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About The Author Joseph Sugarman: The author of the best-selling book The Power of Success, known as the legend of copywriting. His advertisements have made countless customers willingly take out their wallets. His JS&A catalogue was once the largest direct mail catalogue in the United States dedicated to space age products. He has held seminarsContinue Reading

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You've got the tools in your toolkit already. Marketing has already equipped you with the tools you need to write that novel. In the Mad Men era, every copywriter had a novel in the drawer. Don DeLillo, Joseph Heller, Dorothy Sayers all famously started out writing for ad agencies.

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Summary Axioms Copywriting is a mental process; the

successful execution of which reflects the sum total of all your experiences, your specific knowledge and your ability to mentally process that information and transfer it onto a sheet of paper for the purpose of selling a product or service.

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