



The Robert Collier Copywriting Course: Learn to Write Sales Letters that Pay (Masters of Marketing Secrets Book 9)

By Robert Collier

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WHAT is there about some letters that makes them so much more effective than others?

A letter may have perfect diction, a finished style; it may bristle with attention-getters and interest-arousers; it may follow every known rule; yet when it reaches the Hall of Judgment where the reader sits and decides its fate, it may find itself cast into the hell of wastebasket-dom...

People will give, when you have stirred their emotions. People will invest, when you have aroused their cupidity. And people want to know the future, so if you can persuade them that you are any sort of a Seer or a Prophet, they will buy your forecasting service.

It all comes back to the point we made in the beginning—*"What do they want?"* What is the bait that will attract your fish and make them bite? *Find that—and you will be as successful in bringing back orders as any angler can be with a properly baited hook in bringing in the fish.*

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