

Why do you buy one motor car rather than another? Why do you choose one type of toothpaste over other toothpastes? How to Become a Copywriting Commando is an assistant which will help you to decide which words and techniques to use in everyday sales-promotion literature. The function of How to Become a Copywriting Commando is to give the copywriter the necessary essentials and know-how in the field of writing advertising copy. It is a workbook pure and simple. It lays out the nuts and bolts of copywriting then shows you how to assemble them via tried and tested methods.

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