

Copywriters! Don't get lost in the content pollution - The most relevant resources to follow

Ogilvy, also known as "father of advertising," was an advertising tycoon and founder of Ogilvy & Mather

He attributed the success of his campaigns to meticulous research into consumer habits

David Ogilvy

There are many free resources available from David including his "7 Mantras for Better Copywriting"

Ted is not only a successful international speaker and author, he is also an expert marketing consultant, and one of the most successful and highest paid copywriters in the world

Ted Nicholas

His free resources include an e-book on "87 Marketing Secrets of the Written Word" and a free chapter from his book "How to Turn Words Into Money"

Dan Kennedy is a strategic adviser, consultant, business coach and editor of six business newsletters

Dan Kennedy

He directly influences more than one million business owners annually. He is a champion of small business owners and entrepreneurs with a long track record of taking entrepreneurs to seven-figure incomes and multi-millionaire wealth

His free resources online include his book "The Ultimate Sales Letter"

Free Resources

What is Copywriting?

"Copywriting is the art and science of strategically delivering words (whether written or spoken) that get people to take some form of action"

3 ways Copywriting can benefit you?

SEO Optimization

By optimizing posts and pages for long-tail keywords and search engine visibility, a copywriter can help companies rank well in Google and earn more user attention

Content Distribution

By scheduling and managing posts on social media and blog platforms, a copywriter can remove some of the stress from a customer's shoulders and ensure that the editorial calendar is functioning at all times.

Idea Mining

If a company needs help coming up with unique blog ideas, a copywriter may offer to conduct keyword research or develop an editorial calendar that will help guide the company's editorial efforts

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Paid Resources

Drayton Bird - AskDrayton.com

British marketing expert and public speaker

David Ogilvy has been quoted to say "Drayton Bird knows more about direct marketing than anyone in the world"

Ask Drayton is a 12 month course which involves 1 hours worth of manageable marketing chunks each month, access to the marketing vault (full of marketing knowledge) and personal replies from Drayton himself about your marketing conundrums

Articles on Copywriting



No Blog Readers? Never Again With These 8 Free Copywriting Resources



Copywriting for Conversions: 9 Ways Emotion and Word Count Affect Your Landing Pages [New Data]



SEO for Copywriters: Tips on Measuring SEO Impact - Next Level

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<http://www.DigitalMarketingU.com>

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1. 3 ways Copywriting can benefit you?

1.1. SEO Optimization

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3. Free Resources

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4. What is Copywriting?

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5. Want more mind maps? <http://www.DigitalMarketingU.com>

Link: <http://digitalmarketingu.com/login/>

6. Articles on Copywriting

6.1. No Blog Readers? Never Again With These 8 Free Copywriting Resources

Link: <https://neilpatel.com/blog/get-more-blog-readers/>

6.2. Copywriting for Conversions: 9 Ways Emotion and Word Count Affect Your Landing Pages [New Data]

Link: <https://blog.hubspot.com/marketing/ways-emotion-and-word-count-affect-your-landing-pages>

6.3. SEO for Copywriters: Tips on Measuring SEO Impact - Next Level

Link: <https://moz.com/blog/seo-for-copywriters-next-level>