



Bob Bly - Interview with a Copywriting Genius: Conversations with the Best Entrepreneurs on the Planet

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Bob Bly is an award-winning freelance copywriter and marketing consultant with three decades of experience in business-to-business, high-tech, and direct marketing. He has written copy for over 100 clients; is the author of 70 books, including *The Complete Idiot's Guide to Direct Marketing* and *The Copywriter's Handbook*; and has appeared as a guest on dozens of TV and radio shows. Bob Bly is a master of persuasion, with the ability to write powerful copy no matter what the industry or business.

This interview may contain references to dates, events, etc., that have already taken place. These references have not been omitted in order to maintain the integrity of the recording, as all Meet The Giants interviews are REAL and unedited conversations.

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