The Gary Halbert Letter

A series of letters by history's greatest copywriter Gary C. Halbert, explaining insider tactics and sage wisdom to his youngest son Bond.Once only available as part of a paid monthly premium, The Boron Letters are unique in the marketing universe and now they are a bona fide cult classic among direct response marketers and copywriters around the world.The letters inside are written from a father to a son, in a loving way that goes far beyond a mere sales book or fancy "boardroom" advertising advice...It's more than a Master's Degree in selling & persuasion...it's hands-down the best SPECIFIC and ACTIONABLE training on how to convince people to buy your products or services than I have ever read. The Boron Letters contain knowledge well beyond selling. The letters also explain how to navigate life's hurdles.This marketing classic is personal and easily digestible. Plus... immediately after reading the first chapters, you can go out and make money and a real, noticeable difference in your marketplace. There are very few successful direct response marketers (online or off) who don't owe something to Gary Halbert...and for many of them, The Boron Letters is the crown jewel in their collection.Copywriters and marketers read and re-read The Boron Letters over and over again for a reason.These strategies, secrets and tips are going to be relevant 5, 10, even 100 years from now because they deal honestly with the part of human psychology which never changes, how to convince and convert folks into buyers.Bottom line? Read the first chapter. Get into the flow of Gary's mind. Then read the second. I dare you to NOT finish the entire darn thing. After you put a few of the lessons into practice, you too will find yourself reading The Boron Letters again and again like so many of today's top marketers.If you don't already have your copy get it now. I promise you won't regret it. My best,Lawton Chiles

Richard S. Hodgson has compiled over 100 of the best sales letters ever written, covering a wide variety of products & services. Each letter is presented in its entirety, with an in-depth analysis from Hodgson on each piece, explaining how the letters were developed & what factors made each so successful. Adapt these strategies to your own particular marketing objectives & goals. Sales letters on diskette is included with each book.

Robert Collier was decades ahead of his time in writing down ways for man to improve his lot in life. He wrote "Secret of the Ages" during an active and successful life developed upon basic ideas which opened up new vistas of living for countless multitudes of people. Brought up to be a priest, he worked as a mining engineer, an advertising executive and a prolific writer and publisher. The Robert Collier Letter Book earned Robert Collier the distinction of being one of the greatest marketing minds in history. Robert Collier sales letters were successful because he wrote to his readers' needs. As an expert in marketing, his sales savvy and writing expertise placed hundreds of millions of dollars in his clients' pockets.

Denny Hatch gives an exclusive inside's look at the art and science of direct mail creative technique -- copy approaches, design, formats, offers -- unlike anything ever before assembled. This new and updated edition includes an overview, complete with illustrations, of new trends in direct mail.

How to Write Sales Letters That Sell

The Greatest Direct Mail Sales Letters of All Time

A Collection to Inspire Your Own Great Headlines

How to Sky Rocket Your Book Sales With Slam Dunk Titles

How to Make Maximum Money in Minimum Time

The Simple Fast and Easy Editing Formula That Forces Buyers to Read Every Word of Your Ads!

The Boron Letters

In this book, you'll learn how direct marketers shatter sales records with the written word. Many people find copywriting confusing. But Breakthrough Copywriting makes it simple-by breaking everything down into a clear, step-by-step process. There's something for everyone. New copywriters will get a complete toolkit. Experienced marketers will benefit from new strategies and tactics. You'll discover: * How to build a powerful sales message that makes money * Secrets of headlines that all but force prospects to read your message * Easy shortcuts to creating profitable bullet points * Negative optism: a revolutionary new way to create empathy with prospects * Stories that boost sales-how to write them, step-by-step * Insider secrets for "amping up" the emotional power of your copy * How to put it all together to build trust in prospects and close the sale Whether you are a freelance copywriter, an entrepreneur, or a marketing professional, you'll get tips, tools and templates to easily make the written word produce a lot more sales for you.

The right piece of direct mail can produce excellent response rates and have an extraordinary effect on business. But why do some sale letters achieve spectacular results whilst others are instantly consigned to the bin? This book reveals the secrets of creating successful sales letters. Containing examples of real sales letters, it includes plenty of advice on what to avoid as well as what to include. Key topics are covered such as: the secrets of persuasion; planning a letter which will get replies; creating offers that get responses and timing mailings for maximum effect.

A humorous guide for hopeless pessimists celebrates the futility of life with such phrases as "I cannot retrieve my inner child, for it is dead and buried in my backyard" and "I am not afraid of failure, in fact, I'm getting used to it." Original.

How to Have Everything in the World You Really Want

Cashvertising

The Ultimate Guide to Writing Powerful Advertising and Marketing Copy from One of America's Top Copywriters

How to Write With Clarity, Emphasis, and Style

Riches Within Your Reach

How to Generate Quick Cash with the Written Word

A Step-by-Step Guide to Writing That Sells

The definitive guide to raising money for commercial real estate. Implement the systems in this short book and never be short of money for your real estate projects again.

Make Every Word Memorable! To be remembered for your words, you need to write with skill and style. Whether you're crafting a novel, composing an e-mail, or creating a technical report, Mastering the Craft of Writing presents 52 practical techniques to improve your prose. Spend a week with each technique, or use this book as a go-to reference. Either way, you'll have the tools to enliven your writing and delight your readers. • Write with economy: Eliminate wordiness, use strong verbs to drive your sentences, and don't trust modifiers. • Write with emphasis: Use punctuation for effect, structure sentences and paragraphs for coherency and flow, and employ repetition to make your point. • Write with distinction: Use your imagination to create the unexpected, add a light-hearted touch to your writing, and go beyond clarity to eloquence and grace. With exercises, entertaining asides, and a wealth of useful information, Mastering the Craft of Writing is an invaluable resource for any writer. Once you master these techniques, you'll want to use them in everything you write.

A book for everyone who writes or edits copy, it reveals dozens of techniques that can help you write ads, commercials, and direct mail that get more attention and sell more products.

WARNING: The Halbert Copywriting Method Part III is not a complete course on copywriting but... this short book is the best source on editing sales copy ever created and critical to making more money in direct marketing. All the top copywriting courses say it over and over.The power in your marketing comes from understanding your buyers but... All the professionalism comes from polishing your copy to the point buyers can't stop reading/listening to your sales message until they have an uncontrollable urge to buy. Nobody has ever covered the subject of editing copy to the degree outlined in this book and even the most seasoned ad writers have been learning a lot from the secrets shared inside this instant classic. The Halbert Copywriting Method Part III reveals the editing formulas and patterns found in the works of history's best copywriters and shows you how to inject hidden psychology into your promotions few people have ever heard of but make no mistake. Even when it comes to the classic techniques explained in this book, you will want to read every line because Bond puts a powerful new twist on even the most well-known editing strategies. If The Halbert Copywriting Method Part III doesn't make you a better copywriter, nothing will. This simple to use formula is great for... * Punching up your own copy* Smoothing out copy created using templates * Cleaning up ads generated by copywriting software Once you have devoured this quick read, you can then start using the simple checklist at the back with a complete understanding of how to create the famous "greased slide" effect which will add sales to all your promotions.

How to Make Maximum Money

Breakthrough Copywriting

The Brain Audit

Mastering the Craft of Writing

The Ultimate Sales Letter

The Copywriting Grab Bag

The Lazy Man's Way to Riches

Fastest Cash-Producing Secrets Known to Man

Each mega-successful copywriter does things differently, and has a unique view of the marketing world. Fortunately, many A-list copywriters have left clues to their success. This book collects 10 such clues, or as I've called them, "commandments": COMMANDMENT I: Handed down by the most admired and successful A-list copywriter of all time. It proclaims the supreme element of your copy to worship a Observe this commandment and your copy will sound less hypey and more natural... while convincing two or three times more prospects to buy from you. COMMANDMENT II: Do you hate losing, and hate yourself when you lose? Follow this A-list commandment, and you will be able to crush competing copywriters, see them driven before you, and hear the lamentation of their women. Works even if you're copywriter now. COMMANDMENT III: The easiest commandment of the lot. It takes just 5 minutes to follow, but it can suck your reader all the way to the sale, without him realizing what happened. This commandment was first unearthed during an exclusive, closed-door seminar, which cost $2,000 a seat. COMMANDMENT IV: This financial copywriting commandment is seldom obeyed in non-financial mar can unlock obscene profits. For example, following this commandment helped an A-list copywriter sell out the entire stock of an expensive supplement, and beat the previous control by over 320%. COMMANDMENT V: Real A-list stuff, because few copywriters know it and even fewer follow it. Ignore this commandment and all your case studies, testimonials, statistics, and other proof will be worthless. Follo of your proof will be amplified hundredfold. COMMANDMENT VI: If you want cash, fancy houses, sexy cars, and other luxuries, then copywriting can pay for it -- if you observe this commandment. BONUS: How to make this commandment easier to obey, even if you find it personally repulsive. COMMANDMENT VII: How to "get one up" on jaded, hostile prospects who think they are too smart to fall for your Some copywriters say this is the biggest breakthrough of the last five years. When done right, obeying this commandment can even make you into a star in your niche. COMMANDMENT VIII: Handed down by a quirky 40-year-old virgin who sacrificed his love life to become one of the most successful copywriters of all time. If you follow this commandment, you will make your writing literally addicting to read guide them easily to the completed sale. (It doesn't require giving up sex, by the way.) COMMANDMENT IX: NOT a commandment from a famed A-lister. Instead, this commandment comes from a new breed of copywriters who are breaking a 100-year-old rule of advertising... and are raking in millions as a result. Obey this commandment and you will prosper in the coming years as the field of copywriting c and risk the wrath of the market -- you might be turned into a pillar of salt. COMMANDMENT X: The most valuable commandment of them all, it brings together all the other commandments so they lead you to success. It comes from an A-list copywriter who could be called the "grandmaster of marketing secrets" and who concluded that, even though secrets sell well, they aren't worth very much. Which brin important point: Some of the commandments might surprise you when you read them. Others you might already know, or you might find them obvious. If you start to honestly follow them, the sky's the limit. Maybe you will even break into the ranks of A-listers yourself. But you do have to read these 10 Commandments in order to start following them. So why not get started now, while it's fresh in your mind? the 10 Commandments of A-list Copywriters and find out how lessons from the copywriting elite can help you succeed.

A book of formulas and techniques for creating successful advertising, designed for small business owners. Covers open letters and advertorials, headlines, using illustrations and photos, tips on writing ad copy, using testimonials and guarantees, direct mail, Yellow Pages tips, and radio and tv ads. Includes worksheets and checklists. Annotation copyright by Book News, Inc., Portland, OR

Trusted and beloved by readers everywhere for his prosperity classic The Secret of the Ages, Robert Collier takes the next step in Riches Within Your Reach! and explains how to harness mental visualization to achieve financial and professional success. "A definite purpose, held on to in the face of every discouragement and failure, in spite of all obstacles and opposition, will win no matter what the odds," Collier. And with faith in your own definite purpose, taught the self-help master, there is no limit to what you can accomplish. In every adversity, there lies the seed of an equivalent advantage, and in each defeat, there is a lesson in how to achieve victory next time. This is the message of Riches Within Your Reach! In 1947, Collier produced Riches Within Your Reach! to assemble his most talked-about worl guide. It features: The God in You (1937); The Magic Word (1940); The Secret of Power (1945); and The Law of Higher Potential (1947). Together, these pioneering works reveal all facets of one powerful secret: Human beings, since the dawn of history, have used the applied principles of mental visualization to achieve their aims. Many of the world's most successful figures -from Napoleon Bonaparte to Be to Andrew Carnegie-began their lives at a significant disadvantage, without the wealth or health that many of their peers enjoyed. Yet they were able to triumph and succeed in ways that their contemporaries weren't-by tapping into the infinite power of their own minds. Riches Within Your Reach! not only builds upon this teaching but illuminates Collier's most remarkable lesson ever: that each of us has an e harness the powers within ourselves to succeed, but first, we must learn how to focus our desires.

How Ordinary People Make Extraordinary Money Online

How to Use More Than 100 Secrets of Ad-Agency Psychology to Make Big Money Selling Anything to Anyone

Attract New Customers. Boost Your Sales.

Syndicate

Ogilvy on Advertising

Why Customers Buy (and Why They Don't)

The Halbert Copywriting Method Part III

Following the success of the bestselling Multiple Streams of Income, Multiple Streams of Internet Income took the idea of making money on the Internet to the next level, by revealing how to deliver a marketing message faster, cheaper, and to a larger number of potential customers. This new updated edition includes the same wisdom that made Allen one of the most influential financial advisors in the world, but also features updated information on everything readers need to know. The book features the original seven powerful methods that average people can use to make money on the Internet, and covers such topics as taking offline products online, niche marketing, successful Web-based business models, information marketing, affiliate programs, and more. There's plenty of new material in this Second Edition, including coverage of new federal and state laws covering spam and how to work around much of the new anti-spam technology active on the Internet. All the Web sites and online resources featured in the book have also been updated.

This volume contains his two landmark books. Scientific Advertising--the classic primer still read by today's top copywriters--was originally written in 1923. Four years later, he finished his autobiography, My Life in Advertising.

WARNING: Read this BEFORE buying.While every single strategy, technique and concept revealed in this easy-to-follow little book are more profitable than ever... this cult classic was written back in 1990 so please keep in mind how the tech has changed but the psychology of selling hasn't.For example, inside the book, there is a section on 900 numbers which appears useless until you realize it's 100% applicable to texting short codes.Anyway, in the interest of preserving the original experience, we have only removed outdated contact info and any updates have been added to the end of chapters but... even with the occasional reference to ancient technology, this book is loaded with step-by-step guidance on marketing.Techniques people are still using to make a lot of money.Here is why How To Make Maximum Money In Minimum Time is so popular.Out of necessity, Gary invented "Gun-To-The-Head-Marketing"... and... used it to write what would become the most widely mailed sales letter in history.A Letter Mailed Close To 1 Billion Times And To Almost Every Household In America Nearly 7 Times!Gary continued to defy the "experts" and industry norms and smash sales record after sales record for over 35 more years with his breakthrough copy!Halbert wrote record-smashing newspaper ads, magazine ads, web copy, direct mail pieces, infomercials, phone scripts and just about anything and everything where words are used to sell.Even more impressive, Gary wrote record-breaking advertisements in finance, cosmetics, diet, real estate, self-help, marketing, collectibles, genealogy, chiropractic, dentistry, water filtration and more. The list goes on and on... The Gary Halbert Letter is also the first newsletter to dish out real-world advice from one of the best marketers and copywriters on Earth.Soon, all the pros started copying his headlines, bullets, closing copy, offers... and now... to this day, you see his words being used in sales copy everywhere.In fact, the beginning of Gary's famous dollar-bill letters is almost certainly the most replicated piece of opening sales copy in the world of direct-mail. Even after he passed away, TheGaryHalbertLetter.com has enjoyed a huge following and is more popular than ever for a reason. And that reason is...They Are Addictive!Gary Halbert's mark is everywhere because so many marketers around the world learned part of their craft directly from Mr. Halbert... or... they learned the business from mentors who learned their best secrets from Gary.Top ad writer Paris Lampropoulos may have put it best when he said..."In the world of copywriting,all roads lead back to Gary Halbert."And it's true!Here's just a small sample of the what's revealed inside...How to get your mail open and read! (For many savvy marketers, direct mail is actually working better today than it ever has!)The single best advantage any business owner can have! (It's so simple, yet almost everyone overlooks it.)How top pros write killer headlines, fast... and... how you can do it too!The sordid details of Gary's infamous and scandalous life... including... how he went from being a military policeman... to self-made multi-millionaire... to prison inmate... to self-made multi-millionaire yet again!What it really takes to write breakthrough promotions. (Hint: The actual writing has very little to do with it!)Why the fastest writing is often the best writing!The one secret nearly ALL top copywriters used to get to the top of their profession as fast as humanly possible!Why you should not start your sales messages with a question!How to create killer sales messages... writing a single word!Out of room to list more.

Provides comparisons between different types of ads and their success rates in percentages, tips for making a headline in ad work, a look at the benefits of captions under photos, tricks for making people respond to an ad, guidelines on things that should never be written in an ad, and more. Original.

A Proven Method of Writing Multi-Million-dollar Copy Faster Than You Ever Thought Possible

Magnetic Marketing

The Adweek Copywriting Handbook

The 16-Word Sales Letter(tm)

The Hidden Curriculum of Compulsory Schooling

How They Were Created, why They Succeeded, how You Can Create Great Sales Letters, Too!

Advertising Secrets of the Written Word

How the Brain Goes Through Decision-Making: Do you often wonder what your customer is thinking? Don't leave the thought process to chance and let that customer walk away. Your customers don't want to walk away. They want to buy from you. So how does the brain make decisions? And what causes it to get confused? The Brain Audit shows you how the customer takes decisions. And what you need to put in place, so that the customer feels happy to buy products or services from you. The Brain Audit isn't about persuasion or any mind tricks. Instead it shows you the information that your customers need in order to make a decision. It shows you how to present that information, and thereby enable the customer to intelligently go through a purchase sequence. The Brain Audit is designed to do the following: brain_audit_benefits 1) Enable you to spot every one of the 'seven bags' that are required to make a decision 2) Present those bags to the customer in the right sequence. 3) Enable you to get the customer to buy without needing to use pressure tactics.

"The secrets in this book have put a LOT of money in my pocket. And they can do the same for you if you apply them to your own ads." - Michael Senoff Founder and CEO www.hardtofindseminars.com How to instantly increase your advertising response by 30% (or more) by making a few simple "tweaks" to your order form. Why using customer testimonials can actually hurt your sales. A secret way to make even "crappy" copy almost unbeatable. How to use an ordinary telephone to double your sales without doing any telemarketing. Why bad writing and lots of typos can make you more sales. How to create professionally produced video ads on a "shoe-string" budget. A sneaky (but 100% legal) way to use your competitor's customer testimonials... in YOUR advertising. How to "skeptic-proof" even your most outrageous claims and promises. A little-known way to get full page newspaper and magazine ads for pennies on the dollar. How to become a "celebrity" in your niche. The secret of banishing "writers block" forever. How to make it almost impossible for people to delete your email pitches. And much, much more. The Copywriting Grab Bag is packed with ways to multiply the profits of all your ads -- without needing a lot of money, experience or natural writing talent. Simply reach into this "grab bag" of copywriting and marketing instruction, pull out any one of the hundreds of gems you'll find, and immediately apply it to your unique situation.

An updated guide to creating an effective sales letter explains how to take full advantage of this powerful marketing tool by writing a letter that will actually get read, generate leads, and make money, providing a step-by-step tutorial in developing the right sales letter for any business. Original. 35,000 first printing.

A candid and indispensable primer on all aspects of advertising from the man Time has called "the most sought after wizard in the business." Told with brutal candor and prodigal generosity, David Ogilvy reveals: • How to get a job in advertising • How to choose an agency for your product • The secrets behind advertising that works • How to write successful copy—and get people to read it • Eighteen miracles of research • What advertising can do for charities And much, much more.

Million Dollar Mailings

A Step-By-Step Guide To Writing Copy That Sells, 3rd Edition

The Boron Letters

How To Write A Good Advertisement: A Short Course In Copywriting

Summary of Gary Halbert & Bond Halbert's The Boron Letters

Main Street Author

How to Attract a Flood of New Customers That Pay, Stay, and Refer

American advertising pioneer CLAUDE C. HOPKINS (1866-1932) is still renowned today for developing such marketing innovations as coded coupons that could be used to track the success of varying offers. His methods are still prized for their efficacy today. In this groundbreaking 1923 work, written after he retired as president and chairman of one of the world's biggest ad agencies, Hopkins shares the secrets of successful marketing that are just as relevant today as they were almost a century ago. Learn: . how advertising laws are established . the importance of just salesmanship . why businesses must offer service . mail order advertising: what it teaches . what makes headlines effective . understanding customer psychology . how to use art in advertising . how to use samples . the best way to test campaigns . the impact of negative advertising . and much more.

Great copy is the heart and soul of the advertising business. In this practical guide, legendary copywriter Joe Sugarman provides proven guidelines and expert advice on what it takes to write copy that will entice, motivate, and move customers to buy. For anyone who wants to break into the business, this is the ultimate companion resource for unlimited success.

A guide based on the philosophy of the late Joe Karbo, a self-made millionaire, offers a common sense approach to personal and business success, combining motivational exercises to build self-esteem with worksheets to pinpoint and achieve goals. Reprint. Tour.

With over 70,000 copies of the first edition in print, this radical treatise on public education has been a New Society Publishers' bestseller for 10 years! Thirty years in New York City's public schools led John Gatto to the sad conclusion that compulsory schooling does little but teach young people to follow orders like cogs in an industrial machine. This second edition describes the wide-spread impact of the book and Gatto's "guerrilla teaching." John Gatto has been a teacher for 30 years and is a recipient of the New York State Teacher of the Year award. His other titles include A Different Kind of Teacher (Berkeley Hills Books, 2001) and The Underground History of American Education (Oxford Village Press, 2000).

The Ultimate Guide for Main Street Business Owners to Author, Publish and Profit From a Short, Helpful Book

The Ultimate Resource on how to Write Powerful Advertising Copy from One of America's Top Copywriters and Mail Order Entrepreneurs

Learn How to Get What You Want, Increase Your Conversion Rates, and Make It Easier to Write Anything (using Formulas and Mind-Ha

2001 Greatest Headlines Ever Written

The Robert Collier Letter Book

First Hundred Million

Hey, Whipple, Squeeze This

Please note: This is a companion version & not the original book. Sample Book Insights: #1 I am going to write to you every day of the week, except Sunday, and spend about one hour on each letter. I intend to reread these letters after I am finished and use them as source material for a book. #2 The first thing I want to discuss is road work, which is walking, jogging, and running. I believe you should do about one hour of road work every day except Sunday. The best time to do this is right after you get out of bed. #3 The first lesson is about health, and it is clear why it comes first. Dad's father died at the young age of 59 from heart failure, which spooked him. He became a health nut and then settled into a pattern of falling in and out of exercising. #4 The lesson isn't just to keep at it. The moral of my dad's workout story and mine is the same and it applies to all of life: don't give up.

UPDATED AND REVISED FOR 2020 Discover the most effective type of book for attracting new customers to your business! If you own or are part of a traditional small business that serves a local community (or you work with these types of business owners), this book is for you! What if you could discover a simple, easy and proven formula for writing a customer-attraction book that attracts new customers instead of having to pursue them? What if, rather than slaving months or years to write a traditional 250-page book, you could create a 100-page short, helpful book in just weeks? What if prospects and customers loved your book because it was focused and easy to read in about an hour? Imagine book readers reaching out to you (instead of you pursuing them) because your book made a connection with them. This is the promise of being a Main Street Author. Being an author is the key to being recognized as a significant, respected and valued expert and you can easily follow the step-by-step formula Mike Capuzzi shares in Main Street Author, which focuses on how to author, publish and leverage a short, helpful book or shook™. Shooks are focused books that can be read in about an hour and lead readers to connect with you and become a customer. For the past two decades, marketing expert and author, Mike Capuzzi, has helped thousands of business owners create more effective marketing, and world-renowned marketing strategist Dan Kennedy has called his techniques "brilliant." Inside Main Street Author you'll discover: The power of a shook and why readers will devour it, cover to cover. Why a shook is the best type of book you can create for your business. The different types of shooks to attract more customers, clients or patients. How to make your shook attract new customers 24/7. A proven, step-by-step formula for creating your own shook. Three, real-world Main Street Authors and their amazing success stories. BONUS: Free video training on how to design and print your shook. Before you think about writing a book for your business, invest an hour of your time and read Main Street Author. It's short on purpose and will open your eyes to a better, faster and easier type of customer-attraction book for you to create and for your potential customers to read.

Every publisher dreams of selling 100 million books. E. Haldeman Julius made it happen. Year after year, publishers go under before they even see a fraction of that number. The reason is simple. Few publishers truly know what the American public wants to read. Fewer still know what key words in a title can trigger a buying frenzy. Be different and gain control of your publishing success by applying the results of E. Haldeman Julius's amazing, scientific experiment. He published thousands of books, all with the same cover design, size and price. The only thing that set them apart was the title. He discovered that a change of a single word literally could mean thousands more in sales. Gain an insight into the American public's buying habits without breaking the bank. Apply key words that trigger your buyers' insatiable appetites and be the next publishing success. Don't hesitate, because your competitors sure won't.

Learn how to get what you want. Learn how to increase your conversion rates. Learn how to make it easier to write anything (using formulas and mind-hacks). The information inside has turned keystrokes from my fingers, into millions of dollars in sales. Some of the concepts inside have been able to turn a poor man, into a rich man, by simply re-arranging some words on a page.

This Book Will Teach You How to Write Better

Meditations for Miserable People

AMA Complete Guide to Small Business Advertising

The Copywriter's Handbook

My Life in Advertising and Scientific Advertising

Dumbing Us Down

How to Make Millions with Your Ideas

The single most important thing you can do to dramatically improve your advertising and marketing is to come up with better headlines. And there is no better way to do that than to study the greatest headlines ever written. As David Ogilvy said: "On the average, five times as many people read the headlines as read the body copy...It follows that unless your headline sells your product, you have wasted 90 percent of your money...headlines, more than anything else, decide the success or failure of an advertisement" Top marketing expert, Jay Abraham, said: "By merely changing the headline, the number of new prospects and sales can increase up to 17 times. That's 1,700% leverage." Don Belding added: "selling punch in your headline is about the most important thing." John Caples joined in: "I have seen one mail order advertisement actually sell, not twice as much, not three times as much, but 19 1/2 times as much goods as another...The difference was that one used the right appeal and the other used the wrong appeal...The appeal is usually expressed in the headline" "If the headline of an advertisement is poor, the best copywriter in the world can't write copy that will sell the goods...because, if the headline is poor, the copy will not be read. And copy that is not read does not sell goods. On the other hand, if the headline is a good one, it is a relatively simple matter to write the copy." Vic Schwab said: "...Perhaps you have read somewhere that 50 per cent of the value of an entire advertisement is represented by the headline itself. Or 70 per cent. Or 80 per cent. The truth is that you cannot possibly evaluate it in percentages...it is the headline that gets people into the copy...the copywriter's aim in life should be to try to make it harder for people to pass up his advertisement than to read it. And right in his headline he takes the first, and truly giant, step on the road to that goal." Andy Byrne says this: "The problem with many advertisers, and even with advertising writers, is that they don't appreciate how much the headline can affect the response of the advertisement...two headlines were tested against each other...the second pulled 300 percent more...Another headline test...The second headline actually pulled five times as many Claude Hopkins said: "It is not uncommon for a change in headlines to multiply returns from five to ten times over...It is a basic law in advertising that no advertisement is better than its headline" There's no better way to write great headlines than to study other great headlines. This book has 2001 of them. Take each that you like and write it down on a separate 3x5 index card. When you're ready to create your headline, shuffle through the cards, not to copy but to be inspired. You'll soon find ideas jumping out at you. Now you're on your way to great results. Each and every one of the headlines in this book is a proven winner. Chances are that many of them can be quickly and easily adapted to your own special needs. They will save you countless hours of time and effort. And bring you thousands of dollars in increased profits from your advertising. No need to struggle trying to come up with an effective headline. It doesn't have to be that way anymore because this book makes it easy. It saves you hundreds of hours and untold expense trying to assemble a collection likes this. You'd have to study hundreds of publications to select the winning headlines. So, having a convenient, easy to use collection like this is a real time and money saver. But it's real value is in the results you'll get with better headlines. It doesn't matter whether you are writing ads for your web pages, email, a magazine, a sales letter, or whatever, this book will inspire you to write better headlines that will multiply your results way beyond it's small investment. The increased profits from just one ad alone should easily repay you many times over. And you'll be able to use it for every ad you write

You've come up with a brilliant idea for a brand-new product or service you know could make you rich. Or maybe you currently own a business that pays the bills, and your dream is to become fabulously successful and retire a millionaire. But how? How to Make Millions with Your Ideas has all the answers. This book is packed with the true stories and proven advice of ordinary people who began with just an idea, a simple product, or a fledgling business and wound up with millions. It examines the methods and principles of dozens of successful entrepreneurs, including author Dan Kennedy's surefire, easy-to-follow Millionaire Maker Strategies. It helps you determine which of three paths to success are best for you and guides you step-by-step down that path on your way to fortune. Discover: · The eight best ways to make a fortune from scratch · How to turn a hobby into a million-dollar enterprise · How to sell an existing business for millions · The power of electronic media to help make you rich · The "Million Dollar Rolodex" of contacts and information you can use to get on the road to wealth

Joseph Sugarman has been recognized worldwide for his ability to create persuasive advertising copy that turns a prospect into a customer. ADVERTISING SECRETS OF THE WRITTEN WORD is a comprehensive textbook that teaches you the step-by-step techniques you can follow to write advertising copy - the same lessons taught at his exclusive $3,000 seminars. The entertainingly illustrated book provides insights into the skills it takes to be a great copywriter & how to develop them. It then takes you into the thought process of ad creation, providing a very disciplined procedure that anybody can follow. A chapter reveals the "psychological triggers" & how they can be used effectively to "cause prospects to exchange their hard-earned money for your product or service." The book also presents many personal stories, advertising examples & many of Sugarman's own ads along with the reasons for their success or failure. Ray Schultz, editor of Direct Magazine says, "There is no better model for copywriters or magazine editors than Joe Sugarman." Quotes by Richard Thalheimer, President of The Sharper Image, Jack Canfield, co-author of Chicken Soup for the Soul & Vice President Albert Gore are shown on the back cover.

The 16-Word Sales Letter(tm) is a copy system that has generated over $120 million dollars for Agora Financial in the last two years alone. It's a simple formula that could help you generate millions in online sales... No matter how competitive your niche is....No matter what kind of product or service you're selling...And no matter your level of experience.That's because it can not only help you identify a new big idea for your market, but also help you structure your sales message for maximum emotional impact. If you're a copywriter, marketer or entrepreneur, you're about to discover a secret that could help you dominate your market, crush your competitors, and potentially add millions to your business and personal bank accounts.Advanced Praise for The 16-Word Sales Letter(tm) "This is the book I've been waiting for. For years, I've been asking myself: How can a guy whose native language is not even English be one of the best U.S. copywriters in history? Now I have the answer... nicely reduced to a simple, understandable formula. And the best thing is that it's a usable formula. Anyone seriously interested in copywriting should discover Evaldo's secret." --Bill Bonner, Founder of Agora. "It's not often that I come upon a copywriting strategy that feels new to me. And even less frequently do I encounter one that is both new and exciting. Evaldo Albuquerque's "16 Word Sales Letter(tm)" is such a strategy. I'm going to recommend this as a must-read to all my copywriting proteges." --Mark Ford, best-selling author and chief growth strategist for Agora."Evaldo is the world's greatest copywriter you've never heard of. Why haven't you heard of him? Because while others are selfpromoting ... heck, while they're eating, sleeping and relaxing... he's cranking out the next blockbuster. He never stops. He's a 9-figure sales machine and our business's secret weapon. This book is your blueprint to how the machine dominates. Read it and put it into action. Your royalty check will thank you." --Peter Coyne, founder of Paradigm Press, Agora Financial's largest imprint. "I'm recommending this book to everyone in my company, and making it required reading for all new hires. When it comes to books on "writing" I try to read everything new, and no matter how many books I pick up, I rarely find any ideas that are innovative (or even useful), but this book shattered my expectations--I found page after page packed with fresh ideas. It's engaging to read, and very easy to implement the writing techniques. Evaldo has uncovered a new way to write sales copy that is perfect for today's buyers; I really love this book, and after you turn the first two pages, you'll see exactly why. It's a must-read primer for anyone who writes sales copy.... Read this book--and learn from one of the best." --Oren Klaff, best-selling author of Pitch Anything and Flip the Script "Few people know his name. Yet, those at the highest levels of direct response advertising consider Evaldo Albuquerque the Michael Jordan of modern financial copywriting. His new book, The 16 Word Sales Letter(tm), reveals for the first time the secret to his astonishing success. In split tests, the selling formula Evaldo reveals in his book has won, repeatedly, against ad copy written by the world's top copywriters. When asked at a recent seminar I gave what are the two best books I've ever read on copywriting, my answer was Breakthrough Advertising by Eugene Schwartz and The 16 Word Sales Letter(tm) by Evaldo Albuquerque." --Caleb O'Dowd, www.roitips.com

10 Commandments of A-List Copywriters

Breakthrough Advertising

An Entrepreneur's Guide

The Classic Guide to Creating Great Ads

A Brand New Way to Finance Real Estate

Multiple Streams of Internet Income

Control-Beating Breakthroughs from Gary Bencivenga, Gene Schwartz, Jim Rutz and More

The classic guide to creating great advertising now covers all media: Digital, Social, and Traditional Hey Whipple, Squeeze This has helped generations of young creatives make their mark in the field. From starting out and getting work, to building successful campaigns, you gain a real-world perspective on what it means to be great in a fast-moving, sometimes harsh industry. You'll learn how to tell brand stories and create brand experiences online and in traditional media outlets, and you'll learn more about the value of authenticity, simplicity, storytelling, and conflict. Advertising is in the midst of a massive upheaval, and while creativity is still king, it's not nearly enough. This book is an essential resource for advertising professionals who need up-to-date digital skills to reach the modern consumer. Turn great ideas into successful campaigns Work effectively in all media channels Avoid the kill shots that will sink any campaign Protect your work Succeed without selling out Today's consumer has seen it all, and they're less likely than ever to even notice your masterpiece of art and copy, let alone internalize it. Your job is to craft a piece that rises out of the noise to make an impact. Hey Whipple, Squeeze This provides the knowledge to create impressive, compelling work.

MAGNETIC MARKETING(R) is a radical, dramatically different sea-change in the way new customers, clients, patients or prospects are attracted and in the way products, services, businesses and practices are advertised. It is a "change movement" that has established itself in over 136 different niches, business categories, industries and professions, but is still also a "best kept secret"--its practitioners are in a "secret society." It--and only it--offers real protection from commoditization, Amazon-ization, price and profit destruction. It is soundly based on well-proven strategies dating from the turn of the century to the present. No academic theories, no vague "ideas," no fads. No BS! The makings of a system for your business's sustainability and growth you can rely on. It is introduced to you in this important and timely book. You have made a wise decision obtaining it. Bolt the door, put away the device and dig in! magneticmarketing.com

GET 44 YEARS OF ADVERTISING WRITING EXPERIENCE IN THE TIME IT TAKES TO READ THIS BOOK! You can learn to write compelling advertisements that will make people notice them, read them, and act upon them. In fact, you can learn to write such powerful advertisements that people actually go out and demand the product advertised and no other. How can you do this? By using the same elements that have made top copywriters like Victor O. Schwab excel at their craft. How to Write a Good Advertisement is a short course in writing powerful, hard-hitting copy that can help you make your products and services irresistible to potential customers. This remarkable book has turned many novice mail order entrepreneurs into expert copywriters and many experienced copywriters into masters of their trade. Whether you are new to the craft or have been writing copy for years, your knowledge and practice of advertising fundamentals will determine the extent of your success. How to Write a Good Advertisement presents these fundamentals from the perspective of a 44-year veteran in the copywriting business. Following these proven techniques and tips, anyone can write professional advertisements that create a memorable image, pull in mailboxes full of orders, or attract new customers to their service. LEARN HOW TO: Grab reader attention immediately Write compelling copy that holds attention Write a call to action that's difficult to refuse Design winning layouts Increase the number of orders Convert more inquiries to orders GET ANSWERS TO IMPORTANT TECHNICAL QUESTIONS: Effective advertisement length...use of color...smart media placement...and much more.

The classic guide to copywriting, now in an entirely updated third edition This is a book for everyone who writes or approves copy: copywriters, account executives, creative directors, freelance writers, advertising managers . . . even entrepreneurs and brand managers. It reveals dozens of copywriting techniques that can help you write ads, commercials, and direct mail that are clear, persuasive, and get more attention—and sell more products. Among the tips revealed are • eight headlines that work—and how to use them • eleven ways to make your copy more readable • fifteen ways to open a sales letter • the nine characteristics of successful print ads • how to build a successful freelance copywriting practice • fifteen techniques to ensure your e-mail marketing message is opened This thoroughly revised third edition includes all new essential information for mastering copywriting in the Internet era, including advice on Web- and e-mail-based copywriting, multimedia presentations, and Internet research and source documentation, as well as updated resources. Now more indispensable than ever, The Copywriter's Handbook remains the ultimate guide for people who write or work with copy. "I don't know a single copywriter whose work would not be improved by reading this book." —David Ogilvy

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