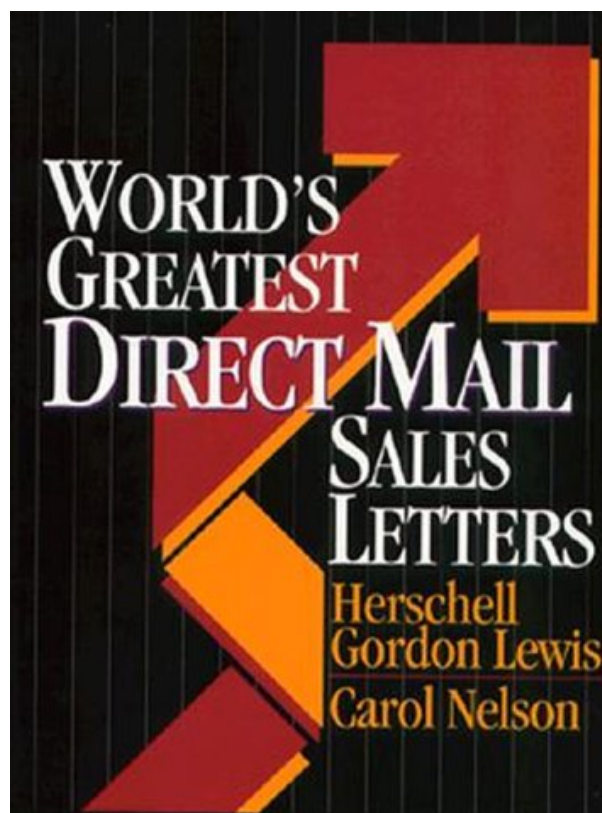
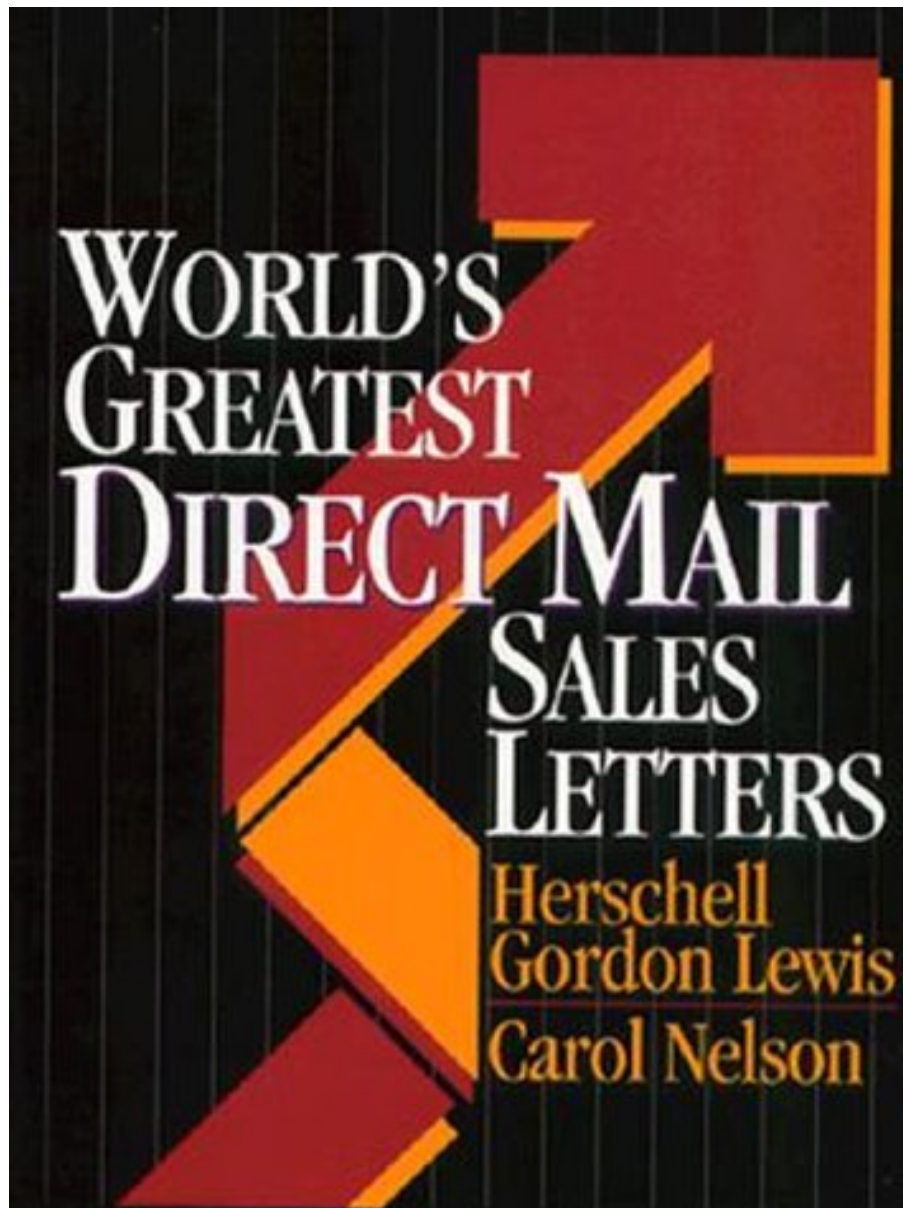


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By Loren Woirhaye

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Buy the ones you can get by Hatch and Hodgeson, and pick this one up someday.

There's a book by Harlan Kilstein of his own internet sales letters that is pretty good and another one called "Hall of Fame" published by AWAI that can be had for very little money. All mentioned books are swipe-files for good sales letters.

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By Greg Gibson

As a direct mail copywriter, this book is one of my top resources. Here are 96 of the all-time best selling direct mail letters. (My only criticism is that I had to count the number of letters because it was not listed.) Before each letter, the editors explain the challenge, the solution, and their comments.

These letters contain ideas and patterns that can be "borrowed" as templates. How would you like your letter to be patterned after one that brought \$1B in sales to American Express?

The chapters are conveniently divided by product or service category: Subscriptions, Collectibles, Products, Books, Financial Services and Investments, Memberships, B2B, Personal Services and Insurance, and Fund Raising. Do you need a letter to sell subscriptions? See how it was done by The Wall Street Journal, Worth Magazine, and others.

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