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Build the Buzz and Sell the Sizzle (Entrepreneur  
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September 1, 2008

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Kick-ass Copywriting in 10 Easy Steps makes the creation of good copy easy. The key is clarity, understanding your product and knowing how it will serve your customers' needs. Bad copy tends to regal the reader with a lot of facts and jargon.

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Today my copywriting book, Kick-ass Copywriting in 10 Easy Steps, was reviewed on About.com by Allena Tapia, the Guide to Freelance Writing. Allena gave the book 4 out of 5 stars. You can follow the previous link to read the complete review. I've started a blog on Amazon.com to support each of my books: Kick-ass Copywriting in

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