



Catalog Copy That Sizzles

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"We're wordsmiths. Words are our weapons. A difference of a fraction of I percent in our ability to generate or intensify reader involvement is worthwhile. Knowing how and when to plumb for power verbs and imperatives is just one more indication of our professionalism. Enough said." Packed with valuable tips and informative examples and illustrations, *Catalog Copy That Sizzles* is the ultimate compendium of catalog copywriting know-how. Herschell Gordon Lewis, known worldwide for his copywriting expertise, reveals all the hints, tips, and tricks of the trade you'll ever need to know in order to write effective catalog copy for any kind of product from gardening tools to surveillance devices. In his personable and engaging style, Herschell clearly defines and presents examples of the fourteen types of catalog copy, including "Minimalist" copy, "All the Facts" copy, and "I Am the Greatest" copy. Plus, more than one hundred illustrations are interspersed throughout the text along with valuable critiques of copy that works and copy that fails to make the grade in print and on-line catalogs. Interactive exercises like "First, You Try It!" will alert you to areas that require improvement and will keep you entertained and engaged through each and every chapter. Whether you're a copywriter, a freelance writer, an advertising and marketing professional, or someone who simply wants to craft copy that sells for a print or on-line catalog, *Catalog Copy That Sizzles* will arm you with the tools you need to craft copy that will sell any product, to any demographic, and in any format.

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