



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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