

# Download Copywriting In A Week Teach Yourself Teach Yourself General Reference

When it comes to assembling persuasive copy, like any other construction job, you need to rely on your skills, experience, and toolbox.. The toolbox of the writer is filled with words. In defining what I believe is a critical element of crafting effective copy, I'll make my case by amending the famous quote from Animal Farm: "All words are equal, but some words are more equal than others."Over the past week, I have received a couple of pieces of email marketing that just didn't read very well and it got me thinking about copywriting, and how vital it is to be done correctly. Now please don't take this the wrong way. There was nothing exactly wrong with this particular email's copy per-se, nothing that I could put my finger on exactly.Does it ever happen to you? You should work, but you can't. You don't want to deal with your to-do list, an overflowing inbox, an incessant stream of tweets. You find your walking boots and get out. The smell of rain lingers in the air. A gentle breeze soothes your aching head. You watch the sun ...Job Seekers. Say YES to jobs! Connect with local employers! Be the first to find out about new jobs as soon as they come available... The YES Job Board is the ultimate resource for job opportunities.