



How to Write Blockbuster Sales Letters

By Benjamin Hart

Outskirts Press, United States, 2006. Paperback. Book Condition: New. 226 x 152 mm. Language: English . Brand New Book ***** Print on Demand *****. Amazing returns on my mailings Ben Hart has given me the secret to getting into the mind of my customer and generating amazing returns on my mailings. With just a few simple changes to my own writing, I am already seeing dramatic results. Thank you for this powerful, step-by-step formula for creating Blockbuster Sales Letters . Valerie Hasara Editor, Absolutely the best in the business Ben Hart is absolutely the best in the business. His direct mail campaigns have single handedly turned many floundering and start-up enterprises into multi-million-dollar powerhouses. Ben s books are packed full of strategies, methods, rules and tips that will profit direct mail experts and beginners alike. And Hart s books are enormously fun to read. His writing is clear and direct . . . Every direct mail veteran, as well as anyone planning to launch their very first direct mail marketing campaign, must read Ben s books immediately. I will read this book many times. Steve Loflin Executive Director, National Society of Collegiate Scholars (400,000 members) One of the true masters...

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