



**Copy. Righter: Become a master wordsmith and harness the copywriting secrets that will win you hearts, minds... and business**



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# Copy. Righter: Become a master wordsmith and harness the copywriting secrets that will win you hearts, minds... and business

*Ian Atkinson*

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An invaluable, modern guide to great copywriting, Copy. Righter. shows you how to write in a way that is brand-literate, media-savvy, utterly engaging...and irresistibly persuasive. It will show you how to write great copy in every print and digital medium. How to use substance, style and structure. How to win hearts and minds. How to develop brilliant concepts and the psychology of persuasion. Written by Ian Atkinson - multi award-winning copywriter and creative director - it's packed with fascinating examples and compelling content you won't find in any other copywriting book. In fact, whether you're junior or senior, enthusiastic amateur or seasoned pro, it may be the only book on copywriting you'll ever need. And with great copywriting in great demand, there's never been a better time to discover how to influence people using nothing more than the words on a page or screen. Copy. Righter. will show you how.

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224 pages

About the Author

Ian Atkinson is a multi award-winning creative director at one of the UK's most successful agency groups. After studying psychology at university, he became a copywriter. He specialises in direct and digital media and has worked on advertising and marketing campaigns for some of the best-known brands in their sectors - including Avis, Barclays, Dyson, Macmillan, National Geographic, Next, Oxfam, Sky, The Red Cross and Zurich. As well as a creative director, copywriter and author, he runs regular creative training days, gives talks on creativity, advertising and marketing and is an occasional awards judge.

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