



# Here's How To Get The Free Gift I Told You About In My Book, “HOW TO MAKE MAXIMUM MONEY IN MINIMUM TIME”

From:  
Gary C. Halbert  
Key West, Florida  
Tuesday, 11:30 a.m.

Dear Friend,

Do you remember the letter I sent to you with a \$1.00 bill attached to the first page?

You probably do remember. It was right after you ordered my book, "How To Make Maximum Money In Minimum Time." I sent you that letter to make sure you would read the book immediately because it had so many good ideas for you.

Well, by now, you should be finished reading my book and you know I wasn't kidding around! That book really has a lot of powerful money-making ideas, doesn't it?

Anyway, today I am writing to you for another important reason and, it is this:

I want to send you a free gift.

It is probably the most unusual gift you will ever receive. It was created under very trying circumstances and it is going to give you an instant money-making education the likes of which is rather astonishing. It is very personal. It is, perhaps, the most precious gift I have to offer.

Enough build-up. Let's get to it. Listen: As you read in my book, I've had a lot of strange things happen to me. I've

(go to Page 2)

been robbed, tied up, gagged, blindfolded, threatened and so on. I've made and lost millions. I've been eulogized, ostracized and plagiarized. I've also, as I explained in SECTION #16, been both a prison guard and a prison inmate.

Do you still remember all that prison stuff I wrote about in SECTION #16? I called it, "The Dark Side of Success" and it was really pretty crazy. As you may recall, I told you how I got involved with insane psychotherapists, mad dog postal inspectors and a trio of lawyers, one of whom was gunned down (literally), another who was eventually disbarred and yet another who was indicted along with his "crime partner" who was a judge. I also told you how I went through seven long years of "nightmare litigation" and how, after two trials, two appellate appeals and one Supreme Court appeal, I got stuck serving 10 months in a federal prison camp in Boron, California for a crime that, in fact, in a moral sense, never even occurred.

Whatever. I think you'll agree with me when I say that that part of my book was not a bunch of "woe is me" sniveling. No. That chapter was instructive. It showed you why innocence is not enough and why you should watch out for a lot of "legal horrors" that can befall you even if your business is totally on the up and up and you personally are as honest as the day is long.

So what does all this have to do with the free gift I want to send you? I'm glad you asked. You see, that little vacation I had at "Club Fed" turned out to be (honestly) the most valuable experience I've ever had. I met some of the most intelligent, the wealthiest, most creative and, sometimes, some of the nicest people you could ever imagine. Not only that, it gave me time to do something I've always wanted to do: It gave me time to write out a "crash course" in direct marketing for my youngest son who, for some insane reason, seems to want to follow in his old man's footsteps.

So, toward this end, I wrote him a series of 25 long letter which contain, all in all, the most concise, hardest-hitting, no-holds-barred, direct marketing education available anywhere on this planet. These letters contain 196 pages of dynamite info!

But let me tell you this: These letter are raw. They pull no punches!

You know, when you are serving time, you don't feel much like pussy-footing around. Prison conversations go right for the jugular. So do these letters! What I was trying to do here, was

(go to Page 3)

These letter  
important secret  
explain exactly how to develop a "killer" ad or direct mail  
package right from the ground up. They teach you how to develop  
a "can't lose" marketing appeal. These letters cover everything  
from postage to layout; offer development and list selection; how  
to create a winning game plan and a lot more like this:

- \* The basics of writing good copy.
- \* The fine points of writing good copy.
- \* What really makes people buy.
- \* How to lead your reader by the hand.
- \* Why you never get a second chance to make a first impression and why you must "hook" your reader the moment he sees your copy.
- \* How to give your ads and letters the right "look".
- \* Secrets of order-pulling layouts.
- \* An essay on closing the sale.
- \* Exactly how to ask for an order.
- \* What you can learn about advertising from Alex Haley and his book Roots.
- \* How to make your copy clear and readable.
- \* The surest way to become a "big money" writer.
- \* Why you should write for money and not for applause.
- \* What to do when you don't know what to do.
- \* How to turn a losing catalog into a multi-million dollar success.
- \* HALT: How memorizing that acronym can keep you out of a lot of trouble.

(go to Page 4)

- Page 4 -

- \* A prison inmate's "street smart" survival kit.
- \* Why "make a bushel of money" works better than "increase your income," etc.

- \* Six secrets of special deals you can write about in your letters.
- \* A little trick every copywriter should know.
- \* 7 exact steps to direct mail success.
- \* The most common marketing mistakes made by beginners.
- \* How to keep going when the going is hard.
- \* How to imprint the process of writing good ad copy on your nerves, muscle fibers, brain cells and every part of your physical and mental being.
- \* An emotional "tool kit" that can save your life.
- \* The most important key to making really serious money.
- \* How to become a student of markets.
- \* How to use the SRDS list book to make a fortune.
- \* A discussion of a 156 million dollar promotion.
- \* Cheap research: How to make sure you'll hit the right nerve.
- \* Examples of winning formulas and "double customization".
- \* How to get flowing again when you're stuck.
- \* How to discover the right central selling idea.
- \* How to use envelopes to "induce guilt".
- \* A good "boiler plate" P.S. it can make you money.
- \* How to get orders from people who have already decided not to order.
- \* The best attention grabbers in the world.

(go to Page 5)

- Page 5 -

- \* How to make your reader "picture with pleasure" what you are trying to sell.
- \* The ultimate layout for an order coupon.
- \* 8 things you should have at hand before you start to write an ad or direct mail piece.
- \* What you must always include in your marketing research.

\* How to manufacture the "aha!" experience.

That should be enough to give you the idea. There's an awful lot more. These letters read like greased lightning. Sometimes, when I was writing them, it was 114 degrees outside and I would be surrounded by every imaginable kind of felon. Coke dealers. Mafia hit men. Common murders. Motorcycle maniacs. Bank robbers. Embezzlers. And so on.

I didn't have time for chaff. These letters are all wheat. They contain the most intense personal stuff I've ever written. It took me a while to make up my mind, but finally, I've decided to publish and release them. They are collected between grim black covers and I have titled them simply:

**THE BORON LETTERS**

I have a bound set of these letters right here on my desk ready to send to you. I'll mail these out (via first-class mail, of course) as soon as you give me the word. My offer is simple: What I'm going to do is send a complete set of these letters absolutely free to every single person (like you) who has just finished reading my book and who decides to subscribe to my newsletter (The Gary Halbert Letter) right now within the next two weeks!

I have a mixture of motives for making this offer. In addition to the obvious one, I have another very conceited reason for wanting you to subscribe to my letter. What is this "conceited" reason? It's simple...

**I WANT TO SHOW OFF!**

You see, if you thought my book was hot, just wait till you read the "advanced" (and sometimes sneaky) money-making info that comes in my newsletter every single month!

I hope you accept this offer. My newsletter goes out to a very select group of people all over the world and...

(go to Page 6)

- Page 6 -

**IT MAKES PEOPLE RICH!**

Not only that, THE BORON LETTERS are the most heartfelt messages I've ever written. It would be impossible for anyone to love their children more than I love mine. And, in this case, I was trying to give my youngest son the most precious two gifts I have to offer: My love and my expertise.

Anyway, if you are interested in this offer, please respond right away. You can either call my office direct at \_\_\_\_\_ or else use the order form and reply envelope. Thank you

FOR YOUR ATTENTION.

Sincerely,

*Gary C. Halbert*  
Gary C. Halbert  
A Caring Father

P.S. These letters also contain a lot of wisdom on staying healthy and prospering in a mean world. I don't know if you have a son or not, but, if you do, you could do a lot worse than giving him a set of these letters.

Just one thing: These letters were written in a rather harsh environment and they contain a fair amount of profanity. I guess that's indicative of where I was and how I was feeling when I wrote them. If you want that (the profanity) deleted from your set of letters, please so indicate and I'll send you a slightly edited and "sanitized" version of all this material.

It's up to you.