

Did You Know You're Pushing Gary Halbert Into A Massive Mental Depression And Driving Him To The Brink Of Suicide?

Dear Friend & Subscriber,

Please read the headline at the top of this page.

Aren't you ashamed of yourself? Don't you feel badly about making me so depressed people around me have started a "suicide watch"? What kind of person are you anyway? Don't you have a conscience about stuff like this? Obviously not because...

Your Subscription Is About To Expire To My Newsletter!

Listen, my newsletter has an extremely high renewal rate. And, every time someone drops out of my "extended family", I take it very personally.

OK, OK, maybe I'm not really on the brink of suicide. Maybe that is a slight exaggeration. But, I really do hate to lose subscribers.

And you know what? I've found there are some very specific reasons why people do not renew their subscription to my newsletter. One of those reasons is... they simply don't like me. Or they don't like my writing and/or they don't like the information I publish. If that's the case with you, there is hardly any sense your reading the rest of this letter because, I'm probably not going to change your mind.

On the other hand... I've also found a number of people fail to resubscribe simply because of something I did not do. Namely...

I Forgot To Write And Ask Them In Sufficient Time To Renew!

It's a stupid mistake I seem to make over and over. It just seems I get so busy doing other things... I forget (temporarily) how much a subscriber means to me and I fail to communicate my appreciation. But not this time. Not with you.

I'm hoping you really do enjoy getting my newsletter and you find it useful. I'm hoping you are just waiting for me to ask you to renew. But... I'm going to do more than just ask you to stay on. You see...

I'm Going To Bribe You!

To be quite transparent, I'm hoping by me writing you this letter

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telling you I want to keep your business... plus... by making a shameless underhanded attempt to bribe you... well maybe... you'll renew your subscription. It was my original plan to offer you your choice of one of two different bribes. But since I'm truly a "Prince-Of-A-Guy" and, since I really, really want you to renew immediately, I've decided to give you both of the bribes which include:

Bribe #1: The Boron Letters

By now, you should know about my experience at "Club Fed" which I wrote about in my book (*How To Make Maximum Money In Minimum Time*) in the section called "The Dark Side Of Success." During my time there, I wrote my youngest son 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. I have now bound those letters into a book simply titled *The Boron Letters*. These letters contain 186 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 to give my son the fastest, most impactful education 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 on 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 everything from postage to layout, offer development and list selection, how to create a winning game plan and a lot more such as:

- **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 • **How to give your ads and letters the right "look"** • 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 • **What to do when you don't know what to do** • Six secrets of special deals you can write about in your letters • **A little trick every copywriter should know** • The most important key to making really serious money • **The most common marketing mistakes made by beginners** • Examples of winning formulas and "double customization" • **A discussion of a 156 million dollar promotion** • 7 exact steps to direct mail success • **How**

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to get flowing again when you're stuck • How to get orders from people who have already decided not to order • **The best attention grabbers in the world** • 8 things you should have at hand before you start to write an ad

or direct mail piece.

That should be
more. These letters
was writing them,
surrounded by eve
men. Common murde
And so on.

Brink of Suicide Letter by Gary Halbert
(<https://swiped.co/suicide-letter-gary-halbert>)
Swiped in October 2017
Ran 1993

's an awful lot
sometimes, when I
would be
dealers. Mafia hit
bers. Embezzlers.

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 long time to make up my mind to publish and release them. However, no one has ever accused me of "playing-too-safe" and I did publish them and they are appropriately bound between grim black covers which look as rugged as the setting they were written at. These letters are not for sale at any price but they are yours free if you resubscribe to my newsletter now.

PLUS, you also get...

Bribe #2: Tracy Tilson On Tape

Tracy Tilson is an East Coast P.R. professional who truly understands how to get free advertising! Tracy was one of the featured speakers at my \$7,000 seminars and this tape is part of our home seminar package which sells for \$2,150.

Just wait till you see Tracy on this video tape! This woman is so sexy looking, it's hard to keep your mind off her looks and pay attention to her message. But you'd better pay attention because, what she has to teach can save you thousands and... make you millions!

Here's just a small "taste" of what you'll learn from this video:

- The exact best PR technique you can use to get the most "free advertising" you could ever hope for!
- How to use the "instant credibility" factor to force people to believe your claims!
- Why perception is reality!
- How to make sure you become the "acknowledged expert"!
- Why your press release should seldom be more than 1-page!
- How to get the wire services to distribute your press release! (This could be worth a fortune.)

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- Why you need and how to use a clipping service!
- The often overlooked negatives of getting free PR!

And so on. This lady and her info are dynamite and... so far... I've just given you a tiny fraction of what she has to share. In these tough economic times, knowing how to get free advertising can be basic to your business survival!

There's just one more thing: If you do renew and decide to renew for two years, you're going to get the most valuable thing I have which is...

My Time!

Time is extremely precious to me. After my Boron experience, I've found I value my time more than anyone I've ever met. As you may remember, some time ago, I offered telephone consultations at the rate of \$1,000 per call. However, since I truly want you to renew your subscription and... since I would love it if you renewed for two years, well, I'd be willing to offer you the most precious commodity I have and give you a free telephone consultation with "yours truly".

Are you interested at all in this deal? Yes or no, I'd like you to do me a favor and let me know as soon as possible. All you have to do is call my office or check the appropriate box on the enclosed order coupon and mail it to me.

I really hope you do this because... I've decided never to give up on a subscriber again until he tells me to go fly a kite and not bother him with a plea to renew his subscription. Therefore, if I don't hear from you within the next 11-days, I've asked some of my own staff members, Rick, Tish and Vince to follow up on this letter with a phone call. But don't worry. They're not going to be pushy. I just don't want to give up on you until we've gotten a definite yes or no from you.

So please... say "yes" or say "no". You can do it by calling us at or by simply returning the enclosed order coupon.

Thanks for hearing me out.

Sincerely,



Gary C. Halbert

P.S. Do it! Strike a blow for mental health (mine) and resubscribe right now while it's fresh on your mind. Don't make me beg. Don't make me cry. Oh heck, where did I put that arsenic anyway?

Peace.