



# Net Words: Creating High-Impact Online Copy

*Nick Usborne*

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**Net Words: Creating High-Impact Online Copy** Nick Osborne

**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.

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