

The Boron Letters

By Gary C. Halbert, Bond Halbert

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A series of letters by history’s greatest copywriter Gary C. Halbert, explaining insider tactics and sage wisdom to his youngest son Bond. Once only available as part of a paid monthly premium, The Boron Letters are unique in the marketing universe and now they are a bona fide cult classic among direct response marketers and copywriters around the world. The letters inside are written from a father to a son, in a loving way that goes far beyond a mere sales book or fancy "boardroom" advertising advice... It's more than a Master's Degree in selling & persuasion…it's hands-down the best SPECIFIC and ACTIONABLE training on how to convince people to buy your products or services than I have ever read. The Boron Letters contain knowledge well beyond selling. The letters also explain how to navigate life's hurdles. This marketing classic is personal and easily digestible. Plus... immediately after reading the first chapters, you can go out and make money and a real, noticeable difference in your marketplace. There are very few successful direct response marketers (online or off) who don't owe something to Gary Halbert…and for many of them, The Boron Letters is the crown jewel in their collection. Copywriters and marketers read and re-read The Boron Letters over and over again for a reason. These strategies, secrets and tips are going to be relevant 5, 10, even 100 years from now because they deal honestly with the part of human psychology which never changes, how to convince and convert folks into buyers. Bottom line? Read the first chapter. Get into the flow of Gary's mind. Then read the second. I dare you to NOT finish the entire darn thing. After you put a few of the lessons into practice, you too will find yourself reading The Boron Letters again and again like so many of today’s top marketers. If you don’t already have your copy get it now. I promise you won't regret it. My best, Lawton Chiles

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