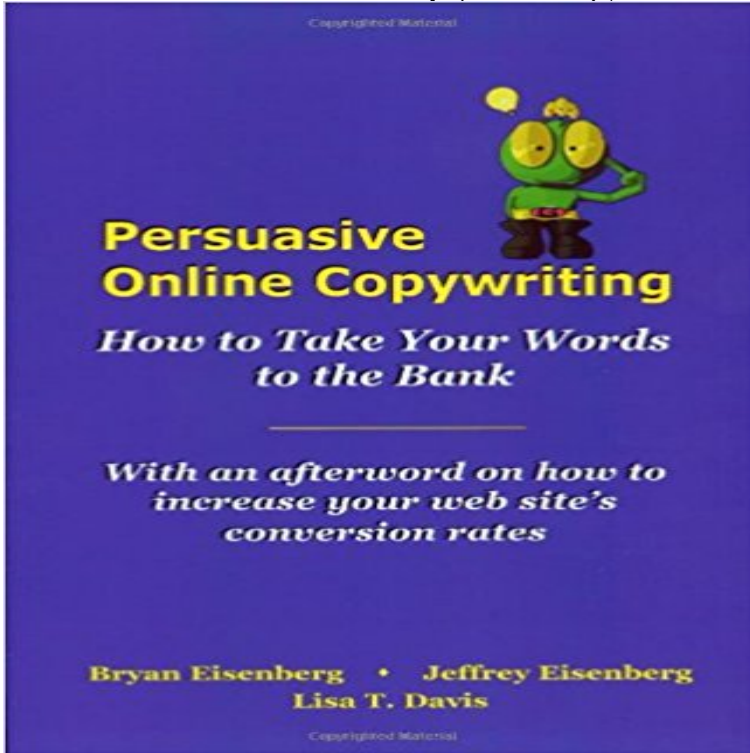


# Persuasive Online Copywriting: How to Take Your Words to the Bank



Writing for the web. Web word wizardry. Web writing that works. What does that mean? Your online copy must persuade - its integral to getting your visitors or readers to register, subscribe, qualify as leads, and yes, even buy from you. Its writing that must earn its keep. And to effectively manage the quality of your online writing, you need to understand what works, why it works and how to make it work better for you. Whether you are the marketer responsible for the bottom line or the writer creating the copy, Persuasive Online Copywriting provides the tools you need to get results.

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