

Would You Accept A Bribe Worth \$2,855 To Renew Your Subscription To *The Gary Halbert Letter?*

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

Dear Friend,

You've been getting my newsletter, *The Gary Halbert Letter*, for quite some time now. And I'm sure if you take the time to think about it, you'll agree with me that my newsletters fill you with incredible joy. They give your life a new meaning, right?

What's that? You say I'm exaggerating *just a wee bit*?

Seriously though, today I am writing to you for an important reason...

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've read in my newsletters and my book (***How To Make Maximum Money In Minimum Time***), I've had a lot of strange things happen to me. I've been robbed, tied up, gagged, blindfolded, threatened and so on. I've made and lost millions. I've been

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Do you 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 those lawyers was gunned down (literally), another was eventually disbarred and the other 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 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 part of my book was not a bunch of "woe is me" sniveling. No. That section of my book was instructive. It showed you why innocence is not enough and why you should watch out for a lot of "legal horrors" which 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, wealthiest, most creative and sometimes, some of the nicest people you could ever imagine. Not only that, 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 letters 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 letters 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, give my son the fastest, most impactful education that can be transmitted by the written word.

I dare say I succeeded.

These letters contain a "stripped down" version of the most important secrets I've learned about how to sell by mail. They 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

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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 must "hook"** \$2,855 Bribe Letter by Gary Halbert (<https://swiped.co/bribe-letter-gary-halbert>) n... and... why you y!
- Swiped in October 2017
- ♦ How to give your ads and letters the right "hook"!
- ♦ **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!
- ♦ **A prison inmate's "street smart" survival kit!**

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- ♦ Why "make a bushel of money" works better than "increase your income"!
- ♦ **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" which 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 "boilerplate" P.S. which can make you money!

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- ♦ How to get orders from people who have already decided not to order!
- ♦ The best attention grabbers in the world!
- ♦ 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!

There's an awful lot more but, that should be enough to give you the idea. 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 murderers. 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. They are collected between grim black covers and I have titled them simply:

The Boron Letters

I have a 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 renews their subscription to my newsletter within the next fourteen days!

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 renew your subscription. What is this "conceited" reason? It's simple...

**I Want To
Show Off!**

Not only that, *The Boron Letters* are the most heartfelt messages I've ever written. It would be

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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.

It's easy to order. All you have to do is write your name and address and the words "**Renew - ML**" on a piece of paper and mail it to us with your check or money order made payable to "**Cherrywood Publishing**" for \$195.00 (sorry, credit cards are not accepted) to:

**Cherrywood Publishing
Suite 905-467RW
3101 S.W. 34th Avenue
Ocala, FL 34474-7447**

That's all there is to it. As soon as I receive your order, I will immediately send you the free book...

By First-Class, Priority Mail!

Sincerely,

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 more 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.