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Write Well to Sell Big!

In the age of e-mail and instant communication, great sales copy is indispensable to closing a deal. But too many sales letters end up in the junk file or the wastebasket. In this new edition of his top-selling book, author **Dan Kennedy** explains why some sales letters work and most don't. And he shows how to write copy that any business can use.

Among other things, he provides:

- Completely updated text and examples
- Great headline formulas
- New exercises to spark creativity
- The best way to use graphics

Kennedy is the most successful, highly paid direct-response copywriter in the country. In this book, he shares his step-by-step formula so everyone can write letters that will nail the sale.

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