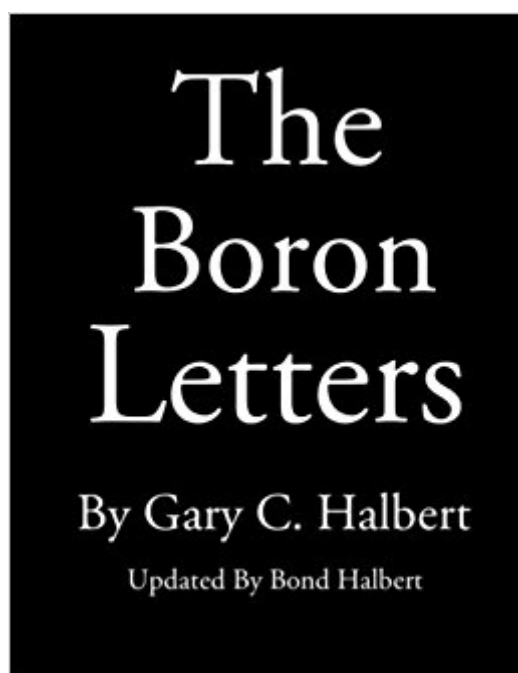


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The Boron Letters



Synopsis

A series of letters by history's greatest copywriter Gary C. Halbert, explaining insider tactics and sage wisdom to his youngest son Bond. Once only available as part of a paid monthly premium, The Boron Letters are unique in the marketing universe and now they are a bona fide cult classic among direct response marketers and copywriters around the world. The letters inside are written from a father to a son, in a loving way that goes far beyond a mere sales book or fancy "boardroom" advertising advice... It's more than a Master's Degree in selling & persuasion—it's hands-down the best SPECIFIC and ACTIONABLE training on how to convince people to buy your products or services than I have ever read. The Boron Letters contain knowledge well beyond selling. The letters also explain how to navigate life's hurdles. This marketing classic is personal and easily digestible. Plus... immediately after reading the first chapters, you can go out and make money and a real, noticeable difference in your marketplace. There are very few successful direct response marketers (online or off) who don't owe something to Gary Halbert—and for many of them, The Boron Letters is the crown jewel in their collection. Copywriters and marketers read and re-read The Boron Letters over and over again for a reason. These strategies, secrets and tips are going to be relevant 5, 10, even 100 years from now because they deal honestly with the part of human psychology which never changes, how to convince and convert folks into buyers. Bottom line? Read the first chapter. Get into the flow of Gary's mind. Then read the second. I dare you to NOT finish the entire darn thing. After you put a few of the lessons into practice, you too will find yourself reading The Boron Letters again and again like so many of today's top marketers. If you don't already have your copy get it now. I promise you won't regret it. My best, Lawton Chiles

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Customer Reviews

Many moons ago, I turned my back on a million-dollar career copywriting for the largest direct-mail outfits in the biz (as I rose in the ranks of recognized A-List copywriters), in order to wander off into the unknown world of whacko direct-response entrepreneurs as Gary Halbert's sidekick. Best decision I ever made, and the path we forged over our 20-year friendship has given me wealth and happiness beyond anything I deserved. What drew me to Gary initially was his monthly mailed newsletter (The Gary Halbert Letter). It was like finding the lone real artist in a city of wannabe's. The icing on that, however, was then discovering these Boron Letters. I first met Bond when he was still in high school, and these letters had only recently been sent to him by his dear ol' Pop. It was easy to see how the little bastard got so precocious about biz and marketing, because these letters were pure gold. The first batch I read were all in Gary's own handwriting (a vicious scrawl, as all great writers have), and he was still weighing the pros and cons of publishing them for the general public. Cuz, you know, they're so raw. Consider yourself fortunate that they're available. Marketing books come and go, and business fads come and go, and guru's wander onto and off of the stage with a sobering frequency. The Boron Letters, however, are a concentrated energy mass of the essential fundamentals that will last until our civilization crumbles. Gary sought out wisdom, insight, advice, tactics, philosophies and insider info like a terrier hunting down squirrels... but what made him unique was his ability to field-test everything in the real world (and really give each tidbit a go-round to see if it failed or succeeded when it counted), and thus distill all kinds of info and techniques into his own kind of savvy, which was simple for him to teach to others. This is "the wisdom of the business world" run through the Halbert meat-grinder, and made into a tasty meal that's easily digested and simple to put to good use (if you've got the cojones). There are a lot of books and courses and newsletters and videos that belong on your office bookshelves. Only a few will ever get dog-eared from frequent readings. This is one of the best. Just stop dithering and buy it. All the top copywriters and entrepreneurs already own a copy. It's an essential.

I have an original copy of The Boron Letters that is so dog-eared it's literally falling apart at the seams. When I heard it was now available as a Kindle book, I was ecstatic. When I discovered that Bond, Gary Halbert's son, had added his own commentary, exposing lots of behind-the-scenes info about each chapter, I couldn't click the order button fast enough. If anybody else in the world had tried to add commentary to The Boron Letters, it would be like spray-painting the Sistine Chapel. But

Bond Halbert, Gary's first protégé, immersed in the "Halbert way" longer than any other protégé... is the ONLY guy on the planet who has pulled off the impossible. He has made the Sistine Chapel more beautiful than ever. This updated addition with Bond's commentary has now become one of the most treasured books in my massive marketing library.

The Boron Letters is very well written with lots of great material. However, the physical copy of the book that I received from looks like it was printed in an elementary school classroom. The text on the cover is obviously pixelated and blurry, the cover is cheap and wavy, and the pages feel like they're made out of the cheapest printing paper imaginable. I was shocked that such a highly regarded book would be printed with such low quality. I was hoping to display it on my bookshelf but this will likely get recycled when I'm done with it. Should have gotten the kindle version.

I have traveled the world the past few years, and there has been one book that has followed me every step of the way regardless of the space in my luggage. That book is The Boron Letters by the greatest copywriter whoever lived, Gary Halbert. I've had the honor of being great friends with Gary's best student, Bond Halbert. He personally handed me an original copy of The Boron Letters at Canter's Deli in Hollywood, California. I can't even count the number of times I have read it since then. Something that people might not realize is that The Boron Letters contains a wealth of information that applies to email marketing (That fits perfectly with all the masterful copywriting and marketing strategies). The fact that it is a touching love letter from father to son is icing on the cake. What I love about the kindle version is the amazing commentary and insight by Bond. My notes from The Boron Letters have become much larger, and I already applied something new I learned. I'll be reading the kindle version again this weekend here in Mexico and yet again wherever my travels take me

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