



From:
Marathon, Florida
Tuesday, 10:35 A.M.
April 17, 1990

Dear Friend,

As you can see, I have attached a nice, crisp dollar bill to the top of this letter. Why have I done this? Actually, there are two reasons:

1. I have something very important to tell you and I wanted to make sure this letter would catch your attention.
2. And secondly, since what I am writing about concerns ways you can make a lot of money, I thought using a dollar bill as an "eye-catcher" was especially appropriate.

Here's what it's all about: A few days ago you answered my ad in the Wall Street Journal. I'm sure you remember. The headline of the ad was...

Hot New Reports From
Top Ad Expert Reveal
6 Amazing Secrets!

The ad then invited you to call for more info on the following:

1. How to get the exact name and address of every man, woman, and child who is ever likely to become one of your customers!
2. How to mail up to 100,000 sales letters per week at no cost whatsoever...not even postage!
3. How to get yourself or your product featured on cable TV... without spending a penny!
4. How to get as much money as you need to expand your business...and get it without borrowing!
5. How to get movie and TV stars to help you sell your products and services...and get them at dirt-cheap prices!
6. How to use cheap little classified ads to generate an enormous daily cash-flow!

OK, that's why I'm writing. I have assembled an information package that contains all of the above information plus ten more incredible secrets that can help you hype the gross of your business almost beyond belief. I'm not kidding. If you are interested in

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creating a huge (and immediate) cash-flow for yourself or your business, this is going to be the most exciting message you will ever read.

Here is why: My name is Gary Halbert and some time ago I was dead broke. My business was almost bankrupt and I couldn't even pay the rent. Actually, I wasn't just broke, I was desperate. Then, one day, I came up with a "crazy idea" about how to write a certain kind of sales letter that would get people to send me money.

I was living in Ohio at the time and my friends laughed at my idea. They thought it was a big joke. They said I was a dreamer and that I had no "common sense." In fact, one guy said I was a nerd and that my idea was so silly he felt sorry for me.

Oh yeah? Well, I didn't care. I still thought it was a good idea and I typed up a few of my letters and I started mailing them out. And guess what? People did start sending me money. And I used that money to mail more letters which brought in more money. And I used that to mail even more letters, which brought in even more money...

And so on.

What's the bottom-line? Simply this: Before I was finished, that one simple letter pulled in...

More than 7,300,000 replies!

Think about it: More than seven million people wrote back to me and every one of those people sent a check (made out to my wife) or else cash I could put in my pocket. And what was I selling? Actually, it doesn't matter. You see, the magic was not in the product, it was in the letter!

Do you have something to sell? If so, you can use that same "crazy idea" I used in my letter to create a letter of your own and sell almost anything you've got.

WHO NEEDS THIS SECRET?

- * Are you a salesman who needs more leads?
- * Are you a housewife about to get a divorce who needs a simple way to make a lot of money?
- * Do you have a furniture store, restaurant, a car dealership, a hot dog stand or some other kind of establishment, you'd like to see swamped with customers?
- * Are you a manufacturer who would like to sell so many of your widgets you'll have to run extra shifts to meet the demand?
- * Are you a marketing consultant who likes to keep up with new ideas and techniques so you can better serve your clients?
- * Are you an M.D., a dentist, a chiropractor, an optometrist, a therapist, or any other kind of health care professional who would like to see your waiting room bursting with new patients?
- * Do you have a house you'd like to sell? A thousand houses? A car?

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A boat?

Do you have anything you'd like to sell? Consulting services?
Products? Yourself?

If you answered "yes" to any of the above questions, you should try my "crazy letter idea." You can find out all about it in my new information package called...

How To Make Maximum Money
In Minimum Time!

Listen: Many years ago, I thought I wanted to be a salesman. I got myself a job selling encyclopedias door-to-door and I kept at it until I was darn good. But there was a problem. You see, I could only knock on about 40 doors each evening. And therefore, no matter how hard I worked, there was a definite ceiling on my earning capacity.

And besides that, selling door-to-door is a hard way to make a living.

So, I kept searching and searching until I came up with my "crazy letter" idea: which is the first experience I ever had with what I call RCS or "remote control selling." RCS uses the secrets of something else I developed called "Killer Advertising" to almost force people to buy whatever you are selling. And, what RCS lets you do is, sell almost anything without ever meeting your customers in person...

or even talking to them on the phone!

These "remote control" selling secrets of "Killer Advertising" can be used by anyone. Even a housewife, a student or someone who is unemployed. And, if you have a business, (or you want to have a business), these secrets can generate so much cash-flow you will actually have a hard time getting all the money to the bank. I'm not kidding. My "crazy letter idea," for example, brought in...

MORE THAN 20,000 CHECKS
PER DAY!

By the way, getting that many checks every day means you have to hire 30 full time employees just to make your bank deposit. But anyway, my "crazy letter idea" isn't the only thing you will learn when you get my information package. No, that's just one section! Here is what you will learn in other sections:

SECTION #2

HOW TO GET A PRODUCT TO SELL
IF YOU DON'T HAVE ONE ALREADY
AND HOW TO GET IT FOR NOTHING!

Many people believe they have to pay a small fortune to "tie up" a product. That is not true. There are thousands of products you can get an "exclusive" on without spending a dime!

Not only that, there is one certain kind of product that I call the "perfect product" that you can sell in big numbers and not ever pay anybody else one red cent. This product only costs a few pennies to "manufacture" and you can do all the necessary "work" right in your own home.

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So, if you want to make some serious money, don't worry if you don't already have a product or service. This section will tell you how to get a great product even if you are dead broke like I was!

SECTION #3

HOW TO GET AS MUCH MONEY
AS YOU NEED TO "ROLL OUT"
YOUR PROJECT...
AND GET IT WITHOUT BORROWING!

Do you have a good idea? Can you prove it? If so, there's a very good chance I can get you all the money you need without you ever having to pay it back...or even having to pay interest!

You see, because of my connections, I have a network of people who call me all the time to see if I know about any good ideas in which they can invest money. These people who call me have millions to invest and they trust my judgement. And, as soon as you have read this section, you'll know how to prove your idea is good and how you can tap into my network of investors to get all the money you need.

SECTION #4

HOW TO GET MOVIE AND TV STARS
TO HELP YOU SELL
YOUR PRODUCTS AND SERVICES!

You're not going to believe your eyes when you read this section! Why? The answer is simple: You see, this part of my package reveals a very "private secret method" of getting in touch with any movie or TV star. You'll learn where to get their private phone numbers and how to approach them about helping you sell or promote your goods and services.

By the way, you'll also learn how to get them at bargain basement prices so you don't have to spend an arm and a leg!

SECTION #5

AN AMAZING SECRET
THAT CAN MAKE YOUR NEWSPAPER ADVERTISING
700% MORE PROFITABLE!

I have probably created more newspaper ads than anyone else you've ever met. In fact, someone once calculated that, if all my ads were being run by one company, (instead of separate clients) that that company would be the third largest newspaper advertiser in the world.

Just behind Delta Airlines, they said.

Could that be true? I honestly don't know, but I do know I have created an enormous number of profitable newspaper ads. And, I've learned some secrets. Powerful secrets! So, in this section you learn not only how to buy newspaper advertising at the lowest possible price, you also learn how to make all your ads pay off with the most possible profit!

SECTION #6

HOW TO GET THE EXACT NAME AND ADDRESS
OF EVERY MAN, WOMAN AND CHILD
WHO IS EVER LIKELY TO
BECOME ONE OF YOUR CUSTOMERS!

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Every single one of your potential customers is out there just waiting to hear from you. But you can't sell them if you can't find them. But don't worry. This valuable section will tell you exactly, step-by-step, how to get the name and address of every single potential customer for your goods or services.

Not only that, I'm going to reveal how you can identify "dead wood" names (they're on every mailing list) so you don't waste your time and your money mailing to people who will never respond.

By the way, as a neat little bonus, this section will also reveal, if you are interested, how you can get the name and home address of almost every person in America who has the same last name you do.

SECTION #7

WHAT TO WRITE ON A SIMPLE POSTCARD MAILING THAT WILL MAKE PEOPLE FLOOD INTO YOUR BUSINESS!

Advertising does not have to be expensive. No. Believe it or not, you can sell more goods and services with a simple postcard mailing than other people are able to sell with full-page, full-color magazine ads...or even national TV commercials! But you've got to know exactly how to do it. You know, it took me 15 years to discover this neat little trick. But now, simply by going through this section, you can learn how to use this dirt-cheap little money maker in just 15 minutes!

SECTION #8

CAN IT AND CLONE IT!

You may find this to be the most interesting information in this entire package. That's because this section will teach you how to create a great advertisement or sales letter - even if you are a lousy writer!

Let's face it: Not everybody is good at putting their ideas down on paper. However, now at last, when you learn my "secret method" you'll know how to make all your ads and letters look like they were written by a "pro".

Believe me, this will work for you even if you can hardly write your name. As long as you can talk, I can show you how to create an absolutely fantastic "sales pitch-in-print!"

SECTION #9

HOW TO MAIL UP TO 100,000 LETTERS PER WEEK AT NO COST WHATSOEVER! (not even postage)

How would you like to mail 100,000 sales letters every week and have other people gladly pay every penny of your costs? I'm talking about postage, printing, envelopes and everything! Actually, it's rather easy (when you know how). Believe me, this idea alone is worth more than 100 times the entire cost of my material!

SECTION #10

HOW TO USE 976 NUMBERS TO GET PEOPLE TO PAY TO HEAR YOUR SALES PITCH!

You've heard about those "976" numbers, haven't you? They're the ones you call to listen to a recorded message and then you get \$2.00 or so charged to your phone bill.

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Listen: Most of those "976" numbers are used by slimebags who offer sexually explicit messages. However, there is another way (a respectable way!) to use "976" numbers to provide a valuable public service and, at the same time, get people to pay to hear a message from you that makes them want to buy your goods or services.

Don't miss this section; it's a real eye-opener!

SECTION #11

HOW TO MAKE YOUR AD
IN THE YELLOW PAGES
PULL 400% MORE BUSINESS
THAN IT DOES NOW
AT NO EXTRA CHARGE!

You won't learn this sure-fire technique from any ad agency in town. It's simple, it's easy and this little secret will work for you no matter what you are selling. It'll only take you about 10 minutes to make the necessary changes and your profits will immediately increase dramatically all year long.

SECTION #12

HOW TO USE CHEAP LITTLE CLASSIFIEDS
TO MAKE MORE MONEY PER DAY
THAN YOU COULD EVER HOPE TO SPEND!

Classified ads are dirt-cheap. But don't overlook them because they can make you rich - and fast! I know three people and each of them (one in California, one in Louisiana, one in Ohio) makes more than \$10,000 per day from these tiny little powerhouse ads. Sometimes the ads cost less than fifty cents (.50) and yet, you can use them to generate huge wads of money.

But you've got to know exactly how to do it. But don't worry, you'll learn the real secrets of how-to-do-it when you read this section.

SECTION #13

HOW TO USE RCS
TO FIND YOUR DREAM LOVER

This section is not about money and it will not be of interest to everyone. If you are happily married, you may want to skip this part of the package.

On the other hand, if you are looking for someone of the opposite sex who is just right for you reading this information will be like a dream come true. You see, I have developed a way (a dignified way) to meet members of the opposite sex that works so well my "secret technique" was discussed on one of the biggest (and best) radio shows in Los Angeles six different times. In fact, as soon as I used this idea, I received letters and pictures from women all over California and from as far away as London, England and the Virgin Islands.

Like I said, if you are completely happy with someone already, you can skip this information. But if you are not happy in this area, this may be of great interest to you.

SECTION #14

HOW TO GET YOURSELF OR YOUR PRODUCT
FEATURED ON CABLE TV
AT NO COST WHATSOEVER!

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In the last few years, I have been responsible for at least nine different cable TV shows and I have learned some amazing secrets about this medium. Listen: If you are truly an expert in your line of work and/or if you have a first class product or service, there is a very real chance you can get millions of dollars worth of cable TV time at virtually no cost to you whatsoever. This section will explain everything. Please go through it the same day you get my package.

SECTION #15

THE DARK SIDE OF SUCCESS!

When you examine my package you truly are going to learn the real secrets of making a lot of money and making it fast! However, making a lot of money can be a "mixed blessing" if you aren't careful. In fact, if you don't know what to watch out for, you could end up having trouble with the government, with lawyers, with jealous people who want to sue you and so on!

I know; I've already had all these problems and they were sometimes very unpleasant. However, when you read this vital section you'll learn my step-by-step method for avoiding this kind of nonsense.

Please don't skip this section! It's not enough to learn how to make money, you've also got to learn how to keep it!

SECTION #16

HOW TO GET THE MOST VALUABLE
FREE GIFT
IN ALL THE WORLD!

This section contains a surprise offer of a free gift I'd like to send you. And, in my opinion, it is probably the most valuable gift anyone will ever send you. (By the way, I was once paid \$2,500.00 for one of these.)

Anyway, after you've studied my material, you're going to want this item and, I think you're going to be overjoyed that I'm willing to send it to you and, send it free.

Well, that's it. You've just read a complete description of the cash generating secrets you will learn when you receive my material. This info has been used to generate tens of millions of dollars by several hundred people who have consulted with me in person or else paid \$6,250 to attend one of my seminars. However, you can now receive all of this incredible information for only \$295.00.

Is that a lot of money? Well it is if you think of my material as nothing more than paper and ink and plastic. My package contains two sets of cassette tapes (there are six tapes in one binder and 12 in the other) and six written reports that are attractively printed and bound. And, I'll tell you this...

UNLESS YOU ARE BRAIN DEAD
OR LAZY BEYOND BELIEF
THIS INFO WILL MAKE YOUR
CASH FLOW EXPLODE!

I'll tell you a curious story. I had a lot of trouble getting the Wall Street Journal to accept my ad. They took the position that the claims I was making - like "How To Mail Up To 100,000 Letters Per Week At No Cost. Whatsoever...Not Even Postage" just couldn't be true. So, what I did is, I sent the Wall Street Journal the same package I am offering you and, it was only after they realized (with considerable

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astonishment) that what I was saying was true did they let me run my ad.

Listen, my friend, you have a watershed decision in front of you right now. You can either ignore this letter and continue your current course or, you can order my material and...

EXAMINE IT FOR A FULL
YEAR ON A 100%
NO RISK BASIS!

That's right, my material comes with an entire year money-back guarantee and it is easy to order. All you have to do is write your name and address and the words "MAXIMUM MONEY INFO PACKAGE" on a piece of paper and send it with your payment of \$295.00 plus \$7.75 for first-class postage and handling (total \$302.75) to:

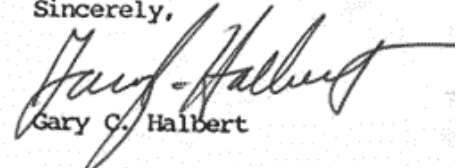
Gary C. Halbert
First Professional Centre
5701 Overseas Highway, Suite 4
Marathon, Florida 33050

NOTE: Are you in a hurry? If so, for even faster service, you can also order by phone. Just call my office and you can use your Visa, MasterCard or American Express. Our phone lines are open from 9 AM to 5 PM (East Coast Time) and our number is:

(800) 327-0028

Anyway, no matter how you order, I'll send all my material to you promptly by return mail as soon as I hear from you. Also, checks and money orders should be made payable to me "Gary C. Halbert" and Florida residents must add 7% sales tax (\$20.65) for a total payment of \$323.40. Thank you.

Sincerely,



Gary C. Halbert

P.S. My material is everything I say it is and I am a real person alive and well living right here in Marathon in the heart of the Florida Keys. I spend a lot of time fishing and diving (I own the original Sea Hunt dive boat from the TV series starring Lloyd Bridges) but, unfortunately, most of the time, you can still reach me personally by calling my office.

Oh well, nobody's life is perfect.

P.P.S. The enclosed "pink sheet" has a few of the comments others have made about my material. If some of the names sound familiar to you, that's cause many of these men are the most visible and most successful people in their respective fields.



Famous Dollar Letter by Gary Halbert
(<https://swiped.co/famous-dollar-letter-by-gary-halbert>)
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