

**THE ULTIMATE SALES LETTER: ATTRACT
NEW CUSTOMERS. BOOST YOUR SALES.
BY DAN S. KENNEDY**



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**THE ULTIMATE
SALES
LETTER**



**ATTRACT NEW CUSTOMERS.
BOOST YOUR SALES.**

DAN S. KENNEDY

Author of the BusinessWeek Bestseller No B.S. Business Success

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About the Author

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.**

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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.

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0 of 0 people found the following review helpful.

A lot of great information for writing sales letters

By Laura De Giorgio

While some information in this book is a bit dated and it was primarily focused on direct marketing, Dan

Kennedy also shares timeless principles of writing sales letters that can be applied even today no matter what kind of sales letters you are writing.

Getting to know your target audience will never become outdated, and the suggestions he shares from his past experience are quite thorough. He mentions that in order to get into the mind of his readers, in this instance dentists, he'd read every industry publication every month, visit websites that host discussions forums for dentists, subscribe to email groups where only dentists communicate back and forth, attend industry functions, conventions, seminars, trade shows, he'd play prospect, and routine mastermind with dentists.

He then shares a step-by-step process he used to write a copy, very detailed with various examples. He shares a fill-in-the-blank headlines with examples, different ways to attract attention and to overcome barriers, how to re-write and then he offers an extensive check-list with 35 points to check your copy.

Yes he does have a plug for his website and services which I find appropriate in this book, and he also has a plug for few other tools like mike Capuzzi's CopyDoodles.

He then suggests re-writing for passion, and editing for clarity, and how to test your copy.

At the end of the book you'll find additional resources.

7 of 7 people found the following review helpful.

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By Chuck Rylant

If you want one reference book that you will refer to over and over again when writing copy, this is it. This book begins with the basics of copy writing for mine and my clients' projects. It and gives you a few formulas and samples to get you started. I use this book whenever I have a new marketing message to create. It is also the same formula for video sales letters, tele-seminars, and selling from the stage, so don't think this is dated material if you think long form copy writing is dead.

4 of 4 people found the following review helpful.

This book just landed me 15k per month :)

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There is no more comprehensive guide to writing a sales letter than this.

Dan goes from A to Z on how to write a killer letter.

It is packed with examples and in-the-trenches-stuff that will help you to be a kick as copywriter.

As with his previous book, this is also a NO B.S. book as all of the examples are battle tested.

I went to the largest Direct Sales company and just based on ONE idea I got from the book, landed a HUGE deal.

Dan Kennedy is a MUST read!

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