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The Adweek Copywriting Handbook is based on a \$2,000 course Sugarman taught back in the '70s (you might be interested to note that this fact makes him the godfather of the \$2,000 course price point). The best part about this book is that it truly is a handbook. It walks you step-by-step through the copywriting process, and explains the ...

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The Adweek Copywriting Handbook: The Ultimate Guide to Writing Powerful Advertising and Marketing Copy from One of America's Top Copywriters Joseph Sugarman 4.7 out of 5 stars
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Sugarman, Joseph. 2006. The Adweek Copywriting Handbook: The Ultimate Guide to Writing Powerful Advertising and Marketing Copy from One of America's Top Copywriters (One of the best copywriting books out there, period). The Ultimate Guide to Writing a Sales Page. How to Write Ads. The Anatomy of a Perfect Sales Email

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«Справочник выдающегося американского копирайтера» («The Adweek Copywriting Handbook: The Ultimate Guide to Writing Powerful Advertising and Marketing Copy from One of America's Top Copywriters») также не раз переиздавалась в России.

Копирайтинг — Википедия

I highly recommend you read The Adweek Copywriting Handbook by Joseph Sugarman. More importantly, practice writing your own sales pages and get feedback from friends and family. Once you have a baseline understanding of copywriting, offer your services for free to businesses that need it.

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On copywriting introductions, Cashvertising by Drew Eric Whitman and the Adweek Copywriting Handbook by Joseph Sugarman are both good. My favorite book is Made to Stick by Chip and Dan Heath. If you're looking for other or more recommendations, feel free to drop me an email.

Craft an Inspirational Business Story (Template + Examples)

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