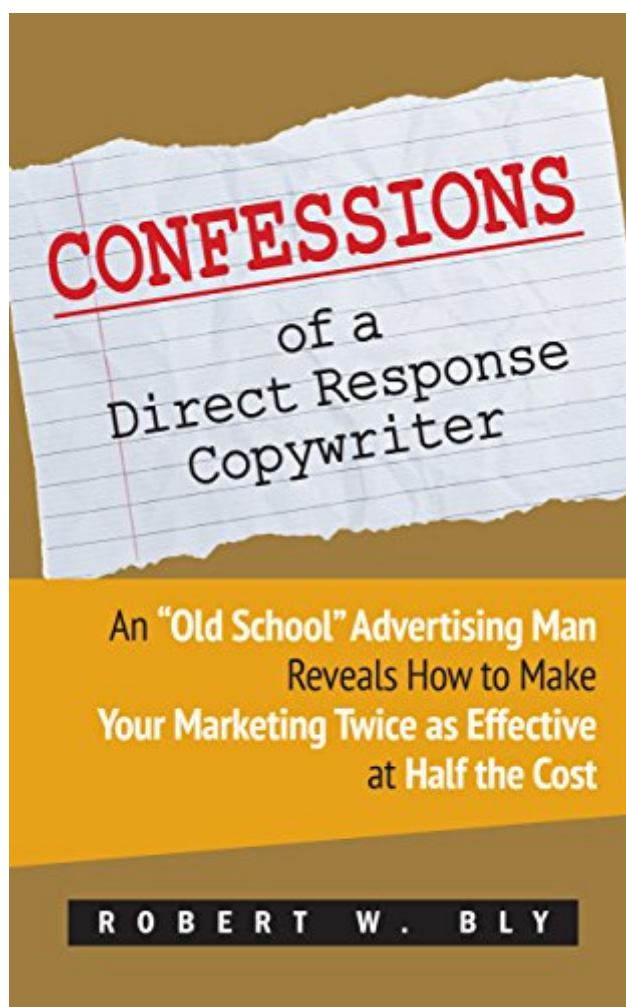


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# Confessions Of A Direct Response Copywriter: An "Old School" Advertising Man Reveals How To Make Your Marketing Twice As Effective At Half The Cost





## Synopsis

An "Old School" Advertising Man Reveals How to Make Your Marketing Twice as Effective at Half the Cost  
Frank, opinionated, and - with 65,000 subscribers to his e-newsletter, The Direct Response Letter - Bob Bly dispenses advice, wisdom, and strategies on having a successful business and a happy life on a weekly basis. In this book are 85 of his most popular columns, including:  
Unlock the gold mine hidden in your content. Page 41. Profit from John Steinbeck's "lost" writing secret. Page 37. 7 rules for writing retail advertising that sells. Page 10. The 80/20 rule for freelance writing success. Page 127. Optimizing white papers for search engines. Page 75. The awful truth about cold calling. Page 56. A lesson in education from Good Will Hunting. Page 139. And more.

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