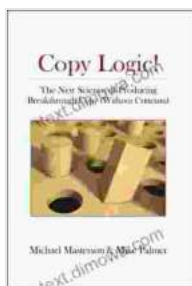


Copy Logic: The New Science of Producing Breakthrough Copy Without Criticism

Copywriting is hard. It's one of the most challenging and frustrating aspects of marketing. But it's also one of the most important. The right words can make all the difference in whether or not your marketing campaign succeeds.



Copy Logic! The New Science of Producing Breakthrough Copy (Without Criticism) by Michael Masterson

★★★★☆ 4.3 out of 5

Language : English
File size : 1063 KB
Text-to-Speech : Enabled
Screen Reader : Supported
Enhanced typesetting : Enabled
Word Wise : Enabled
Print length : 134 pages
Lending : Enabled



The problem is, most copywriters are afraid of criticism. They're afraid of writing something that someone else will find fault with. So they play it safe. They write boring, generic copy that's unlikely to get results.

Copy Logic is a new science of producing breakthrough copy without criticism. It's a system that helps you to write clear, concise, and persuasive copy that will get results.

Copy Logic is based on the idea that there are certain principles that govern all effective copywriting. These principles are:

- **Clarity:** Your copy should be easy to understand.
- **Conciseness:** Your copy should be concise and to the point.
- **Persuasiveness:** Your copy should persuade your audience to take action.

Copy Logic provides you with a set of tools and techniques that you can use to write copy that meets these principles.

With Copy Logic, you'll be able to:

- Write copy that is clear, concise, and persuasive.
- Write copy that gets results.
- Write copy without fear of criticism.

If you're ready to take your copywriting to the next level, then Copy Logic is the system for you.

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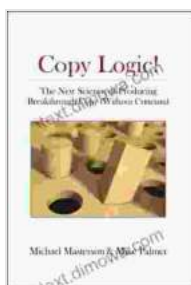
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Copy Logic!

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Michael Masterson & Mike Palmer

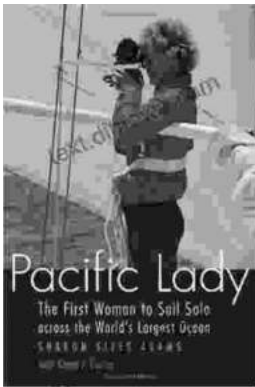


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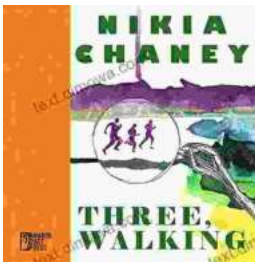
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