



Convert!: How to Turn Interest Into Sales

By Mia Gordon

Createspace Independent Publishing Platform, United States, 2016. Paperback. Book Condition: New. 229 x 152 mm. Language: English . Brand New Book ***** Print on Demand ***** They say the money is in the list. Actually - the money is in how to connect with and thoroughly satisfy the wants and needs of your audience. Trust, bonding, preconditioning and stimulating a readers own motivation to buy is the secret to outstanding content that far out-converts the competition. This book takes you through the principles of writing engaging highly motivating copy and content that sells without selling. It teaches you the fundamental principles of creating copy that takes readers through all the processes they need to go through before they are ready to take the action you want them to take - whether it be signing up for a newsletter, following a lead process - or going to your website to buy your stuff. You will learn how to build strong relationships with your audience right from the get go. You will learn how to engage their hot buttons - build desire based on the things that are really important to THEM, becoming a skilled persuader through that process. You will also learn...

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