



World's Greatest Direct Mail Sales Letters (NTC Business Books)

Herschell Gordon Lewis, Carol Nelson

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Here is incisive commentary and more than 100 fully illustrated examples revealing the "real" tricks of the direct mail writing trade. You'll find examples of direct mail letters for every conceivable product type, from siding and steaks to multi-million dollar computers. You'll also find letters that sell collectibles, books and subscriptions, financial services and investments, memberships, business products and services, personal services, and insurance. Some of these letters are hot off the computer, others have been successful for nearly half a century -- but they all have the ability to provoke, excite, or convince the recipient to order, contribute, or generate a response.

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