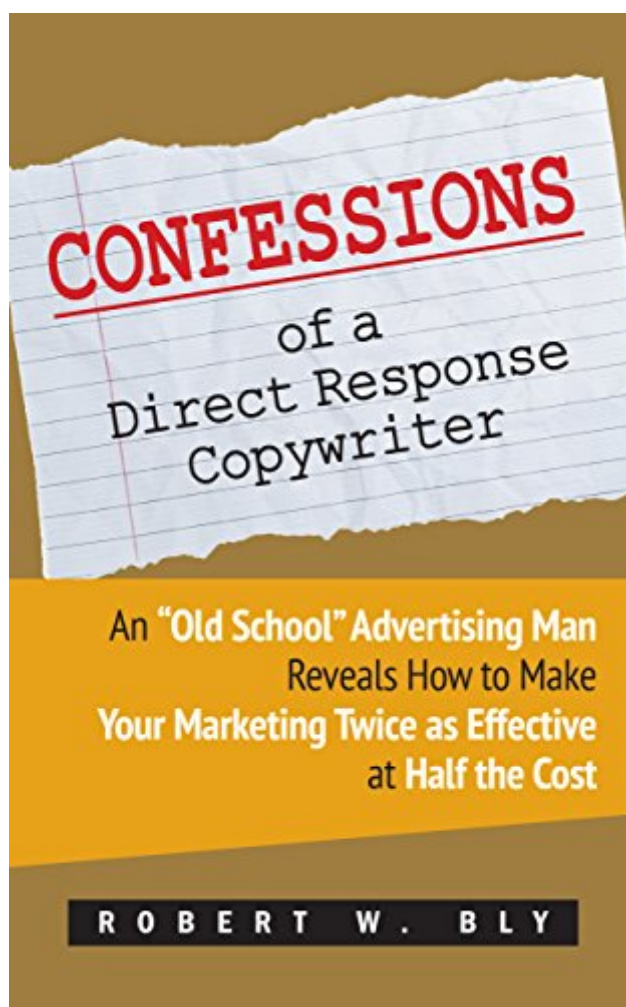


The book was found

Confessions Of A Direct Response Copywriter: An "Old School" Advertising Man Reveals How To Make Your Marketing Twice As Effective At Half The Cost





Synopsis

An "Old School" Advertising Man Reveals How to Make Your Marketing Twice as Effective at Half the Cost – Frank, opinionated, and - with 65,000 subscribers to his e-newsletter, – The Direct Response Letter – Bob Bly dispenses advice, wisdom, and strategies on having a successful business and a happy life on a weekly basis. In this book are 85 of his most popular columns, including: – Unlock the gold mine hidden in your content. Page 41. Profit from John Steinbeck's "lost" writing secret. Page 37. 7 rules for writing retail advertising that sells. Page 10. The 80/20 rule for freelance writing success. Page 127. Optimizing white papers for search engines. Page 75. The awful truth about cold calling. Page 56. A lesson in education from Good Will Hunting. Page 139. And more.

Book Information

File Size: 1719 KB

Print Length: 218 pages

Simultaneous Device Usage: Unlimited

Publication Date: August 14, 2017

Language: English

ASIN: B074TTH96G

Text-to-Speech: Enabled

X-Ray: Not Enabled

Word Wise: Enabled

Lending: Not Enabled

Screen Reader: Supported

Enhanced Typesetting: Enabled

Best Sellers Rank: #48,001 Paid in Kindle Store (See Top 100 Paid in Kindle Store) #22

in – Kindle Store > Kindle eBooks > Business & Money > Marketing & Sales > Marketing > Direct

#49 in – Books > Business & Money > Marketing & Sales > Marketing > Direct #149

in – Kindle Store > Kindle eBooks > Business & Money > Business Life > Personal Success

[Download to continue reading...](#)

Confessions of a Direct Response Copywriter: An "Old School" Advertising Man Reveals How to Make Your Marketing Twice as Effective at Half the Cost No B.S. Direct Marketing: The Ultimate No Holds Barred Kick Butt Take No Prisoners Direct Marketing for Non-Direct Marketing Businesses Urgent Care Business Free Online Advertising Video Marketing Strategy Book: No Cost Video

Advertising & Website Traffic Secrets to Making Massive Money Now! No B.S. Guide to Direct Response Social Media Marketing: The Ultimate No Holds Barred Guide to Producing Measurable, Monetizable Results with Social Media Marketing Digital Marketing Handbook: A Guide to Search Engine Optimization, Pay per Click Marketing, Email Marketing, Content Marketing, Social Media Marketing Digital Marketing Handbook: A Guide to Search Engine Optimization, Pay Per Click Marketing, Email Marketing, Social Media Marketing and Content Marketing SEO: 2016: Search Engine Optimization, Internet Marketing Strategies & Content Marketing (Google Adwords, Google Analytics, Wordpress, E-Mail Marketing, ... Marketing, E-Commerce, Inbound Marketing) Network Marketing For Introverts: Guide To Success For The Shy Network Marketer (network marketing, multi level marketing, mlm, direct sales) Strategic Database Marketing 4e: The Masterplan for Starting and Managing a Profitable, Customer-Based Marketing Program (Marketing/Sales/Advertising & Promotion) Network Marketing: Go Pro in Network Marketing, Build Your Team, Serve Others and Create the Life of Your Dreams - Network Marketing Secrets Revealed, ... Books, Scam Free Network Marketing Book 1) Social Media Marketing: 3 Books in 1: Social Media Marketing, Content Marketing & Network Marketing Email Marketing: This Book Includes Email Marketing Beginners Guide, Email Marketing Strategies, Email Marketing Tips & Tricks Be a Direct Selling Superstar: Achieve Financial Freedom for Yourself and Others as a Direct Sales Leader Paleo Cooking With Your Instant Pot: 80 Incredible Gluten- and Grain-Free Recipes Made Twice as Delicious in Half the Time Confessions of an Advertising Man Advertising and Promotion: An Integrated Marketing Communications Perspective, 10th Edition (Irwin Marketing) Advertising and Promotion: An Integrated Marketing Communications Perspective (Irwin Marketing) Growth Hacker Marketing: A Primer on the Future of PR, Marketing, and Advertising Facebook Marketing: Learn how you can grow any Facebook page to 1 million likes in the first 6 months (Facebook Advertising, social media, facebook marketing) Facebook: Facebook Marketing: Guide to get 10,000 likes and followers in 15 days for Facebook Page(Facebook advertising,Internet Marketing,social media,Instagram) BONUS - \$20 included.

[Contact Us](#)

[DMCA](#)

[Privacy](#)

[FAQ & Help](#)