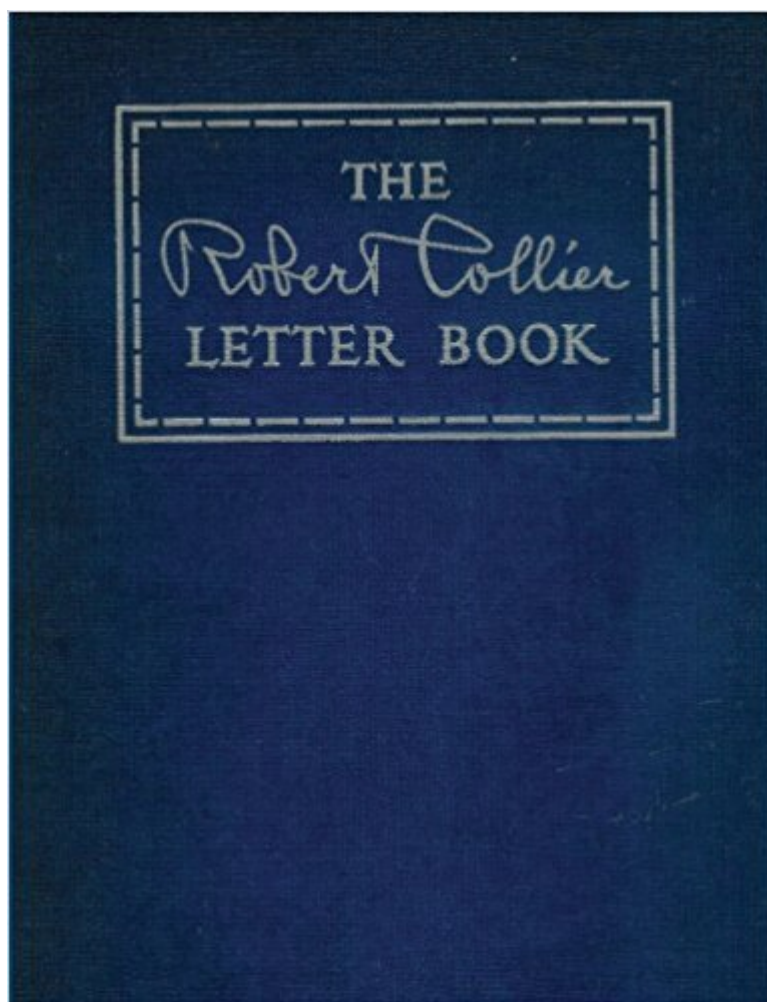


The book was found

# The Robert Collier Letter Book



## Synopsis

The Robert Collier Letter Book is by far the top book on writing sales letters. But it goes beyond that. As every great copywriter knows, these techniques are directly transferable to the Internet, whether through web copy or email or whatever. This book earned Robert Collier the distinction of being one of the greatest marketing minds in history. Robert Collier sales letters were successful because he wrote to his readers' needs. As an expert in marketing, his sales savvy and writing expertise placed hundreds of millions of dollars in his clients' pockets.

## Book Information

Paperback: 332 pages

Publisher: Important Books (July 30, 2013)

Language: English

ISBN-10: 8087830679

ISBN-13: 978-8087830673

Product Dimensions: 7.4 x 0.7 x 9.7 inches

Shipping Weight: 1.3 pounds (View shipping rates and policies)

Average Customer Review: 3.9 out of 5 stars [See all reviews](#) (51 customer reviews)

Best Sellers Rank: #86,141 in Books (See Top 100 in Books) #73 in [Books > Business & Money > Marketing & Sales > Marketing > Direct](#) #85 in [Books > Business & Money > Skills > Business Writing](#) #139 in [Books > Business & Money > Marketing & Sales > Marketing > Web Marketing](#)

## Customer Reviews

Many of the copywriting greats cite this book as one of maybe three foundational, wellspring, headwaters books for the entire industry of direct mail, and probably direct response marketing itself. I have heard Dan Kennedy talk endlessly about him. Gary Halbert puts this book in the first three of his recommended reading (and hand-copying) for aspiring copywriters, and none other than Yanik Silver has put a review of this book on this page. (If you don't know who Yanik Silver is, look him up. He's one of the most successful direct response copywriters working today.) So what should you expect when reading this book? Gary Halbert makes the point repeatedly, in different ways and places, that if your message is true, and good, and contains real value, then you don't need to obsess about the 'quality' of your medium to convey that message. He says essentially "If some guy hands you a crumpled up note that he pulled out of his pocket, and on it it says 'Your wife just gave birth to triplets', you're not going to dismiss this because it came on a crumpled up piece of paper." This point is worth bearing in mind when you order and read this book. The message itself is

unparalleled, still accurate after almost 100 years, even though few people are probably selling rain coats via printed sales letters any more. Everything important is in here, and anyone who wants to call themselves a professional copywriter (or in-print salesman to quote Halbert again) should read, and re-read, and then re-read this book. Now, about the editing and typos. The other reviewers are right - they're everywhere and something distractingly so.

[Download to continue reading...](#)

The Robert Collier Letter Book Creative Airbrushing: A Step-By-Step Guide to Techniques, Skills, and Equipment (Collier books) Collier's Guide to Night Photography in the Great Outdoors Surviving Jamestown: The Adventures of Young Sam Collier NIV, Bible for Kids, Imitation Leather, Purple, Red Letter: Red Letter Edition Robert's Rules: QuickStart Guide - The Simplified Beginner's Guide to Robert's Rules of Order Robert's Rules: QuickStart Guide - The Simplified Beginner's Guide to Robert's Rules of Order (Running Meetings, Corporate Governance) Robert Young Pelton's The World's Most Dangerous Places: 5th Edition (Robert Young Pelton the World's Most Dangerous Places) The Basque Book: A Love Letter in Recipes from the Kitchen of Txikito Hidden Credit Repair Secrets - Step-by-Step 6 Letter Dispute Plan Included:: Credit Repair Strategies They Don't Want You To Know (Third Edition Book 3) RAPID RESULTS Credit Repair Credit Dispute Letter System: Credit Rating and Repair Book Credit Dispute Letter Bible: Credit Rating and Repair Book The Letter of Marque [UNABRIDGED CD] (Audiobook) (The Aubrey/Maturin series, Book 12) Paul's Letter to the Philippians : Bible Trivia Quiz & Study Guide - Education Edition (BibleEye Bible Trivia Quizzes & Study Guides - Education Edition Book 11) The Letter to the Hebrews: Bible Trivia Quiz & Study Guide (BibleEye Bible Trivia Quizzes & Study Guides Book 19) The script letter: its form, construction, and application Letter Fountain Letter to My Daughter I Will Always Write Back: How One Letter Changed Two Lives Hebrew Illuminations 2017 Wall Calendar: A 16-Month Jewish Calendar by Adam Rhine (Illuminated Letter)

[Dmca](#)