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Michael Masterson Mike Palmer
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Michael Masterson Mike Palmer : Copy Logic! The New Science of Producing Breakthrough Copy (Without Criticism) before purchasing it in order to gage whether or not it would be worth my time, and all praised Copy Logic! The New Science of Producing Breakthrough Copy (Without Criticism):

0 of 0 people found the following review helpful. A few things to consider before publishing copyBy Andrew SmithIn a conversation with the guy who got me into marketing I referred to myself as his copy cub. He swiftly shot down that idea. He said copy cub undergo intense verbal brutalization. He said it makes you want to quit. But if you last, you'll

come out a polished copy writer. The thought of going through that to learn copy writing was a big turn off. I continued to read and practice my writing without the abuse. It's nice to come across a book that condemns this process and offers a constructive system to tighten up your copy. The CUB check and the 4 pillars of breakthrough copy work great as last minute filters to juxtapose your copy against before publishing. Great book to reference. I'll be taking AWAI's copy writing course in the near future.

2 of 2 people found the following review helpful. A quick read that changed the way I write, review and edit. By Customer I am a relatively new copywriter, and last month I landed my first sales page gig. I had written and re-written the entire thing, and was on course to re-write again when Copy Logic was recommended to me. Well, not to me personally, Mr. and Mrs. Altucher raved about the book on their podcast. I downloaded the book, read it in two sittings, and then re-read what I had written for the sales page I was working on. It was like I was seeing with new eyes. And using the Copy Logic method, I was able to take what I had written and improve it greatly -- even though I was doing so by myself and didn't have a 6 person peer review panel like the book recommends. This book is still very applicable even if you're a solo freelance copywriter like me. Even though this book is outlining a system for reviewing and improving copy (without criticism), I still found it very helpful when actually writing copy. It helped me get a better understanding of what a reader is experiencing while reading a sales letter, what will give them reason to stop reading, and what you can do creatively to keep them reading all the way to the end. I will be revisiting Copy Logic very soon and taking notes. Highest recommendation!

9 of 9 people found the following review helpful. More Profitable Copy, Guaranteed. By Ray Edwards This simple book lays out a system for improving the results you get from your sales copy. And copywriters will love it. When this book was first recommended to me, I was skeptical. It sounded like a book about how to critique copy. I have written lots of copy for clients, and endured many "critique" sessions. Usually, those critique sessions result in weaker copy. They are often a vehicle to stroke the client's ego. Rarely do they result in better sales copy. This book is different. It lays out a step-by-step, easy-to-follow system for improving your sales copy that is both humane and effective. And nobody gets their ego wounded or inflated. Every piece of copy I turn out from now on will go through the Copy Logic system. It just makes sense. And you can't argue with the million-dollar results it has produced.

Back in the "old days" of direct marketing, producing copy was a long, painstaking ordeal. What's more, training a copywriter to write good copy was just as slow... often taking two to four years and generating lots of hurt feelings. Copy Logic! The New Science of Producing Breakthrough Copy (Without Criticism) eliminates both of these problems. It is far and away the best -- and fastest -- way to improve copy... and cut a copywriter's learning curve in half. In this book, direct-marketing expert Michael Masterson and master copywriter Mike Palmer reveal their methodical, step-by-step process for turning "B-level" copy into control beating "A-level" copy in just 24 hours. This is the exact process that was directly responsible for helping one company boost its revenues into the \$300-million-a-year range (while creating six-figure incomes for many of its copywriters). Needless to say, Copy Logic! works. Simply follow Masterson and Palmer's clearly outlined steps and detailed examples, and you can't help but come out with significantly stronger copy. Whether you're a business owner, marketing director, copy chief, or copywriter, Copy Logic! will help you produce bigger winners, more often.