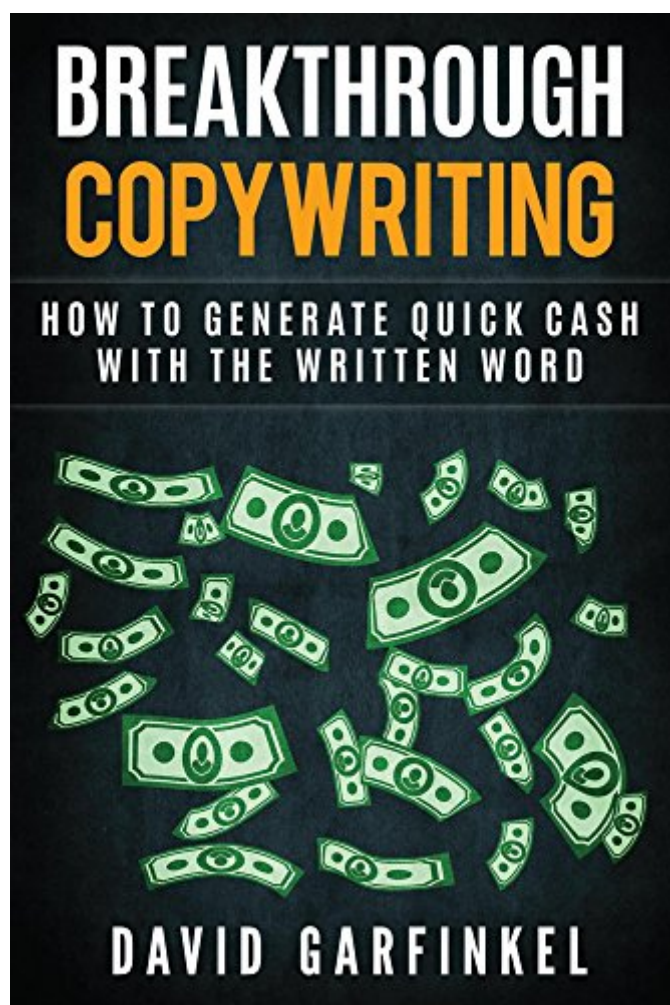


The book was found

Breakthrough Copywriting: How To Generate Quick Cash With The Written Word



Synopsis

In this book, you'll learn how direct marketers shatter sales records with the written word. Many people find copywriting confusing. But Breakthrough Copywriting makes it simple--by breaking everything down into a clear, step-by-step process. There's something for everyone. New copywriters will get a complete toolkit. Experienced marketers will benefit from new strategies and tactics. You'll discover:

- How to build a powerful sales message that makes money
- Secrets of headlines that all but force prospects to read your message
- Easy shortcuts to creating profitable bullet points
- Negative optimism: a revolutionary new way to create empathy with prospects
- Stories that boost sales--how to write them, step-by-step
- Insider secrets for "amping up" the emotional power of your copy
- How to put it all together to build trust in prospects and close the sale

Whether you are a freelance copywriter, an entrepreneur, or a marketing professional, you'll get tips, tools and templates to easily make the written word produce a lot more sales for you.

Book Information

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Customer Reviews

Garfinkel's work is not surprising for he's long been known as the single greatest teacher of copywriting. Recordings of David's teachings are hard to come by and so this book is a welcome addition to the genre. David's work and expectations are literally built around breakthroughs. What can you do that will give your copy the edge - and as a result - piles of cash. Highly recommended.

It's a decent book from a great and legendary copywriter. I wish the book was as good as the copy and advertisements that he has written.

An engaging read, just like your sales copy should be. This book is a must read for any Copywriter looking for an edge in their market. Beat your ho-hum know nothing competition.

Very helpful, could be a bit longer.

If we were talking about professional baseball -- not copywriting -- David Garfinkel's new book would be (and perhaps should be) considered a banned substance. Because like a massive injection of illegal steroids, "Breakthrough Copywriting" is an unsportsmanlike shortcut to achieving major copywriting chops that will give you an unfair advantage over your competitors -- whether you're a freelance copywriter like me or an entrepreneur who wants to take your business to the next level. It contains secrets, tricks and techniques it took me nearly 40 years to learn, expressed with such clarity, insight and simplicity that you can put them to work for you in a matter of minutes. I almost hesitate to recommend this book because I know it will only create more competition for me. Less demand, too! That's why I'd like to have it "banned." But that pesky freedom-of-the-press thingie prevents me from doing so!

Everyone will definitely become better just by reading this book, and so will you. What was unexpected is what I got out of this. I'm writing my first series of training books for a highly technical field - yawn. And let me tell you, writing a book will push your limits and draw out all the unknown hidden fears you didn't know you have. Not anymore! Not only will you write better, faster and something that people will actually want to read, David shows you how to make it fun along the way.

I'm halfway through this book and it has blown my mind. This is the fifth book on copywriting that I've read and this one by far is the best. The author writes in a conversational tone, prepares you for what is next and provides relevant examples as to how you can apply this to your own copywriting. I

feel like he is speaking directly to me so apparently he's done his job well! Thank you David!

Definitely worth adding to your collection. Garfinkel knows what he's talking about when it comes to copywriting. It's too bad Paul Simon didn't appreciate him more when they were together; His loss, your gain.

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