

Direct Mail Genius Says He Will Risk His Own Money To Prove He Can Beat Any Control Package Ever Written!

Have you heard about that guy down in Key West, Florida who, according to many of his clients, is the best advertising copywriter who ever lived?

Certainly, any claim such as the above is highly debatable... but... this man (his name is Gary Halbert) has some impressive credentials to back him up. For one thing, he wrote the most widely-mailed (and profitable) sales letter in history. For another, his most recent direct mail campaign generated \$163,135 in sales...

For Every 1,000 Letters Mailed!

He's worked on 17 successful infomercials, wrote the two most successful direct response newspaper ads of the last 15-years, has produced scores of highly successful magazine ads, created several catalogs, developed phone scripts, etc. But, his first love is... and will always remain... direct mail.

And now, he's truly making an offer which will be difficult for any sane mailer to refuse. First, if you have a control package, he'll completely rewrite it for you at no cost whatsoever. Secondly, he himself will pay all costs involved in testing his package against the one you're already mailing.

What this means is, if he fails (very unlikely) to beat your current package, you won't be out one red cent. Think about it:

- ✓ You pay NO copywriting fees!
- ✓ You pay NO postage costs!
- ✓ You pay NO list rental costs!
- ✓ You pay NO lettershop costs!
- ✓ In fact, you pay NO nothing!

And guess what else? If he does beat your current package (very likely) you'll still not be out any money... because... every dollar you pay him will come from the extra profits you wouldn't have made unless he had created a new control package for you!

How can Halbert make such an offer? It's very simple: He claims

many copywriters are good writers but don't know anything whatsoever about salesmanship. In fact, Halbert claims his real marketing expertise came from selling encyclopedias door-to-door as opposed to reading marketing books filled with "pie-in-the-sky" theory. And, as far as direct mail is concerned, Halbert uses an arsenal of "Salesman's Tricks" most copywriters don't even know exist. For example:

- He can make a 15-second change to almost any sales letter which sometimes increases response by 2200%! (Think about *that*. How'd you like to jump the pull of your control package from 2% to 44%?)
- He knows how to make a simple "format change" which will often increase your direct mail profits by 50%... even if... you don't change a word of your copy!
- He's discovered something you can attach to the first page of your sales letters which often skyrockets your "pull" almost beyond belief!
- He can tell you one simple mistake almost *every* mailer makes which decreases response by at least 10%!
- He can tell you a brand new way (only three mailers in the U.S. are using this) which makes the post office... and... *your customers...* treat your bulk rate mail as though it were first-class!
- He has developed a "mystery sealed envelope" which goes inside your carrier envelope which has never yet, according to his experience, failed to pump up response!
- He knows a special way to work with dirt-cheap compiled lists which may easily expand the mailing list universe you can mail to profitably by a factor of 10,000%!
- He knows an almost totally secret way of personalizing a

"...he's truly making an offer which will be difficult for any sane mailer to refuse..."

sales letter that makes it virtually *impossible* for your recipient not to read your letter!

- He knows a way to *address* your envelopes cheaper than you would ever believe which nearly always dramatically increases response!
- He knows a way to drastically decrease the weight of your mailing package... and... at the same time... drastically increase your results!
- He knows a way... oh whatever... you get the idea, don't you? The point is because of his knowledge of *salesmanship*...

He Could Beat Almost Any Control Package Even If He Wasn't The World's Greatest Copywriter!

Does this offer get you excited? Well, hold your horses because, it's *not* for everybody. There are five factors which *must* exist before you should even think about responding to this message:

1. You must *already* have a control package currently being mailed and *already* profitable. This offer definitely does *not* apply to untested mailings. (If you want Halbert to create a mailing for you "from scratch" you'd better have *truly* deep pockets.)

2. You must agree not to interfere in any way with Halbert's creative efforts. Quite frankly, he doesn't care what you, your wife, your friends and especially your staff think about his work. And,

since on this deal, he's paying all the expenses, he won't even *consider* letting you interfere with his writing. (He *will* insist, however, you review his copy for *accuracy*.)

3. You must already be a *serious* mailer. If you're not mailing at least 100,000 sales letters a year, Halbert will not, at this point, invest his time with you.

4. You must not be selling anything even remotely illegal, dangerous, scammy or in any way involved with multi-level marketing.

5. You must have a reputation for integrity within the direct response industry. If you're a scumbag and think Halbert won't find out about it; think again. He writes and publishes the most intensely read marketing newsletter on earth (*The Gary Halbert Letter*) and it goes out to all 50 states and 29 countries outside the U.S. Therefore, if you're any kind of "bad apple" Halbert is almost sure to find out about it before he does any work for you. (By the way, Halbert's definition of a "scumbag" is someone who doesn't pay his copywriter.)

Does anything in this message interest you? Do you meet the above qualifications? If so, perhaps you should contact Halbert. His number is _____ and his office hours are from 9:00 a.m. to 5:00 p.m. East Coast Time.

By the way, if you want to know a little more about a few of Halbert's marketing achievements, read the article on the other side of this page by Blade Thomas, President of CTV.

"Risk His Own Money" Ad from Gary Halbert
(<https://swiped.co/risk-his-own-money-ad-gary-halbert>)
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