



# The Ultimate Sales Letter: Attract New Customers. Boost Your Sales

*Dan S. Kennedy*

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## **Write Well to Sell Big!**

In the age of e-mail and instant communication, great sales copy is indispensable to closing a deal. But too many sales letters end up in the junk file or the wastebasket. In this new edition of his top-selling book, author **Dan Kennedy** explains why some sales letters work and 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.

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#### **Timothy Hardy:**

In this time globalization it is important to someone to receive information. The information will make someone to understand the condition of the world. The healthiness of the world makes the information simpler to share. You can find a lot of referrals to get information example: internet, newspaper, book, and soon. You can view that now, a lot of publisher which print many kinds of book. Often the book that recommended to your account is The Ultimate Sales Letter: Attract New Customers. Boost Your Sales this book consist a lot of the information from the condition of this world now. This specific book was represented so why is the world has grown up. The words styles that writer use for explain it is easy to understand. The particular writer made some investigation when he makes this book. Honestly, that is why this book suited all of you.

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