

SUCCESSFUL COPYWRITING

Sunday: Work out what you want to say **Monday:** Put yourself in your readers' shoes **Tuesday:** Learn the art of letter writing **Wednesday:** Understand advertising **Thursday:** Become a popular press commentator **Friday:** Discover why most promotional print says too much **Saturday:** Explore some other ways to work with words

IN A
WEEK

LEARN IN A WEEK, WHAT THE
EXPERTS LEARN IN A LIFETIME

ROBERT ASHTON

LEADING EXPERT AND ENTREPRENEUR

Teach Yourself Copywriting

James F. Engel



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It is written to prompt feelings thoughts or actions It is clear concise and at times comforting It is also comprehensible even to those not yet confident users of your language Reading this book and following the techniques it introduces will make you a more effective writer Expertise in grammar is not needed as all the necessary jargon is simply defined and anyway some forms of business writing deliberately ignore rules This book is for people who want to write for results Each of the seven chapters in Copywriting In A Week covers a different aspect Sunday Focusing your message Monday Using layout pictures and colour to make words memorable Tuesday Writing effective letters Wednesday Making advertising work for you Thursday Communicating clearly with the media Friday Preparing promotional print Saturday Composing proposals and presentation visuals

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