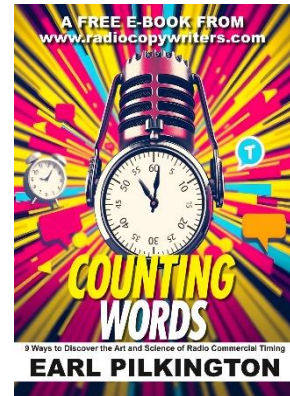


-FOR IMMEDIATE RELEASE-

Every Second Counts in New E-book "Counting Words"

RadioCopywriters.com is pleased to announce the release of a new free e-book "Counting Words: 9 Ways to Discover the Art and Science of Radio Commercial Timing," by Earl Pilkington.

This comprehensive guide is designed for both aspiring and experienced radio copywriters looking to master and improve their essential skills of precise timing radio commercial scripts.



"Counting Words" delves into multiple timing methods, from simple word counts to more advanced techniques like stress pattern analysis, character counts, musical bar timing, and breath group methods.

Readers will learn how to create perfectly timed radio commercials that engage listeners and deliver results for clients.

Key highlights of "Counting Words" include:

- Nine core timing methods explained in detail with practical examples
- Worksheets and exercises to help readers practice and refine their skills
- Guidance on using digital tools and technology in modern radio copywriting
- Troubleshooting tips for common timing challenges
- Insights into adapting timing techniques for different ad styles
- Access to online free tools which tie-in with the e-book

"Perfect timing is not just about fitting words into a time slot; it's about creating compelling messages that feel natural, maintain listener interest, and deliver results for clients," says Earl Pilkington, author of "Counting Words."

The e-book is available as a free download at RadioCopywriters.com.

In addition to this new release, RadioCopywriters.com is also proud to announce the release of the latest issue of Radio Copy Paste magazine, themed around "Clients."

This quarterly digital magazine is written by copywriters all around the world and features articles, insights, resources, and explores the ins and outs of working effectively with clients to create successful radio campaigns and returning clients.

**Radio
Copy
Paste**
We have a way with words

Both "Counting Words" and Radio Copy Paste Issue 4 are available as free downloads, with no registration, and no email address required; download them both today at RadioCopywriters.com

-ENDS-

For images and extras see: www.radiocopywriters.com/index.php/press