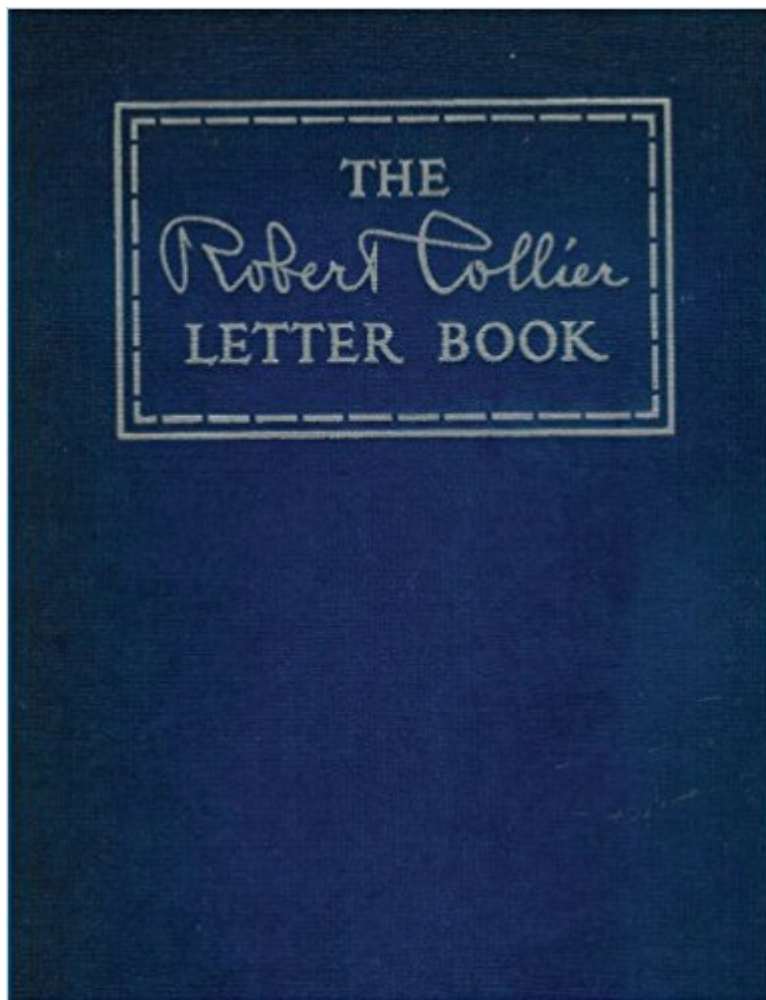


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# The Robert Collier Letter Book



## Synopsis

The Robert Collier Letter Book is by far the top book on writing sales letters. But it goes beyond that. As every great copywriter knows, these techniques are directly transferable to the Internet, whether through web copy or email or whatever. This book earned Robert Collier the distinction of being one of the greatest marketing minds in history. Robert Collier sales letters were successful because he wrote to his readers' needs. As an expert in marketing, his sales savvy and writing expertise placed hundreds of millions of dollars in his clients' pockets.

## Book Information

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Average Customer Review: 3.9 out of 5 stars 63 customer reviews

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## Customer Reviews

The author of over a dozen books, Robert Collier was decades ahead of his time in writing down ways for man to improve his lot in life. He wrote "Secret of the Ages " during an active and successful life developed upon basic ideas which opened up new vistas of living for countless multitudes of people. Brought up to be a priest, he worked as a mining engineer, an advertising executive and a prolific writer and publisher. --This text refers to the Hardcover edition.

After you've read scientific advertising and gotten the general idea of direct response, this is the only book you need on copywriting. Just understand that it's not really a step-by-step book, nor is it a page turner. It's more of a reference book. You should, however, muscle through the entire book at some point if you're a serious copywriter or even if you hire copywriters on a regular basis. I have personally adopted a number of ideas from Mr. Collier's copy over the years and have seen great

results from the copy. I've also read a lot of other copywriting books and attended the seminars, yada yada, but I gotta tell ya - as far as value for money and stuff I actually use .... this is pretty much all I ever needed. To give you an idea, I've been marketing online and off for over 16 years and I've seen the great majority of the "greats" work. So this is high praise. I recommend it to everyone in my entrepreneurs' inner circle group and really anyone that wants to understand how a good offer is constructed and how you get people to pull out their wallets and buy immediately. Oh and one final thought. While the book is available in electronic formats, don't bother. It's too big and too much of a reference book to be manageable in electronic form. I'd pick up a paper copy even if you don't normally do paper books.

No page numbers, bad formatting for Kindle. What else can I say? I first purchased the book on Kindle. Frustrated with bad formatting, I bought the physical book only to find out it has NO page numbers. I was going to reference this book in some articles I was writing. I guess so much for that. The book, however, is a valuable resource for those interested in copy writing.

Quite old but a good read. I liked reading this book. It's like a detective is explaining how he uncovered gems within testing copy 100 years ago, or whenever this was written. This is my go-to reading list when someone asks me where to get started with copywriting.

In fact don't just read this book, study it. Then, study it again. This is one of the best books of its kind. Mark Bowser Author of "Sales Success"

This is a must read book for anyone looking to get better results for their advertising efforts. I wish I had read this book at the beginning when I started my business. A lot of what the "gurus" say about marketing pretty much take it straight from this classic. Basically human nature and what drives consumer behavior hasn't changed in the last several decades. The medium had changed (offline to online) but the message still has to convey the same idea that Collier presents.

This book was obviously not reviewed for formatting. Imagine reading a page in the book in which there was 1, 2 or 3 sentences on each line; that is the case with this e-version. It's totally frustrating to read. It is not what the author wanted. The content is great but you are better off getting the physical book because you'll be going from page to page reading 1 to 5 words on each line while the whole page is blank.

The paperback edition is plagued with typos that make it hard to read. While you will get a good idea of how Mr. Collier wrote his sales letters and about his background, there are just too many grammar, spelling, and format mistakes that make the paperback edition hard to read. On top of this, there are no page numbers in the paperback edition.

This book really dives into copywriting and shows that writing for an idea, rather than a product is the way to go. It is definitely long, but if you are trying to learn copywriting, this book really infuses what works to sell things into your mind. The formatting was messed up on my Kindle, but not bad enough for me to complain. I didn't expect much for a not well known book written in the 20's

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