



## The Ultimate Sales Letter: Attract New Customers, Boost Your Sales (4th Revised edition)

By Dan S. Kennedy

Adams Media Corporation. Paperback. Book Condition: new. BRAND NEW, The Ultimate Sales Letter: Attract New Customers, Boost Your Sales (4th Revised edition), Dan S. Kennedy, 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.



READ ONLINE  
[ 9.36 MB ]

### Reviews

*It is great and fantastic. It can be written in easy phrases and never hard to understand. You will not really feel monotony at any time of your respective time (that's what catalogues are for concerning if you request me).*

-- **Michel Halvorson**

*This publication is wonderful. I actually have gone through and I am sure that I am going to go to study once more once more down the road. I am easily could get a enjoyment of studying a written book.*

-- **Mozelle Halvorson**