

## 6. The Ultimate Best-Selling Salesletter Bonuses

[Hard To Find Ads](#) - a world-class collection of some of the best direct response ads ever written from some of the top ad and salesletter writers of all time. Make sure you emulate, and not steal word for word.

Claude Hopkins' marketing masterpiece - **Scientific Advertising**. This little book has had more influence on the success of the marketing and advertising elite than any other resource. You will want to read it time and time again, as you will continually pick up new ideas and reinforce the concepts it teaches you.

**Million Dollar Salesletters** from an old-time master of direct marketing. Use these as templates to sell your own products and services, they are Excellent!

**Six Secret Persuaders To Use In Every Offer You Make** - special report reveals the psychological triggers to use in every ad, salesletter, or webpage you write to motivate people to action.

**The Story of Obvious Adams** - read this closely and don't miss the message.