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# Quick Start Guide To Writing Red Hot Copy-2nd Edition



## ***Quick Start Guide*** **To Writing Red Hot Copy**



## Synopsis

FREE "Quick Start Action Guide" Inside! Not only do you get this easy-to-follow copywriting system in digital format, but you also get FREE, UNLIMITED ACCESS to the downloadable "Quick Start Action Guide". (Inside the digital version of the "Quick Start Guide to Writing Red Hot Copy" is a link where you can download the printable, fill-in-the-blank, reusable "Quick Start Action Guide" to create your own world-class copy over and over again, It is several pages filled with step-by-step templates and directions that are easy-to-follow.) "Copy" is marketing language you use to sell your expertise, your business, and your products or services to potential buyers. If your copy falls flat, so do your revenues. Unfortunately, when small business owners are spinning a lot of plates to keep profitable and relevant, it's difficult to be a master at copy too. After all, there is only so much time in the day to get it all done. The good news is you don't have to be perfect. In fact, you don't even have to have a lick of writing skill. You just have to be a GOOD ENOUGH communicator. The "Quick Start Guide to Writing Red Hot Copy" is the shortcut you've been looking for. It was created for enthusiastic business owners on a budget who are up to their eyeballs with business-building tasks they do themselves, yet short on time to get it all done. No matter what your skill level is at copywriting today, it's bound to skyrocket when you create copy with international copywriting trailblazer Lorrie Morgan-Ferrero's step-by-step guide by your side. The "Quick Start Guide to Writing Red Hot Copy" and downloadable companion "Quick Start Action Guide" are based on a combination of Lorrie's award-winning copywriting courses as well as her vast experience as a top-shelf copywriter and consultant. Her client list (both for teaching and writing) reads like a who's who roll call for successful corporations: Office Depot, The Learning Annex, American Writers & Artists Inc., Lorman Education Services, Institute of Integrated Nutrition, NAWBO, Ali Brown International, Evolving Wisdom, Ladies Who Launch, BraveHeart Women, Glazer-Kennedy Inner Circle (GKIC), Les Brown, Mark Victor Hansen & Associates, National Speakers Association (NSA), and more. Make Lorrie's expertise YOUR MONEYMAKING SUPERPOWER! This simple guide to copywriting will undoubtedly become one of your favorite marketing reference books!

## Book Information

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## Customer Reviews

I used this book for a class, It's not a very long read, but cover all the information you need. Plus, it came with a digital version exercise which you can work along with the reading

I first met Lorrie at a Bootcamp for Writers. I'd never heard of her before. There she was in a red jacket, beaming as she took center stage. There was something about her -- something that buzzed with a positive and genuine energy. As Lorrie started speaking, the energy in the room amplified. More importantly, as she spoke, I found my energy and excitement for writing explode! In Lorrie's book, Quick Start Guide to Writing Red Hot Copy, she's done it again. She's written as powerfully as she spoke that day in October 2011. This book is the best I've seen. This book is a great start to learning how to write your own copy. It's equally great for building your foundation as a professional copywriter. That's why I bought it! It's an easy to follow guide that gets you clear, excited and focused. With Lorrie's tips for mastering copy writing, you will be empowered to write great copy easily. And you will find writing becomes fun. Unlike other copywriting instructional guides, this one is RED HOT~! It is unlike any other copywriting book I've read. It's a fun way to explore and explode your copy -- making it come to life. This guide is going to become my Copywriting Bible -- I love it so far and I am positive it's the best on the market. Honestly, I haven't even finished it yet.

As a heart-centered professional copywriter, I am always thrilled to find anything that can help me improve my copywriting skills and make my clients more money. If you have your own business and want a Quick-Start Guide to writing copy from a real pro in the industry, you simply must grab

Lorrie's book. I cannot believe how affordable it is. It is worth one hundred times more because it really is an entire copywriting course! I especially liked the sections on Testimonials, The Speed Copywriting System and No-Brainer Headlines for Busy People. I've been following Lorrie's career for a long time and I am so proud of her for making it big as a well known and respected copywriter in a previously male-dominated industry. Plus, I love learning from Lorrie because she teaches you how to write effective copy without sounding pushy, and that's what most, if not all, of my clients want. Rhonda Ryder - [...]

Just purchased my very first ebook and I can't believe how easy it is. I started reading this ebook and was able to get started on my own sales copy right away. Lorrie Morgan-Ferrero has written a step-by-step guide that instantly draws you into the page. Her companion PDF has templates to help lay out my sales letter like a puzzle coming together. I would have expected to pay so much more for this product. I can't believe my good fortune. With this kind of good luck I should go to the casino, I'm surely a winner today. I highly recommend if you have a website or want to set one up that you start right here. Like someone said, "copy is king" and I think that's more important today than ever before. Lorrie's stuff is cutting edge. You can't go wrong buying this little ebook.

Hiring someone to write the copy for your site can be VERY VERY EXPENSIVE! The Quick Start Guide gives you everything you need to know to create copy that will entice your customers and even more importantly, make them pull the trigger! Lorrie's step by step process is thorough and informative. She really helps you understand the mind of the consumer. You truly can't go wrong here. If you need to give your website more zing that will increase sells... YOU NEED THIS! I learned so much from it. I feel like a pro copy-writer now!! - Lauri Loewenberg, author of [...]

Lorrie is on my shortlist of copywriters I call when I'm in a jam and need a keen eye. Not only is she expert at selling to the women's market (her specialty) she can close with the best of guys when she needs to. Her copywriting formula is simple, easy (well as easy as copywriting can be...) and above all it WORKS. If you're looking to create your own sales message, Lorrie is an expert guide who really cares about giving you what you need to succeed.

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