

The Ultimate Sales Letter

Dan S. Kennedy

The Ultimate Sales Letter Dan S. Kennedy, 2011-02-14 Rev. ed. of: The ultimate sales letter: attract new customers, boost your sales. 3rd ed. 2006.

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most don't. And he shows how to write copy that any business can use. Among other things, he provides: Completely updated text and examples Great headline formulas New exercises to spark creativity The best way to use graphics Kennedy is the most successful, highly paid direct-response copywriter in the country. In this book, he shares his step-by-step formula so everyone can write letters that will nail the sale.

Summary of Dan S. Kennedy's The Ultimate Sales Letter, 4th Edition Everest Media,2022-03-26T22:59:00Z Please note: This is a companion version & not the original book. Sample Book Insights: #1 The old adage says that you can't understand someone else's situation unless you've walked a mile in his shoes. This is a good adage for entrepreneurs to remember, as they try to understand the situation of their customers, clients, and employees. #2 Out of touch with your customers or prospects. The more in touch you are, the more likely your success. Ask yourself some smart questions to help you understand your customers and prospects. #3 To write effective emails, you must first understand and connect with your customers. You can do this by analyzing their habits, desires, and frustrations. #4 You must determine in advance what your customers' priorities are, and address them, not your own. You must also consider the benefits to your company and the costs of giving before deciding to contribute to a cause.

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