

**Web Copy That Sells: The Revolutionary Formula For
Creating Killer Copy That Grabs Their Attention And
Compels Them To Buy**

By Maria Veloso

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<http://writtent.com/blog/web-copy-sells-9-cant-fail-formulas/>

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David Ogilvy is an advertising legend. Often described as the Original Mad Man, and The Father of Advertising, Ogilvy is known largely for his advertising

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A great web copy that sells doesn't focus on the features of a product, but will focus on how that product is going to solve major pain problems (the benefits).

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