

# The Robert Collier Letter Book



WARNING: DO NOT Buy ANY other Edition of this timeless classic before you read this! Ill explain why this is the best version out there but first let me explain to those who do know it why this classic masterpiece is so critical to making a great fortune in copywriting and why many believe The Robert Collier Letter Book is...

THE BEST BOOK ON SALES LETTERS EVER WRITTEN! The Robert Collier Letter Book is so good... you WILL immediately start writing better sales letters even before you finish! And... if you are a seasoned pro... re-reading The Robert Collier Letter Book again will help you make even more money! Heres why...

This book has indeed jump-started hundreds, if not thousands, of high-paying copywriting careers. My father was copywriting legend Gary C. Halbert and he wouldnt train anyone who didnt read this book for one great reason You see, through various degrees of separation, all great sales letters are based on the insights thoroughly explained in The Robert Collier Letter Book. This book is exactly where professional wordsmiths get their edge because this all-time best-seller on copywriting explains in great detail the real power behind great copywriting which is often invisible to the naked eye. It doesnt matter which industry you write for, The Robert Collier Letter Book will show you what works for ALL well-crafted sales letters and this knowledge is even more relevant now than ever before. The vernacular and language patterns may change, the core secrets to stimulating sales still work like a charm bust best of all... Once you dive in, Mr. Collier thoroughly explains the theories he discovered and worked out. Then he shows you how this formula for success was put into action using great examples of proven cash generating copy. Most wannabe copywriters never try to apply sales lessons from masters if they feel the lessons are

dated but everything Robert Collier explains is valuable to anyone who cares to see its use in todays top money-making sales pages, product descriptions, emails, sales video scripts and anywhere words are used to sell. This is why you see master marketers and top earners coveting their original copies of The Robert Collier Letter Book and... That Is How You Too Can Get An Edge! Thats right, to crush other copywriters, all you need to do is ask yourself how can these lessons be applied to my website or PPC campaign and then take action! There is so much value packed in this one book that you take away something new and powerful, each time you read it. The more detailed lessons in The Robert Collier Letter Book are not just timeless but they hold even more power as they are so overlooked but enough about why its so great. Let me explain... Why This Is THE EDITION TO BUY! There were two original versions. The older version has been passed around like cheap wine in prison and while its still immensely valuable... this is the second more complete version revised by Collier himself and published years after the first one. Not only is this the most recent edition but... the Collier family has also added pictures and they included a fascinating chapter from the soon to be released biography of Robert Collier. It tells a tale of Mr. Colliers experience with the health industry, a corrupt solicitor general and politics. This was the inspiration for his book Riches Within Your Reach The best part is its written by Robert Collier himself! Anyway, if you want to write better copy, read this book from cover to cover and I promise you wont regret it. Most Sincerely, Bond Halbert PS If you somehow managed to write great copy for a living but have not yet read this classic, whats in this book will amount to a hefty raise.

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