



How to make...

By: Gary Halbert

MAXIMUM MONEY

in MINIMUM TIME!

Copywriting Secrets Collection

How to Make Maximum Money In Minimum Time

IMPORTANT!

READ THIS FIRST!

Dear Friend,

Your decision to purchase this manual is probably going to turn out to be the smartest move you've ever made!

As you are about to learn, this manual totally delivers on every promise I've made in my advertising. Not only that, every profit-making idea you are about to read has already been tested and proven to work. These ideas have already generated tens of millions of dollars in revenues for myself, my clients and that very select group of people who subscribe to my newsletter.

Consider this: The simple secrets you will learn in Section One have generated more than \$58,000,000 in gross sales for Halbert's Incorporated in Bath, Ohio!

And this: The co-venture financing data in Section Three can help you get all the money you need to finance the "roll out" of your tested marketing ideas... and, you can get this money without borrowing!

And this: The secrets revealed in Section Five are the very same ones I used to help Ernest Borgnine and his wife Tova multiply the sales of their cosmetic company by more than 1200% in just 8 months!

And this: The secrets revealed in Section Nine will enable you to mail hundreds of thousands of sales letters... at no cost whatsoever!

And this: The secrets in the other 12 sections should remove almost every single roadblock (except laziness) that has ever stopped you from making a bundle!

Now listen: Somewhere along the line, you're going to realize that the info in this manual is worth thousands and you're going to start wondering why I'm revealing all these inside secrets for such a low price.

The reason is rather interesting. You see, I publish a newsletter that goes out to people all over the world and sells for \$195.00 per year. And guess what? In spite of that high price, almost everybody who gets my newsletter decides to renew their subscription and many of my subscribers end up doing business with me!

Why? Simply because my newsletter delivers more real "hard-core" money-making secrets than any other publication on Earth!

However, a person has to read my newsletter before he can tell how valuable it is and not everybody is willing to pay \$195.00 unless they have already read a few issues. Therefore, I have decided to include some of the material from a few of my back issues in this manual so you can discover for yourself just how good my newsletter really is. And then, after you've read the rest of this manual, you'll learn in Section 16, how to subscribe to the Gary Halbert letter and also...

How To Get The World's

Most Valuable Free Gift

As A Bonus!

It's up to you. Even if you decide not to get my newsletter, you will still have received the bargain of a lifetime because of your purchase of this manual. And, on the other hand, if you are truly serious about making money, you may very well decide to get my monthly letter so you can receive a constant flow of fresh ideas that will help you...

SUPERCARGE YOUR INCOME!

Either way, I want to thank you for giving me this chance to prove myself to you.

Sincerely,

Gary C. Halbert

P.S. You will benefit more if you read this manual straight through from beginning to end instead of "hopping around" from one section to another.

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SECTION #1

This material was extracted from the 9/1/86 issue of The Gary Halbert Letter

The Amazing Direct Mail Secret Of A Desperate Nerd From Ohio!

I first got bitten by the mail order bug in the mid-1960's. What really got me fired up was reading a little set of booklets called "The Direct Mail Guides" written by a man named Thomas Hall. Those guides were terrific. They remain, to this day, the very best material I've ever read on the subject of direct mail.

In any case, those guides were my original inspiration and, later, I became even more excited when I read an article in The Reporter of Direct Mail about a man named John Leslie who had a company called Leslie Creations and later, another company called "Mail Order Methods."

To me, Leslie and Thomas Hall were heroes. They were clear-headed doers who were successful in the most exciting, romantic business on earth: mail order. They had money, an exciting life style (Leslie even had two refrigerators: one just for soft drinks!), recognition of their peers, and everything else a man could want. I longed to be just like them.

So I started to study. Hard.

I read everything I could get my hands on about advertising, direct mail and mail order. I mean everything. If my local library or bookstore didn't have a marketing book I wanted, I would drive hundreds of miles to get it. I even flew to New York (I was living in Ohio at the time) to check out the Manhattan Public Library, and to Washington D.C. to forage through the Library of Congress.

Let me tell you: I was driven. I read it all. I was voracious. I went on a reading frenzy with the same passion a Great White goes on a feeding frenzy. I memorized all the rules, AIDA, IDCA, PPPP and so on. I learned, from my reading, that hundreds of split-run tests over the years had proven the following:

* It is more cost effective to use bulk rate than first class postage.

* Teaser copy on the outer envelope always increases response.

* A two-color letterhead is better than only one color.

* The best direct mail package always contains (in addition to an outer envelope with teaser copy all over it and a two-color sales letter), a four-color brochure, a business reply envelope and a printed order card.

This was gospel. After all, all the books said the same thing. Those books also said it was almost impossible to make a compiled list work and that you should never, ever try to make a mailing to names from a telephone book.

Who was I to argue? This stuff was all "proven".

And so, armed with the results of all this "proven" research, I set out to make my fortune in direct mail.

Back then, my life settled into a routine and it went like this: I would come up with a product idea like a book or a report or something and, then, following all the rules, I would create a direct mail package to sell that product. After that, I would then, beg, steal or borrow enough money to get my envelopes, letters, brochures and everything else printed up and then, (to save money), my wife and I would stuff the letters and stamp and seal them ourselves and put them in the mail. Then, of course, we'd sit back to wait for the money to roll in.

It never came. Not very much anyway.

And so, I'd start over. I'd find or conceptualize another product and I'd go at it once again. I was so obsessed in those days that, if necessary, I would literally spend the utility money to make my test mailings. Sometimes my wife and I would be anxiously waiting for the orders to come while sitting in a dark house with no water because we hadn't paid our utility bills.

True.

This got to be very tiresome. Especially for Nancy. She was remarkably firm, after awhile, on the idea that we should not let our water be turned off just so we could mail another test. Can you imagine that? I mean really; how narrow-minded can a person be? Is it any wonder we eventually got a divorce?

So anyway, after about three years (I'm sometimes a slow learner) of this dreary existence, I sat down and did some thinking. I said to myself something like this:

"Gary, what would you do if you had to make your next mailing work? What if you could only mail one letter and, if you didn't get a response, you would, quite literally, be beheaded?"

Try thinking like that sometime....like your life actually depends on the success of your next mailing. Can you do it? Can you put yourself in that frame of mind? Well, I did, and I came to a

number of conclusions, and I want you to reason along with me.

Now listen, if, for real, you had to mail one letter to a stranger and you had to get an order from him or you really would be murdered, here is the way I think you would be thinking:

First, I bet you would NOT mail bulk! Certainly not if your life depended on it. Would you? I sure wouldn't for at least three reasons:

1. If the stranger I was writing to had moved, my bulk rate letter would NOT be forwarded to him and, if my life really was on the line, I sure wouldn't chance non-delivery. Would you?

2. Secondly, if I mailed bulk rate and my letter did get delivered, I would be scared to death that maybe the stranger to whom I was writing would see it was bulk rate and maybe not open it because maybe he was very busy and maybe not feel like taking the time to open anything except his personal mail.

That's way too many maybes for me.

3. Thirdly, even back then, I had a sneaking suspicion that sometimes postal workers would throw away bulk rate mail because they were too tired or too lazy to lug it around and they knew nobody would miss it!

And so, my friend, for those three reasons, I decided to mail my "life or death" letter via first class mail.

But wait. Since my life was on the line, I also wanted to make sure my recipient knew it was first class mail. In other words, I wouldn't risk confusing him by using metered mail or a first class printed indicia. No. Absolutely not. Since my life depended on getting that letter opened, I decided I would use a real, honest-to-God, live postage stamp!

By the way, have you ever seen any of those stupid direct mail packages that use first class postage that is cleverly disguised to look like bulk?

Enough about postage. The next thing that occurred to me is that I would not put a label on my carrier envelopes. Certainly not if my life depended on it. No. What I would do, instead, is type or hand-write my stranger's name and address on that envelope because I would want him to accept my letter as a personal communication.

O.K., what else? Well, I decided I wouldn't put any teaser copy on the envelope either. I mean, honestly, would you risk your life on getting a response from a letter mailed to a stranger if the outside envelope said:

"Here's how to get TIME magazine at half price!"

I wouldn't.

What would I write on the envelope? Well, I decided my best bet would be to write something like **"URGENT"** or **"FIRST CLASS MAIL"** or else maybe write nothing at all.

And what about the corner card? Should it reveal that my letter was from **TIME-LIFE BOOKS** or **THE AJAX WIDGET COMPANY** or **HALBERT'S MAIL ORDER GADGETS**?

Not on your life.

Not on mine, anyway! No, sir. If, quite literally, my life depended on it, my letter was going to arrive in a plain white personal-looking envelope with a real live, honest-to-God, first-class postage stamp, a typed or handwritten address, no teaser copy, and a corner card that revealed only (and very discreetly) the sender's return address.

Doesn't sound very impressive, does it?

Stay with me. You are reading the evolutionary process of some original conceptual thinking that has resulted in gross sales of untold hundreds of millions of dollars.

Onward.

So much for the envelope. So far, I had done everything I could (short of mailing by registered or certified mail) to get my letter delivered and accepted as a piece of personal mail and, therefore, I had done what I could to achieve the primary and most important thing in all of Direct Mail Land which is:

I GOT MY ENVELOPE DELIVERED

and

I GOT IT OPENED!

What's that? Are you thinking "what's the big deal?" Listen my friend, as simple as this sounds, the Number One reason for the financial failure of most direct mail is because:

IT NEVER GETS DELIVERED and/or NEVER GETS OPENED!

Really. Aside from making the wrong offer to the wrong list, not getting your letter delivered or opened is the Numero Uno mistake. Think about it: What does it matter how sparkling your copy, how compelling your offer, or how attractive your price if your intended recipient never receives (or opens) your letter? You know, this simple truth seems to me to be so self-evident that I feel a bit silly being so redundant about it. But, you know what? I'd rather be redundant than bankrupt and bankrupt is where a lot of mailers have wound up because of failure to grasp this simple and "obvious" concept.

More about that later. But now, let's say we've got our letter opened so what else is there to worry about?

Hmm. Let's see. Well, what about this? What if my prospect opens what he thinks is a piece of personal mail and then, all of a sudden, he finds out it's not...because he sees a color brochure, a printed order card, a BRE, a rabbit's foot and some kind of YES-NO "hot potato"?

No good. Certainly not if my life depended on getting a response. No good at all. There's just no way I would be willing to risk having my guy open what he thought was a personal letter and then see all that stuff and go, "Oh, yuk!"

Nope. You know what I decided I would want him to see when he opened that letter? Actually, it's so unusual I'll bet you'll never guess. And, unless you're very broad-minded, you'll probably never forgive me for this kind of anarchistic thinking. Because... what I decided I wanted my guy to see when he opened that envelope was a (gulp!)...a...a...a...

A LETTER!

Yes. I wanted him to see what was, or at least appeared to be, a real, honest-to-God personal letter.

And nothing else.

And so, my very first "life or death" mailing contained only two elements: the rather plain envelope I've already described and a simple one-page (361 words) letter that had the appearance of a personally typed letter.

Did it work?

I'd say so. That letter generated 7,300,000 cash-with-order customers and was the wellspring that built a mail order company, (**Halberts**) that eventually employed more than 700 people, 40 of whom were needed just to make our bank deposits which often consisted of some 20,000 checks per day.

Now listen. My thinking on what a direct mail package should contain has changed over the years. For one thing, I have learned how to achieve that same effect (or, at least a similar effect) by using bulk rate stamps and now, I usually include a reply envelope and, most always, an order form (I hide it, though).

In any case, what you have just read is the evolutionary process of how I developed my A-pile, B-pile concept and I am including a more precise and formal, up-to-date explanation of that concept on the next few pages of this letter. If you create direct mail yourself, what I suggest you do is put those particular pages in a file someplace and re-read them every time you are about to design another mailing. And, if you pay other people to create direct mail for you, I suggest you photocopy (just this once, you have my permission) those pages and give them to your creative person and tell him/her to consider the concepts contained therein before your next piece is created.

Onward.

The A-Pile

vs.

The B-Pile

Are you ready to get started? Good. You are now about to learn the most important thing you will ever learn on the subject of direct mail. I have a similar lesson to teach you about newspaper and magazine advertising, but that will come later in another letter. Right now, we will talk only about direct mail.

Whatever. Professor Halbert is now going to give you his semi-famous A-pile, B-pile lecture. It goes like this: Everybody in the world divides his mail into two piles which I call the A-pile and the B-pile. The A-pile contains letters that are, (or appear to be), personal. The B-pile contains everything else: bills, catalogs, brochures, printed announcements, envelopes that obviously contain a sales message, and so on.

Now listen up: The most important thing you can ever do when creating a direct mail promotion is to make sure your letter gets in the A-pile!

Here's why. Everybody always opens all of their A-pile mail and only some of their B-pile mail.

It's as simple as that. And when you are spending thousands (and sometimes millions) of dollars to mail a sales message, you want to make damn sure that everybody who receives your letter will at least open the envelope. You know, this simple truth seems to me to be so self-evident that I am always amazed when someone wants to argue with me about it. And, usually, as you might expect, the most vigorous arguments come from the most "experienced" advertising people. These people just love to tell me how they always found that B-pile direct mail is more cost effective.

They are always wrong. You see, they may have sent a personal looking envelope but usually, as I'll explain later, they forget to eliminate the "Oh Yuk!" reaction. But first, let's talk about the differences in the appearance of an A-pile envelope as opposed to an envelope that is destined to wind up in the B-pile.

It's really quite simple. You see, A-pile envelopes always look personal. Not necessarily personal like they came from your Aunt Minnie but, at least, personal like they were a communication from one real person to another real person. The best (most cost-effective) A-pile envelopes always have a live postage stamp affixed. They never have teaser copy. They never immediately reveal by the corner card that the material inside contains a commercial message. They are never addressed by label and they are seldom oversized or odd shaped.

Want an example? If so, just look at the envelope that this letter came in. It's a plain white #10 with a typewritten address, a first-class postage stamp and a corner card that reveals only the name and address of the sender.

Down with awards for graphic design;

up with response!

Now let's talk about B-pile envelopes. What do they look like? You already know. You've seen thousands of them. They are usually label addressed and they contain teaser copy, award winning graphics, photographs, YES-NO windows, windows with a fake check showing through, "Miami Vice Colors", a printed bulk rate indicia or else a printed first-class indicia (the stupidest mistake in direct mail), tear strips, and any and everything else a misinformed direct mail "expert" can think of that will (he thinks) help get his envelope opened.

It's so sad.

Now bear with me. I want you to imagine, in your mind's eye, that a very busy man (or woman) is going to his mailbox and there, lo and behold, he finds a double handful of B-pile mail. Can you see it? Can you see that unbelievable "collection of creativity"? Can you see all those pastel colored window envelopes? See the one that says "**Free Oxygen to Everyone Who Breathes**"? Can you see the one that says "**The Most Important Collection Of Books Ever Offered by TIME-LIFE**"? Can you see the one that has (oh boy!) three windows)? Can you see that fat one that contains enough printed material to make up the first volume of the **Encyclopedia Britannica**? (come to think of it, that one did come from the **Brittanica**) Can you see the one that has a photo of a starving child begging for food? Can you see the one that some idiot tried to personalize by computer printing (on the envelope!) some cute little message that says, "**Here's good news for the Halbert family and everybody else who lives close to 8033 Sunset Boulevard!**"?

Just look at that mess!

Can you guess what happens when a busy man (or woman) goes to his mailbox and finds such a collection? What is the first thing he will do with all this stuff? Go ahead and guess. I bet you get it wrong.

O.K., let's find out. Did you guess that the first thing a person will do with all this stuff is throw it away? If you did, you are wrong. You see, the first thing a person will do with it is sort through it to see if he has received any A-pile mail.

After that, then he throws it away!

Now, before I go on, I want to admit that he will not always throw all of it away. If he happens to spot an envelope that catches his eye and, if he happens, at that very moment, to be just dying to buy another magazine subscription or self-help book, or, if he has just been going crazy waiting for a piece of mail from the Columbia Record Club then maybe, just maybe, he will open one of these envelopes and see what it is all about.

But don't count on it. The percentages are against you.

O.K., if getting your letter into the A-pile is the most important thing you can do, what is the next most important thing you can do? The answer is simple. The next most important thing is to make sure your letter stays in the A-pile.

Here's what I mean. Suppose your prospective customer gets an envelope that looks like one of

the A-pile envelopes (like the one this letter came in) that I have already described. Listen: There is no doubt that such an envelope will be opened. It looks personal, it has a first class stamp, it does not obviously contain a sales message and, all in all, it is an excellent example of a personal looking envelope. However, what happens when he does open the envelope and he finds a bunch of material that looks like the creation of it has set up some graphic artist for life (not to mention his sleazebag brother-in-law who owns a printing business)?

You know what I'm talking about, don't you? I'm talking about the big colorful brochures, YES-NO tokens, lurid, oversized order forms, ingenious award winning "hot potatoes", whistles, bells, kazoos, and a personal message from President Reagan.

What will happen? I'm sure you already know: What will happen is that our prospect will say, "Oh, yuck!" and, most likely, he will now throw the promotion away!

No good. Here is a better way. I want you to imagine what will happen when your prospect opens the A-pile envelope and, instead of seeing "**Graphics on Parade**," he sees what appears to be a simple, typed letter and another envelope that is plain, white and sealed and has typed on it:

**"Please open this envelope
as soon as you have read my letter.**

Thanks. GH"

What will happen? It's easy to figure out. Your prospect will begin reading the letter to find out what this is all about. And then, if you are skillful enough, your letter will grab your prospect's attention, it will hold his interest, it will whet his appetite for your goods or services and then, at the end, it will refer him to the sealed envelope and tell him to open it for more information and descriptive literature.

And what will he find when he opens the sealed envelope? Nothing special, really. You see, what he will find is all the same stuff (order card, brochure, reply envelope, etc.) that was in many of the B-pile packages I have previously described.

But what is different, what is so very different, is when he was exposed to this material. It's a matter of timing. Selling is like seduction. If you ask a woman to go to bed with you, whether or not she says "yes" is largely a matter of when you ask her. If you ask her immediately, as soon as you've been introduced, most likely she will think you are a creep and tell you to get lost. However, if you wait a while, wait until she gets to know you a little, wait until you've wined and dined her a few times, wait until she's had a chance to warm up to you, to discover that you are, indeed, a fine fellow, then, my friend, your chances of getting a "yes" for an answer are much, much better.

So it is with selling. Any kind of selling. It doesn't matter if it is door- to-door, direct mail, television, radio, newspaper ads or whatever; if you take the trouble to warm up your prospect, to seduce him a little before you pop the big question ("will you buy my goods?"), then your closing rate will be much, much higher.

DON'T BE A MASOCHIST!

I know, I know. There's an old joke about a guy who immediately asks every woman he meets to go to bed with him and, when his friends ask him if he doesn't get slapped a lot, he replies, "Sure I do, but I get lucky a lot, too!"

Well, in my opinion, that guy is much more of a masochist that he needs to be. You don't have to go around getting slapped all the time in order to get a little romance in your life and, in direct mail, you don't have to settle for the high rate of rejections to sales that most promotions get.

A MILLION DOLLAR EXAMPLE!

Look: Here is a true story that will illustrate my point. Not long ago, I was asked to go to Las Vegas to help a guy who was in trouble. The guy was a nephew of Colonel Sanders, and he had inherited a lot of Colonel Chicken's money and he had invested it in a lot of high-priced vitamins he was unable to sell. The vitamins were stored in a warehouse and he and his partners wanted to know if I could figure out a way to sell them by mail.

I wasn't very interested. I was very, very interested, however, in a certain promotion that was being mailed by one of the men at that meeting, and I told this man I would like to redo his mailing piece for him.

He wasn't interested. He said his mailing was already working. He said he was mailing between 300,000 and 1,200,000 letters every month and that he was making a good profit.

You know what I told him? I told him his mailing was working in spite of how horrible it was. I told him that he had obviously discovered an appeal that was so "right on target" to the people he was mailing to that even a really terribly conceived mailing piece would work. I also told him that if he would let me redo his mailing package and give it the A-pile treatment, that he would hardly be able to believe the results.

He agreed to let me try. He wrote me a big deposit check (I love that part!) and we made a deal. Then I got back on the plane and flew back to L.A. and, before the wheels touched down, only 45 minutes later, I was finished. I hardly rewrote the promotion at all; I just cleaned it up a little so it flowed a little more smoothly. But, of course, the main thing I did was reformat his promotion. I made sure his envelope looked personal so it would get into the A-pile and I made sure that when the envelope was opened that the promotion still had an A-pile look and that the prospect would be sure to, at least, begin to read the sales letter.

So what were the results? Does this stuff really work or is it all theory?

None of this is theory. Everything I have told you has been proven by careful testing. What has happened in this case is that promotion, (using the same sales pitch and almost the exact same words), is pulling in approximately \$96,000.00 more every month.

That's over one million extra dollars per year in return for 45 minutes' work.

Case closed. End of lecture.

Onward. Thank you for reading that last section. And now, with your permission, I shall continue.

Let us go back to where I was earlier in this letter before I subjected you to my A-pile, B-pile lecture. As you will recall, I was flat broke trying to reason with a pig-headed wife who considered running water and electricity more important than making another direct mail test. So much for her. In any case, after I figured out that my "life or death" letter should at least "look" personal, I decided it would be just wonderful if, somehow, I could give my sales letters the appearance of having actually been individually typed and that's when I figured out:

How To Make

A Fake Computer Letter!

Please pay attention; this is going to be fun reading! O.K., now back in those days, computer letters were just starting to catch the attention of the direct marketing community. The first ones were just awful. All the letters were in upper case type and they looked more like a **DECLARATION OF WAR** than a personal letter. But then, a bit later, a genius named Leo Yochim got hold of the first upper and lower case IBM print chain and started messaging computer programs in such a way as to eventually develop a computer letter that looked a lot like a real typed letter.

And guess what? Those first computer letters would, on the average, increase response by 300%!

But there was a catch. Actually, there were two catches. One was that very few people knew how to create those computer letters and the other was that it cost a fortune to do the programming and generate the letters.

This did not bode well for a nerd (me) who couldn't even pay his utility bills.

Now remember, my frame of mind back then was that I was going to create a "do- or-die" direct mail package and that concept does not lend itself well to a letter that begins "Dear Sir" or "Dear Occupant" or "Dear Resident."

So one fine day, I found myself reading a newspaper story that changed my entire life. It was about a little old lady who had found a neat way to supplement her social security income. What she would do is go to her local library and pick out a surname and then do some research and find out if there was ever a coat-of-arms (family crest) that was recorded with that name.

Then, if there was, she would make a black and white drawing of it and have that drawing printed on a postcard. Then she would mail her postcard to everybody who had that surname who lived in her county. The postcard would say she had discovered that a coat-of-arms had been recorded with the recipient's name and that this is what the design looked like in black and white. She also went on to say that the coat-of-arms was even more dramatic in color and would offer to hand paint one for the reader for a relatively modest fee.

BINGO!

Oh, wow! My mind started racing. "Look," I said to myself. "Gary, here is a way to make FAKE

computer letters! What I'll do is get a bunch of telephone books from a bunch of big cities and then I'll pull out all the Andersons and Bakers and Halberts and so on, and then I'll type one letter that starts out 'Dear Mr. Anderson,' and then I'll weave in that name all throughout the copy."

And I did, and it worked!

I started out with phone books, but later, after I had a little money, my partner (Dennis Haslinger) and I made an arrangement with Reuben Donnelly in Oak Park, Illinois (Bob Harter was our rep back then; I wonder whatever happened to him?) and here's what we had Donnelly do: We had them computer pass their entire file (that cost about \$70,000 back then) and put all those names into alphabetical order. By the way, you know what is ironic? They had just taken them OUT of alphabetical order because of the new postal regulations that required you to keep your list in ZIP order!

Anyway, once the file was in alphabetical order, we'd have them kick out 20 surnames or so and have them address envelopes to all those names and keep each pile of envelopes addressed with certain surnames separate from the other "surname piles."

Let's say one of the names was Anderson. O.K., what we'd do is we'd type one "Anderson letter" and then have it offset printed, and then we would have a thousand or so FAKE computer letters.

And of course, we'd then insert all those "Anderson letters" into the "Anderson envelopes" and mail them out, and then we took in

MILLIONS and MILLIONS and

MILLIONS and MILLIONS and

MILLIONS of dollars!

And ever since, good old semi-handsome Gary has been able to pay his utility bills.

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How to make...

By: Gary Halbert

MAXIMUM MONEY

in MINIMUM TIME!

Copywriting Secrets Collection

SECTION #2

This section contains the complete text of the
12/5/87 issue of The Gary Halbert Letter

How To Get A Product To Sell If You Don't Have One Already And How To Get It For Nothing!

Sometimes (in fact, often), in the press and crush of business, I forget my manners. There's no excuse for the delay but, herewith, I would like to offer public and belated thanks to: Gary Bencivenga for sending me a copy of Obvious Adams, Lee Rogers for the Thomas Hall Report on writing a sales letter, Dan Kennedy for the tapes on public speaking, G. Lee Roberts for a couple of the actual "Little Blue Books," and Frank Cawood for a magnificent bronze eagle.

Not to mention the legions of people who've written me nice letters.

Bless you all.

Also, before I get going this month, I'd like to answer a question here in print I am often asked by phone or letter. The question is: "Do you ever do any public speaking and what do you charge?" The answer is yes. I do quite a bit of public speaking and I do not charge a fee. What I do is I ask the sponsoring organization to pay my expenses (airfare and hotel) and to write a check, no matter how small, to the Children's Hospital of Los Angeles. I also ask that arrangements be made for my talk to be recorded and I want it understood that I own the rights to the recorded material.

All in all, I'm a rather cheap date.

Now, let's get down to business. Most of you who read this newsletter already know a great deal about selling via direct response. Now, let us suppose a newcomer comes to you and wants to know the single most important thing he could ever learn about this noble field of endeavor.

What would you tell that person? What, in your opinion, is the very most important consideration

of all when it comes to selling via direct response? Or, for that matter, any form of selling? What should be the "cornerstone concept" of all our efforts? What is the one thing we can do that will dramatically energize all our efforts, keep us perpetually enthused, insure our unflagging interest, help us overcome all obstacles and objections and keep us smiling, bright-eyed and bushy-tailed all the time?

Is there a single principle that's that critical? A stand alone consideration that is truly supreme above all others? You bet there is. And, I can communicate it to you in just four words:

SELL SOMETHING YOU LOVE!

Listen up: I get calls all the time from people asking for marketing help. I like getting those calls. I like helping people. I like showing off how smart I am. And I love all the cards and letters I get from people who've used my advice with enormous success. Like this one which just came in which says in part:

"I took your first \$1.00 letter, changed it around to the copy enclosed, and mailed it out to about 600 of my "best" clients. The only difference is that I sent a \$2.00 bill instead of a one. Those 600 letters took in a little over 100 grand."

Think about it: one hundred thousand dollars from only 600 letters!

Now, the man who wrote that letter has a lot going for him. He's smart, he listens to other smart people (like me), he tests, he's willing to experiment, he's got a lot of marketing savvy but, most of all. . .

HE LOVES HIS PRODUCTS!

His name is Fred Rowe. He sells quality gemstones and because of his genuine enthusiasm for his wares, he maintains a non-stop effervescence that transmits itself to all his customers.

And so, because of all this, and because it fits into the context of what I'm trying to teach you this month, I've decided to give him a free plug which he really doesn't need. Therefore, if you are in the market for a diamond, a ruby, a red spinel (my favorite) or any other type of gemstone, I recommend you give him a call at

(270) 338-2363.

But, of course, not everyone who asks me for help gets the same response. Sadly, quite a few of my calls are from people who are trying to sell something that sucks. A case in point: Recently, I got a call from a guy who's having trouble selling his little report on making extra money.

"Does it work?" I ask. "Do the people who buy your report get a good deal? Does it really help them make a lot of extra money?"

"Not really," says the caller. "It's basically just a bunch of hot air; just something I threw together because I know there's a market for this work at home stuff."

Well, at this point, I lose interest. Why should I care about this nickel-dime scammer and his dreary little report?

How pathetic.

Now, if you are ever going to listen to me about anything, please, please listen to this:

**NO ONE CAN EVER BE A
SUCCESS WHO SELLS SOMETHING
OF WHICH HE IS NOT PROUD!**

Oh yeah, I know you know there are plenty of people who make plenty of money selling crap. So what? Money is only one (and truly not the most important) of all the ingredients that make someone a success. And making money (even millions) while losing your self- respect leads to a dry rot of the psyche and a constant patina of despair that dulls the fabric of your life.

What's that? You say I've babbled on enough about this? That you didn't subscribe to this letter for a lecture on integrity? You say you want me to get on with it and say something practical?

Alright. Alright. How about this? How about if I teach you how to create a damn near perfect product? Something you can sell for 20 times or more what you pay for it and still be giving full value? Something that's going to be so useful and so worthwhile your head will swell with pride and your wallet will swell with money? Not only that, this product is so wondrous that, if you already have a good product, this product will make your already good product even better.

And, more saleable.

In other words, what we're going to do here is create a product that will stand alone all by itself or else can be used to pump up the value of what you've already got.

Let's get started. Step numero uno is to make a rather comprehensive list of all the stuff you already enjoy. If I were to make such a list, an abbreviated version of it would include:

Self-Aggrandizement Skiing

Public Speaking

Browsing in bookstores

Playing with my Scuba Diving

Two new kittens

Buying surprise gifts

Writing my newsletter for Paulette

Daydreaming Messing around with my boat (I just bought the original Admiring myself in dive boat from the old TV the mirror series SEAHUNT starring Lloyd Bridges.)

Watching my kids get excited about something.

Producing TV shows (It seems my son, Kevin, produced my first one Friday has really taken to before last and I loved it.)

etc. etc. etc. etc. etc.

Now, what you should do is make the same kind of list and make it very, very comprehensive. Take some time with this. This isn't some fatuous exercise. No. This is the critical first step to what can become an enormous marketing success!

O.K., now assuming you've made your list and reviewed it a couple of times, the next step is to take a trip down to your local library. I want you to ask at the reference desk for the following publications: **The Standard Periodical Directory** published by Oxbridge Communications Inc., in NYC, the **SRDS List Book** and **SRDS Business Publications** which comes in three volumes: Part I (trade magazines), Part II (classified), Part III (International Direct Response - mostly postcard decks), and the **SRDS Consumer Magazine Book**.

Now, compare your list of stuff you love with the classifications and indexes in all these books. What we're trying to find out here is a rough idea of how many other people share one or more of your passions.

What you're going to find is there is no readily assessable market that coincides with some of the stuff you love but there are scads of folks who share your enthusiasm for some of the other activities on your list. Let's say, for example, that you are just crazy about collecting antique sewing machines. Well, my friend, in this case you're going to find you are pretty much alone with this particular enthusiasm. On the other hand, if you, like me, like to ski, you're going to find that there are tons of other folks who share your interest. For example, a rather cursory examination of the above-mentioned reference works reveals the following:

Mailing Lists Available

1. Ski Dazzle Mailing List: Attendees at the Los Angeles Ski Show: All California names. Total available: 39,128.
2. Skiers by Age and Income: Buyers who completed a questionnaire stating their interest in skiing and giving information on their demographics and other lifestyle indicators. Selections available: sex, occupation, marital status, home ownership, credit card usage and ages of children at home. Total available: 2,640,622.
3. Skiing Enthusiasts: This one's from Donnelly Marketing, the big compiler. Total

available: 514,148.

Publications Devoted to Skiing

Name Circulation

1. Ski Business 14,432
2. Skiing Trade News 11,781
3. Ski Magazine 440,083
4. Ski America 400,000
5. Ski X-C 160,000
6. Skier Directory 160,000
7. Skiing 440,537
8. Skiing Utah 100,000
9. Ski Area Management 3,624
10. Ski B.C. (British Columbia) 75,000
11. Ski Competition East 7,500
12. Ski Industry Bulletin 12,000
13. Ski Pro (No circ. given)
14. Ski Quebec (No circ. given)
15. Ski Shop Bible Industry Guide (No circ. given)

And on and on and on. There's Ski Trails, Ski World, Skier of California, Skier's Advocate, Skiing in Europe, Sno-times, Southwest Skier, Student Skier, Sugarloaf Magazine and so forth, et cetera.

We have now done two very important things: (1) we have identified an area for which you have passion, and (2) we have verified that you have access to millions of other people who share your enthusiasm.

Sounds like a setup to me.

Onward to step #3. Hopefully, by now, I've got you wondering if it would make any sense for you to sell something that relates to skiing which interests you, as opposed to your current endeavor of trying to sell manure to the masses or whatever else you are doing that's boring you to tears.

Assuming all this makes sense to you, what in the world should you sell to all these people interested in skiing? Should you invent a new type of ski boot? Should you open a ski lodge? How about manufacturing ski clothing?

Whoa! You're making it too hard. Let's sell something else. Something easy. Something cheap. Something wildly profitable to you and enormously valuable to your customer.

But first, let's take a breather. I want to tell you a story. Once upon a time, I met a man in Miami who was assigned by a publisher to write a book on how to stop smoking without gaining weight. He told me the secret of the book (eating carrots, chewing gum, who knows?) could be explained in just a few pages. So, therefore, he had to add filler. Statistics on why smoking is bad for you. The story of Sir Walter Raleigh. The history of tobacco usage. And on and on.

Unfortunately, you see, when it comes to written information, much of America equates value with poundage.

What I'm talking about here, of course, is the dumb people of America.

But there's lots of smart folks out there too. People who realize that time is the irretrievable element. People who are mature and astute enough to trade money for time. And these folks want fast, accurate, stripped-down, no-nonsense information.

And, they're willing to pay for it.

Hmmm? I've got you thinking now, haven't I?

Another side story: Gene Schwartz, the brilliant New York copywriter, once shared with me how he goes about creating an ad for a book. First, he hires someone to digest the book for him into what he calls a "dialogue." Then, sometimes, he has someone else digest the digest. And then he reads what's left and writes his ad.

I wonder? How many other people are there out there who, like me, often say to a member of their staff:

"Hey, read this for

me and tell me

what it says."

So, what I'm saying to you this month is this: (1) a stripped-down, accurate, hard-hitting report is the perfect product to sell via direct response, (2) the subject of the report should be something about which you are very enthusiastic, and (3)

DON'T EVER SCREW AROUND

TRYING TO SELL SOMETHING

YOU'RE ASHAMED OF!

Why should you? Aside from the obvious ethical considerations, you have literally millions of other options that will be infinitely more satisfying to your soul and your self-esteem.

Hey, you still with me? You are? Good. Not only are you a wondrously perceptive and gracious human being, you also seem to have the patience of Job.

So, let's create that report. On skiing. Here's how we do it: First, we trot down to our local library (I went to the one in beautiful downtown Burbank) and see how many books they have on skiing. (The Burbank Library has 41 in their card index.) Next, let's ask at the reference desk for the invaluable

SUBJECT GUIDE TO

BOOKS IN PRINT

This is a huge, 2-volume reference work published by R. R. Bowker Company in New York City. It contains the title and other info on almost every book that is currently in print. (Once, I read every title in this reference and went into a bookstore in Canton, Ohio and ordered 605 books at one crack.)

So anyway, let's look up skiing and see what's listed. Hmn? Would you believe there are 130 titles?

Press on. Press on. Press on. Let's go over to the:

READER'S GUIDE TO

PERIODIC LITERATURE

And look up skiing. Where upon we will find there have been hundreds of articles written on this subject.

Now, let's go to the biggest bookstore in town and see what they've got. And let's get a hold of some of those ski magazines and check out the articles.

Now listen: What you do after this overview of all this material is you take possession of a bunch of it. You check out some of the books from the library, buy some of the books from the bookstore, locate and Xerox some of the articles mentioned in the Reader's Guide to Periodic Literature, you clip out articles from the ski magazines you learned about from the SRDS Book and the Standard Periodical Directory and so forth.

Now, lock yourself in a room and start reading.

And every once in a while, stop reading the ski stuff and start reading from your collection of headlines. You do have a collection of headlines, don't you?

And then go back to the ski stuff. And later back to the headlines. And then back to the ski stuff. And back to the headlines and. . . and. . . and. . .

BINGO!

Yeah! Somewhere in here you're going to have an "aha experience."

That's where you say: "Aha! I've got a great idea."

And then you develop that idea into a written report that tells skiers something that would be really valuable for them to know. Maybe it's:

How To Ski Everyday

And Get Paid For It!

- or -

10 Ways To Get

Discounts On Ski Equipment!

- or -

How To Avoid Lift

Lines No Matter How

Big The Crowd!

- or -

17 Neat Ways To

Ski Better Instantly!

Or whatever.

And you're on your way to making a lot of money by selling a product of which you are proud and

which delivers real value.

Like this newsletter.

Merry Christmas and
God Bless You,

Gary C. Halbert

The Peewee of TV
(but wait till next year)

P.S. I met a guy in Akron, Ohio once who turned his passion for model airplanes into a 10 million dollar business. What he did is he had a bunch of middle-aged ladies making models of Piper Cubs, Cessnas and so forth and he sold the manufacturers of those planes on the idea of giving every new purchaser of a new plane an exact replica model the guy could take home and sit on his TV or to the office and display it on his desk. Neat gimmick, eh?

P.P.S. What's all that yammering and jammering out there from all you folks who already have a product you're proud of? Brighten up. Reading all this hasn't been in vain. You see, you should consider creating a report related to what you're selling and feature it in your ads and give it away as a premium. It'll serve two purposes: (1) it'll pump up your sales, and (2) if you're not already doing it, it'll enable you to measure the response of each of your appeals.

P.P.P.S. Hey, can you believe that the Subject Guide to Books in print lists 13 titles on skull abnormalities and deformities? Or that there is a news magazine for bingo operators? And at least two magazines (combined circ.: 42,808) for people who like to hunt for treasure?

See what happens when I get carried away?

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How to make...

By: Gary Halbert

MAXIMUM MONEY

in MINIMUM TIME!

Copywriting Secrets Collection

SECTION #3

How To Get As Much Money As You Need To "Roll Out" Your Project And Get It Without Borrowing

My newsletter goes out all over the world. Many of my subscribers are extremely successful and many of them have enormous amounts of money.

These people are in contact with me on an almost daily basis and they are always asking my opinion on different areas of their business activities. Sometimes they want my opinion on a person they may or may not decide to hire. Other times they want to know if I think their current marketing campaign could be improved. Often, they send me their ads and sales letters for critique.

And so on.

However, one of the most common questions I am asked is if I know about any new and tested ideas in which they can invest money.

Now, let me tell you something: If you have a totally unproven idea that you are "hoping" will work, then, I probably can not help you. On the other hand, if you have an idea that you have tested with good results then, my friend, I may be able to direct you to one or more people who may very well be willing to totally finance your business in return for a share of your profits.

Look, testing your ideas will cost you some money. However, when you read Section 5 of this report, you will learn how to test an ad in a daily newspaper at the lowest possible cost. And, if you are a real hustler, you can use the info in Section 9 to mail thousands of sales letters virtually free.

Besides that, if you decide to test your idea via "conventional" direct mail, it should only cost you \$1,500.00 or so if you are willing to do most of the work (addressing, sealing, stuffing etc.) yourself. So anyway, once you do your test and you have actual numbers then, here is what you

do. You write me a letter something like this:

Dear Gary,

Sometime ago I had an idea for selling a report my wife wrote on "How to Lose Weight Without Starving" and I wrote a newspaper ad offering her report for sale. I ran the ad in the Podunk Daily News which has a circulation of 53,000 and the ad cost me \$1,200.00 for a 1-time insertion.

I priced the report at \$12.00 plus \$1.50 postage and it costs me about \$3.50 to fill an order. Therefore, every order yields up \$10.00 in "contribution to overhead." My ad pulled in 220 orders for a total gross of \$2,970.00.

At \$3.50 to fill an order it cost me \$770.00 to fill all my orders. Therefore, my total costs (\$770.00 to fill orders and \$1,200.00 to pay for the ad) were \$1,970.00 which, when subtracted from my gross of \$2,970.00 left me a bottom-line profit of...

\$1,000.00.

Please let me know if you know anyone who would be interested in funding this project for a share of the profit.

Sincerely,

So and So

O.K., as soon as I receive such a letter from you or someone else, what I do is, I immediately put the word out to my network of potential investors and usually there is some very fast action!

Think about it and, if you ever need funding to promote your proven ideas, I welcome your call.

By the way, my phone number is...

(305) 534-7577

And my FAX number is (352) 861-1665.

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How to make...

By: Gary Halbert

MAXIMUM MONEY

in MINIMUM TIME!

Copywriting Secrets Collection

SECTION #4

This section contains the complete text of the 9/1/88 issue of The Gary Halbert Letter

How To Get Movie and TV Starts To Help You Sell Your Products and Services

Some people who scuba dive are into photography. Others just like to cruise around underwater enjoying the scenery. Others like to explore wrecks. And so on. Not me. No. What I'm into is. . .

WANTON SLAUGHTER!

I'm telling you, there is nothing like going 60 feet down into an absolutely enchanting underwater world, staying there long enough so that the inhabitants of that world come to accept you, conducting yourself in a non-threatening way and then, when you get those underwater creatures to trust you enough to come up and timidly and curiously check you out. . .

YOU KILL THEM!

Oh God, how I love it! So anyway, earlier this summer, I was diving with Paulette at Sombrero Reef in the Florida Keys and, being possessed by the urge to slaughter, I was finning around while carrying a huge spear gun. And soon, I spotted a stupid little tropical fish and I dropped him just like I was Dirty Harry. And then, I spot a yellowtail. And "POW!" Another one bites the dust.

Now, the way it usually works is, I get to carry the spear gun and do all the killing and Paulette gets to carry the game bag into which we put the bloody speared fish. However, since I've become supremely eager to share with Paulette the joy of slaughter, this time, after I get my two fish, we trade and she's got the spear gun and I've got the game bag with the two bloody wounded fish. And there we are, happily swimming along when. . .

WE COME UPON A SHARK!

And what does Paulette do, God bless her soul? She grabs my shoulder, points to the shark, gives me the spear gun and. . .

SHE TAKES BACK THE GAME BAG!

Well, nothing happened. After a bit, the shark swims away and we continue our dive. And, when we get back to the boat, I give Paulette a lot of praise. I tell her she did just right. "Yessir baby, anytime we see any of those nasty old sharks, it is your duty to make sure it is you who is carrying the game bag with all those wounded, bloody fish."

That's a true story. I swear.

Now, I'll tell you something. No matter how long you've been diving, no matter how macho you think you are. . . A SHARK WILL ALWAYS GET YOUR ATTENTION! And last month, I told you that your first job, if you want to sell somebody something, is to get their attention. And I revealed to you how you could do this by writing what I call "killer" headlines. Remember?

OK, good. But I'm not finished. This month I'm going to take it a bit further and expand on two more ideas that, just like that shark, will always get attention. These ideas are not appropriate for all situations, all the time but, when they are appropriate, they can very dramatically increase the effectiveness of your marketing campaigns.

So, what is it that will always get attention? The answer is. . .

PICTURES OF HOT SEXY WOMEN!

But be careful! If you don't do it right, putting sex appeal into your ads can backfire like crazy. Consider the plight of the Playboy Channel which has the highest percentage of "disconnects" of any cable hookup. Why? It's simple: The Playboy Channel is too risqué for the bible thumpers and not raunchy enough when compared with what today's smut viewers can get from X-rated films and videos.

Such is life. Too bad for Playboy.

Anyway, I want to impress upon you that there is a fine line between using pictures of sexy women to attract attention and going too far and ending up offending those very people whose attention you have captured. And know this: Using pictures of sexy women will always offend some people, no matter how tame the pictures! Therefore, if you are the type of person (or else, you work for the type of organization) that won't ever risk deliberately offending anybody, then you should never use sexy pictures in your promotions.

On the other hand, for the rest of my smut-minded readers (just kidding, just kidding), using such pictures (if you do it right) can help you rake in mucho fungolas.

And, what's the first step to doing it right? Simple: It's using the right woman in your ads. You see, just because a woman is beautiful doesn't mean she will photograph beautiful. I had a "funny" experience once. There was a model I wanted to use in an astrology ad but I'd only seen

her pictures, and I wanted to meet her in person. Well, the photographer said OK, he'd set up the meeting but that I'd better be prepared for a shock.

And wow, did I ever get one! You see, this woman who looked so great in pictures was truly just a "Plain Jane" (and I'm being kind) in person. It was weird. I was sitting at my desk looking at her pictures with one eye and looking at her in the flesh with the other and I could hardly believe it was the same lady.

On the other hand, there are plenty of truly gorgeous women who look just awful when they are photographed. So therefore, don't fall in love with a pretty face until you see how pretty that face looks when photographed.

And, speaking of pretty faces, what part of a woman's body attracts men most? Can you guess? I bet not. You see, studies show that men are more attracted to a pretty face than any other part of a woman's anatomy! How about that?

Onward. So anyway, Paulette and I often eat lunch at a little place down the street called CAFE L.A. It's a neat place, right in the heart of ShowbizLand and therefore, it has, plastered on its walls, hundreds of publicity photos of celebs, non-celebs and "would-be" celebs. And one day, as we are walking out rather indifferent to all these hundreds of photos (as usual) we walk by one that reaches out and virtually grabs our attention. You know, it's been said that the late Marilyn Monroe had skin that was so photogenic that it would seem to "talk to you" from her photos. Well, this photo we saw on the wall at CAFE L.A. has that quality. Want some proof? Just take a look at the photo below and see for yourself.

Are you convinced? I thought so. By the way, the woman in the picture is Raven Bleu and that picture appears on her record album called "Kiss The Boys." Whatever. So anyway, Paulette and I make it a point to get to know Raven and, not only does she photograph like a dream, she also is a very nice lady.

Here's the point: Her photograph really got your attention, didn't it? And likewise, using Raven's photo, or the photo of some other photogenic lady in your promotions, will also get the attention of your customers!

But please, be careful. If you are selling bibles to old ladies or, if you are selling something to a bunch of phony, stuffed-shirt prudes, you may get some backlash you are not prepared to handle. It's a "judgment call" and only you can make it.

So, where do you get pictures of foxy women like Raven to use in your ads? It's deceptively simple: Just look in the yellow pages under Modeling Agencies and you'll find all you need.

So now, here I am, a sitting duck to get bitch letters from my female readers telling me I'm a male chauvinist pig and I don't deserve to live. I can see it now! Here sits Ms. Elizabeth Adams out there in Baltimore about to write:

*Dear Scumbag,
I always suspected you were a
slimy pig and now I know it's true.*

Please Liz, don't do it. I don't deserve it because I'm really a nice scumbag.

But anyway, just to keep Liz and Alicia Evans and all those other fine ladies out there happy, I guess I'd better reveal the other side of the coin. Which is, using attractive men in your promotions. Now, I must tell you, this is the kind of stuff (using men) that offends even me but, my job is not to pass judgment. No, my job is to help you make a buck.

So here this: Some time ago I did a piece of work for a client in Arizona and it did really well. And then, the client wanted to know if there was any way to punch it up even more. So I say to him, "Look, if you want to spend some extra dough, why don't you let me get you a celebrity to feature in your ad?" And he tells me to go for it and I get him Geoffrey Scott, who plays Krystle's (Linda Evans) ex-husband on Dynasty. What happens next is we make Geoffrey Scott the star of the ad and we get a nice bump up of the gross (somewhere between 15% and 20%) which, in turn, means an even more dramatic bump up of the net since, once your fixed overhead is taken care of, a 1% increase in gross probably translates to a 3% increase in net profit. By the way, that's Geoff in the picture below.

Paulette thinks this guy is good-looking but I can't see it, can you? OK, now listen: There's a "mindset" you have to have if you are going to use a celebrity in a profitable way. For example, in my opinion, I doubt that many people switch from Pepsi to Coke (or vice versa) because Michael Jackson or Mike Tyson endorse one or the other.

On the other hand though, I do believe that using someone with some "marquee value" can dramatically enhance a mail order/direct response type promotion because they tend to both glamorize and. . .

"CREDENTIAL" THE PROMOTION!

I've said it before and I'll say it again: The #1 reason people do not buy from you is they are simply not interested in your offer. However, once you overcome that first hurdle, the #2 reason they don't buy from you is that they are not completely convinced you are for real. And therefore, what a celebrity can do for you is, he can make you more credible.

Which translates to lots more sales.

You know, of course, that the cosmetic ads I did for Tova Borgnine were hugely successful, don't you? Well, Ernie was featured prominently in those ads and, if you ask me, I don't think anybody bought those cosmetics because they wanted to look like Ernest Borgnine. But nevertheless, Ernie's celebrity did credential the ads; he did validate the ads; he made them more credible; he made them more believable.

So, how much does it cost to get a celeb? Well, that varies and the first thing you've got to make sure of is that you are dealing with a "sane celebrity." And trust me, they're sort of rare. You know, it takes a lot of people to make a hit movie or TV show. It takes writers, cameramen, electricians, directors, producers, lighting technicians and a whole host of others. However, there are many "insane" celebrities who believe the sun rises and sets on their silly asses and that they are the sole reason for a production's success.

And, as Marlon Brando once said, "An actor is a guy who, if you ain't talking about him, he ain't listening."

And, as Gary Halbert says, "Don't let any agent or celebrity BS you into believing you have to pay megabucks to get the credentialing you need. You don't."

And besides, paying megabucks for all that celebrity firepower doesn't guarantee you anything. A case in point: Last year a major player in cable TV produced a show designed to sell water purifiers and they used Michael Landon and a bunch of other stars. I hear by the grapevine the show cost \$250,000 and it flopped so bad it was like it never ran.

And what's the tragedy? It's simply that they could have produced that show for less than 20% of what they paid and still used stars with enough "marquee value" to give them all the credentialing they needed.

By the way, did you know that fewer than 1% of all the actors and actresses in the entire world can support themselves solely via their chosen profession? It's true, most of them (even many well-known ones) have a second job or another source of income.

What I'm saying is this: You can get a lot of "sane" celebrities for \$10,000 or less, especially if you offer a "carrot" to sweeten the deal such as a nice bonus if the test campaign works or maybe a percentage of sales.

Now, let's talk about how you go about approaching a celebrity. Well, the worst way I can think of is to telephone his or her agent. Agents are scum. As a general rule, I'd rank them somewhere just above lawyers and slightly below ax murderers. Agents, I believe, probably kill more deals for their clients than they make!

You take a star who's starving, who hasn't worked in six years, who would be eager to make a fair buck being featured in a marketing campaign and, if you call his agent. . .

**HE'LL QUOTE YOU A FEE SO OUTLANDISH
YOU'LL THINK YOU ASKED HIM THE
PRICE OF A STUDIO, NOT OF A STAR!**

And you'll say forget the whole thing and. . .

**THE STAR WILL NEVER KNOW THE
CONVERSATION TOOK PLACE!**

But know this: If you submit an offer in writing, the agent is compelled by the "ethics" of his profession to pass that offer on to his client!

Now the specifics: If you are interested in hiring a celebrity, the first thing you should do is to get yourself a copy of the. . .

ACADEMY PLAYERS DIRECTORY

The price of this directory is \$75 plus \$10 S&H and it is updated every four months.

It is published by and, you order it from:

**Academy of Motion Pictures Arts and Sciences
8949 Wilshire Boulevard
Beverly Hills, California 90211-1972**

**Telephone (310) 247-3000
Fax (310) 859-9351
Email: ampas@oscars.org
www.acadpd.org/infoabout.html**

This directory comes in four volumes and each of those volumes features 8 to 10 celebrities per page. The celebrities are categorized by LEADING WOMEN, INGENUES, LEADING MEN, YOUNGER LEADING MEN, CHARACTERS AND COMEDIENNES, CHILDREN GIRLS AND CHILDREN BOYS. All in all, the set I have (May 1987) has about 15,840 actors and actresses. Now, before you get intimidated by the idea of contracting these people, consider this:

**FEWER THAN 200 OF THE 15,000+ PEOPLE IN
THE ACADEMY DIRECTORY EARN ENOUGH FROM
ACTING TO PAY THE RENT!**

So there. Now, the directory has a picture of each actor and actress, it tells you the name and phone number of the talent agency that represents them and, in many cases the phone number of their "commercial" agency plus the name and number of their personal manager plus. . .

**THE NUMBER OF THEIR ANSWERING SERVICE
WHERE YOU CAN LEAVE MESSAGES FOR THEM!**

Hoo! Haa! You're starting to get the picture, aren't you? Yea verily, what you do is you leaf through the directory till you find someone you'd like to work with and then you make a written offer rather like this:

Dear Celebrity-Type Person,

I am writing to you in care of your agency because I would like to use you in an advertising campaign.

My budget for the test campaign allows me to pay you an immediate \$10,000 (NOTE: This will take about 30-minutes work on your part) and, if the test campaign is successful, I am prepared to pay you a royalty on sales which could amount to several hundred thousand dollars.

Also, I am working against a deadline and I need to hear from you within the next week. Therefore, because of the time pressure on me, I am sending a copy of this letter to your personal manager, your talent agency and I am leaving this message verbally with your answering service.

Sincerely,

John Jones

Trust me, my friend, that message will get through.

By the way, you should especially consider using some "star power" if you do a lot of business by direct mail since, a letter from a star (with his picture on the letterhead) will give you a huge advantage over your competitors!

One last thought: What if you want to use one of those rare (1 in 100,000,000) pictures of people who are so incredibly good looking that they divert attention from your message? Well, in that case, don't put the picture on the letterhead. No, that would be unkind. Use the picture down by the signature so your reader won't see it and be dazzled by it until he's finished reading your message.

Sincerely,

Gary C. Halbert

"Kindness Personified"

P.S. By the way, if you'd like to see Geoffrey Scott, (a celebrity who can pay the rent and is "sane" anyway and a genuine nice guy), you don't have to go through any hassle at all; just call me!

P.P.S. Two other sources of celebrities for promotions are Ingels Inc., 8111 Beverly Boulevard, Suite 308, Los Angeles, CA 90048 (213) 852-0300 and Don Camp (213) 281-6970.

(Editors Note: The above contact information is no longer valid. Here are some alternative sources you might try:

Paramount Entertainment Corporation, (888) 286-1717,

www.paramountentertainment.com/index.html;

Hollywood Promotions, c/o Scott Dickenson P.O. Box 1138, Ashland, KY 41105,

www.angelfire.com/biz/wholesaledukes;

Splash Celebrity Promotions, P.O. Box 250, Orange Lake, FL 32681-0250, (352) 591-1933, Fax (352) 591-1788, www.splashcelebritypromo.com

and for internet promotions,

PM Promotions, 235 East 95th Street, Suite 20J, (212) 722-1744, Fax (208) 728-6456, email: sc104@mail.com, www.pmpromotions.com.)

P.P.P.S. When you use celebs like Raven and Geoff you also get the "reflected glory" of all their credits because you can legitimately mention in your copy all the magazines (Playboy, Vogue, etc.) and the TV shows (Dynasty, etc.) and movies and stuff they've been in. More credentialing!

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How to make...

By: Gary Halbert

MAXIMUM MONEY

in MINIMUM TIME!

Copywriting Secrets Collection

SECTION #5

This section contains the complete text of the 8/1/87 issue of The Gary Halbert Letter

An Amazing Secret That Can Make Your Newspaper Advertising 750% More Profitable

Over the course of my career, I've written a veritable bushel of full-page newspaper ads. In fact, as mentioned in last month's letter, someone once calculated that if all my ads were being run by just one company (instead of separate clients) that that company would be the third largest newspaper advertiser in the United States.

Just behind Delta Airlines, they told me.

Could that be true? I really don't know. It sounds a little far-fetched to me. However, one thing is sure: there is an excellent chance that you can use what I've learned about how to make newspaper ads pay off to make yourself (or your company) a real bundle of money. Do you have a direct mail promotion that's working? If so, and especially if that direct mail package has wide consumer appeal, you should definitely consider giving daily newspapers a test.

It's easy. First of all, your copy is already written. All you've got to do is "reformat" your direct mail package so it is suitable to run in a paper.

Not only is it easy, it's also cheap. If you know what you're doing, you can run a full-page ad in a good test paper like the Los Angeles Herald Examiner or the Fort Lauderdale News Sun Sentinel for less than \$3,000.00.

And, not only is it cheap and easy, it's fast! If I'm really motivated, I can often take a direct mail package I receive from a client on a Monday, and have that package reappear as a full-page ad on the following Monday, just six days later.

And you can read your results fast too. If you accept phone orders, you can often tell whether or not you have a winner the very same day the ad runs! And, even if your customer can only respond by mail, it will still only be a few days before you have the answer.

So, with all this going for it, why don't more direct marketers use daily newspapers?

It's the same old story: they don't know how. And neither do the ad agencies they hire to help them either. Did you know that there is not one ad agency in America that knows how to insure maximum readership from a full-page newspaper ad? I'd just love to be challenged on this. If you think I'm exaggerating, just stop reading for a moment and take enough time to

call your current ad agency (or any agency in the phone book) and ask them how to do it. Then, compare the info in the rest of this newsletter with the garbage you just heard on the phone.

But so what? You didn't subscribe to this newsletter to learn my opinion of ad agencies, did you? So, let's get to the heart of it. Listen: it has often been said that the three most important factors in choosing investment real estate are (1) location, (2) location and, (3) location. I think that's probably true. And, when it comes to running ads in newspapers, a similar precept needs to be held in mind. Namely, that the most important factor of all is . . .

POSITION! POSITION! POSITION!

Hark unto me. The #1 reason people don't respond to a newspaper ad is because they don't see it! Daily newspapers are huge. Many of them are several hundred pages thick. In fact, a recent edition of the L.A. Times contained 405 pages!

Whoeee! You sure could get lost in there, couldn't you?

Now look, if you ask a normal (dumb) advertising guy, where in the paper should you run your ad, he'll probably reply by asking what you are selling. Then, if you are selling a sporting goods item, he'll tell you, you should run in the sports section. And, if you are running an ad for an astrology book, it should go in the horoscope section. And a cookbook should go in the food section.

And so on.

And he'll also tell you that you should try to get a right hand page as far forward in the paper as possible.

Actually, all this is sort of true. But it's a dangerous sort of truth. It can lead to disaster. You want to know what most advertising guys remind me of? It's this: they remind me of a guy who's had three or four karate lessons. You know what a guy like this has learned? He's learned just enough to get himself stomped silly if he ever foolishly decides to darken the door of a tough redneck bar.

So true. Anyway, remember how I am incessantly preaching that the people of America sort through their mail while standing over a wastebasket? You do remember? Good. Now, here is something else for your to keep in mind:

**As soon as the people of America
sit down to peruse their daily
newspapers, they immediately
divide it by sections.**

A man may ask his wife for the sports pages. The wife might zero in on the food section. Their kids may ask for the comics. Entrepreneurs may want the business section. Gossip mongers may pick up the society pages.

And so on.

But nobody reads the entire paper. In fact, hardly anybody even opens up more than two or three sections. Think about it, do you?

So, what does all this mean on a practical basis? This: it means the very best place your ad can appear for maximum visibility (and hence, maximum readership) is on the front page of a section.

And the second best place? It's the back page of a section.

Here's why. You see, even though most people don't read or even open up every section, most people at least touch every section. Yes, they touch it if for no other reason than to pick it up to hand it to someone else or to throw it away. And, while they are thus handling each section, they are forced to at least glance at the front pages of those sections and (to a lesser degree) the back pages of said sections.

And, of course, while they are glancing at those pages, should they happen to see an eye-catching ad, an ad with a "killer" headline, they just might read a couple of paragraphs to see what it is all about. And, if those first couple of paragraphs are real good, then just maybe they'll read the rest of the ad. And, if all that happens, who knows, maybe you'll get an order.

So, know this: your first job is not to get your customer to read your ad. No. Your first job is to get him to see your ad!

It's just common sense. Look: an ad that appears on the inside of the sports pages will be seen by everybody who reads the sports section. However, if that same ad appears on the front or back of any section, it will be seen not only by sports fans but also by nearly everybody who handles the paper!

I know. I know. You think I'm making an awful big deal about this point, don't you? Well, I guess I am. But I'm not going to apologize. I don't care. I don't think there is anyone on the planet who can touch me when it comes to making full-page ads work in daily papers. And, believe it or not, as simple as it seems, you have just learned my numero uno secret which is:

**RUN YOUR AD ON THE
FRONT OR BACK OF A SECTION!**

So much for numero uno. Now for numero duo. In a nutshell, my second big secret is:

**MAKE YOUR AD LOOK
LIKE A NEWS STORY**

Don't make it look like an ad. Don't use line art. Don't use arrows, cute graphics, reverse type (except maybe to highlight a phone number), weird typestyles . . .

**OR ANYTHING ELSE THAT
MIGHT WIN AN AWARD
FOR GRAPHIC DESIGN**

Come closer. Listen: here is how to "think" about your newspaper ads. Think about what could be the best possible piece of luck you could have. Think about a reporter who heard a rumor about your product or service and decided to check it out. And then, he fell in love with it. In fact, he loved it so much, he went back to his type-writer and wrote a full-page rave article about what you are selling.

Wouldn't that be nice? Sure would. However, it is also unlikely that such a thing will happen. So . . .

YOU BE THAT REPORTER!

You write the rave "article." Just like a reporter would. And, at the end of the article, you perform a "public service" for your

readers by telling them where and how to order. But, after all this, don't screw up by having your "article" typeset to look like an ad.

No. No. Noooo. It should be typeset to look like the "article" it is. You know, ad agencies just love to quote studies that prove how much people love to read advertising.

Garbage! Garbage! Garbage!

Editorial material (or material that appears to be editorial) gets 500% more readership than material that is obviously advertising.

So be it.

Now, a cunningly careful, highly scientific examination of daily newspapers will yield yet another useful bit of data. Namely...

Newspapers all come folded in half

Hmmm? So what's the big deal about that? This: it is not necessary to unfold a newspaper to separate one section from another. And, what this means, of course, is that, in the process of separating a newspaper by sections, a person may only have to glance at either the top half or the bottom half of the front or back page of each section.

Not both halves.

Now, if it's the top half at which he glances, that's fine! That's where your headline is. And we all know what a headline is, don't we? A headline, of course, is . . .

AN AD FOR YOUR AD!

But wait. What if our reader, while separating his paper into sections, is doing it in such a way so that he only has to glance at the bottom half of each section? Where there is no headline? No ad for our ad?

Gadzooks. This is no good. No good. No good. So, what we've got to do here is make sure the bottom half of our ad has several subheads (little ads for our ad) interspersed between paragraphs and printed in bold type.

Sort of Like This

What else? Oh yeah, if you really want to make newspapers work, you've also got to buy them right! This is a real art and, trust me, there aren't any ad agencies (even the big ones) who have the faintest idea of how to do it.

Here's a story about someone who does know how. Once upon a time, I owned a publishing company with offices in North Canton, Ohio and also at 535 Madison Avenue, right in the heart of the Big Apple. Well, at that time, I was buying a truly enormous amount of newspaper space. In fact, you probably wouldn't believe just how much. So anyway, back then, one of the guys who worked for my company hired a new gal to do some secretarial work for him. Her name was Nancy Jones and, over a period of time, she got into buying media for us. Soon, she became better at buying space than any of my executives

and, for sure, far better than me. The years have rolled by. My publishing company was sold many moons ago but Nancy, on her own, has continued to sharpen her space buying skills. And, I'll tell you this:

**When it comes to buying
space in daily newspapers,
Nancy Jones is the best
on the planet!**

Period.

Proof: here is a slightly edited and bowdlerized version of a letter Nancy wrote (I wish I could figure out some way to steal the credit and claim I wrote it) to a large number of newspapers:

Dear Advertising Director,

Over the past several years, our client, the XYZ Company, has repeatedly expressed an interest in having his advertisements published in your newspaper.

However, our agency has compared your open rate with that of newspapers where the advertisement has already been published and we have found it necessary to advise the client against including your newspaper in his advertising schedules. This decision was based mainly on the fact that the client's advertisement has been profitable only in those newspapers where a stand-by or remnant rate has been offered.

As you know, stand-by simply means that a newspaper agrees to publish an advertisement whenever or wherever space becomes available and offers to reduce the open line rate to the advertiser for "standing by." Space may become available due to last minute cancellations of scheduled advertisements or because of production difficulties. Whatever the reason, the newspaper will generally insert a house ad or a public service ad to fill the hole in the newspaper. Therefore, more often than not, the newspaper receives no revenue for the use of this space.

Thus, stand-by advertising has become advantageous for both the newspaper and the advertiser. The newspaper has the opportunity to make money on space it might otherwise have to give away. The advertiser is able to use a publication it could not use at the open rate.

More and more newspapers are becoming involved in stand-by advertising. Enclosed is a current list of newspapers offering a stand-by program and the discounts they allow. We are aware that your newspaper has not offered a stand-by rate in the past but we would like very much for you to consider this possibility now. We are enclosing an insertion order for a full page, a mechanical and a check for the new amount of the order. The net amount has been computed at the open rate discounted by 50% for stand-by, normal for the industry, and 15% for the standard agency discount.

If you accept our offer, simply hold the material until space becomes available. If and when the opportunity presents itself, run the ad, cash the check, and send us a tear sheet. If you do not wish to participate at this time, simply return the check to the agency and destroy the mechanical.

This offer expires in 15 days. Please feel free to call if you have any questions about the offer or our client.

Sincerely,

Nancy Jones

So, guess what has happened as a result of that letter? This:

**72% of the papers responded
on a favorable basis and Nancy Jones
can now buy more newspapers at
a more favorable rate than any
"sophisticated" media buyer
working in any ad agency
anywhere in the U.S.!**

Here's a list of just ten papers showing the card rate (the rate ad agencies get) and the "stand-by" rate that Nancy gets:

Daily Open Nancy's

Name of Paper Circ. Rate Rate Savings

Abilene Reporter News 51,070 \$3,315.00 \$1,823.25 \$1,491.75

Augusta Chronicle 78,706 3,919.02 2,155.46 1,763.56

Bakersfield

Californian 81,145 3,720.78 2,455.72 1,265.06

Daytona Beach

News Journal 100,232 3,715.74 2,043.66 1,672.08

Fresno Bee 138,453 6,275.85 3,451.72 2,824.13

Las Vegas

Review Journal 100,011 4,102.20 2,256.21 1,845.99

Long Beach

Press Telegram 127,870 6,439.68 3,541.82 2,897.86

Nashville Journal 189,755 8,012.19 4,406.71 3,605.48

Shreveport

Journal Times 99,483 6,023.01 3,312.66 2,710.35

And so on.

Note: These rates change often and this is just a few of the hundreds of papers with which Nancy deals. Not only that, I have purposely listed only a few of the little papers with whom she does business. But rest assured, she gets similar discounts from many of the biggies.

Whatever. I'm running out of gas. Therefore, here is a summation of some of the secrets that have helped transform Sir Gary, the Ravin' Maven of Marketing into the Ace of Space and Prince of Print:

A. Try to run your full-page ads on either the front or the back of a section.

B. Make your ad look like an article.

C. Pepper your ad with subheads, especially the lower half (that half that appears below the fold) of the ad.

D. Buy cheap. Nancy Jones can be reached at (727) 535-7899, 1001 Starkey Rd. #111, Largo, FL 34641.

A final point: would you like to know how to get more mileage out of this newsletter? It's simple. After you've read it once for yourself, read it again aloud to someone else. You'll be surprised how this little trick will make the info and insights come alive and how it will have a synergistic effect and spark a lot of ideas.

Besides, it will help spread the word of my wonderfulness.

Sincerely,

Gary C. Halbert

A man who is truly "a legend in his own mind."

P.S. Next month will be the first anniversary of this newsletter. Therefore, it will be a very special issue!

Trust me.

P.P.S. Do you need "roll-out" money for a tested ad or direct mail package? If so, call me.

And remember . . .

**NOTHING IS IMPOSSIBLE FOR
A MAN WHO REFUSES TO
LISTEN TO REASON!**

See you next month.

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How to make...

By: Gary Halbert

MAXIMUM MONEY

in MINIMUM TIME!

Copywriting Secrets Collection

SECTION #6

How To Get The Exact Name And Address Of Every Man, Woman And Child Who Is Ever Likely To Become One Of Your Customers!

If you learn how to use direct mail properly, the results can be so amazing it may take your breath away!

I'm not kidding. Here's an example: once upon a time, I wrote a simple, one-page letter that sold a "family name research report" that told you about the history of your name and some facts (including a drawing) of the earliest known coat-of-arms that was recorded with your surname. Now, would you care to guess how many cash-with-order customers I got from that one-page letter? It's really quite astonishing because I sold those little reports to...

7,300,000 different people!

All from a simple, one-page letter. Isn't that something? By the way, it took more than 40 people just to make the bank deposits because, often, we'd receive more than 20,000 checks in a single day.

So, as you can see, if you use direct mail and, do it right, it can really pay off!

Now, as far as doing it right is concerned, the most important element of all is the mailing list. It doesn't matter how attractive your offer or how brilliant your sales letter if you mail to the wrong list you're going to flop.

What mailing lists should you use? Well, that depends on what kind of business you're in. If you've got a business like a restaurant, a hardware store or some other kind of retail establishment, your choices are pretty much obvious because, what you need is simply the names and addresses of everyone who lives in your trading area. In other words, what you need is a "resident" list.

A list like this is very easy to obtain. Actually, if you live in a fair sized city, it may very well be as easy as looking under "mailing lists" in the yellow pages of your telephone book. Here is Los Angeles, for example there are 31 entries under mailing lists in the Pacific Bell Business to Business yellow pages. One of these companies is called Mailing Lists of Southern California (800) 352-7450, (www.wholesailemailinglists.com) and they have the name and address of almost everyone who lives in southern California and you can order by zip code.

You can also specify if you want homeowners only or apartment dwellers only. You can get the names of all the chiropractors, all the nurses, the real estate brokers, tax preparers, optometrists and many other types of occupations. You can also order all the boat owners, business owners (by category) and almost any other selection your little heart desires.

Here's an example of how you can use these mailing lists. Let's suppose you own a restaurant. Well, what you could do is order all the names and addresses of all the 6,486 dentists in southern California and send them a letter like this:

Dear Friend,

I am writing this letter to you because you are a dentist. Here is why. My name is John Jones and I own John's restaurant here in Anytown, and I have decided that every day next month I am going to serve free wine with every meal to every dentist who comes in for dinner. Want to know why? It's a very unusual reason and, if you'll ask me about it, I'll tell you when you drop in.

Sincerely,

John Jones
Owner

Now, why are you offering a "dentist's special" for your restaurant? I don't know. Maybe because your daughter married a dentist and she didn't end up marrying that Padagonian pigmy you were worried about. Maybe because a dentist did something to save you from periodontal disease. And, if this approach works, why not have a special for insurance agents, or accountants or architects and so on?

This is an example of "customizing" your advertising to a specific group. You can also customize it by geographic area, by boat owners or what have you.

Now, listen: if there aren't any companies under "Mailing Lists" in your phone book, all is not lost. You see, there is a big national company who also have the name and addresses of nearly everyone in your geographic area. So, if you don't luck out with a local company, you should call either Acxiom Infobase at (888) 459-3282, Website: www.acxiom.com/infobase or Donnelly List Marketing at (800)-711-4913; Fax (203) 552-6334; Website: www.donnelleymarketing.com.

By the way, these last two companies can also select by make, year and model of car. Do you know what that means? Just this: it means you can also have a "Ferrari Special" a "Chevy Special" a "Ford Special" and so on.

O.K., what we've been talking about so far are compiled lists. Another type of list is known as a "buyers list." This type of list is usually much more responsive but, often, it is not regional in nature. A "buyer" list for example, might contain all the names of the several million people who bought a certain diet product in the last few years. Or, it could be a list of people who have bought books by mail, tools by mail, etc.

There are two primary sources that have info on these types of lists. The first is the Standard Rate & Data (SRDS) List Book. This is a huge book that contains a description of literally thousands of different mailing lists. Your library should have it (ask for SRDS Direct Mail Lists Rates and Data) and, if they don't you can call SRDS direct at (800) 851-7737; Fax (847)375-5001; Website: www.srds.com.

By the way, I strongly suggest you get a copy of this publication (it's being updated all the time) and spend about 20 hours just reading all the various listings.

Believe me, it will really open your eyes!

The other source for those names, is your handy, dandy list broker. A list broker works very much like a real estate broker except that his product is names and addresses rather than homes. Once again, your phone book is the first place you should check to find a list broker in your city. If there aren't any in your local area, I suggest you go to your library and see if they have, as many libraries do, the phone books from major cities all over the country. If they do, then simply check under "Mailing List Brokers" in the yellow pages of the phone book of the largest city that is near you.

And, just for insurance, I'm going to give you here the names and phone numbers of five list brokers in different parts of the U.S. Here they are:

1. Los Angeles - Thulin Communications, Inc.
(818) 752-1800; Fax (818) 752-1808

2. New York – WalterKarl
(914) 620-0700; Fax (914) 620-0612

3. Chicago - Aggressive List Management, Inc.
(847) 304-4030; Fax (847) 304-4032; Email: alminc1@aol.com

4. Kansas – List Locators & Manager
(913) 338-5055; Fax (913) 338-1078; Web: www.listlocators.com

5. Ohio – Penton Lists
(216) 931-9502; Fax (216) 696-6662; Email: cbrookins@penton.com

Now, once you decide which lists you want to mail, you should also give some consideration as to how you are going to eliminate "deadwood" names that probably will never become one of your customers. Some of the ways you do this are very simple and only require a little common sense. If, for example, you are selling something that only appeals to women, you instruct the list broker or list owner to simply eliminate all men from the list.

However, it's not always that simple. Suppose, for example, you are selling an upscale product with a big price tag and you know that lower income people are not good prospects for you. Well, what you need to know here is that some of the bigger list companies like Donnelly & Acxiom use what is known as a "demographic overlay." What this means is that each name on their files is "coded" with info about the aggregate value of the vehicles they own, their education and income level, their marital status and a dozen or so more "life styles indicators" that enables you to select only those people who are most likely to purchase your goods or services.

Another way you can choose people is by ethnic groups such as Italians, Germans, etc. And if, for example, you are publishing a magazine like Ebony that is written for a black audience, you can ask for only those people who live in zip codes with predominately black households.

On the other hand, you can also eliminate black households from your mailings if you are selling something that only appeals to Caucasians.

So, no matter what mailing list you decide to use, be sure and discuss the "selects" that are available with your list broker or whatever mailing house you using.

In conclusion, I'd like to say that the main things you should do, as a result of reading this report is:

1. Browse through the SRDS List Book for several hours at least. It will really open your eyes, and give you hundreds of ideas!
2. Call at least one of the list brokers or mailing houses mentioned in this report and ask for their advice!
3. Put on your "thinking cap" and think of some fresh new ways to "customize" your mailings!

And finally, good luck!

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How to make...

By: Gary Halbert

MAXIMUM MONEY

in MINIMUM TIME!

Copywriting Secrets Collection

SECTION #7

What To Write On A Simple Postcard Mailing That Will Make People Flood Into Your Business

You are about to learn all about one of the neatest little tricks I've ever developed.

Here's what you'll need to get started: (1) a mailing list that has the names and addresses of all of your potential customers; (2) a supply of small, inexpensive first-class [postcards](#) just like the ones you can buy right from the post office; (3) an answering machine that will let you record a message at least two minutes in length.

Now, let's say you own a used car lot and you'd like to have a lot more customers. O.K., what you do first is you stick one of your postcards into your handy dandy little office typewriter and you type a message that reads something like this:

Dear Friend,

Would you like to learn an amazing secret that will help you buy good used cars at dirt-cheap prices?

If so, all you have to do is call (000) 000-0000 and you will hear a free recorded message that reveals how you can get some truly amazing bargains.

Sincerely,

John Jones

That was pretty simple, wasn't it? What you do next is you have all your postcards printed up with this same message and address them to everybody on your list.

Now, what you've got to do is write out a little telephone "script" and it might read something like this:

THANK YOU FOR CALLING.

MY NAME IS JOHN JONES AND I'M GOING TO TELL YOU HOW I LEARNED TO BUY GOOD USED CARS AT PRICES SO LOW I COULD HARDLY BELIEVE IT.

FIRST OF ALL, DID YOU KNOW THAT LAW ENFORCEMENT AGENCIES CONFISCATE MILLIONS OF DOLLARS WORTH OF CARS EVERY YEAR FROM DRUG DEALERS AND OTHER CRIMINALS?

WELL, IT'S TRUE AND SOMETIMES YOU CAN BUY THESE CARS AT EXTREMELY LOW PRICES. RECENTLY:

FOR EXAMPLE, I BOUGHT A 1982 FORD FOR ONLY \$2400 AND A 1985 PLYMOUTH FOR ONLY \$750.

THE WAY YOU FIND OUT ABOUT THESE CARS IS BY GETTING ON THE BIDDING LIST OF YOUR LOCAL POLICE DEPARTMENT, THE SHERIFF'S OFFICE AND ALL THE LOCAL AND FEDERAL DRUG ENFORCEMENT AGENCIES. JUST LOOK THEM UP IN THE TELEPHONE BOOK AND CALL THEM AND TELL THEM YOU WANT TO BE ON THEIR BIDDER'S LIST.

WHEN YOU GET THE LISTS, READ THEM CAREFULLY AND DECIDE WHICH CARS YOU ARE INTERESTED IN AND GO TO THE VARIOUS AUCTIONS AND MAKE YOUR BIDS. THAT'S ALL THERE IS TO IT. ON THE OTHER HAND, IF YOU NEED A CAR RIGHT NOW, I'VE GOT 15 OF THEM I GOT FROM THESE AUCTIONS AND I CAN SELL YOU ANY ONE OF THEM AT A PRICE SO LOW YOU CAN HARDLY BELIEVE IT.

IF YOU'RE INTERESTED, YOU CAN CALL ME AT MY PRIVATE NUMBER WHICH IS (000) 000-0000. ONCE AGAIN, I'M IN THE 000 AREA CODE AND MY NUMBER IS 000-0000.

THANK YOU.

So, practice reading your script a couple of times and then record it on your answering machine.

Now, mail your postcards and sit back and wait for action!

You know this is a very simple idea but, I'm telling you, it really works like crazy. Here are some of the reasons this works so well.

- #1. You are offering free information about something your prospect is interested in.
- #2. You take the "threat" out of it when your prospect learns it's a recorded message. You see, that way, he doesn't have to worry about talking to a high-pressure salesperson.
- #3. When he listens to your recording, he finds that you are a swell guy because you actually delivered on your promise (this is crucial) and the friendliness in your voice put him at ease.

#4. And finally, you offered him a hassle-free way of solving his problem which, in this case, is the problem of finding a good, cheap used car.

This technique can work no matter what kind of business you are in. Of course, what you write on the postcard and what you say on the recorded message has to be "customized" to your particular business. But, if you put on your thinking cap, that shouldn't be much of a problem. Here's what you might write if you were a plastic surgeon, a jeweler or a stockbroker:

Dear Friend,

Did you know there is a new plastic surgery technique that can make you look 15-years younger?

It's true. And, if you want to know about it, all you have to do is call (000) 000-0000 and listen to a free recorded message that will give you all the facts. You can call anytime, 24-hours a day

Sincerely,

John Jones, M.D.

Dear Friend,

Would you like to know how to buy diamonds cheaper than a jeweler can get them?

If so, etc., etc., etc.

Dear Friend,

Would you like to know about 10 stocks that may double in price in the next 6 months?

If so, etc., etc., etc.

And so on. The important things are to offer info your prospects should be interested in, take the fear out of it by telling them they'll get the info from a recorded message, delivering on your promise (really give them a little important info) and then, letting them know how you can help them and inviting them to call you or to come into your store or place of business.

How well can something like this work? Hear this: I'm doing something similar to this right now and, just recently, I've gotten nearly 4,000 calls.

Try it, you'll like it.

Sincerely,

Gary C. Halbert

P.S. By the way, you may also want to try running a small, "postcard ad" in your local paper. All it requires is a small change in the "look" of your copy. Here's three examples:

HOW TO BUY L.A. REAL ESTATE AT ROCK-BOTTOM PRICES! Call (000) 000-0000 for an amazing free recorded message. You can call anytime 24-hours per day.

HOW TO PROMOTE YOUR BUSINESS FOR LESS THAN \$1,000.00! Exciting free recorded message by world's best copywriter reveals amazing secret! Call anytime 24-hours per day. (000) 000-0000.

DID YOU KNOW THAT THE BEST MEXICAN RESTAURANT IN TOWN ALSO HAS THE LOWEST PRICES! That's because I have learned a certain "Mexican Secret" and you can learn all about it by listening to a free recorded message. Just call (000) 000-0000 any time 24-hours a day.

That's it. You've got the formula now and, shame on you if you don't use it.

Go for it!

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How to make...

By: Gary Halbert

MAXIMUM MONEY

in MINIMUM TIME!

Copywriting Secrets Collection

SECTION #8

This section contains the complete text of the 7/3/87 issue of The Gary Halbert Letter

Can It And Clone It

**"There I was at 15,000 feet, both engines on fire
and my parachute in the laundry. . . ."**

You ever feel like that? You've got a marketing emergency on your hands and you've got to solve it right now!

Listen: I get calls nearly every day from people who need instant marketing solutions. They're not copywriters and they have no advertising experience. They don't trust ad agencies (and rightly so) and they haven't the luxury of enough time to become grounded in marketing theory by reading [Robert Collier](#), [Claude Hopkins](#) and so on. In fact, they have no desire to become marketing experts. No. It's just that every "expert" they've ever hired has disappointed them and, since I'm usually too booked up to do any new jobs on a "right now" basis, they want to know... "What should I do?"

"Do it by the numbers," I tell them.

Here's what I mean. Look: If you have a good product or service, you probably already know exactly how to sell it when you are talking to someone during a "one-on-one" situation. Whether you are talking to someone in person or, perhaps, on the telephone, it probably doesn't matter; my bet is you know exactly what words to use and what buttons to push to most impress your prospective customer.

Am I right? Aha, I thought so.

However, here is a curious fact: most people who are very good in a personal selling situation "freeze up" when it comes to transferring their sales pitch to the printed word.

Or else they struggle to "get creative."

Forget that rubbish. Here's a better way. The first thing you do is you begin to record (with the other party's permission) all of your conversations whenever you are talking to one of your prospects on the phone. Keep doing this until you are able to forget that you are doing it. Why? The reason is simple. You see, at first, when you are aware that what you are saying is being recorded, you will stifle yourself. You'll try to make sure what you are saying is grammatically correct. Or you'll try to be clever. Or more dramatic. Or less dramatic.

Or whatever.

But if you keep doing it long enough, you'll eventually forget about the damn tape recorder and you'll revert to being your own natural wonderful self and you'll deliver your usual compelling sales presentation.

And hopefully, after awhile, we'll have a recording of you talking to a prospect when you are at "concert pitch."

Goody. But what's next? This: what we do next is take that recording to a typist and have it transcribed. Then, after it has been transcribed, we take a copy of that typed transcription and number each one of the paragraphs. By the way, for our purposes, a paragraph is one or more sentences that express a single idea or aspect of a subject.

O.K., now let's say we have the first draft of our "sales-pitch-in-print" and it contains 47 paragraphs and you have duly numbered them 1 through 47.

Next, we carefully go over each one of these paragraphs and give each of them another number that is based on a scale of 1 to 10, 10 being highest. What we are doing here is "ranking" each paragraph as to how much favorable influence that paragraph has on our prospect. For example, let's say we are pitching a 31 foot Bertram sport fishing boat (one of the best) and we know from previous experience that our customers are very interested in the fact that the boat has a wide beam and a hull configuration that makes it extremely seaworthy and very uninterested in the fact that it comes with matching curtains and towels.

So, let's say the paragraphs about the seaworthiness of the boat get a ranking of 8 and the ones about matching curtains and towels get a ranking of 2.

Whatever. So, what we've got now is a "sales-pitch-in-print" that is 47 paragraphs long and wherein each paragraph has been rated for wonderfulness on a scale of 1 to 10.

Now, what I want you to do next is to cut out all those paragraphs with a pair of scissors and then divide them into three groups. The first group will consist of those paragraphs that describe the benefits of owning a Bertram and the second group will consist of those paragraphs that tell "interesting facts" about the boat. The third group of paragraphs will be those paragraphs that don't say anything about the Bertram or else paragraphs that do not advance your sales presentation in any way whatsoever.

Now, throw the third group away and arrange the other two groups in rank order from 10 on down. Next, throw out all paragraphs with a rating of 5 or less. Next, rewrite the remaining paragraphs. But BEWARE: don't change them much. Just more or less "clean them up." Take out the "ers" and "ums," the redundant words and sentences and sort of tighten up your sentence structure and grammar.

Let us press on. What I'd like you to do now is try to forget you are trying to write an ad or a sales letter. Instead, what I want you to do is to concentrate on writing a memo.

A long memo.

Write it to someone you can easily visualize in your mind's eye, someone who is a good prospect for a good, relatively cheap sport fishing boat. Someone extremely good-looking and modest.

Someone like me, Sir Gary of Halbert, Ace of Space, Prince of Print, Count of Cable and all around Bon Vivant.

Your memo should read something like this:

MEMO

Dear Gary,

I hear you are looking for a good, seaworthy sport-fishing boat.

Listen: I've got a good one for sale. It's really a humdinger. Here are seven interesting facts about this boat:

1. (Insert highest ranked interesting fact.)

2. (Insert second highest ranked fact.)

3. (Insert third highest ranked fact.)

4. (You've got the idea, right?)

5. (Ditto)

6. (Et Cetera)

7. (and so forth)

Hey, Gary, what about those apples? Maybe now, you can see why this particular boat is such a honey. There are many benefits to owning a boat like this. Here are five of the main ones:

1. (Insert paragraph on highest ranked benefits of owning this boat.)

2. (Insert second highest ranked paragraph.)

3. (Ditto)

4. (Et Cetera)

5. (and so forth)

Well anyway, Gary, those are just a few of the "high-lights" about the wonderfulness of this boat but, actually, there are many more reasons it makes sense for you to own a vessel like this and I'd love to explain them to you in person.

So here's the deal. I know you're busy, what with all your clients and writing your newsletter and scuba diving with Paulette and so forth, so I'm gonna give you a chance to digest this memo and then, in a few days, I'll give you a call and see if you are interested.

In the meantime, if you want more info sooner, you can call me at (000) 000-0000.

By the way, I love your newsletter and I really enjoy reading it every month in spite of your conceited, egomaniacal ramblings.

Sincerely,

Joe Subscriber
An Astute Student

Now listen: I want to know something. It is this: did you think that little "lesson" was a bit too simple? If so, you are doing yourself a great disservice. You see, if you can grasp the essence of what I've just imparted, you will have learned an enormously important marketing lesson.

Here is that lesson:

FORGET TRYING TO
BE CREATIVE!
FORGET TRYING TO
BE CLEVER!
STOP WORRYING ABOUT
THOSE AWARDS YOU'D
LIKE TO WIN!

Hark unto me: your job is not to be creative, clever or win awards. No. Your job is to sell, damn it.

Selling is not yelling. Selling is not tricks. Selling is an impressive, forceful communication of facts and benefits. What I have just taught you is a far cry from being the end-all and be-all of how to create advertising. However, that simple little process of recording your person-to-person sales presentations and then, transferring them to paper as I have outlined works far better than trying to "dream up" some award winning vapidity.

Check this out: There's a guy named Bruce Horovitz who writes a column on marketing which appears in the Business Section of the Los Angeles Times every Tuesday. Recently, on June 9th, one of his articles was about a gentleman named Sean Kevin Fitzpatrick who is executive vice president and creative director of an ad firm named Campbell-Ewald Co. The article is about Fitzpatrick's "Heartbeat of America" commercial (which consists mostly of a catchy song) that he created for the Chevrolet division of General Motors.

The article tells how "successful" this campaign is and how Chevrolet's current series of car and truck ads have been nominated for 10 Clio awards.

It's a stupid commercial.

In fact, this campaign is so stupid it would appear to me that Fitzpatrick doesn't even know what advertising is. (Or at least what it's supposed to be!) Advertising is not reminding someone of your existence; it is not song writing, dancing bears, and tricky words and catchy music.

No! Good advertising is simply....

SALESMANSHIP MULTIPLIED

I don't know how much money has been wasted on this moronic campaign. However, I do know that, according to this same article that, during the first quarter of 1987, Chevrolet sales are down 12.1% compared to what they were last year!

Is it any wonder?

But you know what? People who can't produce results often get very creative when it comes to creating cop-outs. And, in the ad business, if you can't produce sales, what you do is you tell your client that you are building his "image." You tell him how all this money he's spending will pay off sometime in "years-to-come."

Listen to this quote from another "advertising expert" in the same article: "But this campaign can't be measured in short-term results. It is an image building campaign. Image is the key issue of the car market...blah, blah, blah."

What garbage. You know what Fitzpatrick should have done instead of writing a song? It's simple: he should have found out who the 10 best Chevy salesmen are in the entire U.S. Then, he should have met with these men and watched them sell cars and he should have recorded their sales presentations and taken notes.

And then, he should have created an intelligent campaign built around the best parts of those effective sales presentations!

Maybe this guy deserves to win a Grammy but he sure as hell shouldn't get any awards based on his ability to create advertising that sells cars!

Oh, well. I suppose if it wasn't for guys like him, there wouldn't be so much demand for guys like me.

Onward. Look, I'm coming to the close of this month's letter and, before I do, I want to tell you about a couple of things that are not directly related to marketing. I hope you'll bear with me. I'm going to tell you about one of these items because it is so potentially important and the other because it is so utterly delightful.

ITEM 1: Back in the 70's, someone told me about a doctor who became wealthy developing some industrial patents that were used in Europe. Apparently, he used his wealth to set up a clinic in Paris to treat patients and do research. However, when the Nazis invaded Paris, he found it necessary to flee to the U.S. When he got here he set up another clinic and began treating cancer patients and doing more research.

Anyway, I met this man sometime in 1971 or 1972 and I was very impressed with him. He showed me a book he had published with remarkable before and after pictures of patients he had cured of cancer. In fact, he autographed the book for me and he also showed me letters from some of the authorities in "establishment medicine" that said, in effect, that although his ideas may have some merit, any real cure for cancer will come from the establishment.

What this doctor told me is that most MD's and hospitals don't want to treat cancer patients the way he does because it is too expensive and time-consuming.

Now, let's flash forward to a few days ago. I'm sitting in my office when I get a call from one of my clients (an international publisher) who says: "Gary, I'm thinking about doing a book on this doctor in Manhattan. He's 91 years old and he's been treating AIDS patients with a 100% success rate!"

"Listen," I said, "is this guy's name Revici?"

Well, guess what? It appears it's the same doctor I met!

Now, hold on. I can't vouch for the truth of what you have just read. And, it is very cruel to hold out false hope for people who are seriously ill. However, I've heard enough about this doctor from enough sources that, if you know someone with AIDS, you might suggest they check this guy out. He runs the Institute of Applied Biology in Manhattan and the number is (212) 876-9669.

Once again, I'm not saying all this is true. I'm just saying it seems worthy of investigation.

(Editors note: The above phone number is no longer valid. If you would like to do research on these subjects you might try the following: www.padrak.com/beck/; www.loa.com/~dragonfly/bbstuff.html; www.explorepub.com/articles/beck/hiv_article.html; www.rt66.com/~rifetech/; www.ns.htc.net/~trumans/; www.earthdream.com/curecnc.htm; www.cancerdecision.com; www.cancer-coverup.com)

ITEM 2: I had dinner last Saturday with an old scuba buddy of mine and he introduced me to an incredible restaurant that specializes in Southern cooking. This restaurant is called "AUNT KIZZY'S BACK PORCH" and it is owned by a black couple named Adolf and Mary Dulan. Let me tell you, Adolf Dulan absolutely bends over backwards to see that his guests are happy. It is a real joy to see a man with this much grace and caring.

And the food? It is, quite simply, the best I've ever eaten in any restaurant anywhere in the world.

Period.

By the way, don't look for fancy decor. AUNT KIZZY'S is located at 4325 Glencoe Avenue which is in the Villa Marina shopping center.

Sincerely,

Gary C. Halbert

"The very most semi-handsome ad man who ever lived."

P.S. Someone once said that if all my newspaper ads were being run by one company (instead of separate clients) that that company would be the third largest newspaper advertiser in the U.S. I don't know if that statement was true back when it was uttered but I sure as hell have created a lot of newspaper ads that have produced phenomenal results!

Want to know some of my secrets? Tune in next month. I dare say Bruce Horovitz won't have revealed any of them by then.

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How to make...

By: Gary Halbert

MAXIMUM MONEY

in MINIMUM TIME!

Copywriting Secrets Collection

SECTION #9

How To Mail Up To 100,000 Letters Per Week At No Cost Whatsoever!

(not even postage)

What you are about to read is a remarkably simple idea that can be worth thousands and thousands of dollars to you. It is a tested idea. Others are using it every day and now, it's your turn!

Listen: One of the very best ways to advertise your business is direct mail. When you use direct mail, it enables you to fire your advertising bullets with a rifle instead of a shotgun. In other words, it lets you "target" your market.

However, there is a drawback. You see, direct mail is very expensive. Right now, for example, the postage cost of mailing a 1-ounce, first-class letter is \$.33. And soon, it's going to be \$.34 and more. And, when you use direct mail, there are many other expenses besides postage. For example, you've got to pay for printing, list rental, envelopes, folding, stuffing and sealing and so on.

What this all boils down to is that it's going to cost you about \$.60 (or more) for every piece of direct mail advertising you send out even if you mail bulk rate.

Now, let's suppose you have a real estate business here in Los Angeles and you want to mail a sales letter to everyone in your trading area. O.K., if your real estate business is located on Sunset Blvd. near my office, that means you will probably, just for openers, want to mail everyone who lives in the zip code (90069) where your business is located.

Also, if your first mailing is successful, you'll probably want to expand your mailings to include everybody who lives in the zip code areas that are adjacent to 90069.

Anyway, to get started, let's say you contact Mailing Lists of Southern California and you discover there are 57,128 people living in zip codes 90069, 90068, 90046 and 90210.

Let's see now, at \$.60 apiece, it's going to cost you \$34,276.80 to make just one mailing to all these people!

Hmm. There must be a better way, right? Well, there is. Your first step is to contract other, non- competing businesses in your trading area and you say to each one of them, something like this:

"Look, Mr. Druggist. As you know, the cost of direct mail advertising is sky high so I've got an idea. Listen: What I'm trying to do is to get 10 different businesses to get together and share in the costs and the benefits of a "co- op" mailing."

"What's a co-op mailing?" asks Mr. Druggist. "Well," you explain. "It's very simple. What happens is everybody gives me their advertising flyer and I'll mail them all in one envelope and the costs will be evenly divided among all the different businesses. That way, instead of it costing you \$34,276.80 to mail everybody in your trading area, it's only going to cost you in the neighborhood of \$3400.00 which is a savings of over 90%!"

Sounds good, doesn't it? Well, it is a good idea but, you've got to be careful. The first thing you've got to do is make sure that none of the participating businesses are in competition with each other. And, the second thing you've got to do is make sure your direct mail message stands out, head and shoulders above all the rest.

Fortunately, that's easy.

You see, many of those businesses will have their advertising prepared by a local ad agency and it will be terrible. The problem here is that most people who work for ad agencies only know how to "be creative" and win awards and not how to create direct mail that sells. The rest of your "co-passengers" will probably create their advertising themselves and, while that's better than hiring a moronic ad agency, they still won't have the special, inside knowledge and know-how you're going to enjoy as a subscriber to my newsletter.

So, what this means is most of the people in your mailing co-op are going to be mailing, coupons, announcements of a special sale, a brochure that explains what hours they are open and so forth.

Not you. No Sir. See, at this point, a light bulb is going off in your head and you are remembering what you read in that other free report about what to write on a simple postcard mailing that will make people flood into your business.

Remember? Remember how I suggested you write something that gets people to call and listen to a free recorded announcement that will entice them to call you or come to your place of business? You do remember? Good! And, since you're in the real estate business, you have a bunch of cards printed up that say something like this:

**FREE RECORDED MESSAGE REVEALS AN AMAZING SECRET
THAT LET'S YOU BUY L.A. REAL ESTATE WITHOUT
PAYING HIGH INTEREST RATES OR A BIG DOWN PAYMENT!
Call (213) 000-0000 anytime, 24-hours a day.**

And, of course, what you do is you have all your little "free-riding" postcards put in all those envelopes with all the other dumb advertising and your message gets a "free ride" to everybody in your trading area.

Another tip: Since everybody else will be using color, your message will stand out if it's in simple black and white.

Now, of course, once you get this program really cranked up and you are making mailings perhaps once every month, you'll

want to send different messages. But, don't worry. My newsletter is going to give you more good advertising ideas than you'll ever be able to use!

Does all this sound like a lot of work to you? Well, actually , it's not. True, there is a little effort to get this set up the first time but, after that, all you have to do is telephone everybody every month and tell them what the deadline is to have their material delivered to the lettershop.

And, if you are really a go-getter, why not get 50 local businesses involved with this idea and send out five different mailings every month. Therefore, since you'll be the organizer and don't have to pay like everybody else, your sales message can get a "free ride" in 100,000 mailings every week.

Or more!

Listen: I personally know of several people who have organized co-op mailings that go out in the millions every month.

So, if you've really got the ambition, working up to 100,000 letters a week should be a snap. So try it. And remember:

Nothing will work if you won't!

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How to make...

By: Gary Halbert

MAXIMUM MONEY

in MINIMUM TIME!

Copywriting Secrets Collection

Section #10

(This section contains the complete text of the 6/5/87 issue of The Gary Halbert Letter.)

How To Use 976 Numbers To Get People To Pay To Hear Your Sales Pitch!

Let's talk about sex.

A few years ago I was browsing in a Studio City bookstore when the devil made me pick up a girlie magazine called High Society. The devil then further directed my attention to the middle of the magazine whereupon he forced me to examine the centerfold of the month in minute detail.

Thank God for the devil.

Anyway, there she was, all, spread out in her nude, nubile glory, beckoning me to feast my eyes on every square inch of her lush, wanton, young body. But that's not all she was beckoning me to do. No, Sir! She was also beckoning me to call her at a special 976 number so I could hear her passionately profess how much she wanted my body.

And so I did.

And so did a few other people. In fact, if my info is correct, some of those centerfold ladies receive...

500,000 CALLS PER DAY!

Whoeee! That's a lot of heavy breathing, ain't it?

But, so what? What ramifications, if any, does all this have to do with our marketing efforts?

Plenty. Just wait. Now listen, do you know how this business of 976 numbers works? It's sort of like this: What you do is you go to Ma Bell and tell her you want to have some 976 numbers. Then you arrange to buy or lease some phone answering equipment. All this will cost you a few thou. O.K., after you've got all this in place, what you do is you run ads or mail letters or somehow entice people to call your 976 number to hear a recorded

message.

The numbers go something like this: First, the customer (he who does the dialing) must pay his normal phone charges. What this means is that if your 976 number is located in the 212 area code and he is calling from area code 213, then he must pay a long distance toll charge. However, if he is calling from the same area code, there is, of course, no long distance charge.

Further-more, he must also pay a fee (usually about \$2.00) for the privilege of listening to the info on the 976 recorded message.

And what happens to this \$2.00 fee? Aha, I thought you'd never ask. Hear this: The fee is collected by Ma Bell (it is added to the caller's phone bill) and Ma keeps about \$.50 of it and sends the rest (about \$1.50) to you!

Getting interesting, isn't it?

Let us press on. Remember that centerfold girl who invited me to call her so she could tell me how hot she was for my bod? Do you want to know what she told me after her recorded message got me all hot and bothered? Well, listen to this! What she told me at the end of her recording is that, if I wanted to talk to her live and, if I had a credit card, I could call another number and I would have the hottest conversation of my life!

Oh yeah! Oh yeah! Oh yeah!

Hold on, all. ye who would think ill of me. I'm not getting excited about all that heavy breathing; I'm getting excited about those numbers!

Let's see now, if some of those centerfold girls get 500,000 calls per day, that's, uh, about \$750,000.00 to he who owns the 976 numbers. And I wonder how many of those people with credit cards get excited enough to call and talk to a live girl? What do you think? 20%? 10%? 5%? Naw. That seems too high to me. Let's base our numbers on a 1% "conversion".

So, 1% of 500,000 is 5,000. Right? And what does it cost a credit card holder to listen to a real live girl talk dirty? Well, according to my informants, it's about \$35.00 for 15 minutes. And how much is \$35.00 times 5,000 callers? Check it out. It seems to me it's another.

\$175,000.00!

By now, I bet you want to know more about this 976 business, don't you? But you're probably just like me. In other words, even though you'd like to know how to apply all this to your own efforts, you don't want to call one of those "dial-a-porn" numbers by mistake, now do you? And so, as a public service, I, Sir Gary of Halbert, am hereby providing a list of numbers in the 213 area code you must avoid dialing at all cost. Therefore, no matter what, I implore you....

DO NOT CALL THESE NUMBERS!

Live Sex Talk	976-1133	Live Oral Excitement	976-6400
Gabrielle's Candy Store	976-5477	Hi Baby	976-5683
Sex Soap Opera	976-4277	Pick Your Pleasure (1-6)	976-8800
Live Domination/S&M	976-9447	Let Me Please You	976-0200
Love Line	976-9944	Adult Fantasy	976-8887

OR THESE EITHER!

Love Story Serial	976-6622	Adult Fantasies	976-5511
Love Story Serial #2	976-GLOW	Fantasies Come True	976-7399
A Beautiful Lady	976-7729	The Ultimate Male Fantasy	976-8665
Adult Connection	976-1122	Leave Your Own Sex Ad	976-LUVV
Live Fantasy	976-5551	Adult Film Stars	976-9111

AND ESPECIALLY NOT THESE!

Adult Bulletin Board	976-6600	Real Live Phone Sex	976-6644
The Beach Girls	976-0404	Self-Explanatory	976-SLUT
Talk With Young Actors	976-4323	Gay Talk Line	976-BARS
Live Phone Sex	976-DOIT	Talk With Young Hunks	976-7742

Remember....YOU HAVE BEEN WARNED!

Whew! I'm glad that's out of the way! Anyway, now that we know what not to do, how can we cash in on this 976 business for our own, more respectable business endeavors?

Hmn? How about this? How about if we are selling real estate in the L.A. area and we run a little ad in the Los Angeles Times that says....

**HOW TO BUY L.A. REAL ESTATE
ESTATE AT DIRT-CHEAP PRICES!**

Call (213) 976—0000 for
amazing recorded message.
\$2.00 plus toll, if any.

Then, when the caller calls, we give him some accurate and valid tips on how to buy L.A. real estate and, at the end of the recording, we give him our regular office number to call if he wants more info.

Did you like that one? I thought you would. By the way, (213) 976-HOME is a number that is safe to call in the L.A. area. You'll get a recorded message that will give you up-to-date info on L.A. area proper ties that have recently gone into foreclosure.

What else? Let's see. How about this? How about if Sir Gary, the Ravin' Maven of Marketing, runs an ad in the business section of various publications that says something like this....

**HOW TO PROMOTE YOUR BUSINESS
FOR LESS THAN \$1,000.00!**

Exciting recorded message
by world's best copywriter reveals amazing secret!
It's only \$2 + toll, if any. Call (213) 9 7 6 — G A R Y.

Whad'ya think? Will that one fly? Maybe I could change the message every week and many folks would call week after week and some of them would become profit able clients or associates.

Hey! Come to think of it, maybe we could mail out the same copy on a postcard to lists of our best prospects!

Want more? I knew you did. Remember how I told you in an earlier letter that all of us are greedy, greedy, greedy?

Don't forget that. That concept can lead you down many profitable paths. Like this one: Suppose you are a car dealer and you run an ad like this:

RED HOT CARS AT DIRT-CHEAP PRICES!

Incredible, recorded message reveals
how to get amazing bargains.

Call (213) 976—C A R S. \$2 plus toll, if any.

Or you're a cosmetic surgeon and you run one like this:

**NEW PLASTIC SURGERY TECHNIQUE
CAN MAKE YOU LOOK YEARS YOUNGER!**

Amazing recorded message gives
exciting details.

Only \$2.00 plus toll, if any.

Call 9 7 6 - F A C E.

Or you sell stocks and you run an ad like this:

**HOW TO PICK LOW-PRICED STOCKS
THAT ARE LIKELY TO DOUBLE
IN THE NEXT 90 - DAYS!**

Expert reveals exciting secret.

Call (212) 976—CASH

For amazing details.

\$2.00 plus toll, if any.

Etcetera, etcetera, etcetera.

Whatever. The point of all this is that there is now a relatively new and exciting way to get people to get people to actually pay to hear your sales pitch!

But, let me offer a word of caution: When you promise an inside secret, you must deliver. Don't ask them to call you at another number to get what they have already paid for. That's sleazy. And besides, it will turn people of f. It will make them less receptive to dealing with you. Instead, if you are a real estate broker, give a really valuable tip on your recorded message. Maybe you could tell the caller where and how to get a daily list of new foreclosures. Tell him what to do, where to go, what to say, what forms he needs and whatever else would be helpful. Then, after you have delivered you can tell him to call your personal number if he needs more info.

Listen: Advertising can work two ways. If you really are not a real estate or marketing expert, don't promote

yourself. Hell, all you're going to do is spend thousands of dollars to let people in on the fact that you're an idiot. (There's a couple marketing news letters out there I'm sure glad I don't have to sign name to.)

But look, if you've got some really good valid info you can deliver in a recorded message, you'll position yourself as a person who delivers and you'll whet their appetite for more of the same.

Onward. I started this month's issue on the subject of sex and, now that you've got me going, I think I'll rave on a little more. You know, I very seldom use sex in the advertising I create. I don't know why exactly, I just never have. But darn it, it sure seems to work. It sure seems to be the number one subject that occupies all of our "Enquiring Minds." Remember, in my issue on Haldeman-Julius' Little Blue Books how, back in the 1920's, the number one subject people wanted to read about was sex?

Well, it's the same today. Go to any big city magazine stand. Look at all those hundreds of magazines and you'll soon discover you can divide them into two, approximately equal categories:

SEX and then....everything else

And just look at this 976 number situation. I bet that 99.9% of all 976 calls are sex-related. You know, that's sort of a shame. Here's a great new way to generate leads and a positive cash flow at the exact same time and hardly anybody is using it except people selling titillation.

Another "sex story." Once upon a time, I was introduced to a guy who claimed he was the greatest living income tax expert in the world. I don't know if he was or not, but I do know he went bankrupt not too long after I met him. Anyway, this guy spent some really serious money in advertising in the Wall Street Journal and his ads usually developed the theme of:

HOW TO PAY ZERO TAXES!

Well, his ads were, I understand, fairly successful. And then one day, he got a picture of a beautiful, bosomy blond from a local photographer and he used that picture in one of his ads. Her picture did not belong in that ad. There was no connection between a sexy blond and a study course on how to reduce taxes. But guess what?

THAT AD WAS THE HIGHEST-PULLER HE EVER RAN!

You figure it out. By the way, this guy was a PhD (I hear that means "piled higher and deeper") and he even announced that fact on his vanity license plate. And, being a PhD, he never ran that ad again because he didn't feel it was consistent with his "image."

Isn't that a hoot?

Enough rambling. Let's get back to this 976 business. You know, I believe this may be one of the hottest new marketing phenomenons to come down the pike in recent years. So far, it's mostly being used on the heavy breathing crowd but, in my opinion, that's going to change a bit. Today I was reading the classifieds in the L.A. Times and I saw an ad that said this:

976-BIG MONEY MAKER
Winning programs that attract millions.
Advertisements that pull thousands of dollars daily.
Sure success. 213/637—3781.

I called the number and talked to a woman who said she was Martha Tucker. She said her company helps people get going in the 976 area and they are giving a seminar (admission price \$10.00) at the L.A. Hilton near the airport on June 20th. She also said her company offers a set of three tapes that reveal everything you need to know to get in on the 976 bonanza. The tapes are \$39.99 and they don't take credit cards and, if you send a check, they wait for it to clear before they ship. . I'm mailing them \$40.00 cash today and I've asked them to messenger the tapes to me ASAP. If the tapes contain valuable info, I'll let you know in a future letter. In the meantime, if you want more info in a hurry, you can contact them direct. Ask for Martha Tucker and you might mention that I suggested you call.

**The name and address of the company is:
INTERNATIONAL SMALL BUSINESS EXPO
POST OFFICE BOX 1006
PARAMOUNT, CA 90723
(213) 637—3781**

Want more ideas? Lordy, you sure are a glutton for idea stimulators, aren't you? Well, lucky for you, my youngest son, Bond, has compiled a list of 976 numbers that are safe (relatively) for you to call that may give you some ideas. You'll find them listed where I normally write some inane P.S.

Sincerely,

Gary C. Halbert

"A man so dedicated to his subscribers he gave up his 'virgin ears' in their behalf."

P.S. California Treasure Hunt	976-CLUE
Lotto Line	976-LOTO
Music Trivia	976-TUNE
Want A Scream	976—4437
Dial Your Date	976-LIFE
Horoscope Hotline — Scorpio	976—1900
- Cancer	976—1500
- Taurus	976—1300
- Capricorn	976—2600
- Libra	976—1800
- Sagittarius	976—2400
Joke Line	976-LAFF
Soap Opera Hotline	976-SOAP
Horseracing Hotline	976-RACE
Woody Woodpecker Tells Dinosaur Stories	976—2233

P.S. And here's my usual inane P.S.:

On June 12 (my birthday), Paulette and I have decided to "skyout" for parts unknown. But don't panic. We're coming back. Just give us 10-days or so.

UPDATE! UPDATE! UPDATE! UPDATE!

The 976 info you just read in section #10 was written in June of 1987. Therefore, some of the phone numbers are probably not good anymore.

Also, when I received the tapes I ordered from Martha Tucker, I was very disappointed and I cannot, in good conscience, recommend that you buy them.

However, all the money—making ideas in section #10 are still very viable and the good news is...

**YOU CAN NOW DO ALL
THIS PHONE STUFF ON
A NATIONAL BASIS!**

You see, in addition to 976, Ma Bell now offers a "900" service which is like a nationwide 976. All the great sales ideas you just read in section #10 still apply, only now you can "go national" and not have to use a different number for each city.

I'll be writing an entire newsletter on this new "900" number option in the near future. In the meantime, you can get more info from your long distance phone company and also from a magazine called "InfoText". This magazine is specifically geared to telephone information vendors and it will give you a great deal of help if you are interested in this lucrative area. InfoText is located in Capistrano Beach, California and you can get subscription details by calling (714) 493—2434. Ask for Bob Dale.

By the way, tell 'em Guru Gary sent ya. Thanks.

Sincerely,

Gary C. Halbert

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How to make...

By: Gary Halbert

MAXIMUM MONEY

in MINIMUM TIME!

Copywriting Secrets Collection

SECTION #11

How To Make Your Ad In The Yellow Pages Pull In 400% More Business Than It Does Now— At No Extra Charge!

Whenever someone opens the yellow pages, there are two things you can count on:

#1. That person is ready to buy.

#2. That person is undecided as to which establishment he should patronize.

O.K., let's suppose you are a chiropractor. Now, here in L.A., when I look under chiropractors I find there are 34 different listings. And, out of those 34, 12 of those doctors have gone to the additional expense of taking out a display ad. Their ads vary in size. The smallest one is 1-7/8 by 2 inches and the largest is 8 by 5 inches. Now, before I go on, I want you to look at (and read) the 7 ads which I have reproduced on page 5.

Alright, you tell me. Is there anything in any of those ads that would make you 400% more likely to go to one of those chiropractors instead of all the others?

I don't think so, either. And remember, these are the doctors who have paid extra for a display ad. The other doctors (the ones who are merely listed and don't have an ad), are even worse off. All they can hope for is that their office happens to be geographically closer to whomever is "letting his fingers do the walking" than the other doctors.

Not good enough. Let's see if we can do better. First, here is something you should remember:

**RESEARCH HAS PROVEN
THAT PEOPLE ARE 5-TIMES
MORE LIKELY TO READ
WHAT IS (OR APPEARS TO BE)
EDITORIAL MATTER THAN
THAT WHICH IS OBVIOUSLY
AN AD!**

And, here is something else for you to remember:

**WHEN PEOPLE LOOK
IN THE YELLOW PAGES
THEY ARE LOOKING
FOR A "SOLUTION."**

In other words, when a person looks under chiropractors, he's not only looking for a convenient Doctor of Chiropractic, he's also looking for a cure for his back pain, his migraine headaches or whatever. So, let's say our relief seeker, when he gets to the section on chiropractors, not only sees all those "lookalike" ads, he also sees an "editorial" message that has a headline something like this:

**WARNING: DON'T CALL
ANY CHIROPRACTOR UNTIL
YOU READ THIS ANNOUNCEMENT!**

Or perhaps, like this:

**DOES YOUR BACK HURT?
READ THIS BEFORE YOU
MAKE A MISTAKE AND
CHOOSE THE WRONG DOCTOR!**

Or this:

**ARE YOU IN PAIN? IF SO,
CALL (000) 000-0000 AND LISTEN
TO AN AMAZING FREE RECORDED MESSAGE
THAT REVEALS AMAZING WAY
TO STOP HURTING FAST!**

There is only one thing common about all these headlines and that is:

**THEY ALL OFFER
NEWS!**

Now, the copy underneath those headlines must deliver on the promise in the headline. It should inform, educate and then finally, give a compelling reason why the reader should choose the chiropractor who has written this "announcement" instead of another doctor. And, not only is the message important, the format or the "look" of the message/ad can be crucial.

And how should it look? The answer to that one is simple.

**IT SHOULD LOOK LIKE
A HOT NEWS STORY**

TAKEN RIGHT OUT OF A NEWSPAPER!

Sort of like this:

WARNING: DON'T CALL	
ANY CHIROPRACTOR UNTIL	
YOU READ <u>THIS!</u>	
<p>Did you know that not all chiropractors are the same?</p> <p>Yes, it's true. Some chiropractors only understand the Palmer method of spinal adjustment. While others who are more enlightened, understand not only the Palmer method but also many new techniques that give a more rapid and complete relief to pain.</p> <p>Do you hurt anywhere? Do you have a chronic back problem or a recurrent, nagging headache? If so, you should visit a chiropractor who uses the new painless "acupressure without needles" mode of therapy.</p> <p>Why? The answer is simple.</p>	<p>You see, this new technology can be used <u>on your very first visit</u> to reduce your back pain (or headache pain) by 375% in just 15 minutes!</p> <p>That's the good news. The bad news is that there are only three chiropractors in California who use this new method of eliminating pain and there is only one here in Los Angeles.</p> <p>So, if you need <u>fast</u> help, you should call (000) 000-0000 and make an appointment with Dr. R.J. Layton who is the only doctor in L.A. using this new "stop pain" technology.</p> <p>By the way, the first visit is <u>free</u>.</p>

Now listen: I just made that up. I really don't know much

about chiropractic. But, that's not the point. The idea is to get you thinking about what kind of "news release" you can write that will give you the edge on your competitors.

Remember these points: (1) offer news; (2) offer a solution and; (3) if possible, offer something free.

And, most of all, don't forget to have your

"news release" typeset
so it looks like "news"
and not like an ad!

Remember all those ads from the phone book I showed you a few pages back? Well, let me show you how much more eye-catching our "news release" is when it's set among these other "ordinary" ads. Look at page 6.

Really stands out, doesn't it?

Sincerely,

Gary C. Halbert

P.S. I was reading an excellent book called "True Detective" the other day and it reminded me of something. The main character in the book was a private eye who worked in Chicago during the Capone era. And, when he opened his little agency, he called it ACME DETECTIVE AGENCY or something like that that started with an "A" so he could be listed first in the yellow pages.

If you can swing it, it's still a good idea.

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How to make...

By: Gary Halbert

MAXIMUM MONEY

in MINIMUM TIME!

Copywriting Secrets Collection

SECTION #12

This section contains the complete text of the 7/1/88 issue of The Gary Halbert Letter

How To Use Cheap Little Classified Ads To Make As Much As \$10,000 Per Day!

Let's all make some money!

As I told you last month, this month I'm going to tell you about a "remote control" mass marketing technique that could easily double your income. I wasn't kidding. If you can't figure a way to make some big bucks from the info in this issue then, my friend, we may have to face the fact that, you are perhaps. . .

BEYOND ALL HOPE!

Aw, but that's not true, is it? Of course not! And, to tell the truth, I never suspected it for a moment. In fact, in my judgment, since we already know you are smart enough to subscribe to this letter, then obviously, all you need is a little nudge once in a while (don't we all?) and a simple, easy-to-follow road map.

O.K., here's the road map; the nudge'll come later. What I'm going to do first is make you aware of three important items of info and then I'm going to lash these three items together so you can see how all this relates to an enormous profit potential.

So, to begin with, how many times have you read an ad or seen a direct response TV commercial that said, somewhere in the copy, "Sorry, no C.O.D.'s?" Lots of times, right? And no wonder. C.O.D. refusals are often very high (as much as 50%!) and sending stuff C.O.D. is truly a hassle. It requires time, paperwork and, it costs extra money.

All in all, a lousy idea, right?

Hold the phone. Let's think this C.O.D. business through one more time. From a slightly different angle. Let's say you're selling something that retails for around \$60.00 for

which your wholesale cost is around \$30.00. Now, let's say you do accept C.O.D. orders and your refusal rate is a sky high 50% (which, incidentally, is very common). There's no doubt about it: with these numbers, you don't have a chance.

But wait! Let's say we're selling a different kind of product. Let's say we're selling a super product like the one I touted in the 12/5/87 issue of this letter. Remember what I said back then? Remember how I said, "SELL SOMETHING YOU LOVE?" And also, how, if you didn't already have a product, you should use the guidelines in that issue to create a report that gives people valuable info for which they would be willing to pay handsomely? Reports like "HOW TO SKI ANYWHERE IN THE U.S. AT HALF PRICE" or "HOW TO LOSE 50 LBS. IN A NEW YORK SECOND" or "HOW TO STOP WRITING ADS FOR A LIVING AND MAKE PEOPLE PAY YOU FOR SCUBA DIVING?"

Etc.?

Alright, let's say you are selling such a report. If so, it's probably going to cost you about \$.50 apiece to have them printed up, assuming you are doing any kind of volume at all. Now, if we sent this report C.O.D. via UPS (United Parcel Service), we're going to have to shell out another \$4.11 in order to fill our orders. NOTE: This is figured on sending our reports to the zip codes farthest from us.

So far, so good. Especially so, since we're going to charge \$19.95 for our report.

PLUS \$3.00 shipping and handling!

PLUS C.O.D. charges of \$2.50!

For a grand total of \$25.45.

Uh, let's see now, if it costs us \$.50 to print our report and, \$4.11 to ship it C.O.D., that comes to \$4.61 which, when divided into our customer's total cost of \$25.45, gives us a markup of 619%!

Aha, now we're talking! Shall we take another look at the math on that 50% rejection rate? Let's. O.K., we ship 100 units at \$4.61 apiece for a total outlay of \$461.00. And, half of those folks send us a message which, if acronymed, would be "E S & D!"

In other words, they refuse the package and we end up getting it back.

But the other 50% who did accept the package, and who

paid us \$25.45 apiece for same, yield us a gross of \$1,272.50.

Hmn? When we subtract our costs of \$461.00 from our gross of \$1,272.50, it seems to me we are knocking down a hefty \$811.50 gross profit...

ON EVERY 100 ORDERS

WE SHIP!

And, we can feel good about it too! Why? The answer is simple: You see, when people buy info from us, they are not buying paper and ink -- they are buying answers!

And, they really don't care whether you pay \$.50 to produce your reports or \$50.00 or \$.05. Nope. What they really care about is. . .

DO YOU DELIVER?

Onward. Now, from the above figures, you can see that we'll break even if only 18 or 19 of every 100 orders we ship are accepted. Think about it. Think about the astonishing fact that, (with these margins), as long as you collect at least 20% of the C.O.D.'s you send out, at least you won't lose money on that part of your operation.

And think about this: There are lots of other products like vitamins, diet pills, cosmetics and so on that have these kinds of margins!

And think about this: Offering to ship C.O.D. almost always dramatically increases your pull!

And think about this: Ol' Guru Gary knows how (in most cases) to vastly increase C.O.D. acceptances and he's going to tell you exactly how later in this letter!

But not now. Nope. Now it's time for me to move on to the second area of info upon which I wish to expound. Namely: answering services with. . .

"ELECTRONIC MAILBOXES!"

Actually, all we're talking about here is answering services with "super duper" answering machines. They work kind of like a monster version of your handy dandy home answering machine. Like this: What you do is you run an ad to sell your report or your diet pill or whatever and, in the ad (which only teases your prospect), you invite said prospect to call the number assigned you by the answering service to hear a harmless "non-threatening" recording with more info about your goods and/or services.

And so he does. And he (your prospect) hears a long recorded announcement that tells him that your report (or pill or whatever) is the best thing since sliced bread and, that to get it. . .

**HE DOESN'T HAVE
TO SEND ANY MONEY OR
EVEN USE HIS CREDIT
CARD BECAUSE YOU,
IN ALL YOUR NOBLENES,
WILL SEND YOUR
GOODS TO HIM C.O.D.!**

Wowee! That sure removes all doubt as to whether you're really going to send the goods, doesn't it? Oh yeah! O yeah! A sales message like this (properly done) positively removes at least 90% of the anxiety that people often feel when ordering by mail from a "stranger."

Want to hear how it's done? I knew you would. O.K., I've recently become aware of a guy who's running a little "work-at-home" classified ad (stay away from this area, it's FED BAIT!) and it has a phone number for the reader to call and when you call this number you get his recording selling you on buying his work-at-home "guide" plus his instructions to you on how you should leave your name and address so he can ship you his guide via C.O.D.

Go ahead and call and listen. The number is (213) 259-6652.

(Editors Note: The above number is no longer active. We suggest you get a copy of Small Business Opportunities Magazine, Home Business Magazine or similar magazine and locate a similar ad and call the number.)

DO IT NOW!

Gee, I'm pushy, ain't I? Forgive me, I mean no harm. It's just that all the rest of this letter will be clearer to you if you take a few minutes to hear a real "live" example of how all this is done.

Remember, do not emulate what the guy who made the recording is doing. As I said, he's working in a truly dangerous area. However, listening to his recording hopefully did get your mind working as to how we can use this concept in other "less volatile" areas of endeavor.

Plus, later on, I'm going to give you the number of another recording that was made by a man who is known far and wide as a veritable "Prince Of A Guy!"

But that's later. For now, let's get back to this "electronic mailbox" idea. Let's assume you've run your ad, or TV or radio spot (or billboard or whatever) and you've gotten people to call your recording and you've sold them on letting you ship them your goods C.O.D. So, what's next? Well, what's neat about the services that provide this "mailbox" service is that you can, whenever you wish, call your mailbox and, by pushing a code on your touch-tone phone, you can "empty" your mailbox.

In other words, you call and get the names and addresses of all your new customers and then erase the tape and your mailbox sits there, all ready to be filled up again.

Listen: These things take multiple calls at the same time, they don't tie up your office lines, they're cheap, they fix it so you don't have to buy or lease exotic answering machines (at least until you've finished your testing and you're ready to "roll out" like crazy) and, if necessary, they provide a bit of a "shield" for those of you who don't want to waste time talking to dorko idiots.

Check around and see if there's one of these services in your area. If not, here's one in L.A. you might want to use:

**ALERT COMMUNICATIONS
5515 York Boulevard
Los Angeles, CA 90042
(213) 254-7171**

Tell `em Gary sent ya.

(Editors Note: The above number is no longer valid, plus a lot has changed with Voice Mail technology since this issue was written. A company that offers the latest in this technology is P.A.T. LIVE, 2024 North Point Blvd., Tallahassee, FL 32308, (800) 775-7790, FAX (800) 800-6126, Email: PAT@patlive.com; Website: www.patlive.com .)

Enough. Let's move on to the third area of interest. A question: In all of Advertising Land, what is the best advertising buy you can make, pound-for-pound, penny-for-penny, dollar-for-dollar? Answer: Why it's none other than those little, itty bitty. . .

CLASSIFIED ADS!

Yes indeedy, it's true. And, before you scoff at the "small timeness" of this medium, consider this. . .

**I PERSONALLY KNOW
AT LEAST THREE DIFFERENT
COMPANIES WHO GROSS
SEVERAL MILLION PER YEAR
USING NOTHING BUT CLASSIFIEDS!**

Hah! That got your ol' greed glands working, didn't it? Well, hang in there, my sweet subscriber, cause you ain't heard nothing yet! Yea verily, it turns out that one of my esteemed readers has done a remarkable thing. And, what has this man done, pray tell? Simply this. . .

**HE HAS PUT TOGETHER
A NETWORK OF 3,806
NEWSPAPERS IN 41 STATES WITH A
COMBINED CIRCULATION OF
30,880,526 IN WHICH
YOU CAN PLACE A 25
WORD CLASSIFIED AD
FOR LESS THAN \$1.55
PER PAPER!!!**

Yahoo! Yahoo! Yahoo!

Let's milk this sucker! The man's name who put all this together is Marvin Pursinger and his phone numbers are:

FAX (206) 574-4671

FREE (800) 332-2730

PERSONAL (206) 574-4671

And, if that ain't enough, his TELEX number is 221 031 BRAD UK.

Now listen: If you want to place your classified ads through this man, you'll obviously have to pay him for the privilege. But hear this: He's found a way to "network" the placing of classified ads and he can do it on a dirt cheap basis and he can make a buck even though...

**HIS PROFIT IS ONLY
SLIGHTLY MORE THAN
THE \$.25 POSTAGE IT
WOULD COST YOU TO
MAIL AN INSERTION
ORDER TO EACH OF THESE PAPERS!**

Here are some of the details on this highly unusual classified ad placement service:

- 1. This is the only national (or even state) program of brokerage on classified ads. No one else has ever done anything like this.**
- 2. This is the most unknown service in existence. Some of my subscribers are the very largest users of classifieds in the world and neither they nor I had ever heard of this service.**
- 3. For speed, this classified ad business even beats direct mail. Ads received in any given week are run the very next week. And, of course, since no one saves newspapers, you know if you have a "winner" almost instantly.**
- 4. This is the best test market God ever invented. The reason is that all copy for each state each week must be uniform and you can make no changes of any kind. However, 41 states means 41 chances to test as many as 41 different headlines or copy appeals each week!**
- 5. NOTE: Most of these papers will not allow you to ask for money in your classified ads and that means you must work a program similar to the one described earlier in this letter.**

You know, this is an ideal way to rather "quietly" entrepreneur a mail order type enterprise and develop a hefty private income for yourself. On the other hand, if you

already own or operate a big business, there is still a way this classified area can be of benefit to you and your company. Let's say you are JIMMY CALANO of Careertrack (largest seminar provider in the world) and you are wondering if your new idea of giving "WORKPLACE RE-ENTRY" seminars to women who have recently finished raising their families is viable or not. Hmm? Could classifieds give you a clue? You bet! You see,...

**YOU CAN USE CLASSIFIED
TO TEST CONCEPTS!**

I'll explain in a moment. But first, here is a list of the states in which this program is available along with the circulation of the papers in those states:

**NO. OF NO. OF
STATE PAPERS CIRC. STATE PAPERS CIRC.**

AL 103 1,100,000 NV 32 359,000

AZ 55 575,131 NE 171 711,000

AR 78 773,733 NJ 70 1,500,000

CO 101 640,566 NY 184 1,051,000

CT+RI 43 320,250 NC 138 1,425,451

FL 64 1,006,400 ND 95 425,753

GA 104 1,500,000 NM 28 215,120

ID 41 256,193 OH 110 871,740

IL 227 2,198,100 OK 125 588,000

IN 80 930,000 OR 67 361,238

IA 238 1,300,000 SC 78 653,000

KS 82 326,999 SD 150 374,986

KY 75 1,200,000 TN 73 439,373

LA 79 518,707 UT 20 160,000

ME+NH+VT 23 167,700 VA 72 1,251,843

MA 41 502,900 WV 50 559,236

MN 273 2,200,000 WA 111 1,092,022

MS 62 415,000 WI 173 1,615,484

MO 147 917,563 WY 41 187,000

MT 63 190,038

O.K., now that you've perused the list, let's say you run the following classified in all those different papers:

**FREE RECORDED MESSAGE
REVEALS HOW WOMEN WHO ARE
FINISHED RAISING THEIR
FAMILIES CAN GET BACK
TO WORK AND MAKE
HUGE WADS OF MONEY!
CALL (000) 000-0000.**

Gee, you sure can say a lot in 25 words, can't you? But anyway, by running that ad in 3,806 papers and monitoring the calls received by your "mailbox," you'd not only get an idea of the viability of this project but also, you'd know. . .

**IN WHICH STATES IT
IS THE MOST VIABLE!**

And so on. Listen: This guy Pursinger has collected a ton of info on how to make classified work and, if you become one of his national subscribers, he'll share this info with you.

By the way, I, myself, am one of his clients.

O.K., boys and girls, that's it for this month. I hope I've stimulated your thinking.

Sincerely,

Gary C. Halbert

SWM

P.S. Hey, do you want to call my electronic mailbox? If so, the number is (213) 259-6662. Thank you.

(Editors Note: The above number is no longer valid)

P.P.S. What's that? You say I forgot to tell you how to increase your C.O.D. acceptances? Not so. Here's how you do it:

(1) You capture the telephone number of each customer and you call to verify the order and tell him to watch for the package.

(2) And/or before you send the package, you send a card or letter telling him to watch for it and how much money he needs to have ready and so forth and. . .

**HOW HE IS GETTING
SOMETHING EXTRA THAT
HE DIDN'T ORDER BUT
THAT HAS BEEN INCLUDED
IN HIS PACKAGE
AT NO ADDITIONAL COST!**

Update Update Update

The information you just read in Section 12 first appeared in my newsletter of 7/1/88, therefore this section needs an update.

I need to remind you that all of the ideas are still good (exceptionally good) but, some of the phone numbers may be out of date.

However, the biggest change of all is that Marvin Pursinger, has developed some mental, emotional and physical problems and his classified network no longer exists.

But, do not despair, there is a "new kid on the block" who has put together a different classified ad network and...

**HIS CLASSIFIED NETWORK IS
10 TIMES BETTER THAN MARVINS
EVER WAS!**

This guys name is Phil Kratzer and his company is NRC Media Services Group. Contact Jay Weide at NRC at 2442 Cerrillos Rd., #314, Santa Fe, NM 87505; (505) 820-6700; Email: jayw@netbiz.com; www.netbiz.com.

Call Jay. He's got a lot of current info on classified ads and he'll be glad to share it with you.

And, when you call, make sure you tell him that good old Gary C, "The Prince of Print", has good things to say about him.

Thanks.

Sincerely,

Gary C. Halbert

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How to make...

By: Gary Halbert

MAXIMUM MONEY

in MINIMUM TIME!

Alex Mandossians Copywriting Secrets Collection

SECTION #13

This section contains the complete text of the 12/1/86 issue of The Gary Halbert Letter

How To Use RCS To Find Your Dream Lover!

Today I am going to begin the process of teaching you how to write copy. Not ordinary copy. Not the kind of copy that is written by ad agencies. Not copy that is limp, boring, sodden and dull.

No. Today you are going to begin the process of learning how to write "killer" copy! Copy that drags in not thousands or hundreds of thousands or millions or even tens of millions of dollars; but rather, copy that has the potential of increasing sales for you (or your clients) that can add up to hundreds of millions of dollars!

All in all, I dare say this will be the most interesting and exciting newsletter you will ever read on this subject.

So, let's see if I can live up to that boast. Listen to this: In the last 30-days or so, my travel schedule went something like this:

- **Los Angeles to Las Vegas**
- **Las Vegas back to Los Angeles**
- **Los Angeles to London**
- **London to Brussels**
- **Brussels back to London**
- **London to New York**

- **New York to St. Louis**
- **St. Louis to Los Angeles**
- **Los Angeles to Las Vegas**
- **Las Vegas back to Los Angeles**

In addition to (and in conjunction with) my travel schedule, I've been doing a little work: Currently, I'm in the process of putting together a couple of cable TV shows with Hal Morris and his daughter Debbie, I'm working on an account for a major health book publisher, I've conceptualized and created a brand new numismatic promotion, I'm working with some of the largest financial publishers on the planet, I'm working on a vitamin deal and a book publishing venture with Barbara Cartland (the Guinness Book of Records says she's the most prolific writer in the world) and, if Paulette's arithmetic is correct, something like 32 other major endeavors!

So what? What the hell does my travel and work schedule have to do with teaching you to write dynamite copy? Well, remember how I said I was going to make this the most exciting thing you've every read on the subject? I did not say I was going to "fit it in" did I? No, I said this issue of this newsletter was going to be outstanding, didn't I? I didn't say you're going to have to settle for a "second class lesson" because I'm so busy, did I?

No. What I am saying is that no matter what, I intend to make this newsletter outstanding.

And that's how I feel about everything I write. Every ad. Every direct mail letter. Every TV commercial. Every radio commercial. Everything. And so, my friend, if you've been paying attention, you should have already guessed the most important thing you can have when it comes to writing great copy which is....

A "FIGHTER PILOT" ATTITUDE!

Of all things that contribute to copywriting success (and success at any endeavor for that matter), the most important by far is attitude. An attitude that says that you will do (within the bounds of good taste and legality) anything that is necessary to make the work you are doing for yourself or your clients a success. No excuses. No missed deadlines. No half-assed work. No "throwing it together." No nothing except for your very best.

NOT EVER!

So much for ingredient #1. Now let's get into ingredient #2. Recently, I did a direct mail package for Brian Smith whose "Personal Finance" newsletter is the largest circulation hard money newsletter in the world. That package included an 8-page letter which took me five weeks to write to get it to the point where I was satisfied with it. As a matter of fact, I did 23 drafts of the first page alone.

And thus, we have a prime example of ingredient #2 which simply is....

HARD WORK!

Most advertising is written by guys who think they are "creative." I am always amused (somewhat sourly) by copywriters who explain how they get their marketing inspirations while working in splendid isolation somewhere in the woods of New Hampshire or while tramping some lonely beach north of San Francisco or in some other God-forsaken place where there are no "people" around to interfere with the wondrous flow of their creative juices.

Oh gosh, it doesn't seem to work that way with me. I get insights and ideas from going out amongst the market. And what is the market? You know, it seems to me that the "market" is people. Want to know where I learned to sell? And, in fact, where anybody who really knows how to sell also learned how to do it? Most "creatives" would never guess because where I learned was....

IN THE WORLD

Yes boys and girls, I've been a door-to-door salesman, an MP, a prison guard, a prison inmate, owner of several corporations (one employed 700 people), a publisher (of books, newsletters, etc.), a scuba diver, a fool, a fraud, a savior, an idiot, a hero, a parent, a lust-crazed salivating degenerate (I still am); I've worked with movie stars, morons, Machivellian manipulators, saints, sinners and so forth and I say this unto ye:

**"Do not ever trust (or hire)
a copywriter who is
not of this earth!"**

Whatever. Let us now, at long last, begin to get specific. I am now about to tell you the true story of how I wrote the most successful ad that was ever written. By reading this amazing little saga, you are going to learn several of those ingenious and essential ingredients that all of your ads must contain if you want them to be truly spectacularly successful!

Now for the story: One upon a time, back in 1978, I met and began dating an exceptional and delightful young lady who lived in Santa Monica. At the time I met her she was one of those women who was so pretty it almost hurt your eyes to look at her face. She had an executive position with a company that produced custom-designed aquariums, a sparkling personality, a neat, sexy little body, a good sense of humor, many useful talents and skills, and, on top of all that, she was even a gourmet cook. Actually, all in all, to tell the truth, she was pretty much everything I ever wanted in a woman.

Or so I thought.

Unfortunately, my little Teresa (not her real name) also had a major problem with her self-esteem and, over the next few years, I noticed she would never let things get "too good." In other words, what she would do is, whenever we got dangerously close to financial or emotional prosperity, she would find some way to trash everything so we could get back to that morbid level of existence

where she knew "we belonged."

There's a lot of people like that, both women and men, aren't there?

Whatever. In any case, this was really frustrating and, finally, after putting up with this nonsense for a lengthy period of time, I couldn't hack it anymore and Teresa and I drifted apart and I started dating other women. At first, this was really exciting. However, after a while, it got to be seriously depressing. You see, the women I started dating all looked good on the outside but, after I got to know them, many of them seemed to be mentally deranged, emotionally crippled, delirious with drugs or, perhaps, just plain airheaded.

So I went back to Teresa.

And I tried once again to make it work. I tried hard. No luck. Teresa still couldn't handle prosperity. Her inner miasma magnet was still in excellent working order and, once again, whenever things started getting too good, she would do something that would alter the course of our lives and head us right back in the direction of the nearest emotional swamp.

No good. After a few months, I once again gave up the struggle to make this contorted relationship work and, once again, Teresa and I split up.

But this time it was for keeps. I just couldn't bear the idea of ever getting back together with Teresa and cranking up the same old misery machine. I also couldn't bear the idea of dating another collection of women only to discover they were all losers, lame brains, or drug addicts.

So what did I do? Very simple. I did without.

Yes, good friends, it is sad but true: For months and months and months poor old pitiful, feeling-sorry-for-himself, semi-handsome Gary never had a date. Not one. I filled my life with work. And watching TV reruns of "My Mother the Car." And going to movies. And taking long walks thinking semi-profound thoughts on the meaning of life. And so on.

And, eventually, after starting work on a manuscript called "**Gary's Guide to Creative Sexual Abstinence**" and, after finding myself slaving over a chapter titled "**14 Fun Things to Do With Rutabega**," I knew I was losing it. I knew I had to do something to change the direction of my life or else I was going to go crazy.

So guess what? I wrote an ad.

And, it is this ad that I consider to be the most successful ever written. And, also, the best one I could ever choose to use as a "teaching model" to dramatically illustrate some of the in-print selling techniques that I consider critical. And now, my friend, I'm going to ask you to do something. What I'd like is for you to get yourself a cold beer, a cup of coffee, a soft drink or whatever you feel like having and then settle down in a nice comfy bed or chair and open up that ad (it's enclosed with this letter) and then very carefully read every word of it before you continue reading this newsletter.

Please do it now.

O.K., have you finished reading the ad? If not, you have cheated yourself because the rest of this newsletter won't be as clear to you as it could be. On the other hand, if you have read the ad, I want to issue a word of caution. It is this: you were probably amused by that particular ad just as you are, I suspect, sometimes amused by this newsletter. That's fine. However, do not deceive yourself that, just because my writing sometimes has "entertainment value", that, at the same time, that same writing is not serious.

I'm always serious about my work! Serious as cancer. And, the ad you just read was, without question the most "serious" ad I've ever written. Think about it:

Other than your health, what in the world could conceivably be more important, than finding the ideal mate with whom to spend your life?

And now, before I go into a somewhat clinical discussion of why that ad was so successful, I want to tell you just how successful that ad was in order that you can more fully appreciate just how important (and rewarding) it can be to get all the elements of an ad just right.

So how successful was that ad? Gosh, I thought you'd never ask!

First, even though it wasn't intended to be a "commercial" ad, it would appear that this "personal" ad may be destined to become a great financial success because, as I told you earlier, (in the "Hot Flash" pink sheet that was included in my newsletter promotion), seven rather interesting things have happened in connection with this ad. Namely:

(1) It has been featured on L.A.'s largest radio station (KABC) five times.

(2) I have had two offers to write a book about the ad.

(3) I have had two offers to make a movie about the ad.

(4) I have, as a result of this ad, been introduced to and have dated the absolute hottest women in Los Angeles.

(5) And, after tiring of the activities mentioned in item #4, I have, because of this ad, settled down with a wonderful, gorgeous redhead who is the love of my life and, in my opinion, the finest woman on planet earth.

(6) As I write this, I have just been asked if I will agree to a TV interview about the ad here in L.A. on channel 9.

(7) And finally, I am now getting paid to write an ad about the ad!

Well, it would appear that all that was just the beginning because, since back then, It would now seem that I am about to do my own (at least I'll own part of it) TV show built around that ad!

So, friends and neighbors, if I've got your attention, I now want to dissect the elements that made

this ad such a great success and which must be present in any ad if it is destined to be a truly spectacular winner. Here are a few comments about some of those elements:

PASSION: Most ads and direct mail letters are written by people who do not appear to be excited about what they are writing. I'll never forget a certain insight I got out of a book called "The Writer's Handbook" that I read many years ago. To wit: "Most writers think their writing is for too dramatic when, in fact, it is not nearly dramatic enough."

As [Claude Hopkins](#) pointed out: "People will not be bored in print!"

Therefore, when you write an ad or DM promotion - go for it, damn it! Let your excitement and enthusiasm spill out all over the page. Don't hold back. Put that pen to the page and RAVE! Rave about your product, how great it is, how it will benefit the user, how it feels good, looks good, smells good, works good, how it makes you feel better, look better, how it will make you richer, healthier, thinner, more productive, more charming and so forth.

You know what new clients say to me all the time that is always wrong? It is this: "Yes, but my customers are different. They're not like those people who read the National Enquirer or buy stuff through the mail to look younger or lose weight or make a lot of money."

HOGWASH!

Everybody is like "those" people who read the National Enquirer.

Including you.

Including me.

I don't care if your market is lawyers, MD's, rocket scientists, architects, members of high society or whatever...they will respond to passion. Passion is the #1 most missing ingredient in advertising today. Everybody seems to be more concerned about offending a few losers than they are about selling a multitude of winners. Who the hell cares about that small percentage of cowards who have nothing but time on their hands and who write caustic (and unsigned) letters in response to almost every solicitation they receive? I know I don't. But you know what? There are hundreds of companies in direct response who give up millions of dollars in sales every year just so they won't offend a small percentage of scumbags who will never buy from them anyway.

Listen: When you write copy you should never lie, never over exaggerate, never use poor taste, never be vulgar, never insult your reader's intelligence but you should also....

**STOP WORRYING SO MUCH
ABOUT OFFENDING PEOPLE
AND START WORRYING MORE
ABOUT SELLING THEM!**

You know, there were a lot of fat, ugly, "loser" women who didn't like my ad but, boy oh boy, you should see the ones that did like it. You see, when I wrote that ad,

**I DIDN'T WORRY ABOUT OFFENDING THE "DOGS"
INSTEAD, I CONCENTRATED ON SELLING THE "FOXES."**

Heh. Heh.

DETAIL: Hardly anybody puts enough detail into their promotions. Remember this: People who are not interested in your product or service don't want to know anything about it but, those who are interested, want to know everything about it. Here is a good way to think about writing an ad: imagine that there are 10 new cars coming out next month and that you have to spend \$40,000 to buy one of those cars "sight unseen!" Imagine that you can't even see a picture of the cars! Now tell me, how much detail would you want included in the ads about those cars before you wrote your \$40,000 check?

Would you be satisfied with a few vapid generalities like: "It really looks great and it gets good gas mileage too!"?

I bet not. I bet before you shelled out your forty grand you'd want to know that that car got 23.7 MPG in the city on Chevron Unleaded and 31.4 MPG on the highway. I bet you'd want to know the exact horsepower, how many coats of paint it has, how long exactly the warranty is good for, the tread design of the tires and so on.

Listen: This principle is true, no matter what the unit price! When people buy by mail, they are buying sight unseen and they want to know everything you can tell them, even if the article you are selling costs \$4 instead of \$40,000. So, a good rule to remember is.....

**WHEN YOU ARE SELLING
BY MAIL THEY WANT TO
KNOW ALL YOU CAN TELL!**

Give it to them.

TRUTH ABOUT FLAWS: All products and services have defects. So do people. All of us are flawed. (Even me). When I wrote my personal ad I didn't say I was 6'4", did I? I didn't say I was "superstud", did I? I revealed a lot of stuff that made it very clear that I am a very imperfect human being, didn't I? Well, you know what? When you admit to (and describe) your shortcomings it makes you more believable when you talk up your good points, doesn't it?

Face it: Your product or service has flaws also.

Admit them.

CLARITY: The hallmark of all good writing is clarity. You do not necessarily achieve clarity by throwing in a lot of details and being specific. Your ads can be very detailed and very specific without being clear. Clarity is achieved by writing in an idiom in which your audience is conditioned to understand. Most writers write as though they would never be able to guess what idiom most of the people in America understand - which is....

EVERYDAY ENGLISH

Listen: the phrase "I'm sick as a dog" may not be very original or very "creative" but it sure as hell is very clear, isn't it?

Pay attention; here is a thought that will surprise you:

MOST WRITING TODAY DOES NOT CONTAIN ENOUGH CLICHES!

Sick as a dog. Fat as a hog. Poor as a churchhouse. Pretty as a picture. Slow as molasses in January. Dumb as an ox. Hot as a firecracker. Crazy as a bed bug. Out of the frying pan and into the fire. And so on.

Like I said, maybe those phrases aren't original; maybe they aren't creative but.....

THEY SURE AS HELL ARE CLEAR AS A BELL, AREN'T THEY?

Here's an important little trick: always read your copy aloud. By doing so, you will discover those little glitches and bottlenecks that slow down or stop the flow of your message.

Want to know an even better way to use that little trick? Once upon a time I used to live in Massillon, Ohio and I hung out in a place called Mike's Bar. Most of the people in Mike's were prospects for the kind of books and products I was selling back then. Stuff like books on how to collect government benefits you have coming and so on. So anyway, what I would do is take my ads down to Mike's Bar and read them to the guys there.

Now listen to this: If the response I got was, "Gee Gary, that sure is a good ad; you write real good!" then I knew I had a loser.

On the other hand, if my audience offered no comments about the ad whatsoever but instead asked....

Gee, I'd like to have that book. Can you get me a copy?"

Then, of course, I knew I had a winner.

But the worst response of all was, "Would you run that by me one more time? I'm not sure what you're getting at." You see, that meant I hadn't worked hard enough. It meant that my sentences and paragraphs were too long. That I wasn't writing in everyday English, that (usually) I hadn't bothered to read the ad aloud to myself before I read it to them.

Look, people aren't dumb; it's just that they can't be bothered to "demystify" what the hell you are trying to say.

And now for a "cliffhanger." I'm sorry but, at the moment, I'm running out of time, space, energy and what little sanity I have left. Therefore, I'm going to save the most important (by far!) technique of all for next months letter where upon I will devote the entire issue to it.

Don't miss it!

Sincerely,

Gary Halbert
In-print Salesman

P.S. Say, how do you like this newsletter so far? It's not much like the **Friday Report**, is it? By the way, I'd love to get a letter or phone call from you and hear your comments. Would you be willing to do that for a bribe? How about if I enclose a picture of Paulette who is the best of the best of all those who answered my personal ad? Would that do it? What's that? You say you've got to see the picture first?

What a hard case you are! O.K., you've got a deal. I've reprinted one on the very last page of this report.

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How to make...

By: Gary Halbert

MAXIMUM MONEY

in MINIMUM TIME!

Alex Mandossians Copywriting Secrets Collection

SECTION #14

How To Get Yourself Or Your Product Featured On Cable TV At No Cost Whatsoever!

Over the last year or so, I have been influential in putting together 7 different 1/2 hour cable TV shows that have grossed an aggregate of more than 14 million dollars!

Here's an example. Do you remember Jake LaMotta? At one time he was the middleweight champion of the world and the movie "RAGING BULL" starring Robert Deniro was based on his life.

Well anyway, he and his wife Vikki have been divorced for a long time now and Vikki LaMotta has her own cosmetic business. She's a gorgeous woman and she's the oldest woman ever to pose for Playboy Magazine. She looks great, she's got an interesting life story and according to my girlfriend, Paulette. . .

HER COSMETICS ARE GREAT!

So, as it turns out, I'm in Manhattan on a business trip and I happen to meet the executives who run Vikki LaMotta Cosmetics and I get to talking to them about doing a cable TV show. And, to make a long story short, before long, they were on the air with a show that ran on several national cable networks for more than eight months.

And It Didn't Cost Them A Cent!

Would you like some of this action? If so, and if you can come up with what I call the three "S's," there's a good chance that you too can have a hot cable TV show. Here's what's needed:

"S" #1: A Star: Someone who is an authority on what the show is all about (real estate, lowering cholesterol, looking

younger, etc.) or a star in the form of a celebrity spokesperson like Art Linkletter or some other well-known person with "marquee value."

"S" #2: A Story: Something we can talk about in a TV interview format like "how I went from rich to poor by becoming a chicken farmer" or "how I learned to buy real estate with no money down" or maybe, "how I lost 200 pounds and lowered my cholesterol level more than 150 points." ETC.

"S" #3: A Solution: This is the most important "S" of all. Does your product or service solve a problem such as poverty, hemorrhoids, obesity, boredom, hunger or the need to be rich and famous?

So, are you marketing something that has all these elements? If you are, stay tuned because this report is going to open your eyes and, perhaps, a whole new window of opportunity for you.

First, some background. Listen. Cable TV is big. In fact, if it hasn't happened already, it will soon come to pass that more people watch cable TV than broadcast TV. And, what this means is that cable TV networks and independent cable stations are virtually starving for programming.

However, even though it's changing, right now, most quality programming goes to the big broadcast networks which are ABC, CBS and NBC. But, who or what is going to fill all those big holes in cable available time known as "avails."

ENTER THE ENTREPRENEUR

What's happened is that many cable stations now, instead of paying some independent producer for the rights to broadcast his game show are, instead, getting paid to air certain programs that were created by self-serving entrepreneurs. The way this works is the entrepreneur will create a 1/2 hour TV "talk show" that interview a real estate guru who explains how he learned to buy real estate with no money down. Then, during the commercial breaks, instead of selling TV spots to soap companies or something, the entrepreneur uses that commercial time himself to sell something related to the subject of the show.

Like, for example, a home study course with audio cassettes and written material created by the "star" of the show which will teach you how to buy real estate with no money down.

Now pay attention to this: These shows won't work unless they have a unique angle and/or some news value to them. In other words, if you own a car lot and you want someone to do a show about you just because you want to sell more cars, you can forget it. On the other hand, if you have discovered a way to buy "cocaine Cadillacs" that have been confiscated from drug dealers and, you can teach others how to do the same and get real bargains. . . Well, that's a different matter.

See, what you could do in a case like this is create a set of eight audio cassettes along with some written instructions that will show others how to do it. Then, what you do is contact someone (like me) who is interested in new TV ideas and, if that person likes the idea, he may very well put up all the money and expertise to make it happen.

Here's how it might work. You talk to a producer and, if he's interested at all, you send him your cassette course. Then, the producer will outline the show, arrange for a camera crew and studio time and tell you when to show up at the studio. When the show is taped you will be interviewed by an expert TV host who will ask you questions designed to draw out the interesting story about how you learned to buy all these confiscated vehicles at dirt cheap prices.

Then, during the commercials, a professional announcer will extol the wonders of your cassette course and tell the viewers they can get in on all this hot action by calling a toll free 800 number and using his or her credit card.

Now, let's say the retail price of your cassette course is \$195.00 plus \$3.50 for shipping and handling. O.K., what will happen when the orders come in is the producer will keep about \$140.00 of the money and give you the other \$59.50 from which you must fill the orders.

And, supposing you can fill your orders for less than \$30.00 that means you net \$20.00 on every order.

**WITH NO RISK!
NO INVESTMENT!
AND VERY LITTLE HASSLE!**

Where do you find these producers? Actually, I am connected to several of them, but I am deliberately not going to give you their names and phone numbers in this report.

Here's why. These producers get pitched all the time and, very often, the pitch comes from someone who hasn't done his or her homework. And, those people, all they do is burn your time. Usually, they haven't studied cable TV enough to have a feel for what might work and, secondly, they are unrealistic about how valuable their "precious idea" really is.

Look: If you're really interested in this opportunity, what you do first is start watching a lot of cable TV "sellavision" shows until you get a feel for the medium. Then after you're satisfied you may have something that will fit this format, you start watching the "credits" at the end of the show. You also take note of the address given in the commercials. And, what you do after all that is, you use that info to locate a producer whose show you like and you make your pitch.

Or, as an alternative you could contact me.

Say, but what if you don't want to split the loot with anybody else? Then, how much will it cost? Actually, it's surprising how little if you take the time to learn the ropes. What it should cost you is roughly about \$15,000 to put a 1/2 hour show in the can and maybe another \$5,000 to \$10,000 to buy enough air time to test it.

And, how much can you make? The truth is staggering. You see, if you do this right, you might, like some of my other newsletter readers. . .

**GROSS UP TO 26 MILLION
PER YEAR.**

Think about it. Give it your attention.

Sincerely,

Gary C. Halbert

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How to make...

By: Gary Halbert

MAXIMUM MONEY

in MINIMUM TIME!

Alex Mandossians Copywriting Secrets Collection

SECTION #15

This section contains the complete text of the 2/6/88 issue of The Gary Halbert Letter

The Dark Side Of Success!

I'm in danger.

This is really true. It's not an opening statement I'm using for shock value. No. It's not a joke either. Or a clever prelude to a marketing lesson. The alarm bells in my head are clanging and shrieking, stridently demanding attention.

Why? Listen: I've been on an especially hot roll lately and it's starting to go to my head. For one thing, I've just produced my first TV show (it's about the Beverly Hills Medical Diet) and I think it's a very good first effort. For another, I've just beaten one of my old direct mail control packages and now my client can profitably double his mailing schedule.

**And he was already mailing
700,000 pieces per month!**

And so on. But, best of all, as far as my ego is concerned, I just received a letter from a man named Drayton Bird who is the Vice Chairman of Ogilvy and Mather Direct in London. And, the reason that letter was so good for my ego is that he was writing to tell me that he is in frequent telephone communication with David Ogilvy and that Mr. Ogilvy has just sent him all back issues of my newsletter including what Mr. Bird refers to as the "brilliant" dollar bill acknowledgment letter. Mr. Bird wanted to know, among other things, if he could include some of my work in the upcoming new edition of his book called "Common Sense Marketing."

Well, I don't know about you but, for my money, David Ogilvy is easily the most astute advertising man alive and, to have captured his attention through these letters is the prize feather in my self-serving war bonnet of ego accolades.

Except for the actual numbers that are produced by a good piece of marketing: those, of course, remain the supreme accolade of your work.

Or else the supreme indictment.

Have you ever heard of the Caples Awards? [John Caples](#) is one of my marketing heroes, but the new wrinkle in the awards given in his name makes me sick. You know what some slobbs have decided about the Caples Awards? It's this: the direct

marketing piece in contention doesn't have to be a winner for the writer to win the award, it only has to be "creative."

Isn't that nice? It must truly cheer many a clients' heart, after being rendered damn near destitute by some fool's bird-brained, stupid ad campaign, to know that the writer won the "Caples."

Shame on everybody connected.

Forgive me, I digress. Anyway, to get back to what I was saying, if you were to visit my offices and look around and talk to the staff, you'd see pictures of me with some celebrities and clients, you'd see I have a loving and gorgeous woman, you'd see framed letters on the walls from subscribers and clients I've helped make a lot of money, you'd see me working with my children, you'd see all of us laughing and joking and having a good time while everybody works like crazy and, if you could also read my thoughts, you'd see a man (me) dangerously close to making one of the deadliest mistakes a man can make which is...

STARTING TO BELIEVE YOUR OWN PR!

This can be fatal. I'm not talking injurious to your business (although it can most certainly be that), I'm talking fatal, fatal.

Like once upon a time when it almost was for me. Listen: do you remember how, in my direct mail pitch, to get you to subscribe, I promised to write about "the dark side of success?" Well, it's time for me to do that. Therefore, this letter is not about how to improve your marketing or make more money. No, this letter is about how to keep your success from ruining your life as it almost did mine. If you have children and/or anyone else you love and, if you think there is value in these letters, this is the one, by far, that it would be the most important to let your loved ones read. What you are about to learn is just how dumb, foolish and ignorant a supposedly intelligent man (O! "Guru Gary") can be. But let me suggest something: before you smirk and get condescending about the stupidity I am about to reveal and say "that Halbert is really dumb, that stupid stuff will never happen to me," I suggest you listen to that little whisper in the back of your mind that says. . .

Don't be too sure.

Don't be too sure.

Don't be too sure.

Let us go back in time to the first half of 1973. Back then I was truly living high on the hog. I had sold my half-interest in Halberts Inc. (the coat-of-arms company with over seven million customers) for a sum that translates in today's money to something like 2 to 2-1/2 million dollars. I also had my publishing company (Good News Incorporated) cranked up to where it was generating millions of dollars per year. I had highly profitable investments (sometimes my silver futures contracts would appreciate as much as \$20,000 per day), I had a showplace home atop a hill, a condo in Fort Lauderdale, a boat in the Florida Keys, lots of hangers-on and, in general, I was...

A BIG FISH IN A LITTLE POND.

And believe me, I milked it for all it was worth. For example, whenever I found myself in a conversation with strangers and the conversation turned to money and everybody was trying to impress everybody else, I would always emerge victorious by using one of my conversational "toppers." Like so: if one of the group would ask me how much my income was, I'd say, "Oh, about 20 thousand, I guess." And then they'd smile and say, "Well, that's not too bad. I guess \$20,000 a year is decent money for a young guy like you." And then, of course, I'd use my "topper" by saying. . .

Oh no, you misunderstood.

My income is \$20,000 per day!

You like that one? Did it make you smile a little? Pretty clever, huh? Actually, what it really demonstrated was my. . .

INSUFFERABLE STUPIDITY!

I'll tell you something: watch out for self-made guys in their 30's because many of them are just as insufferable (and dangerous) to themselves and others as I was.

Another example. Once upon a time, the First National Bank in Massilon, Ohio wouldn't even let me have a checking account because their credit research deemed me so unworthy.

Can you imagine that? A bank that says you're such a bum they won't even let you deposit money?

So guess where I did my banking after I made my big bucks? You're right. Right there at the good ol' First National. And guess who, when the bank deposit was especially huge, made the deposit himself?

Bingo. You're right again. Picture this: it's about two o'clock on a Monday afternoon. The door to the bank opens and in walks what appears to be a young guy in his 30's who has been working on a road gang. He's wearing faded and torn blue jeans, a sloppy sweatshirt and he's carrying a canvas bag over his shoulder. He waits patiently in line and, when he gets to the teller, he tells her he wants to make a deposit. And then in full view of all the customers in the bank and its employees, this rather shabby-looking young man starts pulling out wads of checks and cash and stack them side by side a foot or so high in front of the open-mouthed teller.

Sort of asking for it, wasn't I?

Well, I got it and it went down like this: One day in the first week of July, 1973, just after dark, I went to get the groceries out of the trunk of the car. The car was outside the garage and, as I was coming from inside the house, I had to push the button that would open the garage door automatically. As soon as the door went up, I saw two figures standing outside the garage wearing ski masks. At first I thought they were kids and I started to bitch. But the complaint died in my throat as I discovered they were indeed adults and were both armed with .45 caliber handguns. Have you ever seen a .45? I carried one for three years when I was an MP and they are scary. Especially when you are looking into the business end of one of those monsters.

One of the guys marched me over to the air conditioner unit on the west side of the house just outside the garage and had me take off my glasses and give them to him. Then, he did something strange; he said to me very politely, "I'm putting your glasses here on top of the air conditioner so they'll be easy to find when this is over."

Then he marched me back into my house where his buddy had already subdued my wife, Nancy.

Then they tied me up, blindfolded me, gagged me and put me inside a canvas sack.

They also did all this to Nancy except they didn't put her into a sack.

Then, they ransacked the house. They took our "emergency" silver coins, they took a cherished heirloom ring that Nancy had been given by one of her favorite relatives and they took sacks of mail all containing checks from our recent full page ad in Parade Magazine.

At this point, Nancy said, "Gary, do something! They're even taking the mail!"

But what was I to do while all tied up inside a canvas bag?

Anyway, they wanted more and they began to threaten us. However, after a while, they were convinced there was nothing else to get and they left, taking my car (a Cadillac naturally) and all the loot they had gathered up including thousands of checks written to Good News Inc. which were worthless to them. By the way, before they left, one of them said, "This is what happens to people who make a lot of money and who live in a big house like this."

Have you ever had anything like this happen to you? I hope not. It's unnerving and much more so than you would think. You know, we're all so used to watching TV that we sort of get the impression that, after a violent act, a person just gets up, brushes himself off and goes about his business.

Trust me, it's not like that at all.

I'm no stranger to violence and danger. I grew up in a town that was, during my youth, the most heavily industrialized per capita city on earth. I'm talking about Barberton, Ohio and, back then, it was sometimes, almost like a war zone. In high school, my buddy, "Pompadour Bill," and I would drive around in his father's car and we kept a German Luger and two knurled steel blackjacks in the glove compartment. Then later, when I was an MP, I was sent to Germany and my tour of duty consisted of breaking up massive bar fights and dealing with enraged servicemen and going up against everything from pocket knives to a lunatic with a double-barrelled shotgun.

But this was different. This was in my home, my sanctuary, my cave that was supposed to be my "safe place" and secure from the tigers and bears and demons of the night.

And my family was home!

Not only my wife, but my kids too, who were all (thank God!) asleep upstairs.

Anyway, for nearly a year after this, I could hardly sleep. I was already a heavy beer drinker back then and, after the robbery, I began to drink even more heavily. My work suffered, my business went downhill and I knew something had to change.

So, after a year, more or less, of living like this, I sold my business to a tall Texan named Jerry Antill for \$15.00 and never bothered to cash the check. By the way, at that time, the business had over 1,000,000 customers and more than \$60,000 cash-on-hand plus all its other assets.

What I did next is I moved my family to Los Angeles, California so my wife and I could become patients of the Center for Feeling Therapy which was formed by a group of nine psychotherapists who were formerly associated with the famed Institute of Primal Therapy formed by Arthur Janov.

The founders of the Center for Feeling Therapy were acclaimed worldwide. They were supposed to be the best. They had been on 150 talk shows like Merv Griffin, Johnny Carson (I was in the studio audience), Good Morning America and all the others. They published endless learned articles and, I believe, four hardcover books. When Nancy and I signed up for this "therapy" it was our understanding that in about nine months we would be relieved of all our mental trauma and we'd be able to get on with our lives.

WHAT WE GOT INSTEAD WAS
A THREE AND A HALF YEAR
NIGHTMARE.

These so called psychotherapists, all licensed by the State of California, turned out to be the most sophisticated and manipulative mind-benders the free world has ever known. They nearly ruined the lives of hundreds of their patients. They were, (unknown to me at the time), sexually molesting some of the female patients while they were sucking money out of all of us with an efficiency that would've made even Jim Bakker envious.

They controlled your life. Everything from where you worked to where you lived and even to with whom you could sleep.

Let me take a moment here to say that, at this point, you may be saying, "How could any intelligent adult let such a thing happen? That could never happen to me." Well, what I say is you only ask for therapeutic help when you are very vulnerable so. . .

Don't be too sure.
Don't be too sure.
Don't be too sure.

By the way, all of those "therapists" were subsequently indicted by the California Board of Medical Quality Assurance and they went through the longest malpractice trial in California history and they all lost their licenses and were publicly shamed. If you are interested, you can read about it in the September 30, 1987 edition of the L.A. Times.

But anyway, I didn't get out of that "therapy" until January, 1978 and while I was in it, my mind was in virtually constant turmoil. And, while in the midst of this mental turmoil in 1976, I was approached by a couple of guys who wanted to go into the mail order business. The idea was to sell a book on "Proud Bi-centennial Americans" and also a decorative bi-centennial plate. The idea was I'd write the copy and put up the money and these two guys would run the business. Well, for a little while, things went fine. We mailed our sales letters, took in orders and started to produce the products both of which, incidentally, had to be personalized.

Then, all of a sudden, everything went bad.

One of our big direct mail rollouts only produced a fraction of the earlier test results to that list.

Also, all my income from other sources, for reasons not relevant to this story, almost dried up completely.

In a nutshell, what happened is we ended up with thousands of orders and not enough money to fill them all.

This was certainly a bad situation but it was, I felt, at least correctable. You know, at that time, a lot of people had come to know and respect me and I was pretty sure I'd be able to borrow enough money to fill all the orders and make things right.

Alas, this was not to be. What happened next is that one of our customers who had not received his order decided to complain and he did so to a local TV station. Well, as you know, the news media is ever hungry for bad news and they sent a camera crew to our offices. The resulting footage was not very dramatic but, when it was aired, we came to the attention of the postal authorities and soon thereafter two postal inspectors came to our offices. Soon they learned that, even though I wasn't the official owner of the business, I was, in fact, the "force" behind the company.

Which was true.

So they wanted to talk to me.

So, not knowing any better, I invited them to my house.

Big mistake. Real **BIG**! You see, at that time I was living at 637 Pacific Coast Highway, right on the beach in Santa Monica, California. My home was one of only 17 on that stretch of real estate (law forbids the building of any more) and it was truly fantastic. The house next door to me was formerly owned by Peter Lawford and it was the western White House when Kennedy was president. I'm not going to go on and on about my house but I will say it was perhaps the finest home I've ever seen. It had a 50 foot swimming pool and it later became the most expensive home in history ever to be sold at private auction.

So, in come these two postal inspectors, one of whom I can hardly remember and the other whom I'll never forget. The one I'll never forget was a tall, skinny guy with a scraggly mustache who had a look of deprivation about him. In fact, to me, he looked like a guy who'd never had a good meal or a good woman in his entire life.

And guess how he reacted to my home on the beach with its 50 foot heated swimming pool?

You know already, don't you? Let's just say he wasn't exactly overjoyed to see me enjoying the evil fruits of my capitalistic endeavors. During that first meeting, and during subsequent ones, he would slip in comments like, "Well, I guess I'll never know what it's like to live in a house like this." Or, "I'm sorry to have to ask you and your wife to ride in this plain old car but we can't all have Cadillacs."

And so on.

So it begins to look like this is really serious and it's not going to go away so my partners and I

hire a lawyer. I can't remember his name. Actually, I only chose him because he was so handy as he was in the same building as our offices. After we explained everything to this lawyer he said it was obvious that none of us ever had any criminal intent (true) and that we should open our books and give the postal inspectors any info they wanted.

That was a big mistake. A real BIG mistake!

Look, being investigated is like being interviewed by a TV news team. In other words, if they find out 50 good things about you and one bad thing, it is only the negative that is recorded on their minds and has a chance of going on the air or in their reports.

We were indicted. All three of us. For mail fraud.

What happens next is the postal inspectors have a little chat with my two "co-conspirators" and it is explained to them that if they help the inspectors get me (Mr. Big) that they will be allowed to plead guilty to only one count of mail fraud and probably get a suspended sentence.

And, to their eternal shame, those two guys laid down and rolled over. And, in fact. . .

THEY WERE SO SCARED
THEY PLED GUILTY TO A
CRIME OF WHICH THEY
WERE INNOCENT!

Perhaps I'd better modify that "innocent" part a bit. According to the law, you are not guilty of any type of fraud, including mail fraud, unless you had "criminal intent." Well, let me tell you, neither those two guys (or me, for that matter) ever had one smidgen of criminal intent.

On the other hand, the mail fraud statutes are written so broadly it is difficult for anyone who has ever mailed a letter not to be found guilty. It's so bad, in fact, that sometimes, it seems to me that anyone who has walked by, driven past, or flown over a U.S. post office is guilty. What this means is that, often, a jury does not have any real choice as to whether or not to find a defendant guilty. You see, what happens is that the judge will issue jury instruction that dictates the jury must find you guilty if such and such or so and so occurred.

And since those such and such's and so and so's are so broad in scope. . .

98% OF ALL DEFENDANTS
ARE FOUND GUILTY!

Here's a side story. Once upon a time, in the San Fernando Valley, some paid arsonist torched a restaurant and a couple of people were killed. He was guilty of trespassing, breaking and entering, arson and murder.

AND THEY GOT HIM
FOR MAIL FRAUD!

Cause somebody, to get the insurance payoff, sent the claim info by mail. And the prosecutors know, if they can't get someone for something else, they can almost always get anybody for mail fraud.

On with my story: So, here I am indicted for mail fraud and, in August of 1978, I went to trial. It lasted about a week and guess what was the most persuasive piece of evidence the feds had against me.

IT WAS MY HOUSE!

Yep. One of those zealous little public servants stuck a camera over the hedges on the beach side of the property, took a picture, had it blown up to poster size and then forced the jury all week to look at this photo of "Halbert's Beach Villa."

Know this: if you are a successful businessman, there is no such thing as a "jury of your peers." Basically, your fate will be decided by 12 men and women who are "have nots" and who believe all the "haves" got that way by being crooked.

I was convicted.

I was sentenced to 18 months but I was released on my own recognizance, pending appeal. The appeal took three years and, guess what?

I WON!

The trial was, in my opinion, a farce and, unbelievably, the 9th Circuit Court of Appeals seemed to agree. Now what happens when you win an appeal is you are back to square one. What that means is the government has the option of putting you on trial again, dropping the whole thing or else letting you plead not guilty to a much lesser charge.

That third choice, the "plea bargain" is, by far, the most popular choice. And that is what the government decided to do with me, to let me plead guilty to a misdemeanor and pay a fine or something. You see, by this time, the "news value" of "The Big Bi-Centennial Rip-Off" was non-existent and, after everything that came out in the 1978 trial, I think even the prosecutors no longer thought I was such an evil guy.

But this was not to be. And, according to my lawyer, it was because that "from hunger" postal inspector wouldn't let it go.

I don't know if that's true or not. But I do know this: the mental and emotional turmoil of being "in therapy" and fighting these mail fraud charges caused me to go broke around the time of the first trial. However, between 1978 when I filed my appeal and 1981 when I won it, I did something unthinkable:

I MADE A LOT OF
MONEY ALL OVER AGAIN!

And in 1981, when the postal inspector came out to serve me, I was then living at 201 Ocean Avenue in Santa Monica and I owned two apartments there (they're co-ops) which were both worth a ton of money.

Can't have that, can we? No Sir. So, in August of 1981 I go back on trial again. But this time I've got a new lawyer (wait'll you hear about all my wonderful lawyers) and I'm a lot more prepared and I think I'm going to win. The prosecution trots out the picture of the house again but, anticipating this, my lawyer and I have prepared what we think are effective counter arguments.

So, the trial ends on a Wednesday or Thursday afternoon and when the jury walks past me, they actually look friendly and that's a good sign says my lawyer. But the next morning as they walk past me and my lawyer, their heads are down and they won't even look at me and that's a bad sign says my lawyer.

And later, that afternoon, they find me guilty.

And, in an interview, what do they say as to why they found me guilty? "It's the house," they say. "Anybody who was really trying to do right and fill those orders wouldn't have lived in such an expensive house."

"But I thought we explained that," says my lawyer.

"Yeah, but just look at this article that is in this morning's Herald Examiner," says a lady juror.

And she waved it in front of our faces and there was a three page article all about my house complete with pictures, the main one of which was the same one the jury had been forced to look at poster size all week.

What a strange coincidence. Here it is something like six years since I've lived in this house and the Herald Examiner which is a morning paper comes out with this long article about the opulence of the house and its furnishings and all the Rolls Royces and other exotic cars parked outside and so forth and it comes out just in time for the jury to see it. . .

AND TAKE IT IN THE
JURY ROOM WITH THEM!

Incredible timing, right?

So we immediately ask for a new trial and I'll never forget the judge's face as he denies the motion muttering how he may be wrong but we've got to make sure the appellate court has enough work to keep them busy.

So once again I file an appeal and try to retain my sanity (I never did regain it) as I wait for the outcome.

This time it only takes 2-1/2 years and I lose; I don't see how but I did.

And on May 21, 1984 I reported to Boron Federal Prison Camp ("Club Fed") in the Mojave Desert

to start serving my time. I'll tell you a little about that experience in a minute but first two more of my semi-famous "side trips."

First, I want to tell you a little about the seven lawyers I used fighting this nightmare. One of them was a respected law professor who wrote both of my appeals. Another was a Mormon who fought his heart out for me but could not overcome the impact of the newspaper story about my house. Another one did almost no preparation for my case and he was eventually disbarred. Another one is the naive, young guy who told me to freely give the postal inspectors any info they wanted. Another one was too busy laundering drug money to be of any real help to me and, besides, he was found shot dead in the Century Plaza shopping center while clutching a paper bag full of paper money. Another, reputed to be a "fix it" lawyer, was indicted along with a local judge for obstructing justice.

I SURE CAN PICK 'EM
CAN'T I?

The seventh attorney was Howard Weitzman. Remember him? He's the guy who won for DeLorean and the only attorney in this story who I have decided to mention by name. You know, I really have a lot of respect for this guy. Here's why: When I asked him to do some post-conviction work for me he said. . .

"Gary, you ought to get someone else because other lawyers will do it cheaper than me and you don't have much of a chance anyway."

I could hardly believe it; honesty from a lawyer? So I hired him, he gave it his best shot, I lost and paid him willingly and never regretted it simply because. . .

HE WAS STRAIGHT
WITH ME!

By the way, I talked to him on the phone from Boron the day after DeLorean was acquitted and I told him that, when the verdict was announced, the whole camp burst into applause!

Isn't this a bitch of a story? Hold on. You ain't heard nothing yet. Let's take side trip #2.

Away we go. After my conviction in 1978, while I was on appeal, I did some work for a publisher back east. What I did is I wrote a diet ad for him that featured a San Diego M.D. (a psychiatrist) that became one of the highest pulling ads in history.

Considering my situation, I was very careful about what I wrote. I checked and double-checked with the doctor to make sure the ad was accurate.

The money started coming in like crazy and the guy back east couldn't keep up with the orders. I literally begged him to slow down, to stop advertising till he got caught up. To no avail. He got thousands of orders behind, many of which were four months overdue. And guess what? Yep. He

got indicted, I got indicted and the doctor got indicted. . .

On an ad I thought was "hound's tooth clean!"

Those indictments were later dropped but they massively interfered with my mental peace and also prevented me from bringing in character witnesses during my second trial.

Lord, love a duck; I was starting to feel like a one-legged man in an ass-kicking contest.

But so what? What can be learned from all this that is of practical value to you?

A lot. Assuming you don't want to be robbed, incarcerated or swamped with the emotional and financial trauma of litigation, I herewith offer 10 rules for your consideration:

#1. STOP LIVING IN A DREAM WORLD

Stuff like this really can happen to you. People who never take any risks are boring cowards but people who take stupid risks are, in fact, stupid. Consider this: the news is full of stories about the dangers of AIDS yet, by far, the #1 and #2 most common and preventable causes of death in the U.S. are cigarette smoking and not wearing a seat belt. Yet millions of dummies still smoke and ride around sans safety belts while mouthing banal quips about how everybody has to die of something.

Trust me, Buckwheat, if you get lung cancer or permanently mangled and/or paralyzed in a car crash, the memory of all those cute little banalities you used to say will make you vomit.

And so it is with taking unnecessary chances in your advertising campaigns. No one is in complete control of his or her destiny but, for God's sake, don't beg for problems like I did. You'll get enough problems no matter how careful you are without insisting on having more.

#2. STOP LYING!

To your customers, to your partners or business associates and to yourself. If you lie in your direct mail letters and/or space ads or commercials, the one time you get caught may easily cause you more grief than it was worth for the hundreds of times you slipped by.

And hear this: In the last 1-1/2 years I've met three different people who routinely cheat everybody they do business with. Well, let me tell you, one thing I learned while serving time is that not everybody who gets cheated elects to right that wrong via litigation. Instead, many choose mayhem or murder. But you don't really believe any of those wimps you've ever shortchanged would do anything like put out a "contract" on you, do you?

Don't be too sure.

Don't be too sure.

Don't be too sure.

#3. IMMEDIATELY ACKNOWLEDGE EVERY ORDER YOU RECEIVE VIA FIRST CLASS

MAIL!

Pound for pound and penny for penny, this is the most profitable point in all your communications with your customers. But profit is not the issue here. No. The issue here is staying out of trouble. And, believe me, nobody represents more "trouble potential" than a customer who has sent in his hard-earned money and feels it has disappeared down a rathole because no one ever bothered to confirm or acknowledge his order.

#4. FILL ALL ORDERS AS FAST AS YOU CAN!

Both times I got in trouble with the post office, it was because of unfilled orders. Had the orders been filled and filled promptly the ads and letters would most probably never been questioned. Whether a certain statement in an ad or letter is deceptive is often subjective. However, there is nothing subjective about an unfilled order.

You either did or you didn't and, if you didn't, you are begging for trouble.

#5. IMMEDIATELY GIVE A REFUND TO ANYONE WHO WANTS ONE!

Stop screwing around with this. If you say you'll give refunds, do it and do it promptly. If you don't, one day you may end up with a problem that can no longer be solved even if you do finally decide to make the refunds. The problem I'm talking about, of course, is the one where you become a convicted felon.

#6. IMMEDIATELY ANSWER ALL YOUR WHITE MAIL!

"White mail" is any written correspondence from a customer that does not contain an order; like requests for more info, requests for refunds, inquiries from BBBs and government agencies, etc.

Failure to communicate can lead to a loss of ability to communicate like, for example, when you're locked up.

#7. DON'T RUB YOUR WEALTH IN OTHER PEOPLE'S FACES.

Showing off is one of the "perks" of being a success. However, I'd like to suggest you avoid trying to impress people who are losers. Losers are bitter frustrated people who are constantly looking for new people to blame for their failures. And, if their bitterness becomes too intense and their focus settles on you, only trouble can result.

Go ahead and drive your Rolls to a meeting of the Young Millionaires Club but beware parking in the K-Mart lot.

#8. DON'T TRUST YOUR LIFE TO YOUR LAWYER!

I don't care if he's your brother, your father or your spouse. It seems to me that almost all lawyers are forced to have an "ethical bypass" operation as soon as they pass the bar. Question: What show has the most ridiculous premise of all shows on network TV? Answer: L.A. LAW. L.A.

LAW always has a bunch of lawyers sitting around discussing lofty ethical considerations.

Are you kidding? That's not what lawyers sit around and gab about. No way. What they truly concern themselves with is...

MILKING MONEY FROM MISERY!

But what's the alternative? Well, what I suggest is, that in addition to your lawyer, you get some "reality oriented" advice from someone who has already suffered through whatever legal problems you currently have. Believe me, you can get more sound advice from a few intelligent ex-cons than all the lawyers in the world.

Hey, you want to know how you can tell when your lawyer is lying? That's easy. It's when his lips are moving.

#9. KEEP YOURSELF HEALTHY!

If you pump a little iron and run three or four miles a day, you'll unconsciously give off a different class of vibes that signal you're not a vulnerable wounded fish and easy prey for all the two-legged sharks of the world.

#10. KEEP YOUR SENSE OF HUMOR!

You think I've had it hard? Don't be silly. What I've endured is nothing compared to a kid born with AIDS, a man who has lost his family in an air disaster or any of a jillion other things that millions of people endure bravely every day of their lives.

Look, if history is any guide, none of us are gonna get out of this mess alive so we may as well have a few laughs along the way.

Want to know when you finally realize it really has happened and you really are incarcerated? It's when that big, ugly, muscle-bound guy across the hall informs you he thinks you're "cute."

Want to know when you know you've done too much time? It's when you're glad he thinks you're cute!

Thank God I wasn't in long enough to get to the second stage but, I'll tell you, I learned what it means to really miss your woman and I remembered why my nickname used to be "Goat Glands Gary."

Enough. Someone once said that every man's life has value if for nothing else than to be used as a bad example. Maybe that's me. You're a dumb bunny if you follow in my footsteps. Instead, let me serve you another way. . .

LET ME BE YOUR
BAD EXAMPLE!

Sincerely,

Gary C. Halbert
Ex-Con

P.S. Are you one of those people who take chances because going to "Club Fed" sounds like a vacation to you? Trust me, there are a few things about it you won't like. For example, do you have a tendency to befoul the atmosphere and make funny little noises when you use the bathroom?

How wonderful! Just think, when you go to Club Fed you can "share" those quaint little personal eccentricities with dozens of other people everyday who will be going to the bathroom with you! And gosh, you can also enjoy all their quaint little personal bathroom habits.

Are you someone who values your privacy? Hmn? I wonder how you're going to like it when some hack tells you to "bend over and spread em" so he can explore your most private bodily cavity with his flashlight.

And don't think that, just because Club Fed is a camp, it only has white collar felons. That's not the case. There are also bank robbers, drug dealers, blackmailers, contract killers and many, plain old garden variety murderers.

Oh yeah, and there's one more bad thing about Club Fed.

YOU CAN'T LEAVE!

P.P.S. On the other hand, I think going to Club Fed was easily the most valuable experience of my life. One of the reasons is that, in a perverse way, it set me free. One day I was jogging and I suddenly realized I felt much lighter. Why? Because of lack of guilt. You see, I figured that serving time for something of which I was not morally guilty made me even. It made up for all those library books I never returned, the teenage girls after whom I lusted and I was even able to forgive myself for all those times I drove while drinking for which, in my opinion, I really deserved to go to prison.

Sometimes life evens things up, doesn't it?



How to make...

By: Gary Halbert

MAXIMUM MONEY

in MINIMUM TIME!

Copywriting Secrets Collection

SECTION #16

How To Get The Most Valuable Free Gift In All The World!

The section that you've just read was a hard one for me to write.

So hard, in fact, that I've been manufacturing excuses for more than a year to avoid working on it. But anyway, now it's done and I'm glad it's over.

You know, I think sometimes, when you write about a difficult experience it has a cleansing effect and it seems to "exorcise" some of the pain from your brain.

Whatever. In any case, as I said in my newsletter, going to Club Fed was not a totally negative experience. For one thing, it gave me a chance to write 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. 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 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 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 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.

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 mistake 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 you 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 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 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.

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 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. It took me a while to make up my mind, but finally, I've decided to publish and release them. They are collected in two attractive binders 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 who is reading this message and decides to purchase anything else whatsoever from my office within the next 2 weeks. This means if you are not now a subscriber, you get the Boron Letters free for coming aboard. If you are already a subscriber, you get the Boron Letters free for renewing your subscription early or else purchasing the tapes of my 1-day seminar of any other of my information packed products.

I hope you accept this offer. 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 gifts I have to offer: my love and my expertise.

Anyway, if you are interested in this offer, please respond right away. Just call my office at (213) 273-7053 or else use the order form and reply envelope. Thank you for your attention.

Sincerely

Gary 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. 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 indicate and I'll send you a slightly edited and "sanitized" version of all this material.

It's up to you.

YES, I am impressed with your offer and I would very much like to have a complete set of THE BORON LETTERS. Therefore, I have decided to subscribe and I am enclosing \$195.00 as a payment in full for a 1-year subscription. Please send THE BORON LETTERS immediately via first-class mail and don't bother to edit them in any way, shape or form. I understand that I have the option of cancelling my subscription at any time for an immediate pro rata refund on all issues I have not received and that I will still be allowed to keep THE BORON LETTERS. On that basis, here is my order.

NOTE: Check here if you want the edited ("sanitized") version of the letters which will have all

harsh language and profanity omitted.

P.S. I'd really appreciate a prompt reply to this offer. It took me a long time to make up my mind to release this material and now I'm very anxious to see how it all works out. Thank you.

FOR EXTRA FAST SERVICE

Just dial 1-305-534-7577

Call Anytime from 9AM to 5PM

Monday Through Friday (West Coast Time)

Please have Visa, MasterCard or American Express Ready

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Cherrywood Publishing

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