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# The Ultimate Sales Letter 4Th Edition: Attract New Customers. Boost Your Sales.



## Synopsis

Write Well to Sell Big! In the age of e-mail and instant communication, great sales copy is indispensable to closing a deal. But too many sales letters end up in the junk file or the wastebasket. In this new edition of his top-selling book, author Dan Kennedy explains why some sales letters work and most don't. And he shows how to write copy that any business can use. Among other things, he provides: Completely updated text and examples Great headline formulas New exercises to spark creativity The best way to use graphics Kennedy is the most successful, highly paid direct-response copywriter in the country. In this book, he shares his step-by-step formula so everyone can write letters that will nail the sale.

## Book Information

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## Customer Reviews

The content of this book is very good, but the resolution of the examples is far too low, making them unreadable on a 8" tablet The book also contains a great deal of totally outdated information, like talking about the importance of a fax machine. There is also a lot of information about snail mail campaigns, envelopes, different types of paper etc To me it is a good book, but it seems that it is

written 15 years ago.

The book is all about practicality. I believe the strongest advice he has is to make swipe files. I created a sales letter from just the instructions but did not look at what others have done and it flopped. So, copy what works. Do not reinvent the wheel. He says the process is less creative and more formulaic. I would say stick to exactly what he says.

There is no more comprehensive guide to writing a sales letter than this. Dan goes from A to Z on how to write a killer letter. It is packed with examples and in-the-trenches stuff that will help you to be as good a copywriter as his. As with his previous book, this is also a NO B.S. book as all of the examples are battle tested. I went to the largest Direct Sales company and just based on ONE idea I got from the book, landed a HUGE deal. Dan Kennedy is a MUST read!

If you want one reference book that you will refer to over and over again when writing copy, this is it. This book begins with the basics of copy writing for mine and my clients' projects. It and gives you a few formulas and samples to get you started. I use this book whenever I have a new marketing message to create. It is also the same formula for video sales letters, tele-seminars, and selling from the stage, so don't think this is dated material if you think long form copy writing is dead.

Love this book!! get it and get to work on your business copywriting....learn what really matters in your business; it is not "being" a good "technician, or getting better at the services that you provide, or the operations that you run...it is about learning the psychology of the people that you sell to and what attracts them!! This book has helped me in my learning of sales copy, but more importantly it gets into the core principles of marketing. Great great and very helpful.

It steers you in the right direction to go. Copy writing is a must for the new entrepreneur; you won't be disappointed with this book.

This is a MUST read for anyone who is interested in doing any form of advertising. -- Ghada Nadia Chmeissani

A++++

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