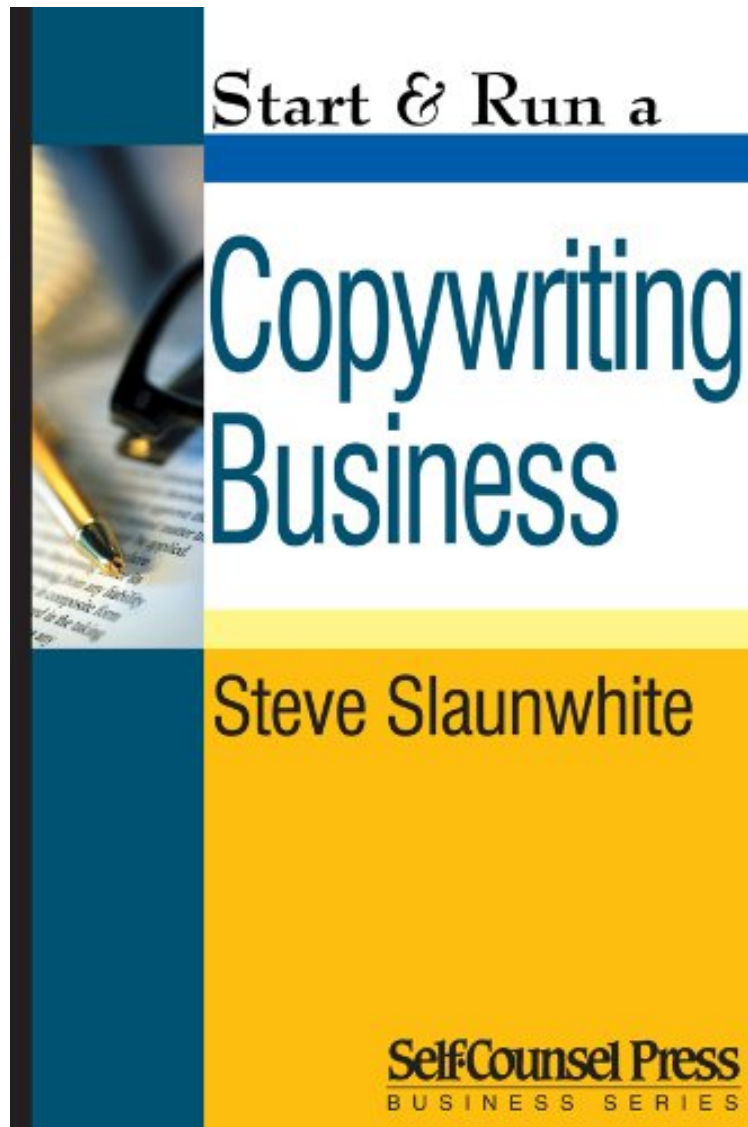


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Start Run a Copywriting Business (Start Run Business Series)

Steve Slaunwhite

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Steve Slaunwhite : Start Run a Copywriting Business (Start Run Business Series) before purchasing it in order to gauge whether or not it would be worth my time, and all praised Start Run a Copywriting Business (Start Run Business Series):

5 of 5 people found the following review helpful. BEWARE OF THE OUTDATED CD!! But the book is wonderful! By M. Alther I purchased this book with the CD included last week. I was thrilled when it arrived. When I started reading the book, I was greatly impressed with the writer's clear, direct and intelligent approach to the business of copywriting and copywriter hopefuls. Then I popped the CD into my computer, and alas! The CD will NOT work on

any computer that is post Windows XP or Me. It will work with Windows 95 and 98, though. Is there anyone still using Windows 95 or 98 in 2013? I have Windows Vista (not exactly new either) and the CD that came with the book is inoperable, on Vista. I went to the publisher's web site. I was only able to interact with robots and leave a voice mail. THE PUBLISHER CALLED ME BACK THE NEXT DAY! They were kind enough to email me the zip file for the CD, so I could use it on my computer! How wonderful to have that kind of service. Interestingly, the publisher does sell a version of this book that includes a CD that will function on Windows Vista (but no later Windows version than Vista). So, if you want a CD that works on Windows Vista, it would be better to order the book from them. Otherwise, you will more than likely end up with a woefully outdated CD, that is pretty much useless for anyone who's bought a Windows computer within the last 7 years.

3 of 3 people found the following review helpful. Complete Guide for Copywriting Business By Patricia del Valle Excellent book by this author. I was introduced to his work when I took two copywriting courses through AWAI (American Writers and Authors, Inc.). He is an experienced and successful copywriter and his book demonstrates his expertise I find his advice inspiring, practical, and thorough for less-experienced copywriters, like me. A pleasant surprise was the accompanying and useful CD.

2 of 2 people found the following review helpful. and easy to read By Cheryl Clayton If you are starting out as a freelance writer, this book is a must read. It is concise, informative, and easy to read. You will learn a lot about freelancing from this book!

Corporations and agencies outsource most of their copywriting and need copywriters more than ever today--including for Internet marketing. Most copywriters cannot keep up with the demand for their services, and many make between \$50,000 and \$150,000. Start Run a Copywriting Business is your essential guide to getting started and prospering in an industry that offers subst

There are many sources that can help you get started. Steve Slaunwhite's book...is particularly helpful. -- Wall Street Journal, April 26, 2002

From the Publisher Now includes a bonus CD-ROM with marketing and business tools to help you get your new company started successfully!

From the Back Cover Corporations and agencies outsource most of their copywriting and need copywriters more than ever today. Most copywriters cannot keep up with the demand for their services, and many make between \$50,000 and \$125,000. Start Run a Copywriting Business is your essential guide to getting started and prospering in an industry that offers substantial income, flexible hours, and stimulating work. This book will provide new copywriters and old pros alike with proven, step-by-step strategies on how to find clients, complete common copywriting tasks, set up an effective office, and overcome the unique challenges inherent in this business. Topics covered include: -Deciding if copywriting is for you -Mastering basic copywriting techniques - Getting started in the business -Setting your rates -Marketing your services -Getting work and getting paid - Succeeding as a part-timer or moonlighter -Troubleshooting and getting help Turn your talent into dollars by learning to write ads, brochures, Web sites, direct mail, press releases, and commercials. Start Run a Copywriting Business will show you how.