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For many years people have engaged in the consumption of alcohol. Whether it be celebrating the marriage of a friend or mourning the loss of a job, people have found themselves at the bottom of a bottle time and time again. Now the next morning comes and you are doubled up over the toilet with and frozen bag of peas on your neck and head and you are praying to the porcelain gods to make the hangover go away. Hangovers are tough enough to deal with trying to do daily activities and tasks, so why not make it better on yourself and use these helpful remedies that are proven to work effectively and for the most part at a very fast rate.

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A book for everyone who writes or edits copy, it reveals dozens of techniques that can help you write ads, commercials, and direct mail that get more attention and sell more products.

"YOU CAN LAUGH AT MONEY WORRIES --- IF YOU ACQUIRE THE COPYWRITING TECHNIQUES FROM THIS BOOK" This copywriting book contains all the essential elements that must exist in an effective sales letter, to pull in money or get the call to action you want from the prospects. This could be to subscribe to your list, share your content, or even buy it now! This book is targeted for beginning copywriting students and the entrepreneur or business owners who want to get better results through effective copywriting skills and best practices. Especially now that marketing happens a lot in social media, email, our websites--writing effective copy is a MUST to thrive! An effective sales-letter that gets the result is just ticking checkboxes in the prospect's mind. If you know what these psychological triggers are, and how to trigger them? Then you can expect to get consistently powerful results, every time! Heres a preview of what you'll learn in this book: Website Product Copywriting Blog Posts Copywriting The 4Us Formula The Aida Formula Landing Page Copywriting What Makes A Good Landing Page? Call-To-Action Copy Email Marketing Crafting An Effective Email Marketing Copy Sales Letter Sales Page Copywriting Keep It Laid-Back Valuing Your Customers And Your Product And Services Show Through In A Hundred Subtle Ways Understanding Your Prospects The Ideal Customer Their Pains And Struggles The Sales Letter Structure Headline Essentials Types Of Headlines Bullets Subheadings/Sub-Headline Some Common Ways To Create An Engaging Subheading Usp Versus Esp Usp Or Unique Selling Proposition Crafting A Value Proposition Establishing Your Areas Of Difference Story Driven Copywriting Help The Reader Picture And Feel Call To Action (Cta) Managing Objections Reviews The Guarantee Faqs Postscripts (P.S) Great Reasons Why You Should Buy Subheadings Ad Errors Price Order Options Legibility More Information Free-Items Copywriting Mistakes To Avoid Trying To Sell Before First Giving Value Sounding Too Formal Wasting Your Reader's Time Make A Claim Without Proof Attempting To Sell To Everyone Do Not Begin At The Start

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