



# Copy Logic! The New Science of Producing Breakthrough Copy (Without Criticism)

*Michael Masterson & Mike Palmer*

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Back in the "old days" of direct marketing, producing copy was a long, painstaking ordeal. What's more, training a copywriter to write good copy was just as slow... often taking two to four years and generating lots of hurt feelings.

***Copy Logic! The New Science of Producing Breakthrough Copy (Without Criticism)*** eliminates both of these problems. It is far and away the best -- and fastest -- way to improve copy... and cut a copywriter's learning curve in half.

In this book, direct-marketing expert Michael Masterson and master copywriter Mike Palmer reveal their methodical, step-by-step process for turning "B-level" copy into control beating "A-level" copy in just 24 hours.

This is the exact process that was directly responsible for helping one company boost its revenues into the \$300-million-a-year range (while creating six-figure incomes for many of its copywriters).

Needless to say, **Copy Logic!** works.

Simply follow Masterson and Palmer's clearly outlined steps and detailed examples, and you can't help but come out with significantly stronger copy.

Whether you're a business owner, marketing director, copy chief, or copywriter, **Copy Logic!** will help you produce bigger winners, more often.

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