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i feel that this book is the most complete in the field of copywriting and selling letters. it is not a book about advertising, it is a book about writing letters which are designed to sell. the best and most useful letters i have written have all been in the spirit of this book, and were written for specific purposes. the letters i have written have sold more than \$100 million worth of products, and i would feel extremely foolish if i did not tell my readers how to write letters that will sell. i have written many letters for people who have not followed the guidance i have given in this book. they have failed, and their letters have produced little sales or have produced negative sales. this is not my fault. if you do not follow my advice, it is your fault. the robert collier letter book is one of the most important books on copywriting which i have ever read. if you are a copywriter, you should own this book. if you are a businessman or businesswoman you should own this book. this is the only book on letter writing which is truly a book on selling. it contains everything that a sales letter should contain, and it was written by the master himself. the only other book on the subject which i have read is the \$100 million offers book written by gene hylton. i feel this is the most important book on the subject. there is a lot of useful information in it, but it is very much a book about the internet, and has a lot of information which may be obsolete. the robert collier letter book is an old book, but it relates to human nature which hasnt changed for thousands of years. i had performed many searches on-line looking for information about the subject matter in this book, but there is nothing as comprehensive, in-depth, or well written as this book. 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. the martino edition reprints the fifth edition of 1941. profusely illustrated.the robert collier letter book is an old book, but it relates to human nature which hasnt changed for thousands of years.

The Robert Collier Letter Book Downloadzip

when youre the customer, you want to feel like you have a relationship with the salesperson. and when you buy a product from someone you dont know, you want to feel like you can trust them. this book shows you how to accomplish that. this is your chance to discover the secrets of creating a sales letter that sizzles, seals the deal, and makes the prospect want to act. the results that youll get will be astounding. i invite you to discover the secrets of producing a sales letter that not only makes people do business with you, but also earns you a highly-qualified pipeline of clients who will come back for more. this guide is chock-full of examples and how-to advice for anyone venturing into the world of advertising. you may not be going to work for ogilvy & mather, but everybody is involved with marketing in some capacity. whether youre selling a product, an idea, or yourself, knowing how to communicate persuasively using text, images, video and digital media is what this book is all about. tyler devries good copy engages the reader, builds interest in the product, and tells the prospect exactly how to take action. in this book, youll learn how to write attention-grabbing headlines, tell engaging stories that highlight the benefits of your product, build trust through the use of testimonials and guarantees, ultimately resulting in a successful sale. 2001 reprint of 1955 third edition. there are several books on writing letters and the art of salesmanship. the robert collier letter book is a classic. i was lucky enough to buy one of these used when i was in the mail order business as a kid. i read it cover to cover. it was probably the best book i read on the art of direct mail. robert collier went beyond the usual sales letters on how to write and sell to his customers. he wrote for his readers. 5ec8ef588b

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