

A world-famous advertising expert reveals . . .

How To Double The Size Of Your Business In Just 7 Weeks!

Thursday, 12:35 P.M.

From:
Gary C. Halbert
9000 Sunset Blvd.
Los Angeles, California

Dear Friend,

Can your business handle hundreds and perhaps even thousands of new customers?

If so, this may very well be the most exciting letter you will ever read. Why? The answer is simple. You see, I am writing to tell you about a rather amazing way to increase the size of your business and, quite possibly, triple your before-tax profits!

Keep reading. I think you're going to love this letter.

Anyway, here is what it's all about. Listen: In the next few days, I am (with your permission) going to send you a free copy of an exciting report called:

**WHAT TO WRITE
ON A SIMPLE POSTCARD MAILING
THAT WILL MAKE PEOPLE
FLOOD INTO YOUR BUSINESS!**

Advertising campaigns do not have to be expensive. No. Believe it or not, you can get more customers with a cheap, simple postcard mailing than other people (your competitors) get with an expensive, full-color, full-page newspaper ad.

But you've got to know exactly how to do it. You know, it took me 15-years to discover this neat little trick. But now, by reading my free report, you can learn how to use this dirt-cheap little money-maker in just 15-minutes.

But, believe me, you better be ready because this is one promotion that will make people flood into your business!

Why am I going to send you this report and why am I sending it FREE? The answer is simple: It's a bribe! It's a shameless

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bribe to get you to try a trial subscription to my unique and world-famous personal newsletter called THE GARY HALBERT LETTER.

Here's the deal: If you will agree to a 1-year trial subscription to THE GARY HALBERT LETTER, I will send you the report I have just described and I will send it to you FREE! And, to make it even better, if you decide to cancel your subscription at any time within the next year, I will send you an immediate pro rata refund on all remaining issues and you still get to keep the free report.

But wait! I want to bribe you even further. You see, once you try it, I am so certain you will want to keep getting THE GARY HALBERT LETTER that I have decided to go all out and send you four more free reports that you also get to keep even if you decide to cancel your subscription. Here they are:

Free Report #2

**HOW TO GET
THE EXACT NAME AND ADDRESS
OF EVERY MAN, WOMAN AND CHILD
WHO IS EVER LIKELY
TO BECOME ONE OF YOUR CUSTOMERS!**

Every one of your potential customers is out there just waiting to hear from you. But you can't sell them if you can't find them. But don't worry. In this invaluable report, you will learn exactly, step-by-step, how to get the name and address of every single potential customer for your goods or services. Not only that, I'm going to reveal how you can identify "dead wood" names (they're on every mailing list) so you don't waste your time and your money mailing to people who will never respond.

Free Report #3

**HOW TO MAIL
UP TO 100,000 LETTERS PER WEEK
AT NO COST WHATSOEVER!
(not even postage)**

How would you like to mail 100,000 sales letters every week and have other people gladly pay every penny of your costs. I'm talking about postage, printing, envelopes and everything! Actually, it's easy (when you know how). Believe me, this idea alone is worth more than the entire cost of my newsletter. And, best of all, you're going to learn all this absolutely free.

Free Report #4

**HOW TO MAKE YOUR AD
IN THE YELLOW PAGES
PULL IN 400% MORE BUSINESS
THAN IT DOES NOW -
AT NO EXTRA CHARGE!**

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You won't learn this from any ad agency in town. It's simple. It's **secret will**
work for you Double The Size of Your Business Letter by Gary Halbert **l only take you**
about 10-min (https://swiped.co/double-your-business-gary-halbert) **your profits**
will immedia Swiped in October 2017 **/ear long. It's**
incredible. It's like a miracle.

Free Report #5

HOW TO GET YOURSELF OR YOUR PRODUCT FEATURED ON CABLE TV AT NO COST WHATSOEVER!

In the last year I have "packaged" seven different cable TV shows (I just finished working on one with Elke Sommer) and I have learned some amazing secrets about this medium. Listen: If you are truly an expert in your line of work and/or if you have a first-class product or service, there is a very real chance you can get millions of dollars worth of cable TV time at virtually no cost to you whatsoever. This report will explain everything. Please read it the same day you get it.

O.K., that's it. Those are the five "bribes" I am offering to get you to send in for a trial subscription to THE GARY HALBERT LETTER which will, I believe, help you make so much money it will make your head swim.

And, don't forget: If you decide to cancel your subscription at any time within the next year, you'll get an immediate pro rata refund on all remaining issues and you still get to keep all five reports and they are still **ABSOLUTELY FREE!**

Why am I offering such a fabulous deal? Well, it's not because I am crazy or charitable. No. It is because I am a hard-nosed businessman and I feel that THE GARY HALBERT LETTER will help you make so much money (and make it so fast!) that you will want to keep getting it forever once you start to read it.

Here is why: You see, THE GARY HALBERT LETTER is mailed out first class every month and it only has one goal in mind. Namely...

**To give you
insider information
and specific techniques
that can make you rich!**

There's no doubt about it; this is truly the newsletter for people who want to learn the real secrets of low-cost, high-profit direct response marketing. Every month it gives you unique insider info and strategies you will never read in any

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and iv, and even the not, new 9/6 phenomena that, if used my way, gets people to pay to listen to your sales pitch.

How good am I? Do I really know my stuff? Consider this: When I went to work for Ernest and Tova Borgnine, I used some of my unique advertising secrets to multiply their business by 1200% in less than 12-months! Maybe you remember some of the ads I did for them like:

**THE AMAZING FACE-LIFT IN A JAR
USED BY HOLLYWOOD STARS
WHO DON'T WANT PLASTIC SURGERY!**

Or this one:

**ERNEST BORGNINE
TELLS THE TRUTH
ABOUT THE MAFIA**

Or this one:

**TOVA BORGNINE SWEARS UNDER OATH
THAT HER NEW PERFUME DOES NOT CONTAIN
AN ILLEGAL SEXUAL STIMULANT!**

Now, here's another true story: Last year, after a brief meeting with Vikki LaMotta Cosmetics in New York, I was able to show their executives how to get Vikki Cosmetics on a half-hour cable TV show that aired for more than eight months without costing them one red cent.

And, it took in millions of dollars!

Many of my clients and subscribers are big companies listed in the FORTUNE 500. Several of them are very famous. However, I really enjoy helping the so-called "little guy" because I remember how it was when I got started. I had no money, no credit, no college education and a wife and three kids to feed. I wanted to get into mail order back then and I read every advertising book I could find and I followed all the "rules".

And I ended up bankrupt.

So then, I sat down and decided to figure things out for myself. I decided to ignore all the advice from all those "experts" and do only what "made sense" to me. Also, I decided

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to try out a little "secret idea" I had about how to make a sales letter work.

What I did next is I created a simple one-page letter that sold a coat-of-arms (family crest) research report. This research report was printed on parchment-like paper and it was

research report was printed on parchment like paper and it was suitable for framing. The left side of the report told the origin and meaning of a person's family name and the right side had a drawing of the earliest known coat-of-arms that was recorded with that name.

MORE THAN 7,000,000 REPLIES!

It was a fascinating little product and the sales letter I wrote about it became the most widely mailed sales letter in history. Before it was all over, more than 140 million of those letters had been mailed (all first class) and they pulled in 7,300,000 cash-with-order customers. This letter was truly a classic. It pulled so well that we often received more than 20,000 checks in a single day and it took as many as 30 full-time employees just to make the bank deposit!.

But that was just the beginning. As soon as someone ordered a research report, we sent them another letter along with a color photograph that showed them a walnut wall plaque upon which their coat-of-arms had been hand-painted in full color. This letter was modified somewhat over the years as we developed different products and more efficient ways of doing business, but the basic sales message it contained remained the same and, together, these two letters I have just described generated more than \$58,900,000.00 in sales!

I was hooked.

You know, when you are just starting out and each of your first two sales letters generates something like 29 million dollars apiece, it does something to your mind. It gives you a rush that is absolutely incomparable. You can't get it from alcohol, drugs, sex or anything else whatsoever. It is a unique high and it makes your greed glands immediately fire up to full secretion!

Anyway, after that euphoric experience with direct mail, I went on to develop many other "secret methods" that seem to work in all kinds of advertising. My work is everywhere. You can see it on TV, hear it on the radio, read it in your daily newspaper and dozens of magazines and, on any given day, you are almost

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sure to find some of it in your mailbox. Many of the promotions I have created have become world famous like:

HOW TO GET WHAT THE U.S. GOVERNMENT OWES YOU!

I loved that one. It was such a honey! It ran in hundreds of newspapers all over the country and it sold 1-1/2 million

books and generated revenues of \$4,500,000.00.

Here's another one you might remember. It was also used to sell a non-fiction book and it generated approximately \$6,000,000.00. It was:

**HOW TO COLLECT
FROM SOCIAL SECURITY
AT ANY AGE!**

I could go on and on. I've developed so many unique and almost secret ways of getting new customers (and selling more to old ones) that even the experts are always trying to hire me. Did you ever hear of Mark Haroldsen? He's the brilliant real estate and direct marketing expert who wrote the classic...

**HOW TO WAKE UP
THE FINANCIAL GENIUS
INSIDE YOU!**

Well, I didn't write that one but, recently, when Mark needed help in selling his FINANCIAL FREEDOM REPORT, he came to me and paid me an arm and a leg to help him out.

And what about Jay Abraham? You ever hear of him? Some time ago, he hired me to create a new promotion for him that would get him a lot of new clients. I took the job and the ad I created for him had this headline:

**THE AMAZING CASH-FLOW SECRET
OF A MARKETING GENIUS
WHO IS AFRAID TO FLY!**

Believe me, that ad produced hundreds of new potential clients for Jay. In fact, the flood was much more than he could handle!

But so what? All my personal successes and the big winners I created for other people haven't put a dime in your pocket,

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have they? Well, with your permission, I'm going to change all that. You see, once you start getting my newsletter, you're going to start learning some really amazing stuff. Like this:

- * How to create all your own advertising all by yourself and do it better than any high-priced ad agency you could ever hire!
- * How to isolate (and enlarge!) the core appeal of your product or service!
- * How to buy everything connected to your advertising

efforts cheaper than you ever thought possible!

- * How to mail bulk rate and (sometimes) get first-class delivery!
- * How to get Hollywood celebrities to "star" in your ads and direct mail letters and how to get them cheap!
- * How to offer a double-your-money-back guarantee and increase your results by 50% and drop your refunds to almost zero!
- * How to find at least 15 new "pockets-of-profit" that are lying hidden in your business right now!
- * The amazing secret of the best attention grabbers in the world!
- * An amazing secret that can make your newspaper advertising 750% more profitable!
- * A dignified way to make yourself famous within your industry!
- * How to get your old customers to refer so many new customers you won't be able to handle all the business!

I could go on and on. What you have just read is only a small sample of the exciting information you will get when you subscribe to THE GARY HALBERT LETTER. You need this kind of hard-nosed info. It's not a luxury. In fact, if you want to make some fast serious money, this kind of information is CRUCIAL!

And, please don't forget, when you subscribe to THE GARY HALBERT LETTER, you get all five of those valuable free reports

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(mentioned at the beginning of this letter) plus an iron-clad money-back guarantee. What I mean is this: If you are ever dissatisfied with my newsletter (for any reason whatsoever), just write and say you want to cancel and you will immediately receive a full and total pro rata refund on all remaining issues you have not received...

**PLUS....you still get to keep
all five of the free reports!**

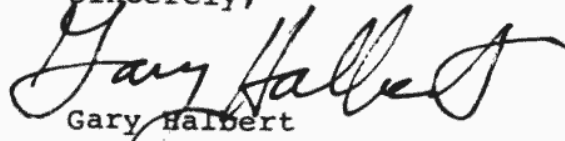
Listen: My newsletter is not cheap but, when compared to what you get, it's the best bargain you could imagine. And, it's easy to subscribe. All you have to do is fill out and mail the subscription form (it's inside the yellow sheet of paper enclosed with this letter) and you may be well on your way to generating

more cash profits than you can easily get to the bank.

That's not an idle boast. Remember, just one of my simple little sales letters brought in more than 20,000 checks per day!

Please subscribe now. You'll be glad you did.

Sincerely,


Gary Halbert

P.S. I just received a very interesting phone call from Dennis Spake, one of my subscribers in North Carolina. He's a welder and, by following my advice, he just wrote a sales letter that netted him almost \$19,000.00 in the last few weeks.

Also, I just got a letter from another subscriber named Fred Rowe from Kentucky. He used one of my secret techniques and...

**HE TOOK IN
OVER \$100,000.000
FOR JUST MAILING 600 LETTERS!**

P.P.S. Would you like to have a free (100-year old) silver dollar? If so, just read the enclosed "HOT FLASH" pink sheet and you'll discover an extra "bonus reason" why you should give this letter your immediate attention!