



Persuasive Copywriting: Using Psychology to Influence, Engage and Sell (Cambridge Marketing Handbooks)

Andy Maslen

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Using psychology, emotion, and a pinch of neuroscience, Andy Maslen, an experienced copywriter and marketer, presents 25 psychological techniques, 110 words and phrases that trigger emotions, over 10 real-world case studies, and 75 practical exercises to help practitioners and students who have already mastered the basics, write enjoyable, compelling copy which stands out in today's cluttered marketplace. Maslen covers topics such as: how to make spending money look like a privilege, the ancient Greek secret of emotionally engaging copy, when to use pictures instead of words, how to use the right tone of voice, and avoiding common copywriting traps.

Ideal for experienced copywriters who want to stay ahead of the game as well as new copywriters catching up with their more experienced peers, *Persuasive Copywriting* helps readers improve their copywriting skills and perfect the emotion-driven sale.

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