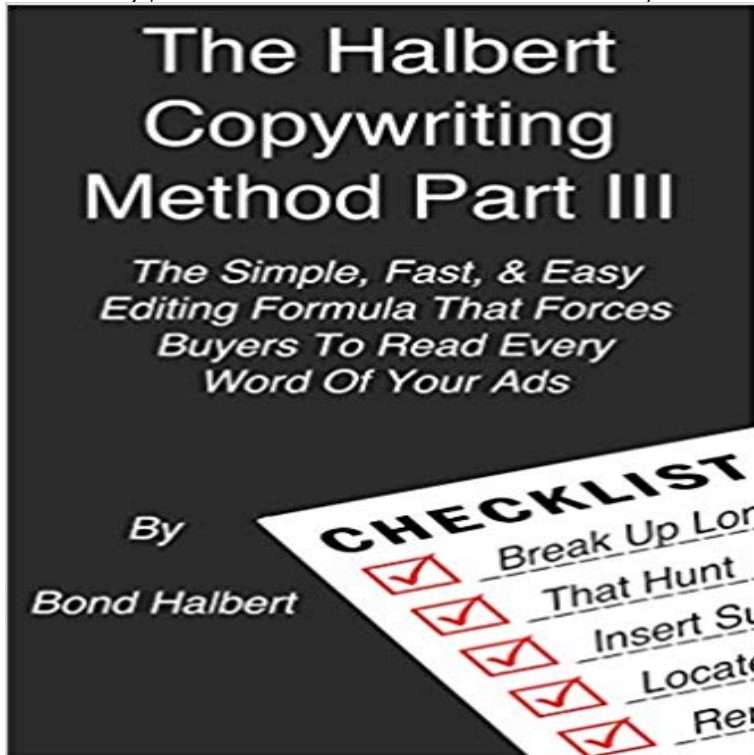


# The Halbert Copywriting Method Part III: The Simple, Fast, & Easy Editing Formula That Forces Buyers To Read Every Word Of Your Ads



WARNING: The Halbert Copywriting Method Part III is not a complete course on copywriting but... this short book is the best source on editing sales copy ever created and critical to making more money in direct marketing. All the top copywriting courses say it over and over. The power in your marketing comes from understanding your buyers but... All the professionalism comes from polishing your copy to the point buyers cant stop reading/listening to your sales message until they have an uncontrollable urge to buy. Nobody has ever covered the subject of editing copy to the degree outlined in this book and even the most seasoned ad writers have been learning a lot from the secrets shared inside this instant classic. The Halbert Copywriting Method Part III reveals the editing formulas and patterns found in the works of historys best copywriters and shows you how to inject hidden psychology into your promotions few people have ever heard of but make no mistake. Even when it comes to the classic techniques explained in this book, you will want to read every line because Bond puts a powerful new twist on even the most well-known editing strategies. If The Halbert Copywriting Method Part III doesnt make you a better copywriter, nothing will. This simple to use formula is great for... Punching up your own copy Smoothing out copy created using templates Cleaning up ads generated by copywriting software Once you have devoured this quick read, you can then start using the simple checklist at the back with a complete understanding of how to create the famous greased slide effect which will add sales to all your promotions.

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