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This Book Will Teach You How To Write Better

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TEACH YOU HOW TO
WRITE BETTER

This book is:
Short.
Effective.
And sort of offensive.
But you will write better after reading it.



Neville Medhora

"Communication is just getting information from one brain, to another brain."



Synopsis

Learn how to get what you want....Learn how to increase conversion rates on anything....Learn how to make it easier to write anything (using formulas and mind-hacks). The information in this book has turned keystrokes from my fingers, into millions of dollars in sales. Some of the concepts inside have been able to turn a poor man, into a rich man, by simply re-arranging some words on a page. This is an incredibly short book (about 54 pages) that you can read in one sitting. If this book gives you even one tip that increases the performance of your writing....(and keep in mind, writing is a skill you will keep your whole life)....then this will be a fantastic investment for yourself. This information is laid out in the same way I made my famous KopywritingKourse. The structure of that course just naturally taught people how to write better in a logical and fun way. This book is in the same format, except you can go over it anywhere (although watch the video KopywritingKourse for live examples). I invite you to spend 45 minutes with me reading this book. STEP 1.) Grab a beverage of your choice. I prefer a beer or tea when reading. STEP 2.) Grab a notepad and pen before starting (for notes) STEP 3.) Find a very comfortable place to sit and read this book. STEP 4.) Begin absorbing these mind-hacks and formulas laid out in the book....and apply them to your own writing. Enjoy the book, and please contact me if you have any questions before buying!Neville Medhora :: NevMed@gmail.com :: 713.301.1546

Book Information

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Customer Reviews

Neville's writing is addictive. He writes in an unapologetic way, saying things that we all want to say, wonder or want to ask about. The result is very practical, no fuss, but highly effective copywriting tips packed in this small but punchy book. I'm sure all of us want others just to get to the point and wish to say what we really mean faster and truer, to make more money with every word we say or write. This book teaches you all that. I just finished reading the book, so I'm yet to apply the tips from this book, but having written many sales emails and speeches, I realize now the wrong/ineffective things I had done and must correct to be a much more effective communicator, which is essentially a persuasive one. Neville's style of communicating is conversational and simplistic. I like that he writes the way he would read copy: me no like, me bored, me no understand; it makes his teaching easy to understand, leaving no room for confusion. Highly recommended for everyone who loves to write, or has any reason to write or speak for their livelihood (and that includes asking for anything from another person). Check out his blog for wacky, hilarious but highly useful copywriting tips: nevblog.com

This book really will teach you to write better. And sell better too. As the nerds might say, reading this book will increase your persuasion skills by at least +5 points. Neville's small but dense book is at the top of my list for writing better. This goes if you're writing fiction or nonfiction. Whether you want to sell something or not sell something. Being able to write persuasively is a skill that can take you far in today's working world. Copywriting is dare I say, essential to starting your own business. Even in the corporate world, stringing together well-written, persuasive sentences can get your project approved. Everything is sales. Sales is everything today. This book is short. It's now made my short stack of books I need on hand at all times. White and Strunk's Elements of Style teach you proper grammar. Neville Medhora teaches you how to write.

The information is good, but severely lacking. If you have a basic understanding of selling and

marketing I do not recommend this book. If you have absolutely no idea about marketing or the art of a sale, yea sure buy the book. It's not gonna cost you a lot and it's got the basics down for you. Feels more like a pamphlet than anything

If you want to sell more and read a bunch of inspiring writing examples while you do it, get this book right now. The goal is to get you to stop writing like an intellectual robot, and start writing like a HUMAN. Look at the quote on the cover: "Communication is getting information from one brain to another brain." It's a basic definition, and it's exactly what the book will show you how to do. This is great for:
* New (or unpopular) bloggers
* Online store owners
* Startup CEOs
* Sales guys and
Anyone who writes emails for a living
Last thing: if you hate it, email Neville and he'll refund your money no questions asked.

This is a very very short book in which as soon as I bought it, I sat down on the couch, had my nifty planner/notepad, a pen, and my iPad ready to go to take some notes. Definitely worth the amount I paid for as I can never figure out where to start in building up my copywriting portfolio. I love to write, but I'm aware that I'm not going to be the next JK Rowling or George RR Martin. So I believe this will benefit me in when I market and write content for my blog.

I am now dumber after reading this book, ahem, I mean, pamphlet with a book jacket. You're better off buying *Read Me: 10 Lessons for Writing Great Copy*; *Hey, Whipple, Squeeze This: The Classic Guide to Creating Great Ads*; or *The Advertising Concept Book: Think Now, Design Later* - all of which are required reading at the University of Texas.

The book is very interesting, with concise and helpful information. I would definitely recommend it.

A quick read over a couple of hours. The book is rich with actionable strategies that you could apply to your writing instantly. I always knew what makes a good writing, but I was never able to simplify it as Neville did. What is missing in the book is a quick recap on the strategies and tactics. So take notes and create your own summary at the end

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