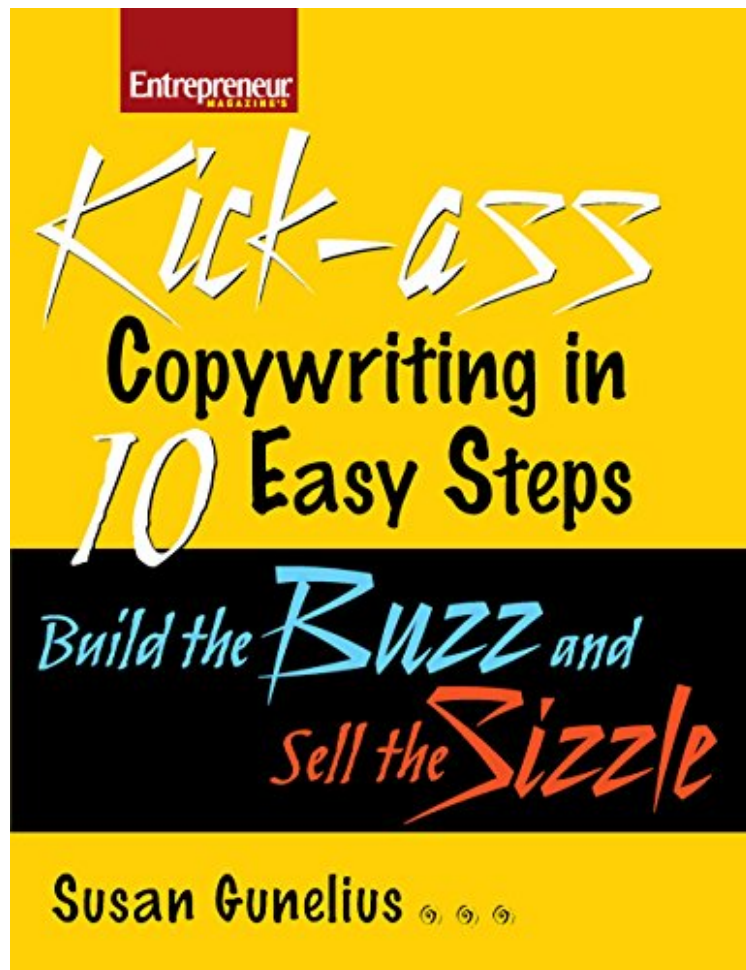


(Mobile ebook) Kickass Copywriting in 10 Easy Steps: Build the Buzz and Sell the Sizzle (Entrepreneur Magazine)

## **Kickass Copywriting in 10 Easy Steps: Build the Buzz and Sell the Sizzle (Entrepreneur Magazine)**

*Susan M. Gunelius*

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Donrsquo;t Just Say It Sell it! You donrsquo;t need a professional ad agency or copywriter to create kick-ass marketing copy. This hands-on guide takes you step by step and shows you how to create marketing messages that capture attention and boost profits."Kick-ass Copywriting in 10 Easy Steps is a must-read for any small to mid-sized business owner. It translates difficult writing ideas into everyday language and empowers the average business owner to write

more persuasively in a simple, step-by-step process. My advice? Buy this book and read it twice!" Dean Reick, direct marketing copywriter, DirectCreative.com" ...Susan's warm, engaging style and emphasis on real-world specifics will make even the most writing-phobic business owners feel more confident in their advertising efforts. Susan packs plenty of useful copywriting tools, illustrations, and checklists between the covers, too. Her full-featured 'Copywriting Outline' is surely worth the entire price of admission. Kick-ass Copywriting in 10 Easy Steps is a superb addition to any small-business owner's ready-reference shelf." Roberta Rosenberg, "The Copywriting Maven" and President, MGP Direct Inc. Susan Gunelius has created a simple-to-understand guide to writing effective and hard working copy for nonprofessionals such as small-business owners and others who recognize they need to develop this essential skill to promote their business. Kick-ass Copywriting in 10 Easy Steps covers virtually every topic the aspiring copywriter needs to know, from the crafting of impactful copy, to where best to run it. Ms. Gunelius's book should be on every small business owner's bookshelf." George Parker, creative consultant, author of MadScam, and advertising blogger at Adscam and Adhurl