
WRITE GREAT ★ ADS ★

A Step-by-Step Approach



"The next time someone asks me the secret of writing great ad copy—I'll hand them a copy of this book."

—Jerry Della Femina, Chairman
Della Femina, McNamee WCRS, Inc.
author of *From Those Wonderful Folks
Who Gave You Pearl Harbor*



ERICA LEVY KLEIN

Foreword by Bob Bly, author of
The Copywriter's Handbook