



Write Right - Sell Now: How to Create Content that Will Grow Your Business

Matthew L. Brennan

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Web Copywriting That Sells

The goal of any web copywriting and business blogging is obviously to sell more, but are your efforts working?

Content marketing success is all about creating content with your readers' interest in mind. Remember, they sought you out – and they can just as easily leave. In other words, they are not a captive audience. So you have to do everything possible to provide immediate value.

Write Right - Sell Now is your definitive guide for web content writing that sells.

With Write Right, you will learn:

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How to identify and solve your customers' problems.

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Why it is important to stress the benefits of your product or service.

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What makes headlines and calls to action so crucial while writing to sell.

Successful business writing involves reaching your audience on a human level, and showing people why you can solve their problem. This remains true whether you are in B2B or B2C space.

There is plenty written about how to drive more traffic to your website. But after people get to your site, then what?

It takes a finely tuned message - from the headline through the call to action - to grab your readers' attention and convince them to act. Make sure you are doing everything you can to create the type of content that will resonate with your readers. Make sure your content is helping you sell.

This book brings techniques that journalists have used for years to engage readers, and brings them to the business world.

Who Is This Book For?

This book is for any entrepreneur, or small to medium size business looking to have a stronger impact with

their web content.

If you're on the fence, don't take my word for it.

“Matt knows blogging. As a professional writer, he has delivered great content for years. This is an easy read that gives you simple and practical tips that will help you understand the reasons to blog and how it can positively affect your business. I have been to many blogging classes and this is a great culmination of how anyone can start to blog and use it as an effective business tool! I HIGHLY recommend this book for novices to experts!” – Brian Basilico

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