

# The Adweek Copywriting Handbook The Ultimate Guide To Writing Powerful Advertising And Marketing Copy From One Of Americas Top Copywriters

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### **The ABC of Copywriting**

Copywriting is the optimum use of language to promote or persuade Now, let me unpack the elements of this definition First, copywriting is all about finding the optimum way to communicate The professional copywriter is always looking for the right answer: the right length of copy, the right structure, the right tone, the right choice of

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in his Adweek Copywriting Handbook The same point should be strongly emphasized with any piece of writing What could possibly be the purpose of writing, even in the early stages of a writer's development, if not to be as readable and interesting as possible? A student writing a paper aimed at getting a grade from a teacher - someone who is paid to read what the student writes whether it

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