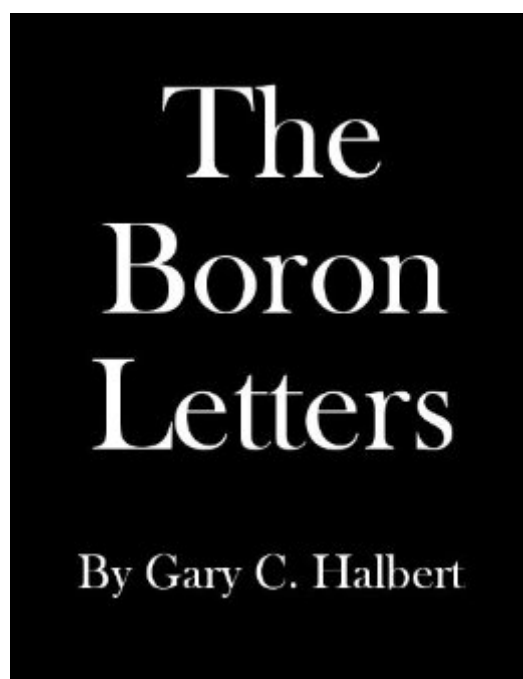


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The Boron Letters



Synopsis

Series of letters written by copywriting legend Gary C. Halbert explaining the secrets to effect marketing.

Book Information

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Customer Reviews

Many moons ago, I turned my back on a million-dollar career copywriting for the largest direct-mail outfits in the biz (as I rose in the ranks of recognized A-List copywriters), in order to wander off into the unknown world of whacko direct-response entrepreneurs as Gary Halbert's sidekick. Best decision I ever made, and the path we forged over our 20-year friendship has given me wealth and happiness beyond anything I deserved. What drew me to Gary initially was his monthly mailed newsletter (The Gary Halbert Letter). It was like finding the lone real artist in a city of wannabe's. The icing on that, however, was then discovering these Boron Letters. I first met Bond when he was still in high school, and these letters had only recently been sent to him by his dear ol' Pop. It was easy to see how the little bastard got so precocious about biz and marketing, because these letters were pure gold. The first batch I read were all in Gary's own handwriting (a vicious scrawl, as all great writers have), and he was still weighing the pros and cons of publishing them for the general

public. Cuz, you know, they're so raw. Consider yourself fortunate that they're available. Marketing books come and go, and business fads come and go, and guru's wander onto and off of the stage with a sobering frequency. The Boron Letters, however, are a concentrated energy mass of the essential fundamentals that will last until our civilization crumbles. Gary sought out wisdom, insight, advice, tactics, philosophies and insider info like a terrier hunting down squirrels...

There's some info about making money out there that never makes it into print. For everything Warren Buffett has said and written, don't you think he's holding back a few gems for his children? That's what sets this book apart. Gary Halbert wrote it for his son Bond, when he was in prison for a long, long time (in Boron, California -- hence the title). The fact that he chose to publish it at all is quite remarkable by itself. I first read a portion of what's in this book in 1989, as part of what was to me at the time a humongously expensive home-study course called "Your Marketing Genius At Work." It cost \$495 (the equivalent of about \$943 in 2013). I have to say that it may have been the turning point where I started down the path towards direct marketing and advertising copywriting. It was certainly one of them. (Another one was attending Gary's famous "Hurricane Andrew" seminar a few years later.) You can read classics like the works of Claude Hopkins, John Caples, and David Ogilvy -- and you should. But they are all somewhat formal and impersonal. This may be the most personal master-class in direct marketing copywriting you will ever read. The one portion of this book I didn't get to read in 1989: All of the updates Bond Halbert, Gary's son, added to the original text. Bond is a quiet genius who is by no means a carbon copy of his dad. Instead, he's part of the next generation of Halberts. He and his brother Kevin pick up where Gary (who died seven years ago) left off. I can't recommend this highly enough. No matter what kind of marketing you do, there's information in here you'd have a very tough time finding anywhere else.

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