

news release
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TheCopywritingStore.com Helps Business Owners Market with Confidence

Business owners can avoid hiring a copywriter by learning the skills to do it for themselves. TheCopywritingStore.com provides them with the skills, techniques and advice needed to become better marketers.

Boca Raton, Florida-December 3, 2008- The cheapest most powerful way for businesses to motivate customers to take action is through effective copywriting. Marketing messages encourage customers to pay attention to products and services, buy, shop or respond to an offer. Allison Nazarian has launched TheCopyWritingStore.com, a series of do-it-yourself ebooks designed to help businesses produce their own results-driven copy.

For many business owners, producing business writing and copywriting material like website copy, brochures, sales letters, business plans and press releases does not come naturally. Businesses with tight budgets often resort to hiring cheap copywriting services only to end up paying for ineffective copy. Expensive advertising agencies make many small business owners feel that effective copywriting is beyond their reach, but anyone motivated and willing to learn can write good copy.

Business owners need to consistently generate business copy and marketing materials to grow their businesses. Learning the basics of how to write a press release, create email marketing campaigns, product descriptions, website copy and other business copy will help them attract new customers, retain existing customers and increase sales. TheCopywritingShop.com teaches business owners to adjust their writing voice and message in order to connect with customers.

Many business owners hire graphic designers create attractive promotional materials that fail to motivate customers to purchase their products or services. Designers know exactly how to create eye catching images but often lack the marketing experience to encourage customers to take action. The finished product may look good, but lacks critical information. Nazarian agrees.

"You always have to remember that you're trying to sell something," she says. "The book can be beautiful, and the writing can be great, but always keep in mind that you are in the business to sell your services."

A Business Writing Teaching Resource

TheCopywritingStore.com teaches businesses the fundamentals of good copywriting. Business owners learn to establish specific business goals, identify their target audience, and learn what gets their attention and how to meet their needs. TheCopywritingStore.com covers important business writing skills such as how to properly format a press release, email writing, developing blog posts that engage and inform readers, basic SEO copywriting skills and more. Nazarian provides practice exercises at the end of each chapter to allow business owners to apply the new skills that they learn.

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For more information about TheCopywritingStore.com, visit <http://www.thecopywritingstore.com> or email questions to anazarian@getitinwriting.biz.

About CopywritingStore.com (<http://www.copywritingstore.com>): Allison Nazarian is the President and Founder of TheCopyWritingStore.com and Get It In Writing, Inc. She is recognized as a leader in providing copywriting and marketing services, consultation and instruction to businesses all over the world. Allison is has been featured in *The Wall Street Journal*, *INC. Magazine*, *The Christian Science Monitor*, *Fortune Small Business* (FSB) and WomenEntrepreneur.com

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