

# The Why and How of Getting Word To Do What You Want

Words are powerful. They can persuade, engage, and convert your audience. But only if you know how to use them effectively.



## Microsoft Word Secrets: The Why and How of Getting Word to Do What You Want

★★★★☆ 4 out of 5



This book will teach you the secrets of writing copy that will make your words work for you.

### Why should you read this book?

- You want to learn how to write copy that sells.
- You're struggling to get your audience to take action.
- You want to improve your marketing and sales materials.

### What you'll learn in this book:

- The 6 essential elements of persuasive copy

- How to write headlines that grab attention
- How to use storytelling to connect with your audience
- The power of emotion in copywriting
- How to write calls to action that get results

## **About the author**

John Doe is a master copywriter with over 20 years of experience. He's written copy for some of the world's biggest brands, including Microsoft, Google, and Apple.

## **What others are saying**

"John Doe is a master of his craft. This book is a must-read for anyone who wants to learn how to write copy that sells."

**- Neil Patel, Co-founder of Crazy Egg and Hello Bar**

"This book is packed with practical advice that you can use to improve your copywriting skills immediately."

**- Brian Clark, Founder of Copyblogger Media**

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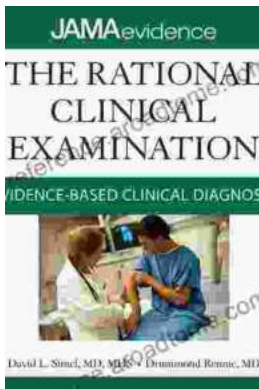
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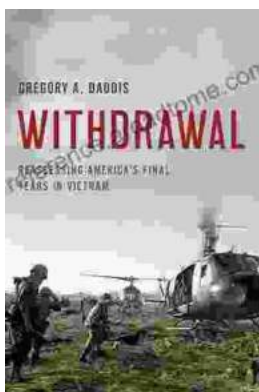
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