

The book was found

# The Ultimate Sales Letter: 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

File Size: 6904 KB

Print Length: 240 pages

Publisher: Adams Media; 4 edition (January 18, 2011)

Publication Date: January 18, 2011

Sold by: Amazon Digital Services LLC

Language: English

ASIN: B004J35JFU

Text-to-Speech: Enabled

X-Ray: Not Enabled

Word Wise: Enabled

Lending: Not Enabled

Enhanced Typesetting: Not Enabled

Best Sellers Rank: #40,703 Paid in Kindle Store (See Top 100 Paid in Kindle Store) #3 in Kindle Store > Kindle eBooks > Business & Money > Entrepreneurship & Small Business > Home-Based > Sales & Selling #18 in Kindle Store > Kindle eBooks > Business & Money > Skills > Business Writing #37 in Books > Business & Money > Skills > Business Writing

## Customer Reviews

For someone who is completely new to the world of sales letters, this book takes you through the whole process from A-Z. The book is extremely accessible (minimal use of jargon), gets right to the point (do this, don't do that), and you'll find yourself using the principles almost immediately. I had a freelance sales letter opportunity fall in my lap soon after reading this, and I made myself sound like an old pro; the client was satisfied from the first draft forward. The book really is that good. The only

item that irked me, especially as the book drew to a close, was the amount of "upselling," both for the author's products as well as those of some of his colleagues. However, this is ultimately a sales book, the author apparently knows what he's doing, and it did not detract from any of the real content. Overall, I couldn't recommend more highly, whether you're a complete beginner looking for the inside track, or a seasoned pro searching for some fresh ideas.

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.

Most people who would buy this book are familiar with Dan Kennedy and his material and know he is a copy writing and direct mail legend. If you are new to copy as I am and looking to learn how to write great copy for my own small business this book delivers. I read on Kindle on my iPad mini and some examples of sales letters didn't show clear enough to read how every that was only a few where 99% of the example were clear. These examples help the novice copy writer learn how it's done by the best. Value far exceeds cost of book but 100 times or more.

The book is all about practicality. I believe the strongest advise 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.

While some information in this book is a bit dated and it was primarily focused on direct marketing, Dan Kennedy also shares timeless principles of writing sales letters that can be applied even today no matter what kind of sales letters you are writing. Getting to know your target audience will never become outdated, and the suggestions he shares from his past experience are quite thorough. He mentions that in order to get into the mind of his readers, in this instance dentists, he'd read every industry publication every month, visit websites that host discussions forums for dentists, subscribe to email groups where only dentists communicate back and forth, attend industry functions, conventions, seminars, trade shows, he'd play prospect, and routine mastermind with dentists. He then shares a step-by-step process he used to write a copy, very detailed with various examples.

He shares a fill-in-the-blank headlines with examples, different ways to attract attention and to overcome barriers, how to re-write and then he offers an extensive check-list with 35 points to check your copy. Yes he does have a plug for his website and services which I find appropriate in this book, and he also has a plug for few other tools like Mike Capuzzi's CopyDoodles. He then suggests re-writing for passion, and editing for clarity, and how to test your copy. At the end of the book you'll find additional resources.

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 as a copywriter. 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!

I have read several of Dan Kennedy's books. This one is one that I return to all the time. If you are in marketing, this is a great resource for you and I recommend it as it stands the test of time. Kev

For someone just learning about copy writing with serious intentions of using sales letters to grow my business, I found it very informative. Some of these copy writing books are light on the how to's. This met expectations. Didn't have to work through a bunch of fluff to get to the meat. Well written.

[Download to continue reading...](#)

The Ultimate Sales Letter: Attract New Customers. Boost your Sales. Sales: A Beginners Guide to Master Simple Sales Techniques and Increase Sales (sales, best tips, sales tools, sales strategy, close the deal, business ... sales techniques, sales tools Book 1) Secrets of a Master Closer: A Simpler, Easier, and Faster Way to Sell Anything to Anyone, Anytime, Anywhere: (Sales, Sales Training, Sales Book, Sales Techniques, Sales Tips, Sales Management) Why Women Love Jerks: Realizing the Best Version of Yourself to Effortlessly Attract Women (Dating Advice for Men to Attract Women and Increase Confidence) Inside Sales Pro: Master Your Inside Sales Skills and Boost Your Career Guerrilla Social Media Marketing: 100+ Weapons to Grow Your Online Influence, Attract Customers, and Drive Profits Stephan Schiffman's Telesales: America's #1 Corporate Sales Trainer Shows You How to Boost Your Phone Sales Inbound Marketing, Revised and Updated: Attract, Engage, and Delight Customers Online The Power of Real-Time Social Media Marketing: How to Attract and Retain Customers and Grow the Bottom Line in the Globally Connected World Optimize: How to Attract and Engage More Customers by Integrating SEO, Social Media, and

Content Marketing Sticky Branding: 12.5 Principles to Stand Out, Attract Customers, and Grow an Incredible Brand Attract Customers Now From Facebook: Simple Cost-Effective Marketing For Entrepreneurs Mommy, Where Do Customers Come From?: How to Market to a New World of Connected Customers Angel Customers and Demon Customers: Discover Which is Which and Turbo-Charge Your Stock NIV, Bible for Kids, Imitation Leather, Purple, Red Letter: Red Letter Edition Rich Dad's Advisors: OPM: How to Attract Other People's Money for Your Investments--The Ultimate Leverage Value-Based Pricing: Drive Sales and Boost Your Bottom Line by Creating, Communicating and Capturing Customer Value Do It! Marketing: 77 Instant-Action Ideas to Boost Sales, Maximize Profits, and Crush Your Competition Ultimate Guide to Facebook Advertising: How to Access 1 Billion Potential Customers in 10 Minutes (Ultimate Series) BrainScripts for Sales Success: 21 Hidden Principles of Consumer Psychology for Winning New Customers

[Dmca](#)