

## ***Book Review - Make Your Words Sell! (MYWS!) The Simple Art of e-Persuasion***

*By Joe Robson and Ken Envoy, M.D.*

*"Sales copy that doesn't sell should carry a government health warning."*

Joe Robson, Copywriter

**MYWS!** dives deep into the mindset of a potential buyer and shows you how to craft strong, effective copy for web sites, e-mail campaigns and online store content. In his introduction, Robson tells us, "**MYWS!** isn't just about writing copy...It's about writing copy to SELL" Joe Robson captivates you with a very easy, yet entertaining writing style, revealing gem after gem. Ken Evoy adds his insights and personal experience in small bites to drive home important points with a twist. There is a separate volume on *Web Content*, *E-mail Messages* and *Online Store Content*. Each volume provides the steps for writing great copy from the mindset of the buyer with lots of examples and personal accounts from the authors' hugely successful portfolios.

In each volume, Robson and Envoy walk you through a detailed project with a fictitious client. Both authors provide slight deviations in method, providing different approaches to the same primary process. Drawing on their vast experiences of which words work and which words don't, they create a separate comprehensive guide named *Automatic Response Words*.

The discovery process of "what makes your words sell" starts with identifying the *Most Wanted Response (MWR)*. What action does your client want the potential customer *to do most?* With this **MWR** focal point and a total immersion in the customer's mindset, the **SWAT** process sweeps you along the way to discover numerous and distinct benefits of the product or service. This ultimate list of powerful and undeniable benefits writes the USPs, Headlines/Sub Headlines and copy by itself. You just decide the flow and priority. At the end of this step, 95% of the copy is written and all you have left is to clean it up (again with techniques they offer) for final approval and testing. Robson promises, "...you will very quickly produce web copy a hundred times more successful than your present efforts."

**MYWS** is a must-have addition to your e-library. [Click here to order.](#)

494 pages, **Rating: 5 Stars.**

*Review provided by R. Krishna Avva, President, Avva Communications, LLC,  
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