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This Book Will Teach You How To Write Better

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WRITE BETTER

This book is:
Short.
Effective.
And sort of offensive.
But you will write better after reading it.

Neville Medhora

"Communication is just getting information from one brain, to another brain."



Synopsis

Learn how to get what you want....Learn how to increase conversion rates on anything....Learn how to make it easier to write anything (using formulas and mind-hacks). The information in this book has turned keystrokes from my fingers, into millions of dollars in sales. Some of the concepts inside have been able to turn a poor man, into a rich man, by simply re-arranging some words on a page. This is an incredibly short book (about 54 pages) that you can read in one sitting. If this book gives you even one tip that increases the performance of your writing....(and keep in mind, writing is a skill you will keep your whole life)....then this will be a fantastic investment for yourself. This information is laid out in the same way I made my famous KopywritingCourse. The structure of that course just naturally taught people how to write better in a logical and fun way. This book is in the same format, except you can go over it anywhere (although watch the video KopywritingCourse for live examples). I invite you to spend 45 minutes with me reading this book. STEP 1.) Grab a beverage of your choice. I prefer a beer or tea when reading. STEP 2.) Grab a notepad and pen before starting (for notes) STEP 3.) Find a very comfortable place to sit and read this book. STEP 4.) Begin absorbing these mind-hacks and formulas laid out in the book....and apply them to your own writing. Enjoy the book, and please contact me if you have any questions before buying!Neville Medhora :: NevMed@gmail.com :: 713.301.1546

Book Information

File Size: 2384 KB

Print Length: 56 pages

Simultaneous Device Usage: Unlimited

Publisher: Neville Medhora; 1 edition (September 7, 2013)

Publication Date: September 7, 2013

Sold by:Â Digital Services LLC

Language: English

ISBN-10: 0989895300

ISBN-13: 978-0989895309

ASIN: B00F209U6S

Text-to-Speech: Enabled

X-Ray: Enabled

Word Wise: Enabled

Lending: Not Enabled

Enhanced Typesetting: Enabled

Best Sellers Rank: #52,304 Paid in Kindle Store (See Top 100 Paid in Kindle Store) #6 in Kindle Store > Kindle eBooks > Business & Money > Economics > Commerce #18 in Books > Business & Money > Economics > Commerce #29 in Kindle Store > Kindle eBooks > Business & Money > Marketing & Sales > Advertising

Customer Reviews

If you want to sell more and read a bunch of inspiring writing examples while you do it, get this book right now. The goal is to get you to stop writing like an intellectual robot, and start writing like a HUMAN. Look at the quote on the cover: "Communication is getting information from one brain to another brain." It's a basic definition, and it's exactly what the book will show you how to do. This is great for: * New (or unpopular) bloggers * Online store owners * Startup CEOs * Sales guys and * Anyone who writes emails for a living Last thing: if you hate it, email Neville and he'll refund your money no questions asked.

This book can be read in under 30 minutes. That doesn't mean the book isn't useful, just that it is short and to the point. Like Larry Winget, James Altucher and Mike Michalowicz, Neville Medhora doesn't gloss his advice in a self-helpy prose and tell you life is roses and butterflies. His advice is direct - "Stop trying to be clever. Instead be clear." Or "IS THIS ADDING TO THE USERS KNOWLEDGE" - both of which stood out as prime examples of his useful and pithy action items found throughout the book. He touches upon the much discussed AIDA formula (Attention, Interest, Desire and Action) and does a good job in a short space of providing examples of good and bad writing. His audience is copywriters or bloggers looking to sell their ideas, goods or services. There are a few grammar and syntax mistakes that I could overlook if this was a blog post, but after having paid for this book I do expect better editorial control. In sum, you can find just as useful advice on a website like Copyblogger free of charge and I would start there (or a site like it) if you want to learn how to write better. I would put this book in the borrow category.

I'm a big fan of Nev's writing and this book doesn't disappoint. If you're new to Nev Medhora, seriously check out his blog [...] and subscribe. It's a fun mix of business, copywriting, and self-improvement stuff, but it's always done casually and educationally. Onto the book itself: it does what it promises. It will teach you to write better copy. The book is short. You can finish it in 30 minutes, but the lessons are powerful and true. The best bits are the examples Nev gives when he's

showing you how to use his frameworks and strategies. Good book. Very simple. Does what it says it will do. Why wouldn't you buy it?

I read this within an hour. The lessons are great and feel like common sense after you are exposed to his ideas. They are simple and eye opening. I'm looking at websites and links differently after understanding Neville's formulas and techniques. The one thing I'd change is getting a book designer to clean up the look of this book. If it was meant to feel like a five dollar book it does. There are typos (the intro) and alignment issues throughout the book, that makes it feel a bit cheap and thrown together. I'd get it again though and it's a great way to spend an hour. I'm sure the techniques will help improve my writing too.

I'm a big fan of Neville's blog and his courses. Just like he does with his blog, with this book, he's able to get across all of his fantastic, practical advice on writing great copy while keeping it so fun and memorable. Grab it now and devour it. Then keep the big key points next to your computer ALL THE TIME - whether you're writing a blog post, a book or just an email.

I am a fan of Neville Medhora. It is weird to consider my consistent following of his work. He helps people attract other people into taking action. Now this very quick-read of a book evokes words like "cute," "funny," and "obvious." Yet I think this book would be effective with non-writer-types who are backed into a corner due to lack of sales or donations. Basically, if you follow Neville and truly read his blog material, you do not need this book. If you need to get your marketing assistant with subpar writing skills to help you with copy and has never read anything about influencing others, then this is the book for them. I paid for this book, because I believe I should give Neville money. Crazy, right? It's only five dollars, but it's what makes sense for me right now. I don't regret it. I look forward to finding the right people who also need to spend the coffee money to improve their copy.

Loved it! If you communicate with others as part of your job or business, then this book is a must. It's jammed packed with great useable information. I'm going to try this tonight and send out an email to my list.....stay tuned!

I wouldn't call this book "garbage" -- it contains useful and time-tested principles of writing -- but when an author doesn't even take the time to use spell-check, I have to call it as I see it. The notion that you should write just like you talk is correct for most kinds of persuasive writing, but if the author

speaks like he writes, I don't think I'd want to spend much time with him.

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