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As every great copywriter knows, these techniques are directly transferable to the Internet, whether through web copy or email or whatever. This 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.

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WHAT is there about some letters that makes them so much more effective than others? A letter may have perfect diction, a finished style; it may bristle with attention-getters and interest-arousers; it may follow every known rule; yet when it reaches where the reader sits and decides its fate, it may find itself in a wastebasket, while something lacking any polish, picks up the bacon and walks home with it. Why? People will give, when you have stirred their emotions. People will invest, when you have aroused their cupidity. And people want to know the future, so if you can persuade them that you are any sort of Prophet, they will buy your forecasting. It all comes back to the point we made in the beginning-"What do they want?" What is the bait that will attract your fish and make them bite? Find that-and you will be as successful in bringing back orders as any angler can be with a properly baited hook in bringing in the fish. Get your copy today and learn the Masters of Marketing Secrets!

WHAT is there about some letters that makes them so much more effective than others? A letter may have perfect diction, a finished style; it may bristle with attention-getters and interest-arousers; it may follow every known rule; yet when it reaches the Hall of Judgment where the reader sits and decides its fate, it may find itself cast into the hell of wastebasket-dom... People will give, when you have stirred their emotions. People will invest, when you have aroused their cupidity. And people want to know the future, so if you can persuade them that you are any sort of a Seer or a Prophet, they will buy your forecasting service. It all comes back to the point we made in the beginning-"What do they want?" What is the bait that will attract your fish and make them bite? Find that-and you will be as successful in bringing back orders as any angler can be with a properly baited hook in bringing in the fish. Get Your Copy Today and learn the Masters of Marketing Secrets!

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.

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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.

Distilling the wisdom of the world's greatest advertisers, direct marketing expert Craig Simpson delivers an education on direct marketing and advertising copy that creates brand awareness, sells products, and keeps customers engaged. Walks readers through time-tested methods of creating effective ad copy that increases profits. Dissects the principles of legendary marketers like Robert Collier, Claude Hopkins, John Caples, and David Ogilvy.

With the rise of social networks, "Twitterized" attention spans, and new forms of video content, the techniques that worked in crafting attention-

grabbing, clickable, and actionable online copy a few years ago are simply not as effective today. Thoroughly revised, the third edition of Web Copy That Sells gives readers proven methods for achieving phenomenal success with their online sales and marketing efforts. They will learn to: * Use psychological tactics that compel Web surfers to buy * Create effective, highly-targeted Facebook ads * Test copy to maximize response * Write online marketing video scripts that sell * Craft compelling copy for interactive advertising banners * Produce high-converting video sales letters * And more Proven and practical, Web Copy That Sells shows how to quickly turn lackluster sites into "perpetual money machines," streamline key messages down to irresistible "cyber bites"...and ensure that Web copy, e-mail, and marketing communications pack a fast, powerful-and sales generating-punch.

This book is for everyone who needs to write copy that sells - including copywriters, freelancers, and entrepreneurs. Writing copy that sells without seeming "salesy" can be tough, but is an essential skill. How To Write Copy That Sells supplies specific copywriting techniques for everything from email marketing, web sites, and social media, to traditional media ads and direct mail.

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.

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