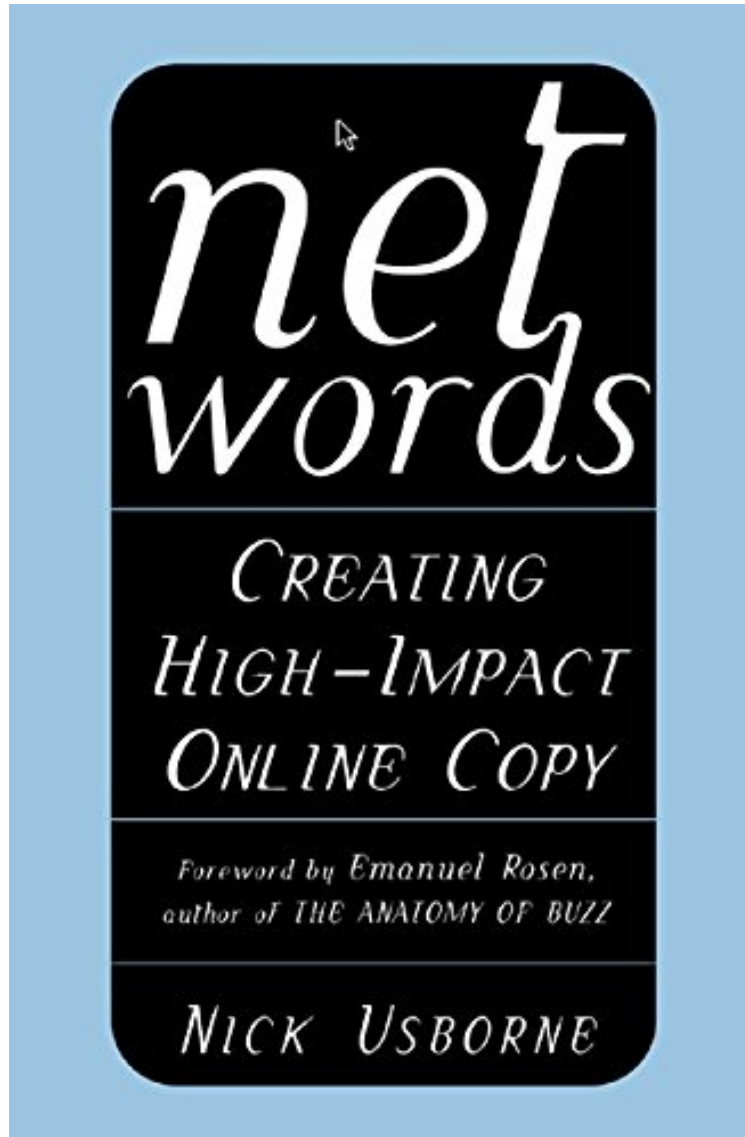


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## Net Words: Creating High-Impact Online Copy

*Nick Usborne*

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**Nick Usborne : Net Words: Creating High-Impact Online Copy** before purchasing it in order to gage whether or not it would be worth my time, and all praised Net Words: Creating High-Impact Online Copy:

0 of 0 people found the following review helpful. Hard to read font, glue stuck pages; Buy something else!By CustomerOutdated.Posting 10/26/2015 Few examples of nice writing. It was more about the philosophy of how to write in a more personable way for the web. Essentially that web communication is more like an informal discussion between friends.Text is hard to read and looks like a bad photocopy- choppy, inconsistent font. Every few pages in my copy had bookbinding glue that stuck the pages together that I had to pry apart. I bought this book and the copywriters

handbook. If I did it again, I would only buy the copywriters handbook. It had a lot more information on how to write persuasively with great examples. 4 of 4 people found the following review helpful. A "must have" for anybody who does Online Copy writing  
By Carsten Cumbrowski  
The book is very compact and well written. Nick Osborne wrote this book based on his own experiences as online copywriter. You can tell, because he provides a lot of examples of issues that are exclusively Web related and also about differences between copy writing for the "real world" and the unique challenges and subtle differences to the copy writing for the Internet. Some things that work great offline in its specific environment such as print magazine or Television don't work the same way online, because peoples behaviour and expectations are different. People are still people, be it "offline" or "online" which makes a lot of the classic rules of copy writing as true on the Internet as they are in the real world. This makes the book a good choice for offline copy writer who want to start writing copy for a Website, Blog or eZine as well as for Internet Marketers who want to learn the basics of Copy writing to improve the copy on their existing Websites. Just FTI, Nick Osborne has an Email Newsletter you should sign up for. Search the Internet and I am sure you will find it.  
0 of 0 people found the following review helpful. Important Book  
By Margie S. Sena  
Nick Osborne has so much knowledge about writing that I have bought several of his books.

A guide to creating copy that connects with customers and makes the sale  
Advertising and promotion professionals have long known that, while bells and whistles may grab a customer's attention, words make the sale. Yet, nearly a decade into the Web revolution, E-commerce professionals are just now waking up to the fact that the usual high-tech, graphics-heavy approach to site design is bad for business. Net Words explores the reasons why and makes a strong case for a revolutionary new approach to copywriting tailored to the unique demands of a powerful new medium. With the help of dozens of examples of successful and unsuccessful on-line writing, author Nick Osborne shows readers how to harness the power of the written word for the Web. Readers learn how to imbue a business with a distinctive on-line "voice" and use it to forge lasting bonds with customers, increase market share, and close sales.

From the Back Cover  
Bells and whistles may grab a customer's attention, but words make the sale "The ancients rightly distrusted rhetoric that made 'the worse argument appear the better'  
an underhanded trick that business has often been guilty of. But rhetoric is also the craft of clear and persuasive communication, which online business needs desperately today. Nick Osborne's insight into this craft fills a surprising gap in the online marketing toolbox."  
Christopher Locke, author of Gonzo Marketing: Winning Through Worst Practices, and co-author of The Cluetrain Manifesto. "The best book I've seen on writing for the Web."  
Dr. Ralph F. Wilson, Web Marketing Today "Nick Osborne, shows us how to write powerful and compelling copy that fully leverages the communications power of the Net. Nick knows the Internet and Nick knows copy."  
John Audette Founder Publisher, The Adventive Knowledge Exchange  
In Net Words, emarketing guru Nick Osborne introduces you to a revolutionary copy-centered approach to online marketing. He explains what works and what doesn't and shows you how to create copy for websites, newsletters, and email campaigns guaranteed to: attract customers and hold their attention differentiate your business from its competitors online dramatically increase sales from your site build customer loyalty breathe new life into your customer services  
Net Words offers corporate decision makers an inexpensive, proven, low-tech cure for their ecommerce blues. It is also a how-to guide for copywriters thinking about taking the leap into online marketing, as well as for Web professionals who want to increase their sites' usability and appeal.  
About the Author  
Nick Osborne has written hundreds of articles on the subject of marketing and online writing. Many of these can be found by searching the archives of Clickz.com and Business 2.0. Nick is also a highly respected consultant and much-requested speaker for conferences and corporate meetings and seminars. More details are available through his site at [www.nickosborne.com](http://www.nickosborne.com).