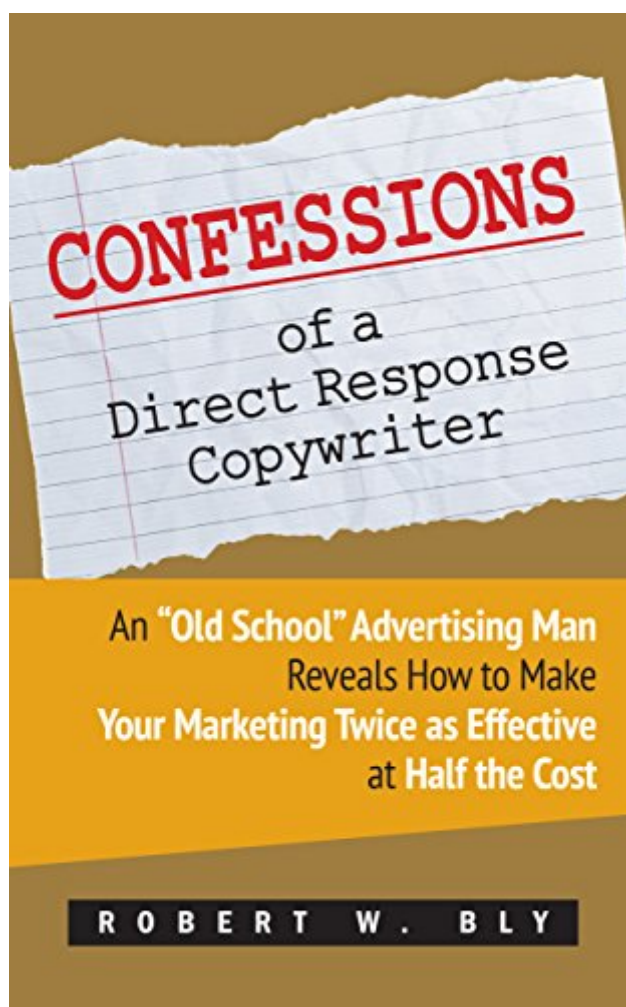


The book was found

# 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](#)