



Write To Sell

Andy Maslen

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NEW UPDATED EDITION! We live in a world that is increasingly text-dominated. As a result, in sales and marketing, appealing to your customer through the written word has never been more important. Yet sales writing tends to be the overlooked part of the marketing mix. In fact, it has been proven that original and inspiring sales copy can have a longer-lasting impact on target audiences.

Write to Sell is a concise, inspirational and practical guide to creating words and copy that will help you to sell, sell, sell! Now fully updated, this bestselling book is aimed at anyone (from small and large companies) who needs to write sales copy (emails, letters, brochures, proposals, bid documents, slogans, advertisements, websites, etc). As well as providing expert tips and advice, the book is packed with simple techniques that will yield instant improvements for the reader.

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