

How to:

WRITE GREAT COPY

FOR ADS, EMAILS & WEB SITES

A TTENTION:

Make a BOLD statement.

Speak directly to your reader's desires.

Learn how to write effective headlines!

I NTEREST:

Offer them something they want.

Tell them an extraordinary story.

Use the word YOU.

D ESIRE:

Create a future for your reader.

Get them to see what's possible for them.

The action should be a step toward this future.

A CTION:

Make a request to get them to ACT NOW.

Source: John Carlton's: "Kiss-Ass Copywriting Secrets of a Marketing Rebel"

Infographic by Cyberwalker Digital - cyberwalker.com

