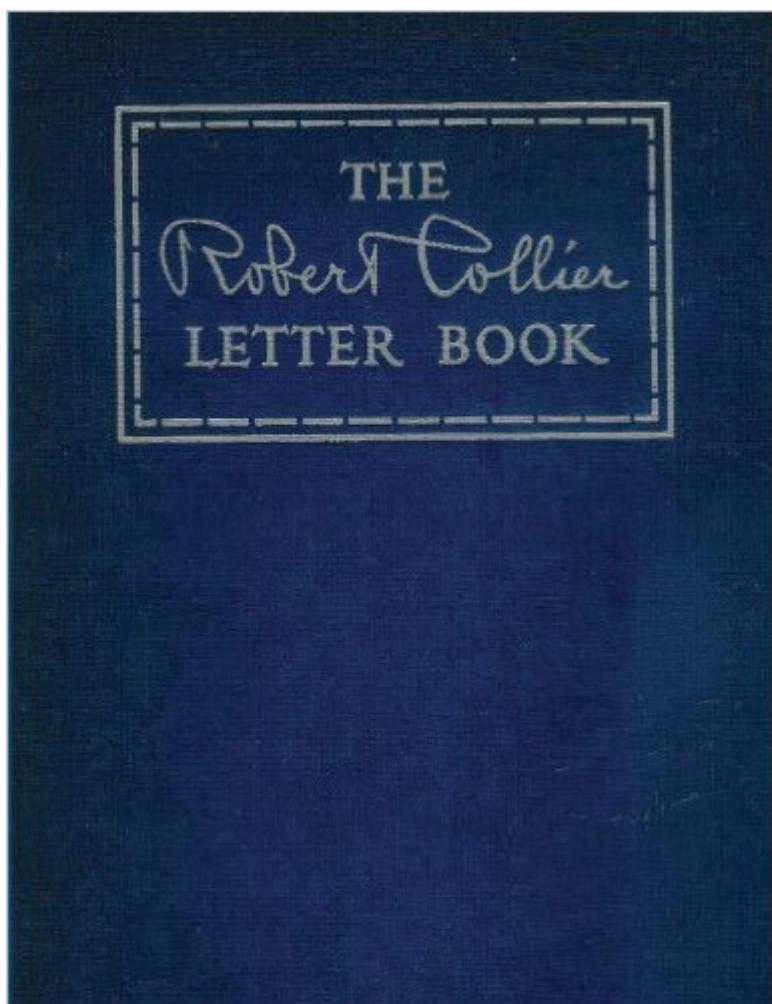


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The Robert Collier Letter Book



Synopsis

The Robert Collier Letter Book is by far the top book on writing sales letters. But it goes beyond that. 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. As an expert in marketing, his sales savvy and writing expertise placed hundreds of millions of dollars in his clients' pockets.

Book Information

Paperback: 332 pages

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Average Customer Review: 3.9 out of 5 starsÂ See all reviewsÂ (51 customer reviews)

Best Sellers Rank: #86,141 in Books (See Top 100 in Books) #73 inÂ Books > Business & Money > Marketing & Sales > Marketing > Direct #85 inÂ Books > Business & Money > Skills > Business Writing #139 inÂ Books > Business & Money > Marketing & Sales > Marketing > Web Marketing

Customer Reviews

Many of the copywriting greats cite this book as one of maybe three foundational, wellspring, headwaters books for the entire industry of direct mail, and probably direct response marketing itself. I have heard Dan Kennedy talk endlessly about him. Gary Halbert puts this book in the first three of his recommended reading (and hand-copying) for aspiring copywriters, and none other than Yanik Silver has put a review of this book on this page. (If you don't know who Yanik Silver is, look him up. He's one of the most successful direct response copywriters working today.) So what should you expect when reading this book? Gary Halbert makes the point repeatedly, in different ways and places, that if your message is true, and good, and contains real value, then you don't need to obsess about the 'quality' of your medium to convey that message. He says essentially "If some guy hands you a crumpled up note that he pulled out of his pocket, and on it it says 'Your wife just gave birth to triplets', you're not going to dismiss this because it came on a crumpled up piece of paper." This point is worth bearing in mind when you order and read this book. The message itself is

unparalleled, still accurate after almost 100 years, even though few people are probably selling rain coats via printed sales letters any more. Everything important is in here, and anyone who wants to call themselves a professional copywriter (or in-print salesman to quote Halbert again) should read, and re-read, and then re-read this book. Now, about the editing and typos. The other reviewers are right - they're everywhere and something distractingly so.

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