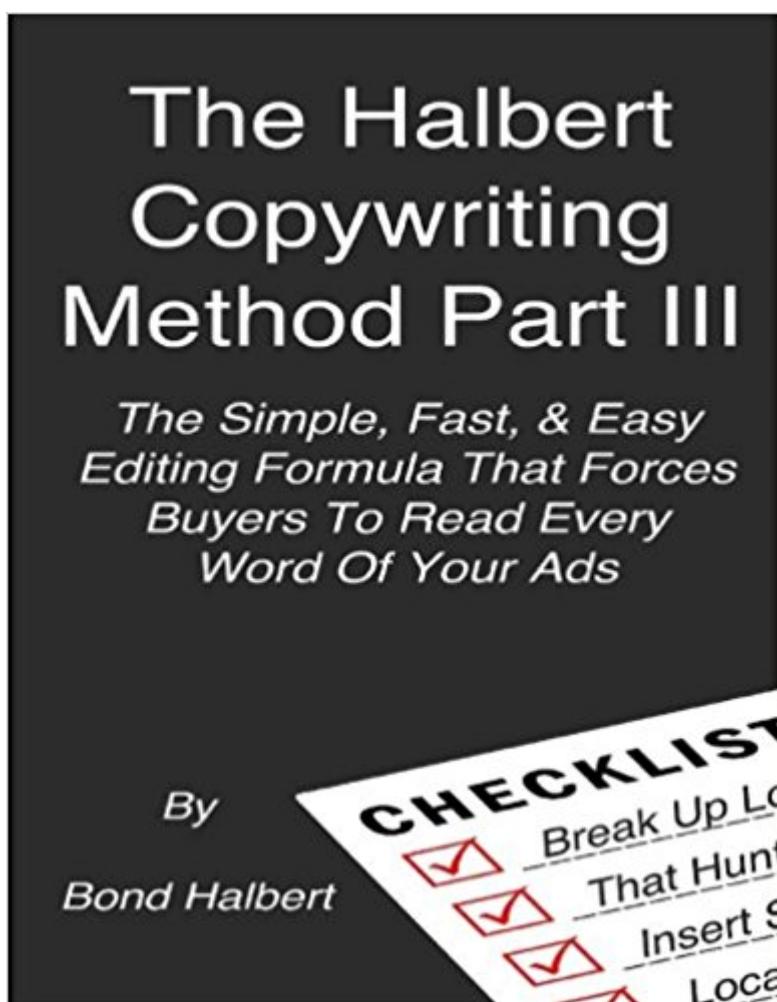


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# The Halbert Copywriting Method

## Part III: The Simple Fast & Easy Editing Formula That Forces Buyers To Read Every Word Of Your Ads!



## Synopsis

WARNING: The Halbert Copywriting Method Part III is not a complete course on copywriting but... this short book is the best source on editing sales copy ever created and critical to making more money in direct marketing. All the top copywriting courses say it over and over. The power in your marketing comes from understanding your buyers but... All the professionalism comes from polishing your copy to the point buyers can't stop reading/listening to your sales message until they have an uncontrollable urge to buy. Nobody has ever covered the subject of editing copy to the degree outlined in this book and even the most seasoned ad writers have been learning a lot from the secrets shared inside this instant classic. The Halbert Copywriting Method Part III reveals the editing formulas and patterns found in the works of history's best copywriters and shows you how to inject hidden psychology into your promotions few people have ever heard of but make no mistake. Even when it comes to the classic techniques explained in this book, you will want to read every line because Bond puts a powerful new twist on even the most well-known editing strategies. If The Halbert Copywriting Method Part III doesn't make you a better copywriter, nothing will. This simple to use formula is great for... Punching up your own copy. Smoothing out copy created using templates. Cleaning up ads generated by copywriting software. Once you have devoured this quick read, you can then start using the simple checklist at the back with a complete understanding of how to create the famous "greased slide" effect which will add sales to all your promotions.

## Book Information

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## Customer Reviews

As some of my friends, family and clients know, I have been studying and taking action by applying a rather intriguing form of marketing that is highly effective when used properly. Of all of my inspirations, I have become most fond of a copywriting and marketing legend named Gary Halbert that unfortunately passed away back in 2007. So anytime I see something new by the family, I get excited about it. This new book written by his son Bond Halbert has an interesting twist on editing copy. I honestly believe the headline I wrote: "The People Who Read This Book Will Inevitably End Up With Better Copy! Substantial Marketing Results! & More \$\$ in Their Pocket!" I am not some big copywriter or anything! I am just a small business that simply wants to get the right message out to the clients I do and want to do business with. In years past, I soon found the actual words one would use in their marketing message: such as a sales letter, a web site, and email and etc is what the industry calls copywriting. I could have the best service in the world. But if I couldn't get my message out there correctly, pickings were slim for a long time. So I started to learn and study it the best I could. Using reputable resources like this has made all of the difference for me. Everyone seems to have a book out now about writing copy. Although some of them are good, this is the first one that has caught my attention about editing and it does it very well! I looked at the sample before purchasing and as soon as I seen the chapters and started going through it, I knew right away I had to get the book and did. It does me good to be humbled sometimes. I noticed things I was in need of working on before even reading. It's the best \$10 I have spent this year! It was a no brainer purchase for me. Everything Bond has done in the past has been fanatical! The Boron Letters book Bond updated with his commentary, that his dad Gary Halbert wrote, should be recommended reading for every single student before being allowed to graduate from high school. It has a near A to Z education of marketing. And it also gives eminent advice on leading a healthy, prosperous life; which by the way is not fully measured in terms of money. Money helps. But what good is it if you are not going to live long enough to enjoy it now and later. You can probably imagine I absolutely could not wait..... to get into this new book of his and see what it had in store for me. I get excited about the small things in life and I must say this was something that perked me right up. I don't want to ruin the surprise. But the FREE Bonus inside is worth just as much as the book, if not more. If I had to pick a single word to describe it, complimentary would be what I would use. jfyi: I did not get a free copy of this book to write a review and I don't know Bond personally. He wouldn't know my name from anyone else's. I just thought the book was worthy of a great review because it is truly a

great book. I hope you enjoy it as much as I did.

Pick up Bond Halbert's new book, "The Halbert Copywriting Method Part III." Read it. Then put it down and take a deep breath. Feel that? That's your copywriting IQ shooting up 30 points. Read it a few more times and you'll feel like Zorro with a pen (or a keyboard). Yes, this book is that good. As a 30 year marketing and copywriting veteran, I consider the Halbert Method III an indispensable read for any serious student of copywriting. The world is full of "how to write great copy" books, but when it comes to editing, Bond has done a masterful job presenting the most sacred formulas without any of the fluff. Instant classic.

Bond Halbert has put together the essential checklist for every copywriter. Just the first 4 points in his 30-point checklist made helped me improve my landing page copy by making it clearer, crisper and to the point. I'm testing the updated copy now to see how well it does. I'm now running all of my copy through the checklist here. Looking back at the first version -- I'm embarrassed it ever saw the light of day. Bond - thanks for putting this together. (Will update this review when I have tested numbers)

A quick and easy read at first glance. However, each paragraph and sentence contains instruction and insights to ponder and apply to future writings and communications. I like how Bond organized and wrote this book. I also appreciate the checklists he created. Yep, I'd venture to say if his "Pop" was able verbalize his review of this great gem of a book he'd say something along the lines of, "Well done, my son. Well done." Add this to your library - you know the one - the active reference library on your desk so you'll always know what you should do next. (Phew- was finally able to get rid of every single "that"... go ahead, buy and read the book and this sentence will make sense to you.)

This WAS my editing process, starting at 7:23am, rapidly flipping through my index cards, making sure I "checked off" the correct stuff on my list.....you know, "Did I follow Dan Kennedy's outline, or do Claude Hopkins' somethin' er other...?" It SEEMED like a good idea.....but it was a clusterfudge, and I was the Hershey King of Chocolate Mountain. I would cross my fingers, and hope it worked, but I shouldn't feel AFRAID, left alone to wonder why I'm the only one with inconsistent results. Insert Bond's book, showing up as an Suggest Item (thanks Bezos), here to provide a salve to my mental hemorrhoid. One read later, and my re-edit of the last email sequence transformed into a buttery-slick slide from top to bottom, increasing my click-through from 4% to 11%, and

conversions increased by 37%. If these results came from a quick-read.....imagine what happens when I get GOOD at this? Thanks Bond.

If you're involved in anyway, shape or form with copywriting . . . you NEED to add this book to your collection alongside Ogilvy, Trout, Hopkins, Halbert, Schwartz. Why . . . Because editing is a subject within itself. And Bond Halbert's book holds no punches. No fluff. No filler. From cover-to-cover it's loaded with white hot tips you can start using to instantly add some sizzle to your sales message. Bond's effortless - plain English - explanations make this an easy read for a beginner-thru-seasoned pro copywriters. Word of note: read this book. Once. Just scan through it. Then come back . . . and read it again carefully and make notes as you go. (Then . . . read it once more. Editing copy is the most important aspect of the writing process. This book will show you how to edit like a pro, in little time.)

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