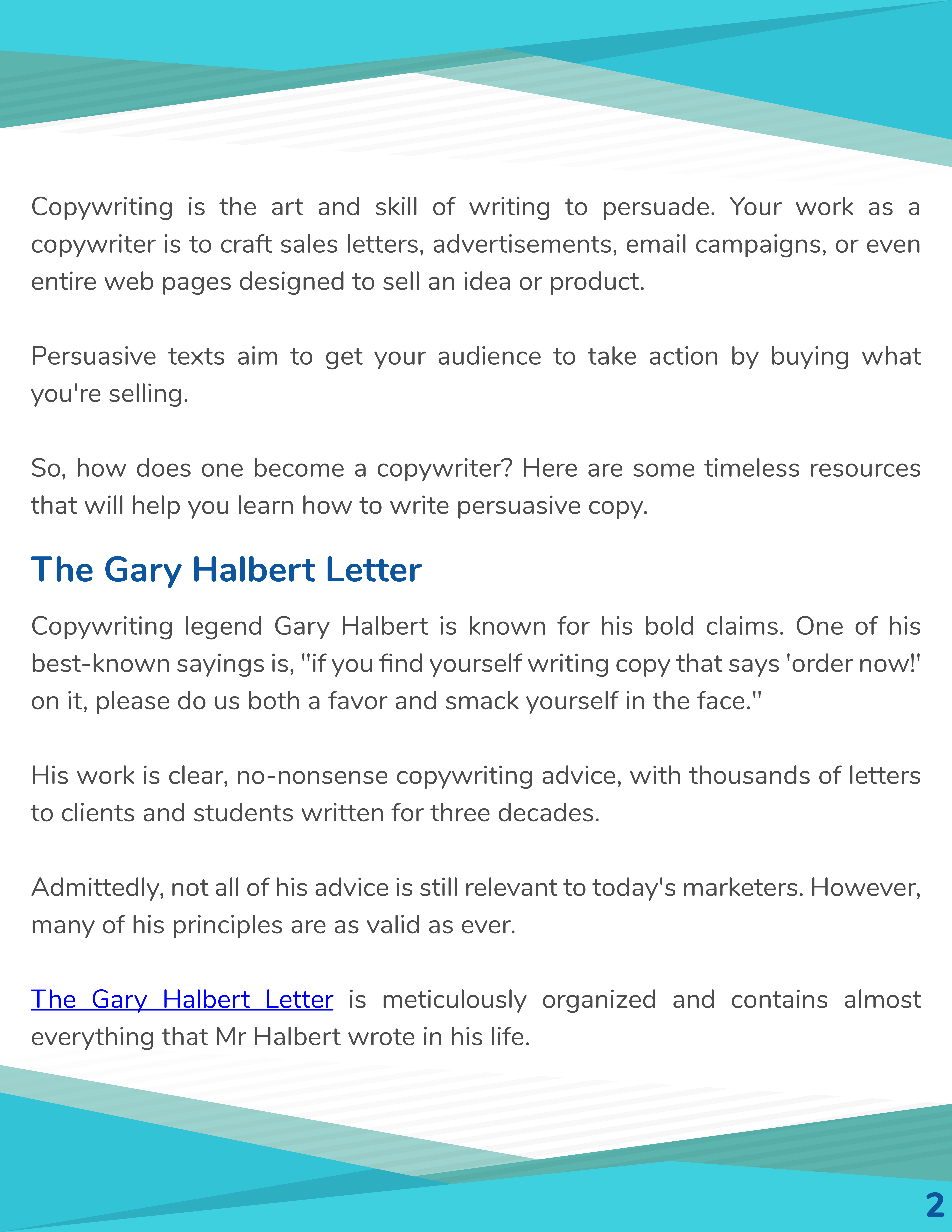


BEST EVERGREEN RESOURCES TO LEARN COPYWRITING





Copywriting is the art and skill of writing to persuade. Your work as a copywriter is to craft sales letters, advertisements, email campaigns, or even entire web pages designed to sell an idea or product.

Persuasive texts aim to get your audience to take action by buying what you're selling.

So, how does one become a copywriter? Here are some timeless resources that will help you learn how to write persuasive copy.

The Gary Halbert Letter

Copywriting legend Gary Halbert is known for his bold claims. One of his best-known sayings is, "if you find yourself writing copy that says 'order now!' on it, please do us both a favor and smack yourself in the face."

His work is clear, no-nonsense copywriting advice, with thousands of letters to clients and students written for three decades.

Admittedly, not all of his advice is still relevant to today's marketers. However, many of his principles are as valid as ever.

[The Gary Halbert Letter](#) is meticulously organized and contains almost everything that Mr Halbert wrote in his life.

CopyBlogger Pro

[Copyblogger](#) is a well-known name that everyone looks up to in the world of copywriting.

Copyblogger Pro allows you to access as many educational assets as you would need to learn copywriting for an entire year.

Each month you spend learning on Copyblogger Pro helps you master copywriting and gain new ideas and skills that will transform your marketing.

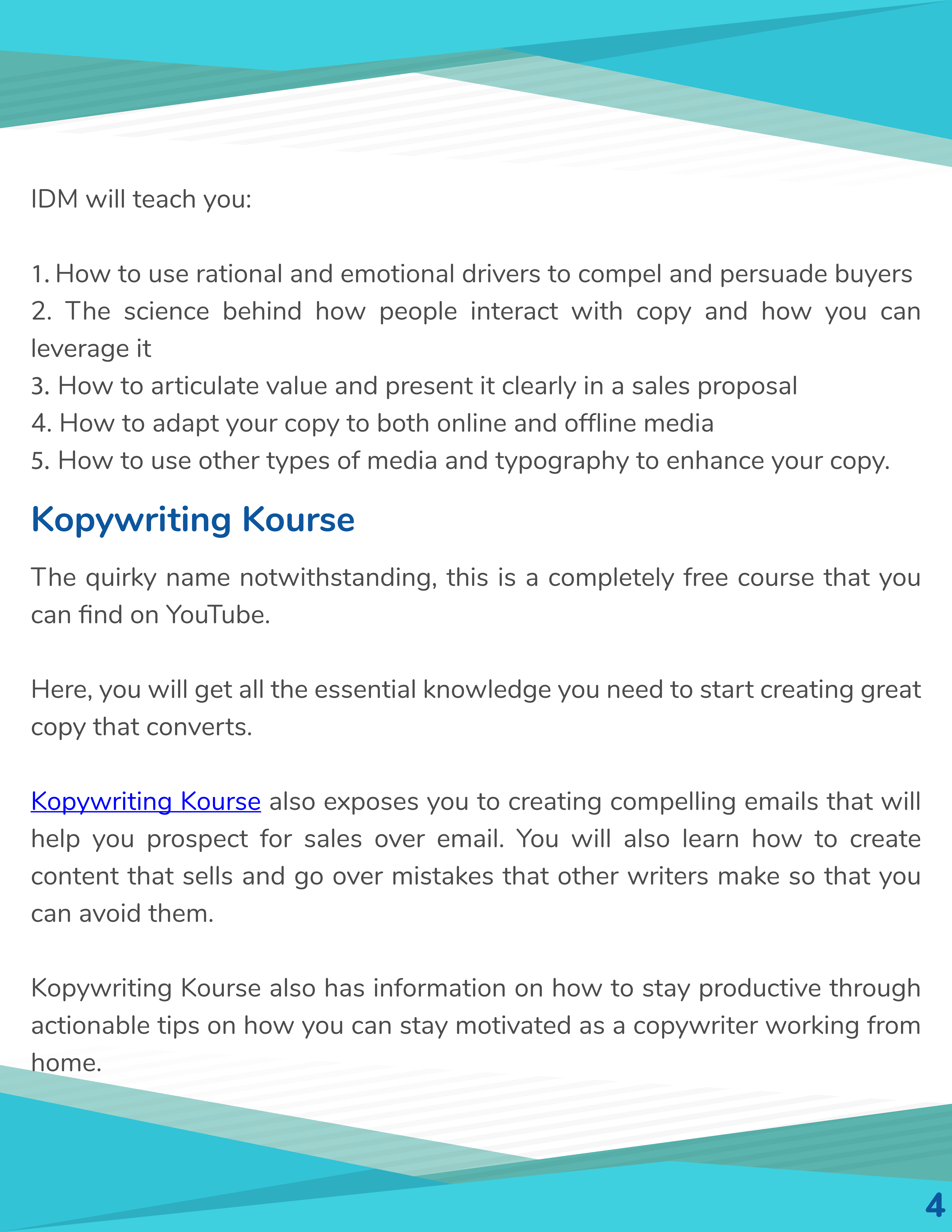
Some of the resources include;

1. Content writing masterclass
2. SEO masterclass
3. email writing masterclass
4. Online business masterclass and other seminars

As a member, you will access many other masterclasses and give you a network that will help you get a massive ROI for your copywriting efforts.

Institute of Data and Marketing (IDM)

[The Institute of Data and Marketing \(IDM\)](#) is another excellent resource for mastering copywriting. IDM teaches advanced copywriting that aim for helping you get more engagement and sales for your copy.



IDM will teach you:

1. How to use rational and emotional drivers to compel and persuade buyers
2. The science behind how people interact with copy and how you can leverage it
3. How to articulate value and present it clearly in a sales proposal
4. How to adapt your copy to both online and offline media
5. How to use other types of media and typography to enhance your copy.

Kopywriting Kourse

The quirky name notwithstanding, this is a completely free course that you can find on YouTube.

Here, you will get all the essential knowledge you need to start creating great copy that converts.

[Kopywriting Kourse](#) also exposes you to creating compelling emails that will help you prospect for sales over email. You will also learn how to create content that sells and go over mistakes that other writers make so that you can avoid them.

Kopywriting Kourse also has information on how to stay productive through actionable tips on how you can stay motivated as a copywriter working from home.

QuickSprout's definitive guide to copywriting

Termed as [The Definitive Guide to Copywriting](#), this article was published on QuickSprout to provide readers with a complete step by step process to creating great copy.

The article starts by defining copywriting then walks you through what makes a good copywriter.

The article then discusses why it's important for a copywriter to understand a product. Most copywriters forget this step, which is the first step before starting on a copywriting project.

The next step shares details on creating a product description and all that goes into relating features and benefits of a product.

The article then goes into detail on how to understand your customers and come up with attention-grabbing headlines for your copy.

Finally, the article dives deep into writing copy and how to create a solid call to action.

Copyhackers

Copyhackers is a website that offers free resources on the basic elements of copywriting.

Resources on Copyhacker will help you know how to craft the perfect headlines, copy formatting, value proposition, etc.

The Copywriter's Handbook by Robert W. Bly

If you want to master direct response marketing, this book should be your bible.

Written by Robert W. Bly, this book offers practical advice for commercial writers who sell products and services through catalogues, brochures, reports, sales letters, email marketing campaigns, websites, and affiliate marketing programs.

Robert W. Bly has been a prolific writer all his life and is the founder of the popular Bly Communications home study program, considered by many to be one of the finest writing courses available.

Conclusion

While numerous resources are available on copywriting, it takes time and effort to become a skilled copywriter.



Copywriting requires you to practice writing copy regularly to become sharper on the various aspects of copywriting.

Whether you are a beginner or experienced copywriter, these tools will help enhance your skill set in copywriting.