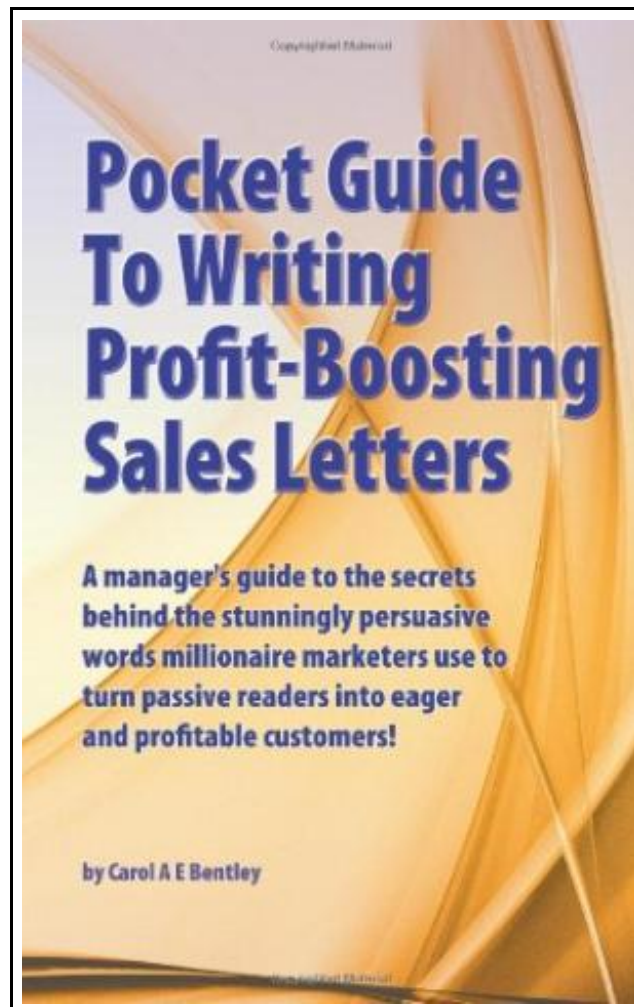


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Sarceaux Publications, United Kingdom, 2009. Paperback. Book Condition: New. 196 x 124 mm. Language: English . Brand New Book ***** Print on Demand *****.A manager s guide to the secrets behind the stunningly persuasive words millionaire marketers use to turn passive readers into eager and profitable customers! Your words can achieve the same magical results successful businesses revel in every day when you apply their closely guarded secrets to your company s sales messages. In just 7 steps, this pocket guide reveals some of the powerful techniques these millionaire marketers use to craft their compelling, results-generating sales letters. Step 1: Discovering Your Most Responsive Market Step 2: Harness Incredible Headline Power Step 3: Make Your Sales Letter Compelling Step 4: The 2 Sacred Must-Be-Obedied Copywriting Rules Step 5: A Simple Formula for Winning Sales Consistently Step 6: 8 Must-Have Elements for Your Sales-Generating Letter Step 7: How to be Confident of Your Marketing ROI Carol A E Bentley is a professional direct response copywriter and published author of I Want To Buy Your Product. Have You Sent Me A Letter Yet? ; Beat The Recession: Proven Marketing Tactics and this Pocket Guide.

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