

The Ultimate Sales Letter: Attract New Customers. Boost your Sales. Read Online



Book details:

Author: *Dan S. Kennedy*

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Synopsis:

Write Well to Sell Big! In the age of e-mail and instant communication, great sales copy is indispensable to closing a deal. But too many sales letters end up in the junk file or the wastebasket. In this new edition of his top-selling book, author Dan Kennedy explains why some sales letters work and most don't. And he shows how to write copy that any business can use. Among other things, he provides: Completely updated text and examples Great headline formulas New exercises to spark creativity The best way to use graphics Kennedy is the most successful, highly paid direct-response copywriter in the country. In this book, he shares his step-by-step formula so everyone can write letters that will nail the sale.

Recommendations:

About Dan S. Kennedy

Dan S. Kennedy has been writing and lecturing about sales for more than two decades. His popular The No B.S. Marketing Newsletter reaches thousands of people, and he speaks to many more in person each year. He is the author of No B.S. Business Success, No B.S. Sales Success, and The Ultimate Marketing Plan.