



Copywriting That Gets Results!

By Otis Maxwell

Fastpencil Inc, United States, 2011. Paperback. Book Condition: New. 216 x 140 mm. Language: English . Brand New Book ***** Print on Demand *****.OTIS MAXWELL has excelled at turning cold prospects into hot leads and pigs ears into silk purses throughout a 23-year copywriting career. He has created controls (promotions that are used over and over again) for Phillips Publishing, MetLife, Chevron, a major MA specialist and the world s leading financial education company among many others. He has sold industrial absorbents, medical alert systems, gourmet meat and anti-piracy software on the web. Otis has won gold, silver and bronze Echo awards for breakthrough ROI, and a gold Caples for creative excellence. He has taught the two-day intensive copywriting course for the Direct Marketing Association and is the proprietor of the Otis Regrets.or Not marketing blog (.



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