

# The Greatest Sales Letters Of All Time

Understand the rules to writing a great sales letter and you possess the secret to unlimited wealth.

Edited By John Jantsch

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# Studying *Successful Sales Letters* Can Be Your Ticket To A Wealth Explosion.

You may never call a sales letter junk mail again.

You trudge to the mailbox, open it up and out fall a pile of bills (never that check you've been waiting on.) Of course you also get to flip through the so-called "junk mail" as it slides off your desk for the trash can right?

If you own a small business and you aren't poring over every piece of mail you get (hey, even some well written email) then you are making a silly mistake.

This ebook provides you with what are arguably some of the best sales letters ever written. Studying these letters is like getting a free copywriting course. The reason these letters are considered some of the best is quite simple...they have been responsible for selling lots and lots stuff for many years.

Read each of these letters and you will begin to understand that for the most part they all follow a tried and true set of rules. Once you understand how to apply these rules to your selling efforts you will automatically experience greater success.

Here are some tips and resources to help you understand and create great sales letters. Start a file and when you discover a letter or even postcard that follows these rules, stuff that baby in the file for later reference and you will on your way to creating a library of swipable free sales letters.

## Great Sales Letters:

**1) Must have a headline.** If your sales letters don't have a headline that reaches off the paper and grabs the reader by the throat...you are sunk. Start paying attention to headlines.

**Want to write headlines like a pro?** Check out this software, it does the work for you. • [Headline Creator Pro](#) This is an awesome tool. Just answer four questions and the software spits out 100 ready made headlines based on some of the most successful headlines throughout history. By the way a successful headline is one that has been know to sell.

**2) Must clearly demonstrate** how the reader will benefit from reading this ad, letter or email. It's amazing how often sales letters will go about the company or product and how great it is. Your reader doesn't care...they always want to know what's in it for me.

Check out this copywriting course from one of the greats. • [Make Your Words Sell](#) This powerful course by Ken Evoy will show you how to sell more. Use the strategies to become more persuasive. [Sign-up for the free course](#)

**3) Must have a call to action** or offer that makes sense. If a sales letter is well written you will come to the end hoping to reach an offer that you can't resist. Most letters and ads don't really offer anything. Without an offer, even an offer to give some more information, you are wasting your time.

**In a hurry to produce a killer sales letter?** Here is a great answer • [Push Button Sales Letters](#) This program is software that lets you fill-in-the-blanks, click a button and poof! You have an instant sales letter for your product or service. You get a sales letter nicely formatted on a web page when you're finished. Just polish it up some, link it to your order form and you're off and running.

You might even sign-up to receive some mail from some of the biggest direct mail folks just so you can learn from some of the best sales letters in the business! Rodale Press, Agora, and Nightingale Conant are a few of the biggest.

So on to the letters.

# Sales Letter #1

## Newsweek

### ***"If Your Name Is On This Letter"***

This is a classic example of a letter that focuses 100% of its attention on the reader's self-interest. The product here, a news magazine, isn't very sexy and won't make anyone thinner or richer. The writer of this letter immediately flatters the reader and sets up a "take away" strategy that is very effective still today.

The letter implies that, "if you are common then this isn't for you." Vanity is what is being sold in this letter.

Another powerful, but misunderstood, tactic used in this letter is negative credibility. This letter opens by telling what it is not. Many copywriters spend too much time trying to sell you on what it is. By first offering the "flaws" this letter is more believable.

The letter is also a classic example of "you" copy. See if you can count how many times the word you is used. Hint: It's over 50 yet doesn't feel forced.

The letter then ends with a very strong offer. Another secret to great sales copy.

117 EAST THIRD STREET  
DAYTON, OHIO 45402

# Newsweek

Dear Reader:

If the list upon which I found your name is any indication, this is not the first -- nor will it be the last -- subscription letter you receive. Quite frankly, your education and income set you apart from the general population and make you a highly-rated prospect for everything from magazines to mutual funds.

You've undoubtedly 'heard everything' by now in the way of promises and premiums. I won't try to top any of them.

Nor will I insult your intelligence.

If you subscribe to Newsweek, you won't get rich quick. You won't bowl over friends and business associates with clever remarks and sage comments after your first copy of Newsweek arrives. (Your conversation will benefit from a better understanding of the events and forces of our era, but that's all. Wit and wisdom are gifts no magazine can bestow.) And should you attain further professional or business success during the term of your subscription, you'll have your own native ability and good luck to thank for it -- not Newsweek.

What, then, can Newsweek do for you?

The answer depends upon what type of person you happen to be. If you are not curious about what's going on outside your own immediate daily range of concern...if you are quickly bored when the topic of conversation shifts from your house, your car, your ambitions...if you couldn't care less about what's happening in Washington or Wall Street, in London or Moscow...then forget Newsweek. It can't do a thing for you.

If, on the other hand, you are the kind of individual who

would like to keep up with national and international affairs, space and nuclear science, the arts -- but cannot spend hours at it .. if you're genuinely interested in what's going on with other members of the human race...if you recognize the big stake you have in decisions made in Washington and Wall Street, in London and Moscow...

then Newsweek may well be the smartest small investment you could make for the weeks ahead.

For just 11¢ a week, as a Newsweek subscriber, your interest in national and international affairs will be served by over 200 top-notch reporters here and around the world. Each week, you'll read the most significant facts taken from their daily dispatches by Newsweek's editors.

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We respect your right to form your own opinion.

In the eventful political arena, in weeks to come, you'll read about

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FOREIGN

POLICY - What settlement is possible in Vietnam? What role for the Buddhists, the army, the Viet Cong?

THE

ISSUES - Our stance toward Red China. Domestic crises in civil rights, in education, the war on poverty! What solutions are best?

You'll stay abreast of events on the world scene as the Kremlin bosses cope with unrest in the satellite nations and with Peking's bid to dominate Red affairs ... as Western Europe develops new economic ties and increasingly competes in world markets ... and as chaos and unrest seethe up in Africa and Southeast Asia.

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The fascinating world of art will be reviewed and previewed for you in Newsweek. Whether you're interested in books or

ballet, painting or plays, movies or music -- or all of them -- you will find it covered fully and fairly in Newsweek.

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international film awards...controversial art shows at New York's Museum of Modern Art or the great galleries of Europe...triumphant concert tours by famed virtuosos...glittering first nights on and off Broadway...plus revealing interviews with colorful personalities -- authors, prima donnas, actors, musicians.

AND you'll be briefed on happenings in the worlds of Business and Finance (What's ahead now for steel output, auto sales? How will the market react?)...Education and Religion (More "machine" teaching? Closer interfaith cooperation?)...Science and Medicine (New breakthroughs in cancer and arthritis research?)...Sports and TV-Radio (New higher standards, less violence in both?)

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That's just 11¢ a week -- little more than 1 1/2¢ a day!

And try it with this guarantee: if, after examining several issues in your own home, you do not agree that Newsweek satisfies your news interests, you'll receive a prompt refund on unmailed copies.

An order form is enclosed, along with a postage-paid return envelope. Do initial and return the order form today. We'll bill you later if you wish.

Sincerely,



S. Arthur Dembner  
Circulation Director

SAD/sj

## **Sales Letter #2**

### **Wall Street Journal**

#### ***"Two Young Men"***

This letter makes a promise of success (one of the most compelling offers available) and does it by telling a story. The picture of success that this letter draw demonstrates what can happen, both good and bad, if you don't acquire the seller's product or service.

Can you think of a way to apply this tactic to your product or service?

Selling by telling is one of the great secrets of marketing and this letter may be the most successful example of this strategy ever.

This letter was used by the Wall Street Journal for decades. In fact, I would surprised if you have not received this one many times.

Of course, this letter makes a strong offer.



# THE WALL STREET JOURNAL.

*The daily diary of the American Dream.*

22 Cortlandt Street/New York, New York 10007

Dear Reader:

On a beautiful late spring afternoon, twenty-five years ago, two young men graduated from the same college. They were very much alike, these two young men. Both had been better than average students, both were personable and both—as young college graduates are—were filled with ambitious dreams for the future.

Recently, these men returned to their college for their 25th reunion.

They were still very much alike. Both were happily married. Both had three children. And both, it turned out, had gone to work for the same Midwestern manufacturing company after graduation, and were still there.

But there was a difference. One of the men was manager of a small department of that company. The other was its president.

## What Made The Difference

Have you ever wondered, as I have, what makes this kind of difference in people's lives? It isn't always a native intelligence or talent or dedication. It isn't that one person wants success and the other doesn't.

The difference lies in what each person knows and how he or she makes use of that knowledge.

And that is why I am writing to you and to people like you about The Wall Street Journal. For that is the whole purpose of The Journal: To give its readers knowledge—knowledge that they can use in business.

## A Publication Unlike Any Other

You see, The Wall Street Journal is a unique publication. It's the country's only national business daily. Each business day, it is put together by the world's largest staff of business-news experts.

Each business day, The Journal's pages include a broad range of information of interest and significance to business-minded people, no matter where it comes from. Not just stocks and finance, but anything and everything in the whole, fast-moving world of business. . . The Wall Street Journal gives you all the business news you need—when you need it.

## Knowledge Is Power

Right now, I am reading page one of The Journal. It combines all the important news of the day with in-depth feature reporting. Every phase of business news is covered, from articles on inflation, wholesale prices, car prices, tax incentives for industries to major developments in Washington, and elsewhere.

(over, please)

And there is page after page inside The Journal, filled with fascinating and significant information that's useful to you. A daily column on personal money management helps you become a smarter saver, better investor, wiser spender. There are weekly columns on small business, marketing, real estate, technology, regional developments. If you have never read The Wall Street Journal, you cannot imagine how useful it can be to you.

Much of the information that appears in The Journal appears nowhere else. The Journal is printed in numerous plants across the United States, so that you get it early each business day.

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If you feel as we do that this is a fair and reasonable proposition, then you will want to find out without delay if The Wall Street Journal can do for you what it is doing for millions of readers. So please mail the enclosed order card now, and we will start serving you immediately.

About those two college classmates I mention at the beginning of this letter: They were graduated from college together and together got started in the business world. So what made their lives in business different?

Knowledge. Useful knowledge. And its application.

#### **An Investment In Success**

I cannot promise you that success will be instantly yours if you start reading The Wall Street Journal. But I can guarantee that you will find The Journal always interesting, always reliable, and always useful.

Sincerely yours,



Peter R. Kann  
Executive Vice President/  
Associate Publisher

PRK: vb  
Enca.

P.S. It's important to note that The Journal's subscription price may be tax deductible.

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## **Sales Letter #3**

### **Popular Mechanics**

#### ***"Dirty Hands"***

I love this letter because instead of appealing to the snob in all of us, it presents itself to the "average Joe." Many a product has been sold by making the reader feel that you and your company understand the reader like nobody else. Us against them is a good formula for action and action is what you want.

In this letter he allows the reader to take sides against all those dead beats and sissies out there in the world. Obviously, this letter is aimed squarely at men. Understand what makes your reader tick and you are half way home.

Instead of a headline this letter uses what copywriters call a "Johnson box" to open up. You must pull your reader in immediately and this is an example of a way to do that.

Notice all of the handwritten notes. This is still a very effective way to focus attention on key details.

# Popular Mechanics

250 WEST 55th STREET, NEW YORK, N.Y. 10019

\*\*\*\*\*  
If you want to live better...  
Don't mind hard work...  
Like to pay your own way...  
Let me ship you VOL. I of the exciting  
POPULAR MECHANICS DO-IT-YOURSELF  
ENCYCLOPEDIA.  
And I want you to keep it. FREE!

*(because you're  
my kind of guy)*

Good Friend,

This invitation isn't for deadbeats, rip-off artists or "gentlemen" who hate to get their hands dirty.

It's for the rest of us.

It's for the average guy who works hard for a living (and wants to live better). Who knows the value of a buck (about 50¢ these days). Who is willing to trade a few drops of sweat for the chance to save big bucks.

It's for guys who aren't afraid to get down under the sink with a pipe wrench. Guys who don't mind sticking their hands in the toilet tank to adjust a ball cock (because they know it's going to save a \$16 plumber's bill).

*Pardon me for  
"waving the flag"  
but that's the way  
I feel*

Our country was built on the sweat and hard work of do-it-yourself guys. And from POPULAR MECHANICS, the #1 do-it-yourself magazine, we'd just like to say THANK YOU.

Our big, illustrated POPULAR MECHANICS DO-IT-YOURSELF ENCYCLOPEDIA was written with "shirtsleeves" guys in mind. Guys like you.

So please -- let me ship you Volume I FREE. (No strings attached. No purchase necessary.)

It's BIG -- 168 oversized pages crammed with up-to-date money-saving plans, photos, diagrams and articles about how-to-do just about EVERYTHING!

From fixing your car's alternator to improving your gas mileage by 30 percent!

From drilling an angled hole accurately, to resurfacing your asphalt driveway or fixing a small appliance.

It's PRACTICAL -- oversized pages lay down flat so you have them right there on your shop table or car fender to refer to. Sturdy hard-covers laugh at dirt!

Type is LARGE so it's easy-to-read.

Each article is generously illustrated -- Volume I alone has more than 600 step-by-step drawings, photos and diagrams.

SPEAKING OF SAVING, HAVE YOU BEEN TO A BODY SHOP LATELY?  
If it was within the past 12 months you know the cost of auto body repairs has zoomed out of sight!

So we got the manager of a big body shop near our office to share his trade secrets with us. The results? An article illustrated with how-to-do-it photos that shows you how to get rid of scratches, dents, rust and rotten spots yourself -- make your fender look like new!

All this, and much more, is in Volume I of the POPULAR MECHANICS DO-IT-YOURSELF ENCYCLOPEDIA.

But remember -- you don't pay a cent for it. Now or ever. And there's no obligation -- NO PURCHASE NECESSARY!

"Well, come on," you're probably saying, "There's gotta be a catch."

MAYBE THERE IS. *You be the Judge!*

Sure, I'd like to sell you the whole POPULAR MECHANICS DO-IT-YOURSELF ENCYCLOPEDIA.

But I know from experience that I can't "sell" someone like you. You've got to prove for yourself it's worthwhile. So accept our FREE book and examine Volume I, then make up your own mind.

VOLUME I IS YOUR FREE SAMPLE. AND I WANT YOU TO USE IT FOR ALL IT'S WORTH.

Got kids? Turn to page 50 for complete plans and instructions for making your own hockey tabletop game. (You'll have a ball with it, too.) It would cost you plenty in a store. But you can make it with a few dollars' worth of lumber, particleboard, and an old range exhaust fan.

Want a greenhouse? On pages 30-32 you'll find plans for an elegant addition -- an add-on Greenhouse.

How about valuable antiques? Why not build your own authentic reproduction pine and maple bench...for a fraction of what an original would cost. Complete plans and instructions start on Page 30.

Turn to page 178 to see how easy it is to do all your own routine auto service and maintenance. (If you're spending \$200 a year to have a pro do it, you could save \$150!)

Cool your house in the summer (and cut your air conditioning electric bills) by installing an attic fan. The article starting on page 156 shows you how.

I could go on and on. But why should I? Volume I of POPULAR MECHANICS DO-IT-YOURSELF ENCYCLOPEDIA is yours for the asking.

You don't even pay to send for it. Postage paid Reply Card enclosed.

So what are you waiting for? Say YES today! *the price is right!*

When your "Free Sample" arrives, keep it. And use it. And see for yourself why POPULAR MECHANICS is usually considered the world's leading source of "do-it-yourself" information.

NOW LISTEN TO THIS.

If Volume I isn't everything I've promised, just drop us a note saying "No more!" That will be the end of it (of course, you keep Volume I). But if you're as pleased as I expect, just sit back and enjoy your Free Volume. Then, eight weeks later, you'll receive Volume II of the POPULAR MECHANICS DO-IT-YOURSELF ENCYCLOPEDIA -- just as big, beautiful, husky and crammed with plans and information as the first one. For example:

HOW TO TEST & RECHARGE MOST BATTERIES...BUILD YOUR OWN BARBECUE BAR...  
FINISH YOUR BASEMENT LIKE A PRO...PUT IN A STAIRWELL...INSTALL A  
HALF-BATH ANYWHERE. PLUS EVERYTHING YOU OUGHT TO KNOW ABOUT BANDSAWS  
...HOW TO REMOVE A BEARING WALL...ALL ABOUT BELT SANDERS...CHOOSING  
THE RIGHT BIKE...AND MUCH, MUCH MORE!

That's just a sample of Volume II. But remember --

YOU HAVEN'T YET SPENT OR RISKED A PENNY!

Because Volume II is yours to examine and use freely for 14 days! Then, if you're not completely "sold" on the POPULAR MECHANICS DO-IT-YOURSELF ENCYCLOPEDIA, just return it before the Free-Examination Period is over, and owe nothing.

By now, however, if you're the kind of guy I think you are, you should be itching to get your hands on the remaining 18 volumes of the POPULAR MECHANICS DO-IT-YOURSELF ENCYCLOPEDIA. If so, when Volume II arrives, simply remit the low subscriber price of only \$5.95 plus a small charge for shipping & handling and any applicable sales tax.

*Don't return Volume I. It's yours to keep!*



Then, the remaining volumes will be sent to you over a five-month period -- each shipment strictly "on approval." Pay for each volume (one payment a month) at the low subscriber price of only \$5.95 -- or return it within the 14-day Free-Examination Period and owe nothing.

BUY AS FEW OR AS MANY VOLUMES AS YOU WISH. CANCEL ANY TIME!

Remember -- Volume I of the POPULAR MECHANICS DO-IT-YOURSELF ENCYCLOPEDIA is your "Free Sample" -- yours to keep, even if you decide not to buy anything.

But to get it, you have to sign and mail the enclosed Reply Card.

Do it today.

Cordially,

*J. Michael Walters*

J. Michael Walters  
For POPULAR MECHANICS

*What have you got to lose?*

P.S. If you take pride in work well done, want to give your family the better things in life...then you need POPULAR MECHANICS how-to-do-it information on AIR CONDITIONERS...BARBECUES...BOATS...BIRDHOUSES...BOOKCASES...BURGLAR ALARMS...CAULKING...CAMERAS...CONCRETE...CLOCKS...DOORS...DRILL PRESSES...ENGINES...FAUCETS...FENCES...GUNS...GETTING IN SHAPE...HEATERS...INSULATION...KITCHENS...KITS...LANDSCAPING...METAL-WORKING...OUTBOARDS...PAINTING...PLUMBING...PLYWOOD...REMODELING...ROOFS...RAIN GUTTERS...SEPTIC TANKS...SEWING CENTERS...SKIN DIVING...SOLAR ENERGY...SWIMMING POOLS...TILE...TOOLS...TOYS...TRAILERS...TREES...UPHOLSTERY...VACATION HOMES...VACUUMS...WINDOWS...WOODWORKING. These are just a few of the subjects covered in the 20 volume POPULAR MECHANICS DO-IT-YOURSELF ENCYCLOPEDIA. And Volume I is yours to keep -- but only if you mail the Reply Card NOW!

OUR PROMISE

When Popular Mechanics says free it really means free.

Unlike some of those book and record club deals that promise something special at the beginning, and then commit you to expensive purchases later on in the fine print, this free offer does not obligate you in any way. This is not a book club. You'll receive your free book with no obligation -- ever -- to accept anything else.

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## **Sales Letter #4**

### **American Express**

#### ***"Quite Frankly"***

This letter uses the "not everyone gets in" strategy that can move people to get out their wallets faster than any other.

The knee jerk reaction of "see I'm good enough" runs pretty deep in many prospects.

This is a great example of how a very short and simple letter can pack a punch. The reader's emotions are pulled at for most of the letter.

Have you made it, are you good enough, you get what you pay for are the basis of this letter.

Notice how the P.S. wraps-up and restates that entire offer. Many readers actually jump to the P.S. of a letter and read it first...so don't ignore this feature.





AMERICAN EXPRESS TRAVEL RELATED SERVICES COMPANY, INC.  
AMERICAN EXPRESS PLAZA, NEW YORK, NY 10004

Diane Shaib  
Vice President  
Marketing

Dear Mr. Masterson:

Quite frankly, the American Express® Card is not for everyone. And not everyone who applies for Cardmembership is approved.

However, because we believe you will benefit from Cardmembership, I've enclosed a special invitation for you to apply for the most honored and prestigious financial instrument available to people who travel, vacation, and entertain.

The American Express Card is the perfect example of the old adage, "You get what you pay for."

For example, you get a truly impressive array of extra privileges, all designed for your convenience and security:

- A Worldwide Network of Travel Service Offices\* is at your Service. Enjoy personal attention at any of the nearly 1,000 American Express Offices -- your "homes away from home" -- around the globe.
- Cash your Personal Check at Thousands of Locations. Cash up to \$250 at participating hotels and motels, and up to \$1,000 at most American Express Travel Service Offices all over the world. (Subject to cash availability and local regulations.)
- Card Lost or Stolen? You'll Get a Quick Replacement. If the Card is lost or stolen, an emergency replacement will be provided at any Travel Service Office in the world, usually by the end of the next business day.
- Obtain Emergency Funds Instantly. Once you've enrolled in this convenient service, our network of automated Travelers Cheque Dispensers lets you obtain up to \$500...in 60 seconds or less!
- Carry \$100,000 of Travel Accident Insurance. Just charge your tickets to the Card, and you, your spouse or dependent children under the age of 23 are automatically covered when traveling by common carrier on land, sea, or in the air. It's underwritten by Fireman's Fund Insurance Companies, San Rafael,

(over, please)

\*Of American Express Travel Related Services Company, Inc., its affiliates and Representatives.

California, for approximately 35% of the annual Cardmembership fee.

- Your Hotel Reservations are Assured. As an American Express Cardmember, if you request, your hotel room will be held for you until check-out the following day, at nearly 8,000 participating hotels.
- Enjoy Special Express Hotel Service. Speedy check-in and check-out is available to Cardmembers at more than 1,000 hotels, including Hilton, Hyatt, Marriott, Sheraton, and more.

Extras like these only begin to tell the story of American Express Card security, emergency protection, and convenience. You'll also enjoy:

- Unequaled Mobility. The Card is welcomed by the world's major airlines, car rental agencies, railroads, and cruise lines. Plus it pays for auto parts and servicing at thousands of locations nationwide.
- A Worldwide Welcome. Fine restaurants, hotels, resorts, and a host of other establishments around the world, and right in your hometown, recognize the Card and welcome your patronage.
- Purchasing Power. No need to carry large amounts of cash. The Card takes care of shopping needs, whether you're choosing a wardrobe, buying theater tickets, sending flowers, or hosting a dinner (even if you can't be there!)
- Financial Freedom. Unlike bank cards, the American Express Card imposes no pre-set spending limit. Purchases are approved based on your ability to pay as demonstrated by your past spending, payment patterns, and personal resources. So you are free to make your own decisions about when and where to use the Card.

In a few words, American Express Cardmembership is the most effective letter of introduction to the world of travel, entertainment, and the good life yet devised. Yet surprisingly, these benefits are all yours to enjoy for the modest fee of just \$35 a year.

Why not apply for Cardmembership today? All you have to do is fill out and mail the enclosed application. As soon as it is approved, we'll send along the Card, without delay.

Sincerely,



Diane Shaib  
Vice President

P.S. Apply today, and enjoy all the benefits of Cardmembership. Those listed here are just a handful of what's available. A full listing is included in the Guide to Cardmember Services you'll receive along with the Card.

## **Sales Letter #5**

### **Prevention Magazine**

#### ***"A Story About Grandmother"***

Another example of how a powerful story can put anyone in the mood to buy. In this case the writer speaks in first person and it feels like we are sitting across the table from them.

The more human you can get your writing and your stories the better. People seem connect with stories much more than do with what they see as sales hype.

Nobody really wants another magazine or product or service but they do want to relive a favorite memory from their past, or experience joy, and love, and happiness.

Pay attention to the bonuses offered in the P.S. In some cases people will make the decision to buy based solely on what is offered as a bonus. What can you offer your readers over and above your product or service?

# PREVENTION

EMMAUS, PA 18099

Dear Reader:

My Grandmother lived with us when I was growing up.

She used to give me camomile tea when my stomach was upset. She insisted that the family use vinegar to rinse hair and made a cucumber cleanser for my face. As I grew older, I decided Grandmother was hopelessly out of date.

Then a few years ago, I began remembering how it was when I lived with her. How shiny and healthy our hair had always been. How beautiful my skin remained throughout adolescence. How full of energy and vitality all of us were without our soft drinks, candies and snack foods (she wouldn't allow them in the house — "empty foods," she'd snort ... and hand me a box of raisins or dried apricots).

I was reminded of Grandmother when I noticed how often the government removed a chemical from the market after everyone had been eating it for years. I began wondering whether the products I was using today would be forbidden tomorrow.

And that started me thinking about how many chemicals I used and ate. Almost everything contains chemicals! I kept reading how scientists thought some of them caused serious medical problems. How simple things like headache remedies could create other troubles.

I was stunned by the number of foods that were almost completely "fake" — most of the good things had been taken out and chemical substitutes put in.

You read about threats and dangers to your health like these everyday. In almost every newspaper and magazine you open.

But I know of only one publication that tells you — sincerely and consistently — how you may combat these problems ... what you may do to try to live healthier in this often unhealthy world of ours: PREVENTION magazine.

If you've ever seen PREVENTION, you know its style. Understandable. Practical. Down-to-Earth. It's the magazine that over two million Americans regularly turn to for the help and advice that they often cannot find from any other source — sometimes doctors included.

If you haven't seen the magazine ... I'd like to send you the latest issue so you can take a good look. I'm sure you'll find its "feel better" ideas as stimulating as a breath of fresh air.

(over, please)

To get your no-risk, no obligation copy of PREVENTION magazine ...

1. Just mail the enclosed postpaid card. BUT SEND NO MONEY NOW.
2. We'll send you PREVENTION and enter a trial no-risk 12-month subscription in your name.
3. If you like what you see and want to subscribe to PREVENTION magazine's unique brand of "feel better" advice, simply pay the \$6.99 invoice.

If not, just mark "cancel" on our bill, return it and owe nothing. You keep the first issue free of charge.

Now, that's a fair offer, isn't it?

And we're making it so easy because we want you to take just one look — so you can see just how valuable PREVENTION magazine may be in your life.

Why so valuable?

Because PREVENTION is the cheapest, most easily accessible source that you have to much of the latest medical research findings ... to some of the alternative ways to try to "get better" and "stay better" without resorting to drugs and surgery ... to the basic, earthy, natural approach to better health and better living that my Grandmother (and perhaps, yours, too) knew almost intuitively.

#### WHY DO YOU NEED PREVENTION?

It's an honest question. And, basically, the answer is three-fold:

1. PREVENTION tries to help you even-out the increasing odds against your better health. Open any newspaper or magazine and you're likely to read about another chemical in your environment ... another additive in your food ... another way that may shorten your life span; another way perhaps leading to diseases like cancer or heart trouble.

It's getting so depressing that many people block it out of their minds. They "grow accustomed" to the new dangers. They try to pretend they don't exist. But that doesn't make these potential dangers disappear; it doesn't make life any healthier, longer ... or even happier.

PREVENTION tries to alert you to the dangers, too. But we don't stop there. Every issue tells you what you may do to try to avoid them ... possibly correct them ... and, in some cases, even perhaps repair some of the damage that they may have already done.

2. PREVENTION tells you more than your doctor perhaps can or will. Today, surgery and drugs are not the only "get better" alternatives available to you. There are other options open. Options that, often, are safer, cheaper, gentler than those of "traditional medicine." Time after time, we've found that a number of today's physicians may not even be aware of these alternatives. So how can you expect to know of them?



PREVENTION tries to be your link. You learn about how your body functions ... what it needs for better well-being ... how you may, many times, correct a minor illness or ailment yourself. PREVENTION may help you be a more intelligent, more aware medical consumer. (After all, your health is your responsibility.)

3. PREVENTION seems to work well. The PREVENTION System for Better Health apparently gets results. If it did not, we would most certainly not be the number one health magazine in the world today — which we are — with over two million regular subscribers.

We make no miracle claims; offer no instant results. All we say is if you truly want better health ...

... if you want to try to live a longer, more active life ... if you want to treat what may be the source — not symptoms alone — of your health problems ... if you want to know more about what you may do to live healthier in this, unhealthy world of ours ...

... PREVENTION may show you — step-by-step — the things that you may do to help achieve these desires.

Isn't it worth a free look? And if PREVENTION works for you, isn't it well worth the \$6.99 subscription price? We think so. Over two million monthly readers think so.

But what do you think? Look first (at our risk) and then decide. Here's how ...

REMEMBER OUR NO-RISK OFFER: LOOK NOW, DECIDE TO SUBSCRIBE LATER

Of course, I could go on and on about PREVENTION. Sharing with you the many ways the PREVENTION System has helped me personally ... telling you about specific natural healing techniques ... quoting some moving testimony from PREVENTION readers ...

... but I'll spare your time.

One free look is worth a thousand words of advertising. And PREVENTION speaks for itself — powerfully.

So you be the judge.

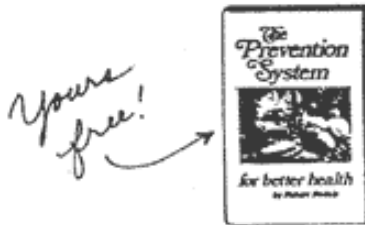
Just mail the enclosed card to inspect PREVENTION — the modern "get better, feel better," natural health system whose roots go very deep indeed.

I'm on the PREVENTION System. And I've got to tell you, I feel better — and look better — because of it. It has helped me. It may help you, too.

I hope you try PREVENTION. I hope everybody does. We need a little more "real" in our lives and a few less substitutes.

Sincerely,  
*Sandy Gibb*  
Sandy Gibb

P.S. ACT NOW AND GET A FREE BOOK ABOUT THE PREVENTION SYSTEM!  
For all those who mail the enclosed card ...



... we have a free bonus: a copy of THE PREVENTION SYSTEM FOR BETTER HEALTH — the book that explains in plain language, how this natural health method works. Here are the basics of the 35-year-old system that has helped improve the well-being of so many over the years.

You can't buy a copy of this remarkable book anywhere. But it's yours free — whether you subscribe to the magazine or not — so take action now, while you're thinking about it.

P.P.S. AN EXTRA FREE BOOKLET ... AND ADDED SAVINGS!

If you're planning to give PREVENTION a try, why not try 24-months? There are plenty of good reasons why you should:

1. **THERE'S NO EXTRA RISK.** Our money back on unmailed copies privilege assures it.
2. **GUARD AGAINST PRICE INCREASES.** They're almost inevitable with our present economy. Buying a 24-month subscription could be an insurance policy against higher prices.
3. **GET THIS BOOK AS A BONUS.** In addition to your free copy of THE PREVENTION SYSTEM FOR BETTER HEALTH, we'll send you a copy of our HERBS FOR HEALTH when you subscribe for 24 months.

Now you can get acquainted with one of the alternatives to drugs and medications: the healing herbs. Here are the "medicines of yesterday" that are making a comeback. You'll find Herbal treatments and folk "remedies" for dozens of common ailments. And you'll learn to know and use 70 wonderful plants and herbs in HERBS FOR HEALTH. You can't buy it anywhere, but it's yours free from PREVENTION with this trial subscription.



## About John Jantsch

John Jantsch is a veteran marketing coach, consultant, speaker and author. He is the creator of Duct Tape Marketing, a small business marketing system.

Subscribe to his weekly marketing tips newsletter by sending a blank email to [subscribe@ducttapemarketing.com](mailto:subscribe@ducttapemarketing.com)

He is available for one-on-one coaching, group tele-coaching, and speaking. Find out more at [JohnJantsch.com](http://JohnJantsch.com)

Be sure to investigate these other small business marketing resources

- [Small Business Marketing Bible - David Frey](#)

ENTREPRENEURS AND SMALL BUSINESS OWNERS...

Are you a small business owner or home-based business owner that is frustrated because you're not getting enough qualified prospects? With the right tools ANY SMALL BUSINESS OWNER can have all the customers they want, no matter how poor you think you are at marketing.

- [The InfoGuru Marketing Manual - Robert Middleton](#)

This comprehensive marketing manual contains everything you need to attract more clients to your professional service business. Manual includes complete 23 chapter text with hands-on action plans, audio tutorials, articles, marketing discussion group, and many additional bonuses.

- [Push Button Sales Letters](#)

This program is software that lets you fill-in-the-blanks, click a button and poof! You have an instant sales letter for your product or service. You get a sales letter nicely formatted on a web page when you're finished. Just polish it up some, link it to your order form and you're off and running.

- [Bringing Brick-and-Mortar Business Online](#)

Loads of free information for local businesses who want to grow using the web. The future of the Internet is local. Make sure you understand this powerful trend.

- [Make Your Words Sell](#)

This powerful course by Ken Evoy will show you how to sell more. Use the strategies to become more persuasive.

- [Headline Creator Pro](#)

This is an awesome tool. Just answer four questions and the software spits out 100 ready made headlines based on some of the most successful headlines throughout history. By the way a successful headline is one that has been known to sell.

- [Instant Sales Letters](#)

Hundreds of letters for all kinds of uses. Pick the sales or customer service situation and plug in your specific information and instantly crank out a proven selling machine. This one is a real time saver.



- [Elance](#)

If you are not familiar with Elance you need to be. Just describe what you want you need business logo, graphic, sales letter, web copy, translation, software application and then designers from around the world bid on your work. You can view feedback from past customers and see sample of work. A great place to get all kinds of design, programming, writing and editing services.

- [LogoWorks](#)

Let a group of talented designers create a high impact business logo for you in about 48 hours. The best thing here is that you have a wide variety of styles to choose from.

- [Make Your Site Sell - Ken Evoy](#)

This is the bible for anyone who wants to sell on or off the web. This book is crammed with so much useful information that I really think everyone who had any interest in website marketing strategies should be required to read it. It will open your eyes. Some great freebies here too!

- [Host4Profit](#)

A good website host - by that I mean one that responds when you have questions - is worth its weight in gold. Host4Profit has been around a long time and gives you more tools and horsepower in terms of hosting than most people will ever need - plus refer 3 other site owners and your hosting is free

- [Audio Generator](#)

Putting audio on your website to help promote products, explain a complex topic or add customer testimonials is a very powerful tool. This service makes is very easy for you and your clients to do.

- [ProAutoresponder](#)

Automatically sends any number of emails to your subscriber list and manages the entire subscribe and unsubscribe functions. I've tried many of these services and I like this on the best.