

Copywriting for Small Business

Why YOUR Copywriting SUCKS

Jon McCulloch
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Why Your Copywriting Sucks Copywriting For Small Business Book 1

KJ Lindholm-Leary



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daunting writing can feel when you add it to the pile of other things you juggle as a business owner and entrepreneur One way to make it more manageable is to break the task down into smaller pieces But even with a framework for easily creating solid landing page copy in hand there s still one hard thing you need to do get started For those of us who ve gone months days or even years with a sense of dread at the idea of writing emails blog posts sales letters or landing pages for our businesses it s time we re frame writing in our minds We must stand up to the Copywriting Monster under our beds and say No more Because writing good landing page copy isn t just important it s essential The way you talk to your audience either makes them want to learn more or it pushes them away Based on my own experience facing down that monster in my own work I ve put together this book full of tips and hacks to make your business writing less difficult more effective and maybe even kind of fun

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