



Web Copy That Sells: The Revolutionary Formula for Creating Killer Copy Every Time

Maria Veloso

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"Web Copy That Sells" presents copy strategies that have been proven time and again in the e-commerce arena. Maria Veloso, perhaps the most widely acclaimed Web copywriter in the world, bases her revolutionary "Million Dollar Blueprint" on five simple questions - the reader answers them and the copy practically writes itself. Veloso crams all the information from her 12-hour, \$997 live seminars into an accessible book that helps any Web copywriter.

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