

Quick Tip: The Secret of "Top and Tail"

Here's a good idea from Agora copywriter and editor, Nic Laight for both editorial and promo writers:

When you're short of time but you know you have to make a fix, don't trudge through the entire piece from start to finish. Instead, start by fixing the "top" (the lead) and the "tail" (the close). In many cases, that will do the trick.

Published: August 11, 2003

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1 Response to "Quick Tip: The Secret of "Top and Tail""

Thank you very much.

northernfire – over a year ago

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