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Cashvertising will help you by using the psychology of a consumer to help you reach your customers' "buttons" and compel them to buy. "Cashvertising" In a Nut-

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One of the chief ways to make your "virtual sales reps" work harder for you is by using better copy and that's where Cashvertising's main emphasis lies. This book teaches you all the fundamentals necessary to create attention-grabbing headlines and titles, to keep visitors interested and engaged and quite simply to make more sales.

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Cashvertising did exactly that, from the writing, to the theories, to the practical ap-

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