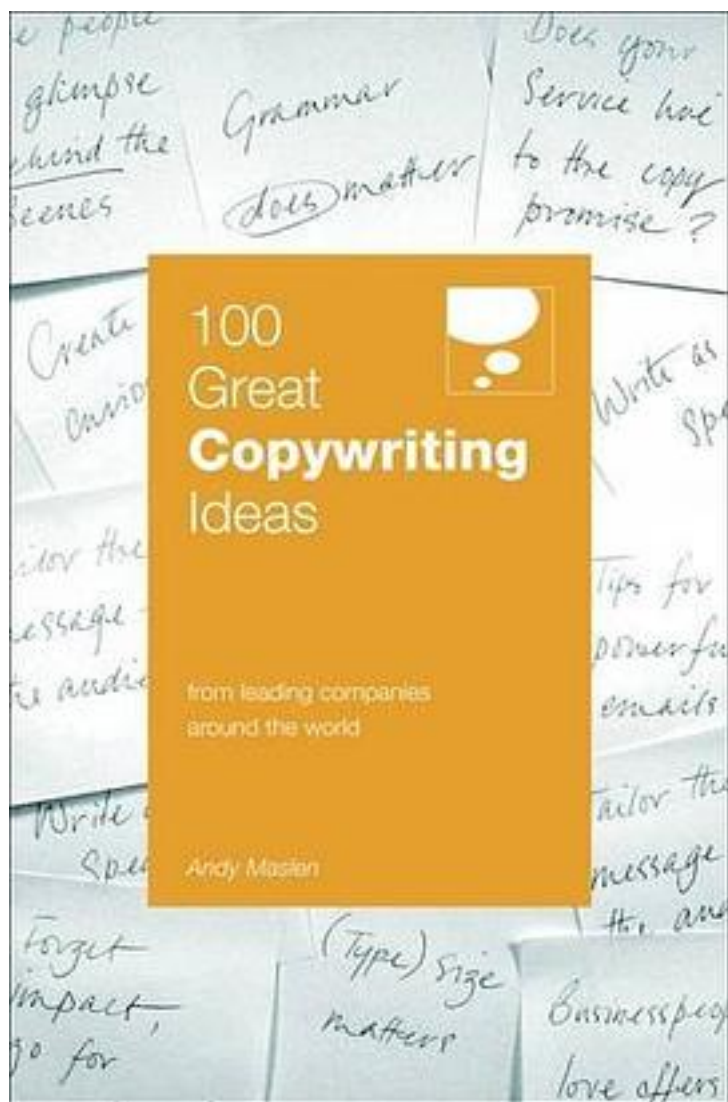


100 Great Copywriting Ideas



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标签

英文读物

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商业

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评论

虽然主要是讲广告文案的，但不少道理还是放之四海而皆准的。对于希望文案写得更好，沟通更顺畅的同学来说，此书非常值得一读。

Online copy that grows your business. Forget impact, go for understanding . Plan.
Headline idea: true or false, How ,Now. Find customers' pain point . Give reader space
to think . Ask reader a question . Use picture can be identifies ,Use facts. Create
curiosity . Be editorial . Get customer to speak on my behalf .

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