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This post is an excerpt from "Copywriting for  
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Understanding the Market, Networking with  
Clients and Building a Freelance Career,"  
which is available now on Amazon here. A good  
way to start is to research the top keywords  
the client wants you to use.

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Copywriter's Guide to Crafting Original,  
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Writtent

Copywriting is one of the most essential elements of effective online marketing. The art and science of direct-response copywriting involves strategically delivering words (whether written or spoken) which get people to take some form of action.

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Copywriting 101 - David Ly Khim

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Here's a suite of 15 must-have tools copywriters should equip themselves with. 1. Copyscape (free) Copyscape is a free web-based tool that allows you to check the content of a single webpage and see if it contains any duplicate content found elsewhere on the web. Copywriters might also want to check out the pay-as-you-go version, which allows you to check a section of plain

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text, rather than an already-published  
webpage, for plagiarism.

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### 15 Must-Have Tools for Professional Copywriters | Writtent

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### How to Write Copy That Sells - A Beginner's Guide ...

If you're thinking about writing as a side-hustle or you're a full-time freelancer who's juggling so much you just don't have time to hunt down new copywriting jobs, then SolidGigs is for you.. The team at SolidGigs sorts through dozens of freelance and remote writing job sites (including many of the sites on this list) and filters out only the top 1-2% of jobs.

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### 7 Best Sites to Find Copywriting Jobs & Get Copywriting ...

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