

1

Writing Copy

Salesmanship in **print**

Benefit-Driven

Headline

Sub-headline

Body

Call-To-Action

2

Resources

Books & Tools

Power Copywriting for the Web
Bob Serling
Google PDF

The Boron Letters
Gary Halbert

Copywriting: A Beginner's Blueprint
- Free/\$2.99

Upwork iWriter Fiverr

Check your grammar!

They're, there, their
Your, you're
etc.

Make it punchy (remove redundancies)

Give other people the power to talk you up
Empower other people to talk you up
Empower others to talk you up
