



296

Richard E. Thompson  
Thompson Merchandizing  
2515 SW 169th Place  
Seattle, WA 98166

Dear Mr. Thompson,

As you can see, I have attached a nice, crisp \$1.00 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 needed some way to make sure this letter would catch your attention.
2. And secondly, since the message in this letter can quickly double or even triple your income, I thought using a dollar bill as an "eyecatcher" was especially appropriate.

Here's why I'm writing: Apparently, you've got a friend out there who respects you and... respects you a lot. How do I know this? That's easy. You see, your friend Tom Humphrey gifted you with a six-month trial subscription to my newsletter which is cleverly named... *The Gary Halbert Letter*.

What's the big deal about you getting a gift subscription to my newsletter? Well, for one thing, I never discount my newsletter (it's \$195.00 per year) and I never send out sample issues. For another, my newsletter has probably helped more people become multi-millionaires than any other publication on earth. Every time you receive one of my letters, it will be like getting your hands on a secret weapon. You're going to get so much inside info on new ways to make money, it will probably make you dizzy. Here's a small sample of just a few of the inside secrets revealed in my newsletters:

(go to page 2)

- \* How To Mail Up To 100,00 Letters Per Week At No Cost Whatsoever... Not Even Postage!
- \* How To Use Cheap Little Classified Ads To Make As Much As \$10,000 Per Day!
- \* How To Make Your Ad In The Yellow Pages Pull In 400% More Business Than It Does Now... At No Extra Charge!
- \* How To Get The Exact Name And Address Of Every Man, Woman And Child Who Is Ever Likely To Become One Of Your Customers!
- \* What To Write On A Simple Postcard Mailing That Will Make People Stand In Line And Beg You To Take Their Money!
- \* How To Use 976 And 900 Numbers To Get People To Pay To Hear Your Sales Message!
- \* How To Get Yourself Or Your Product Featured On Cable TV Without Spending A Dime!
- \* An Amazing Secret That Can Make Your Newspaper Advertising Up To 750% More Profitable!
- \* The Amazing Direct Mail Secret Of A Desperate Nerd From Ohio!
- \* How To Get A Product To Sell If You Don't Have One Already And How To Get It For Nothing!

There's more, a lot more. But this letter would take you an hour to read if I tried to list everything revealed in my newsletters. However, my newsletter is not enjoyed by everybody. It is written for adults with an adult sense of humor and enough intelligence and wisdom to know and appreciate the difference between plain talk and common sense versus suedo-intellectual bullshit. Therefore, if you're a humorless, stuffed shirt too uptight to be taken out of your "comfort zone" once in a while, please let me know and I'll cancel your subscription immediately.

On the other hand, if you're the kind of person Tom Humphrey obviously thinks you are... well, then... you and I are about to begin a fascinating adventure!

Anyway, this gift to you entitles you to receive six issues of my newsletters from January, 1992 through June. Also, in

(go to page 3)

order to get you "up-to-speed" as fast as possible, I'm going to send you as my gift, ten of my back issues which, unless you are braindead, should give you enough ideas to possibly double your income within the next 60 days. I'm having those back issues printed up right now and you should receive them within the next two weeks.

Welcome aboard! (I think.)

Sincerely,



Gary C. Halbert  
"Modesty Personified"

P.S. Don't be put off my tongue-in-cheek arrogant style of writing. I slave over every issue of my newsletter and I'm as serious as cancer about helping my subscribers. Maybe I'm wrong but, before the next six months are up, I bet you're going to decide you owe Tom Humphrey a big favor!

By the way, there's another reason I sent you that dollar bill. You know, you can do whatever you want with it... you can give it to charity, buy yourself a beer or whatever. But you know what I hope you do with it?

**I Hope You Frame It!**

And then, someday in the not-too-distant future, what I hope happens is... someone will see that dollar bill hanging on your wall and... when they ask you about it... you'll say something like this...

*"Well, that just happens to be the very first dollar I ever received because of my association with Gary Halbert and, since then, I have received over one million more!"*

Let's make it happen. Mr. Thompson, if you're willing to work half as hard as I am, we've got a real good shot at making it come true. That's it for now.

Peace.