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33 Resources

For Writing Incredible Copy That Converts

Learn to write powerful content that captivates, connects, and converts.



by Dave Mooring

Introduction

You've put the hard work into getting your website up. You've labored hours over the content on the site.

You've moved on to using content to get permission and build your online presence.

Now, you just need to make sure your content does its job. Why put in all that time and energy to publish something that falls flat?

Here are a variety of great resources I've hand-selected to help you create content that will captivate, connect, and convert.

CAUTION: Don't get overwhelmed trying to absorb everything at once. And don't spend so much time enjoying the links that you fall behind in creating your own stuff!

It's an ongoing process... Learn. Improve. Publish. Repeat.

Guides

1. **The Definitive Guide to Copywriting**

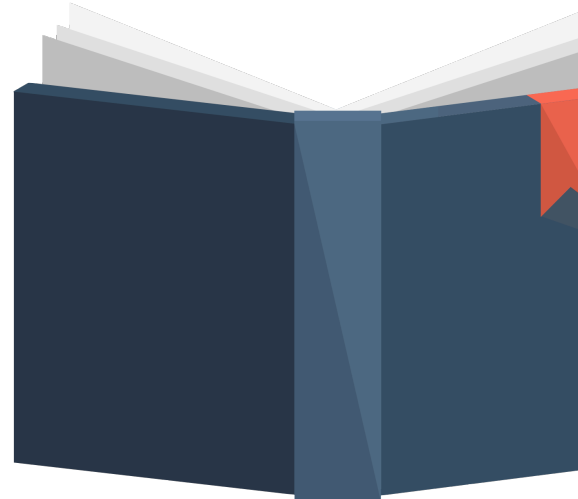
by Quicksprout

<http://www.quicksprout.com/the-definitive-guide-to-copywriting/>

2. **Copywriting 101**

by Copyblogger

<http://www.copyblogger.com/copywriting-101/>



Slideshares

3. Why Content Marketing Fails

by Rand Fishkin

<http://www.slideshare.net/randfish/why-content-marketing-fails>

4. The Copywriter's Handbook

by Colin Post

<http://www.slideshare.net/ColinPost/the-copywriters-handbook>

5. Copywriting for Non-copywriters

by Alan Barker

<http://www.slideshare.net/alanbarker/copywriting-for-noncopywriters-13043131>

Videos

6. Metaphorically Speaking

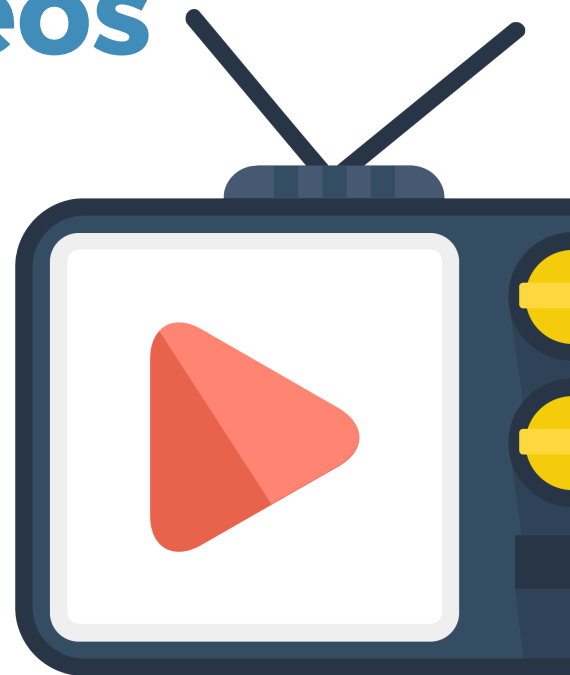
by James Geary (TED Talk)

http://www.ted.com/talks/james_geary_metaphorically_speaking

7. Declaring War on Bland: Copywriting as Fresh Literature

by Jean Tang (TEDx)

<http://tedxtalks.ted.com/video/TEDxGramercy-Jean-Tang-Declarin>



Downloads

8. Copywriting Worksheets

by Copy Hackers

<http://copyhackers.com/copywriting-worksheets/>

9. Headline Cheat Sheet

by Copy Hackers

<http://copyhackers.com/downloads/pay-with-a-tweet/HEADLINE-CHEAT-SHEET.pdf>

10. 13 Copywriting Mistakes to Avoid

by Ryan Moothart

<http://www.portent.com/downloads/13-Copywriting-Mistakes-to-Avoid.pdf>

Tools



11. Hemingway App

by Adam Long and Ben Long

<http://www.hemingwayapp.com/>

12. The Carlin Ad-Speak Calculator

by Tom Wanek

<http://tomwanek.com/the-carlin-ad-speak-calculator/>

Books

13. **Ogilvy on Advertising**

by David Ogilvy

<http://amzn.com/BOOEMXBZKA>

14. **Breakthrough Advertising**

by Eugene M. Schwartz

<http://amzn.com/0887232981>

15. **ProBlogger's Guide to Blogging for Your Business**

by Darren Rowse

<http://www.problogger.net/business-blogging/>

Blogs

16. **Copyblogger**

<http://www.copyblogger.com/blog>

17. **Content Marketing Institute**

<http://contentmarketinginstitute.com/blog/>

18. **ABC Copywriting**

<http://www.abccopywriting.com/blog>

19. **Writtent**

<http://writtent.com/blog/>



Articles

20. Guide to writing the Perfect Headline

via bufferapp.com

<http://blog.bufferapp.com/the-most-popular-words-in-most-viral-headlines>

21. 101 Copywriting DOs and DON'Ts

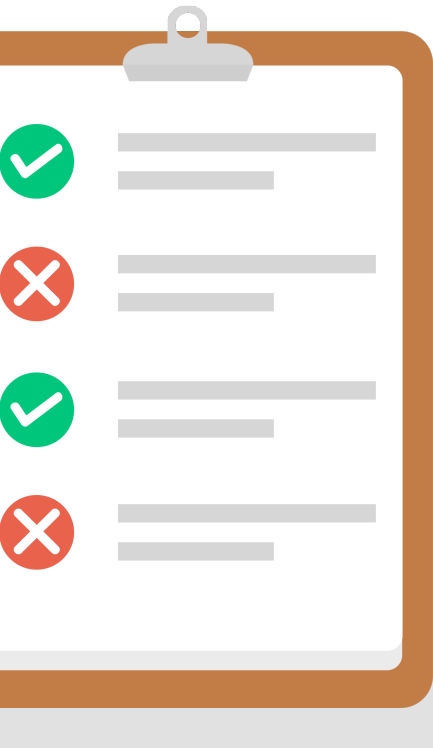
via copyhackers.com

<http://copyhackers.com/2012/06/101-copywriting-dos-and-donts/>

22. 3 Steps to Finding Your True Writing Voice

via [copyblogger.com](http://www.copyblogger.com)

<http://www.copyblogger.com/find-your-writing-voice/>



23. The 7-Point Checklist for Powerful Landing Page Copy

via [hubspot.com](http://blog.hubspot.com)

<http://blog.hubspot.com/blog/tabid/6307/bid/31704/The-7-Point-Checklist-for-Powerful-Landing-Page-Copy.aspx>

24. How to Optimize Headlines Using the 65 Character Rule

via econsultancy.com

<https://econsultancy.com/blog/8196-how-to-optimise-headlines-using-the-65-character-rule>

25. 21 Call to Action Examples and 3 Rules for Effective CTAs

via crazyegg.com

<http://blog.crazyegg.com/2013/07/24/call-to-action-examples/>

26. 6 Proven Ways to Boost the Conversion Rates of Your Call-to-Action Buttons

via copyblogger.com

<http://www.copyblogger.com/call-to-action-buttons/>

27. How To Write “Compelling” Copy When You Don’t Have An Audience

via conversionxl.com

<http://conversionxl.com/how-to-write-compelling-copy/>

28. 10 Super Easy SEO Copywriting Tips for Improved Link Building

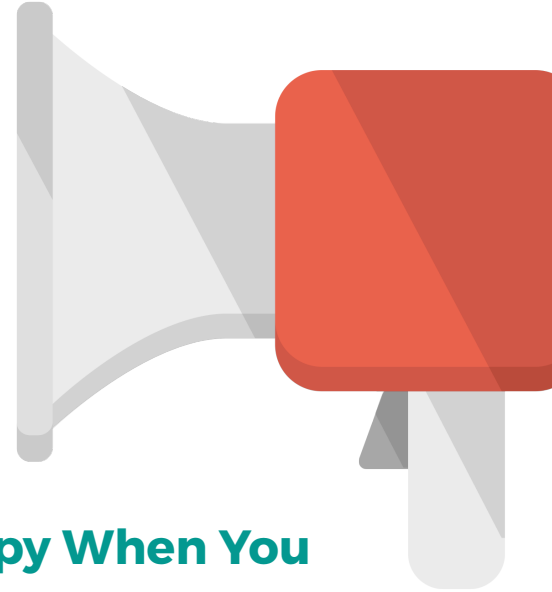
via moz.com

<http://moz.com/blog/10-super-easy-seo-copywriting-tips-for-link-building>

29. 9 Simple Ways to Write Product Descriptions that Sell

via shopify.com

<http://www.shopify.com/blog/8211159-9-simple-ways-to-write-product-descriptions-that-sell>



30. E-Commerce Copywriting: The Guide to Selling More

via smashingmagazine.com

<http://www.smashingmagazine.com/2010/12/20/ecommerce-copywriting-the-ultimate-guide-to-selling-more/>

31. How to Write Web Copy that Converts

via contentverve.com

<http://contentverve.com/how-to-write-web-copy-that-converts-8-simple-techniques/>

32. 4 Steps to Writing Emails with Drastically Higher Open and Click-Through Rates

via unbounce.com

<http://unbounce.com/email-marketing/4-steps-to-higher-open-and-click-through-rates/>

33. If Don Draper Tweeted: The 27 Copywriting Formulas That Will Drive Clicks and Engagement

via bufferapp.com

<https://blog.bufferapp.com/copywriting-formulas>



The Author



David Mooring, MBA

I help people who are great at something other than marketing, get great at marketing. People just like you. Small business owners. Artists. Solopreneurs.

I've spent over 17 years in management, marketing and customer service. The last 10 years in the marketing agency world. I've also been teaching. A lot.

That's what I'm passionate about. Helping people like you learn simple marketing tips and tricks to grow your business.

Follow me on Twitter [@themooring](https://twitter.com/themooring)

SuperSimpl

SuperSimpl is the platform I use to teach people who are great at something besides marketing, how to get great at marketing.

It includes articles, tutorials, eBooks, and courses. All created to be practical, easy-to-use, and effective for people who are responsible for marketing, but who aren't trained marketers.

Whether you're a business owner, author, solopreneur, artist, expert, or someone who is responsible for marketing at your company, you'll find tips, tools, and insights that you can apply right away.

Learn More

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