

The Masters Of Copywriting - A Course On The Principles And Practice Of Copy Writing

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The Masters of Copywriting EARL PREVETTE "Learn Copywriting directly from the Masters of Copywriting. The Masters of Copy Writing is A Course On The Principles and Practice of Copy Writing. This book is a "lost" course written by the masters of copywriting, with parts of the course written by the greatest copywriter of all time, Claude C. Hopkins! Other contributors were H. Harry Thompson, Joseph Appel, Bruce Barton, J.K. Fraser, Ben Nash, Kenneth Goode and many other notables in the field of copywriting. Being able to create copy that persuades people to do what you want them to do is the key to making money online or offline. YOU HAVE TO LEARN HOW TO WRITE COMPELLING WORDS THAT SELL. That's a MUST. No "if's", "ands" or "buts". You know this and your customers know this and that's what makes this special course so valuable. The Masters of Copywriting course is like having a Ph.D. in copywriting.

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