

The power consistently to make an effective appeal is the distinguishing characteristic of the successful writer of modern business letters and advertisements. It is possible to write an appeal that is constantly effective, rather than occasionally effective, only by basing the appeal upon a practical and definite plan, worked out in accordance with an analytical study and a systematic application of the underlying principles which the experience of business men in thousands of selling campaigns has proved to be fundamental. These fundamental principles underlying the selling appeal are discussed and analyzed, step by step, in the first chapters of this book. Their practical application is made clear by the analyzing of a large number of business letters and advertisements which are quoted for purposes of illustration. This procedure, which is followed throughout the book, gives to the discussion a highly practical, rather than a merely theoretical value. Literally thousands of business letters and advertisements, embodying the practice of many of the most successful American business concerns, have been carefully studied in selecting the specimens quoted. With the recognition of the importance of advertisements as an essential and highly important factor in distribution, has come a more belated recognition of that other highly important factor in distribution the business sales letter. Attention is just now being generally turned to the rich possibilities, heretofore almost neglected, of effecting sales direct-by-mail. The sales letter is now regarded as a highly important factor in distribution because, in many lines of business, it offers a remarkably simple and undoubtedly effective means of making a direct and personal selling appeal by the outlay of a relatively small expenditure. The experience of an increasing number of concerns, and among them many (Typographical errors above are due to OCR software and dont occur in the book.)

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