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The Ultimate Sales Letter 4Th Edition: Attract New Customers. Boost your Sales. (English Edition)



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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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Dan S. Kennedy has been writing and lecturing about sales for more than two decades. His popular The No B.S. Marketing Newsletter reaches thousands of people, and he speaks to many more in person each year. He is the author of No B.S. Business Success, No B.S. Sales Success, and The Ultimate Marketing Plan.