

World's Greatest Copywriter Finally Agrees To Reveal All Those Secrets That Made Him Rich!

Dear Friend,

Would you like to make your direct mail letters and mail order space ads as much as 17-times more effective?

You would? Good. Since that's the case, this is going to be the most exciting letter you will ever read. Here is why: My name is Gary Halbert (I'm the one with the glasses) and, although I don't know for sure, it seems to me that I've just about got to be the highest-priced copywriter who ever lived. Here is an example: A few years ago a friend of mine, Eric Weinstein, who is a list broker, introduced me to Ernest Borgnine and his wife Tova. At that time they had a struggling little cosmetic company called TOVA-9 and they desperately needed a winning ad. What I said to them was very simple. I said, "If you will agree to pay me 5% of everything you take in, I will write an ad that will knock your socks off!"



Did they go for it? Of course. And, as promised, they got their "killer ad." The headline was:

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

Remember that one? Well, that ad and its derivative successor (which I also wrote and which is still running) continues to gross, after all these years, an average of \$506,340.00 per month!

How do you like those apples? Not too bad, right? O.K., now listen: the point of this letter is not to brag and tell you how good I am or how much money I make or anything else like that. No. The point of this letter is to prove to you that I can, if you will let me, teach you how to make your ads and letters so profitable that you will think you have died and gone to direct marketing heaven!

I'm not kidding. I have discovered certain tricks and techniques that are so powerful (when it comes to increasing response) that I honestly believe that many people in the Direct Marketing Association would literally give up their eyeteeth to find out about them.

And guess what else? Believe it or not, what I have now decided to do is to publish a very powerful, hard-hitting DM newsletter in which I am going to reveal virtually everything I have learned. This newsletter is amazing. You are going to learn so much stuff that is new to you (and so exciting and so profit-

(go to Page 2)

able!) that you are going to start to wonder whether or not I am a madman or a genius.

I'm both.

And, not only that, I'm also someone who has had more impactful experiences (both good and bad) in the field of direct marketing than anyone else you will ever meet!

Are you skeptical about that? Don't worry. I'm going to prove it to you before you finish reading this letter. Here are some facts about my background: My first successful promotion was 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 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 couldn't wait to try my hand at space ads in newspapers and magazines. My first effort was for a \$3.00 book on how to get government benefits and the headline was:

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.

My next newspaper ad was for another \$3.00 book that told the reader how to maximize his or her social security benefits. I sold about two million copies of

(go to Page 3)

- Page 3 -

this book and the gross sales created by this particular promotion were approximately \$6,000,000.00. This ad also ran in newspapers all over the country and you've probably seen it many times. The headline I used in the ad was also the title of the book. It was:

HOW TO COLLECT FROM SOCIAL SECURITY AT ANY AGE!

Let's see. If my arithmetic is correct. I've just told you about four

LET'S SEE. If my arithmetic is correct, I've just told you about four promotions that have brought in roughly \$79,400,000.00 and I'm just getting started! After World's Greatest Copywriter Letter by Gary Halbert (https://swiped.co/world-greatest-copywriter-gary-halbert) and started selling lines I used: **H Turn Plastic in** (for a book titled "How to Rob a Bank Without a Gun"); **THE WORLD WOULD BE A BETTER PLACE WITHOUT FAT PEOPLE - HERE'S HOW YOU CAN HELP GET RID OF THEM** (for a book on reducing); **HOW TO INCREASE THE FREQUENCY AND QUALITY OF YOUR ORGASMS** (for a book on high-tech sex); and so on.

There were others but, truthfully, I don't remember them all. I don't remember the sales figures either because, by that time, I had stopped counting.

Life was good back then. I had all the badges of success. A showplace home, luxury cars, a huge bank account, recognition of my peers, a boat, a condo in Florida and whatever else I wanted that money could buy.

I also had an ego as big as the national debt.

It was at this point in my career that I began to think of myself as someone really special. I considered myself the best advertising man who had ever lived (except for Claude Hopkins) and, naturally, I wrote an ad about myself so the rest of the world would be sure to be aware of my wonderfulness. This ad ran in Advertising Age, Madison Avenue and The Reporter of Direct Marketing and it had a modest headline that went like this:

**HOW TO WRITE COPY THAT
WILL MAKE YOU RICH
- A challenge from the best
advertising writer alive today -**

This ad did not seek sales, it sought other advertising people who would write ads for me and add to my ever-growing bank account. I received a lot of replies. Copywriters from more than 1,700 ad agencies responded to that ad and many of them sent me mail order ads that I tested in various publications.

None of those ads worked.

Not to worry. My own ads were still working and pulling in money like there was no tomorrow. In fact, sometimes, some of my ads or letters would pull in as much as \$60,000.00 in a single day. Take that one about the book on social security, for instance: One of the publications I ran was **Parade** which is a magazine that is distributed in Sunday newspapers. The cost of that particular ad was \$33,214.00 and the sales generated were \$228,492.00.

And that's just one ad in one publication!

(go to Page 4)

- Page 4 -

But it wasn't enough. As I said earlier, I had a giant ego and it needed a lot of care and feeding. All my life I had been poor and now that I was raking in the money, I wanted everybody to know about it. One of the dumb things I used to do back then was waltz into our little local bank with a duffle bag full of checks and money orders and rather unceremoniously dump them onto the counter. Have you ever seen twenty or thirty thousand checks and money orders? It makes a hell of an impression on you and I milked it for all it was worth.

I wanted attention and I got it. It came in the form of two men wearing ski masks and armed with U.S. Army .45 handguns. It was a Friday evening during the first week of July, 1973. What happened is that I was unloading groceries from the trunk of my car when I was approached by the aforementioned two men who had been hiding in the woods adjacent to my property. One of them flashed his gun at me (God, it was big!) and told me to be quiet while the other one went on into the house to capture and tie up my wife.

A Very Bad Scenario

At first, these guys were very courteous. The one outside with me asked me to remove my glasses and told me to put them on top of the air-conditioner. That way, he explained, I'd know where they were when all this was over. After that, he marched me inside to the master bedroom where his partner had my wife blindfolded, gagged, and tied up on the bed. Then, these guys did the same thing to me except they added an extra touch.

The extra touch was they stuffed me inside a canvas bag.

It was a memorable experience. There I was, helpless inside a mail sack (that's ironic isn't it?) and these two guys were ransacking my home and making threats. They took some gold and silver coins, some cash, some of my wife's jewelry (including a heirloom ring given to her by a treasured relative), and about \$80,000 worth of orders for one of the books I was selling by mail. They put all this into a Cadillac (mine) and then drove off.

No good.

That crime has never been solved and it set off a chain-reaction of events that got me involved with insane psychiatrists, "mad dog" postal inspectors and fiendish con men. I'll be writing about those experiences in my newsletter in an article titled **"The Dark Side of Success"** and I am sure you will find it instructive and rather morbidly fascinating.

But that's later. Right now, let's get back to the good stuff. O.K. with you? Good. Anyway, along about this time, I decided to move to California and, shortly thereafter, I became aware of the possibilities inherent in investing in U.S. postage stamps and I decided to write a book about that subject. The title of the book was the same as the headline of the mail order ad I used to sell it. To wit:

**THANK GOD NOT EVERYTHING PRINTED
BY THE U.S. GOVERNMENT LOSES ITS VALUE!**

This book was a modest commercial success (about \$250,000.00 in sales) and working on it was good therapy for me.

Soon after writing the stamp book, I became interested in trading commodi-

(go to Page 5)

- Page 5 -

ties and I developed a system that I used to execute 78 consecutive winning trades. If you have ever traded commodities, I'm sure you realize that 78 consecutive winning trades is almost unheard of so, naturally, I decided to write a book about how I did it. The book was called **"Foolproof Futures"** and the direct mail promotion I created to sell this book was spectacular. The book sold for \$35.00 (a dumb price) and one list pulled as high as 35%!

Are your greed glands at full secretion yet? Are you starting to see the possibilities? Just to make sure, let's look at a few more examples. Do you remember this headline?

**HOW TO BURN OFF BODY FAT
HOUR-BY-HOUR!**

(The hottest diet ad ever written. It did up to 25 times ad cost in daily newspapers!)

Or how about this one?

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

(to promote a 1-man play)

On this one?

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

(No, not me. This one was about Jay Abraham.)

All three of these ads were very different but they were all enormously successful.

Let's see what else? Oh yeah. Let me tell you about another little piece of work I did for the Borgnines. What happened is that Tova Borgnine came out with a perfume (it's called **TOVA**) and she needed an ad to get it off the ground. She told me she wanted to hold the launch party at Candy Spelling's boutique in Beverly Hills. Candy Spelling, by the way is the wife of TV producer Aaron Spelling and her boutique is located at 345 N. Canon Drive in Beverly Hills and I doubt if it would hold more than 150 people at any one time.

So anyway, what I said to Tova was, "Look, if I'm going to do the ad for you, you're going to need a much larger place." In fact, I said, "What you better do is rent the entire Century Plaza Hotel."

Tova turned pale. But she took me at my word. And guess what else she did? You're right. She actually rented the entire bottom half of the Century Plaza and then she sat back and told me to do my stuff.

And guess what I did? I wrote an ad for her that got so many people to come to the hotel that the place got so crowded that the fire marshalls wouldn't let anybody else come in. We got newspaper and TV coverage and we even got written up in **TIME** magazine.

How did I do it? Well, what I did was create a full page ad and, if you are any kind of marketing man at all, you will realize that the ad almost had to work as soon as you read the headline. Here it is:

(go to Page 6)

- Page 6 -

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

There was also a subhead which said: **"Wife of Famous Movie Star Agrees To Give Away 10,000 Free Samples of Her New Fragrance Just To Prove It Is Safe To Wear In Public!"**

Enough. What you have just read is only a handful of the promotions I have created and, if you are not convinced by now, you never will be. These promotions have generated literally hundreds of millions of dollars and all sorts of problems. I've been robbed, tied up, put inside a bag, threatened, incarcerated, cheated, damned, praised and a participant in more looney experiences than you can shake a stick at.

But it hasn't been dull.

And now, I'm going to tell it all. I'm going to teach every single subscriber of my newsletter exactly how to create the kinds of ads and direct mail pieces that will bring in the kind of money I am writing about!

Have I captured your attention? If so, let's get down to business. The name of my newsletter is simply **"The Gary Halbert Letter"** and here are some previews of just a few of the exciting secrets I intend to reveal:

Preview #1:

**THE AMAZING DIRECT MAIL SECRET
OF A DESPERATE NERD FROM OHIO!**

It is my conceit that this is the single most important article on direct marketing you will ever read. It will reveal my secret method of how to create "fake computer letters" that look and feel so real that tens of millions of people (including many DMA members) actually thought they were individually typed. But wait, That's just for openers. The rest of the article will tell you how to use "surname selects" and "A-Pile" direct mail in such a way as to exponentially expand your customer universe and increase your cash-with-order response almost beyond belief!

Preview #2:

**HOW TO MAKE SURE YOU GET THE SAME RESULTS
WHEN YOU ROLL OUT AS WHEN YOU TESTED!**

In my opinion these are only six or seven people in the entire United States who really know how to test a mailing list. And, unless you are one of those select people, you are wasting huge wads of money. What's that? You say you already know about ninth name samples, zip analysis, demographic overlays, merge-purge dupe elimination and all the rest? Sorry, that's not enough. There's something else you should know. Something vital! Read this upcoming article and I can almost guarantee you'll be burning up the phone lines to your list broker before you even come to the end.

Preview #3:

HOW TO WRITE COPY THAT WILL MAKE YOU RICH

I can't wait for inspiration from heaven. I am truly a "streetfighter copywriter" and I've got marketing battles to win right now! Everyday. Day in and day out. Therefore, I have developed specific techniques that are designed to literally force creative marketing solutions to come upwelling from somewhere inside of me any time I need them! Read this article and learn my tricks. I will

(go to Page 7)

- Page 7 -

include specific step-by-step instructions that anybody can follow and I guarantee they will make you more constructively creative and dramatically increase the balance in your checkbook.

Preview #4:

**HOW TO FIND NEW DIRECT MAIL
"POCKETS-OF-PROFIT!"**

I'll bet I can tell you of at least 15-new pockets of profit you never dreamed existed. I am especially sure you will get enormously excited when I reveal to you a simple inexpensive technique that will, all of a sudden, make many previously unprofitable lists begin to pull like crazy!

Preview #5:

**HOW TO OFFER A DOUBLE YOUR MONEY-BACK GUARANTEE
AND INCREASE YOUR RESULTS BY 50%
AND DROP YOUR REFUNDS TO ALMOST ZERO!**

Everybody knows that a money-back guarantee increases results. However, what everybody doesn't know is that a DOUBLE your money-back guarantee not only increases results much more, but also, if it is properly worded, it will dramatically reduce refunds!

Preview #6:

**INNOCENCE IS NOT ENOUGH:
HOW TO AVOID LEGAL HASSLES
WITH THE U.S. GOVERNMENT**

The "federals" are on a rampage and, in my opinion, rightly so. There are far too many scammers in direct response, and the regulatory agencies are so used to dealing with them they have lost their ability to separate the good guys from the bad. In this article I will reveal to you some painful lessons I had to learn the hard way and, more importantly, how you can avoid these same sad, hurtful experiences. Please believe me; this article is must reading!

Preview #7:

**HOW A COPYWRITER CAN UNLOCK THE FORTUNE
THAT LIES HIDDEN IN HIS BRAIN**

If you write copy or, if you work with someone who does, I urge you to read this article. I've spent nearly 15-years earning my living with a legal pad and a felt tip pen and, during that time, I have developed certain techniques that can transform almost any good copywriter into a great in-print salesman! You know, I almost hate to reveal this stuff but, don't worry, I'm going to anyway. Among other things, you're going to learn why the most important element of good writing is physical not mental and why the very best ad men are door-to-door salesmen who've learned how to write and NOT college graduates who think it's all hype.

Preview #8:

**DOES YOUR HIGH-PRICED AD AGENCY
DO ANY OF THESE 10-STUPID THINGS?**

Want to read a really bold and truly arrogant statement? You do? O.K., you asked for it and here it is: Give me just 30-minutes with any direct mail control package that was created by any agency in the United States and, I guarantee that I can make certain simple changes that will always increase response by at least 20% and usually by 50% or more. Why is this true? Actually, it's simple: You see, good writing is not the same as good selling and although most agency guys know how to write, hardly any of them have ever gone door-to-door selling pots and pans or encyclopedias or anything else. And therefore, my friend, they do dumb things. Really dumb. However, the smart ones (those who

(go to Page 8)

- Page 8 -

subscribe to my newsletter) won't do those dumb things anymore after they read this article. That's because I'm going to list the 10-dumbest things most agencies do and then tell what they should do instead.

Preview #9:

**HOW TO MAKE YOUR SPACE ADS AND DIRECT MAIL LETTERS
LIVE AND BREATHE AND GRAB PEOPLE RIGHT BY THE JUGULAR
AND FORCE THEM TO SEND YOU ALL OF THEIR MONEY!**

My specialty. This isn't the title of any one article. No. This is more like my theme song. This is the central core of what every issue of my newsletter is all about. For example, I'm going to reveal:

- * Why, in most cases, you should not use color.
- * **What every catalog mailer does wrong.**
- * How to "energize" your copy.
- * **A 10-second change that will make almost any package pull better.**
- * How to test before you test.
- * **How to "test" a copywriter before you pay him any money.**
- * The real way to use those "fake" Federal Express envelopes.
- * **How to get Hollywood celebrities to "star" in your ads and how to get them cheap.**
- * How to mail bulk rate and get (sometimes) first-class delivery.
- * **How to get me to write an ad for you at a surprisingly low initial fee!**

Enough. There's a lot more but, if I keep on going, I'll make my printer rich with just this one letter. Don't want to do that. No sir. Got to keep that sucker hungry so he'll continue to take my midnite calls whenever I've got a hot promotion I want to get into the mail. And besides, my hand is getting tired. So, therefore, it is now time for me to ask for the order. You know, most good copywriters (in-print salesmen) "choke up" a little at this point. Not me. What I have to sell here is worth far more than I'm asking and I can prove it. I've got a list as long as your arm of people in direct marketing from coast-to-coast for whom I have made literally millions of dollars.

Won't you join them? Please. Let me help you as I have others. Admittedly, my newsletter is not cheap but, then again, there's nothing else like it. I honestly believe I am the premier in-print salesman of my time. You know, I may have caused more people to put a check in the mail than anyone in history except maybe the guy who invented the IRS!

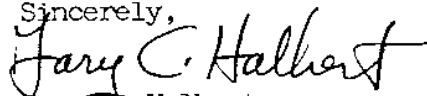
But that doesn't matter. What does matter is that, I can, if you will let

me, show you how to get a lot more of those checks coming to you.

Go for it. Make me prove what I've been saying. If you've got a credit card, pick up the phone and call me. The number is (213) 273-7053 and, if at all possible, I'll take the call personally. Or, if you prefer to order by mail, you can use the yellow order form that is included with this letter.

Either way, you won't be sorry. I promise.

Sincerely,

A handwritten signature in cursive script that reads "Gary C. Halbert". The signature is fluid and stylized, with a large initial "G" and "H".

Gary C. Halbert
(In-print Salesman)

P. S. If you decide to subscribe for two years, I'll send you an exciting free gift that will be very inspiring and exciting for you and your staff. You'll find details in the enclosed "Hot Flash" pink sheet. Thank you.