



# The Copywriter's Toolkit: The Complete Guide to Strategic Advertising Copy

*Margo Berman*

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## **The Copywriter's Toolkit: The Complete Guide to Strategic Advertising Copy** Margo Berman

Written from a real-world perspective by an award-winning copywriter/producer/director, this comprehensive guide is what every writer needs to create powerful, strategic ad copy. Focusing on strategy, technique, and the skills needed to write for different media, *The Copywriter's Toolkit* book will sharpen your copywriting skills whatever your level.

- Introduces essential conceptual strategies and key writing techniques for result-driven copy
- Provides practical advice on writing for specific media including: print, radio, TV, websites, blogs, social media, ambient, digital, direct mail, product packaging, and viral marketing
- Covers all areas of copy development: on-strategy and on-target messaging; headline and slogan creation; brand personality and tone of voice; broadcast production conceptualization and print / digital typesetting consideration
- Presents innovative visual examples from exciting multimedia campaigns, comments from copywriters at world-renowned agencies, inspiring radio scripts, TV scripts and storyboards, effective blog posts, imaginative package copy, and more
- Shares invaluable writing tips and insights from award-winning copywriters currently at global agencies
- Includes supplementary website an instructor's manual, sample syllabus, PowerPoint presentations, and creative assignments, as well as student study aids, flashcards, podcasts and/or webinars by the author, and links to sample and featured campaigns, agencies, and related videos

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