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Writing a scientific review article

Writing a critical review of a scientific journal article. How to read and review a scientific journal article writing summaries and critiques.

This is a longer article. If you feel uncomplicated at the moment, don't read it. save him. Book this page for later, when you have more time. you will be happy to have done so, especially if your goal is to write articles of your own. articles that attract readers slowly, carefully, threading them into the page, sentence by sentence, until words are exhausted. articles people cannot stop reading. Joe sugarman wrote articles like this. In fact, it was behind some of the most engaging and profitable items ever created, except that it called them "print ads". Meet joe. In 1986, Joe Sugarman, a copywriter of direct response, wrote a press announcement for blueblocker sunglasses, the announcement helped an iconic brand to root. He also made it rich: he distributed his ad the old-fashioned way, in the mail, asking readers to call with their credit cards. The answer was huge, glasses were sold in a day, and did it again and again with an assortment of products: calculators and speakers, smoke and thermostat detectors, even jets and palaces. its success comes from its ability to keep people reading, sugarman knew that the old-prospects that finished an ad were much more likely to buy the product than those that read only the beginning, so he oato every engagement tactics he knew to keep people glued to the page, employee, for the end of his career, sugarman began to disclose his secrets of copywriting in expensive seminars, to communicate his vast knowledge, he organized it in axioms, some of his axioms are philosophical truths, intended to help business owners arrive at a unique sales corner: " Never sell a product or service, always sell a concept." "The installation of a cure is much easier than selling an antipreventive one." "When you try to solve problems, don't hire constraints that aren't really there." Others are more practical tips, intended to help copywriters keep readers engaged throughout the advertisement. I have transcribed these engagement tips below, along with a certain context that will help you to apply the tried wisdom of sugarman to your next article. you can use these blog post templates for the foundation to write your addictive articles. download 1) "the only purpose of the first sentence in an ad is to let you read the second sentence." the law of inertia also applies to the copy, conventional wisdom says that the more time you spend reading something, something, the more likely you end it, a busy reader is like a train, difficult to stop, but the trains are also slow to start, which means that the copy must create a great push forward. Yoursphrase is the most important of your article. If he can't get the reader involved, then you lost everything that matters. ACTIVITIES: Additional articles open with a convincing phrase. How to Handicraft the first sentence of your article does not need to have anything to do with the topic. You just have to catch the attention, like oneTo do that, do your opening sentence: Brief: It's If you look at many of my ads, you'll notice that all my first sentences are so short that almost Arena T sentences, A writes Sugarman. A NO long multisyllabic words, both. To be short, sweet and almost incomplete so the reader must read the next sentence. Spoken: Dialogue involves present recourse, which is interesting. Coy, obscure or disturbing: If your first line draws a question, arouses curiosity, or insinuates the reader, there's a good chance that he or she will move on to the next line. 2) A Every communication must be a personal one, from the writer to the recipient, regardless of the medium used.Â€ Why should something be written for the masses read as a personal message? Because people need connection. It's a basic human need, even in writing. Readers want to feel like they know the person behind the words. Personal tears copies the barriers, giving a single reader the impression that the article was written exclusively for his consumption, his benefit, which is addictive on his face. TAKEAWAY: Addictive articles sound colloquial, like an email from a friend. How to write colloquial Herea's some practical tips: Use active item because it's easy to read. Use the white space because it commands the reader will s attention. Use contractions because they make informal copy noise, light. Use simple words, because no one is impressed by your vocabulary. Use second person because you want to make the player feel included. Also, when you write an article, the Donate t display your audience as an anonymous crowd of people. Instead, when you write, imagine only one person in that crowd, your ideal reader. Give it a name, an age, or an occupation. Give her eyes, nose and hair. Maybe it looks like someone you know and care about? Imagine her face reading your work. Now write them down. You're the crowd. As the saying goes, I never write for anyone, always write for someone. 3) A GET the reader to say for himself and in tune with his accurate and truthful statements while reading copy.Â€ As a teenager, I sold subscriptions to magazines door-to-door. At first it was difficult and I succeeded. Then I got a trick. I began to receive the prospect of agreeing with me: a good afternoon, I said. It's IA m Eddie. Nice day out, huh? It's what it is, a perspective said. How can I help you? Is it of course, a I said. a let me ask, read magazines? Is it yes.Â€ we have one in the house? Is it sure, do.Â€ DID you, by any chance, buy from the shelf, individually? That's what I did, actually, that's what the perspective said. I bet it cost about six dollars, right? It's Yeah.It's a well I can sell you twelve issues of the same magazine for less than twenty dollars, it's I â if you sign up right now, ia ll throw in a free bag so you can bring all your magazines to the beach.â then smile ia. Of course, a lot of people still refused: a no thanks, kid.â but a lot of people alsoand he took me the pen: Why not? If I don't, I'll end up spending full price on the next number! This technique is called harmonization. Heat the prospectus, getting him or her in the mood to buy. It is a feeling manufactured -- and works well on the page as in person. In other words, harmonisation with your readers will warm them up, putting them in the mood to read. TAKEAWAY: Articles that create dependence make readers nod. How to keep readers in tune with your message People are announcing the statements they perceive to be: True: something accurate, like a fact. Interesting: something captivating, like a story. Information: something valuable, like the instructions. That said, the better you understand your ideal reader, the easier it is to harmonize it with the honest, interesting, or informative copy. Your research, too. You know your audience as you know yourself. 4) "Make the interesting copy and the interested reader through the power of curiosity". Most copy passes through ebbs and engagement flows. Some parts can't read fast enough while others slow you to crawl. That's normal. Even so, that's why so many people abandon what they read. The emotion fades and gets bored. The boredom kills the copy. But that's good because there is an antidote: curiosity. The trick lies in knowing how to plant them <Take: Articles that create dependence use "seeds of curiosity". How to plant these Seeds "A way to increase readers is to apply a theory that I call "seeds of curiosity", writes Sugarman. "I do so. At the end of a paragraph, I often put a very short phrase that gives the reader some reason to read the next paragraph. <For example: <So read on <I explain to you <But there is more <But I did not stop here" <Now the beauty comes: These phrases push the reader forward, unconsciously, through the mud. It's a nice trick, but nothing pushes the commitment like this new concept â;5) â;The ideas presented in your copy should flow logically, anticipating the questions of your prospectus and answering them as if the questions were asked face to face.â; While direct response copywriters can sell many people simultaneously, they can not always be present to Answer questions. When you're face to face or phone, you can answer questions as they show up. This is an advantage that sellers have compared to copywriter. "Since we copywriter do not have the advantage of having the prospect in front of us to ask questions," writes Sugarman, "we must create our ads in such a way that we literally bring our prospectives to ask the question we want to answer. < Articles that create addiction remain a step forward to the public. How to Anticipate What Yours ThinkThis process is divided into two stages: Write the title of your article. Based on the title, anticipate and answer your questions of the ideal reader. We use this articlean example: Headline: How to write additional articles Q1: "I'm following my alley, but I really want to read this thing?"A1: "Maybe not right now, but you should at some point".Q2: "Why?"A2: "Why will he teach you to write articles like Joe Sug Q3: "Joe who?"A3: "He's one of the best direct response copywriters.4 What makes him so good?"A4: "Well, it has these axioms..." Does it look familiar to you? This process will help you develop the profile of your article, too. 6) âIn the editing process, you fine-tune the copy to express exactly what you want to express in the few words.â I spent a lot of time editing this piece. In fact, you wouldn't believe how much time I put into post-production. But I did, partly because I like the job. I like to tinker with words, cut and move them, experimenting until the language clicks. I get lost, but I disintegrate. The true value of editing is evident in the final product: a clear, concise, and hopefully engaging article for the reader. "This axle contains one of the most valuable secrets to effective and persuasive copying", writes Sugarman, "because it's in the editing process that you transform that emotional ejection." Raw thoughts and ideas into a shiny, harmonious and resonant tuning fork that vibrates perfectly with your perspective.â TAKEAWAY: The additional articles are concise. How to Trim Fat Here's a quick blur about the benefits of shorter copy. The truth is that in copywriting, less is more. Why? Think this way: copying with fewer words will get more read because the length is less intimidating for readers. It also allows readers to finish the copy much faster. Now here's the same message, summary: In copywriting, less is more. Not only is shorter copy less intimidating, but readers will finish faster, too. Same message, half the words. Here's how I did it: Combining sentences: You can save some words like this. Removing useless words: you can omit most adverbs. Searching for instances "that": you can often omit everything up to and including the word "che" at the beginning of a sentence. Now imagine if you have interrupted the word count of an entire article: same message, delivered twice as fast. This is valuable for both the reader and the author. Here's the bottom line âYour reader should be so forced to read your copy.â writes Sugarman, âthat they can't stop reading until they read everything as if scrolling down a slippery one.â If you read this article, you already know how to achieve this. Now it's a matter of practice, effort. Start early. Originally published October 30, 2017 08:00:00:00 AM, last updated June 17th 2021 2021

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