

[Write Better Copy: How To Improve Your Copywriting And Make More Sales - Review - --> Enter Here](#)

Direct-response copywriting expert, Glenn Fisher, reveals more than 20 tried and tested techniques for improving your sales copy, starting with...

The simple secret to writing copy that sells

Whether you're working on copy for a sales letter, a website or an 'off the page' advert - **the advice I'll share with you will help to make it more effective**

In fact, I'd like to arrange a **one-to-one copy critique** with you so we can discuss how to improve a specific piece of copy you're working on

But first, there's a **myth about copywriting** and how people address potential customers that I'd like to dispel...

Fellow Marketer and Copywriter,

People think only *difficult* writing is *good* writing.

For years we study the classics, we build our vocabulary, we learn how to craft our sentences and paragraphs.

All through this period there is an unspoken suggestion - if you don't understand what you're reading, it's your fault. It's not that the book is difficult to understand, it's that YOU are too dumb to understand it.

So you read more, you learn more, you waste your time working through impossible literature that means nothing to you



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