

CONVERSION TECHNIQUES FOR COPYWRITERS BY KARON THACKSTON

Conversion Techniques for Copywriters



Karon Thackston

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By Kathy H. Porter

Start with the end in mind and write for your reader are two key phrases that came to mind as I read Conversion Techniques for Copywriters, by Karen Thackston. The former has to do with knowing exactly what you want site visitors to do before you write any content. And, "write for your reader" - Thackston calls this "action style copy" is writing that "guides" readers every step of the way from the moment they come to your online platform until they leave.

Thackston's writing style is conversational and clear. She deftly walks her readers through all of the hidden factors that affect online conversions, starting with making sure that HER readers understand the different types of conversation. There's an invaluable case study that she takes apart almost word for word so and there's a bonus interview with a guy named Brian Massey who just happens to be a conversion expert too. So, as a reader, you get two great experts for the price of one!

I'd recommend this book to everyone who has an online presence, not just copywriters.

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