



The Boron Letters

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

The Boron Letters Details

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From Reader Review The Boron Letters for online ebook

Aurimas Mikalauskas says

I had no idea where this book will lead me. It was supposed to be about direct marketing and mail order business but it was way more than that. I love Gary's style of telling stories and getting really emotional when he feels like it. Even if it sometimes it has nothing to do with the point he is making. I'm re-reading it again now. Why wait?

Edd Thompson says

I have just finished the book. That is the quickest I have ever read a book. It is a good format for a book and is easy to whizz through. As a small business owner looking to improve his copywriting, I am slightly disappointed with the description of the book and what is actually inside it. There are some wise words about copywriting and selling your ideas which are very useful.

If you want a book that outlines the steps of making money via direct mail along with general self-help advice and some tips of copywriting then this book is perfect. Sadly, the underlying feeling I get from the book the entire way through is that it is just one big sales letter for a website where more Halberts work is. At the top of every page, there is a link to it and the website is publicised numerous times.

I have huge respect for Gary Halbert but I this book didn't quite live up to my expectations.

Atman Pandya says

Written by 'history's greatest copywriter' Gary Halbert, this book is a collection of letters from a father to his adolescent son. In these letters, Halbert teaches his 16-year old the importance of 'road-work', a strong work ethic and the inside secrets of great advertising.

There are some gems in these letters and the fatherly conversational tone makes them all the more endearing. I especially loved some of the ideas on how to grab and hold attention in direct mailers.

While the book is a bit dated and covers some ideas that are no longer applicable, the ideas on finding markets and creating products to cater to them are more relevant today than in 1984 when these letters were written.

Overall a quick read, but plenty to take away.

Shamanth says

Great copywriting/selling is hardly about the writing. It is way more about the preparation that goes into writing.

- Choosing a list.
- Deciding an offer.

- Picking a great product to sell.
- Researching what a list/market wants.

This is true no matter what the medium is - a 70s newspaper or a present day smartphone screen.

Leticia says

I have only read this once, so can't really write much about it yet. Like the Robert Collier Letter Book, it needs to be read and digested over, and over, and over again.

Having said that, it's one of the best works on the topic I've read since... well. Since the Robert Collier Letter Book.

Some other reviews note that this is dated. Sure, it's dated. So are the updates. The point is that all of these things still work, and if you apply the core principles to any format, in any market, it's still going to work.

And best of all, I finished the book filled with ideas for my next deal. Thanks you guys. ?

Ellis Morning says

Enjoyable letters from father to son with candid revelations, advice for personal improvement, and interesting sales tricks.

H.L. Goyer says

Read this book twice in a row. If you're the sort of person that loves/hates/is fascinated by excellent Copywriting, this is the best book ever put together on the topic.

Most of the things here are not directly applicable to most modern Internet era businesses (some exceptions!), but can be altered a little bit and still used to great affect.

If you are considering a career or just want to dabble in Copywriting, this is quite possibly the only book you need. If you write CTA's, this is a must-read.

Andrew says

A surprising amount of just 'life lessons' as opposed to marketing techniques. I really enjoy how personal these letters are and I found them very entertaining to read outside of just being educational.

I wish there were more though. After the 25 letters, I really want to read the more formalized book he mentions he wanted to write. Does anyone know if he did write anything like the book he discusses wanting

to do?

One of my favourite take-aways from this book written by a father to his son, is he says he tries to act they way he would want his son to act in that situation. I think that's a very sensible way to judge your own behaviour.

C. Spencer Reynolds says

Laborious reading and so dated...

We read this in our Book club and although there were a few good points in the book, all-in-all I would not recommend it to others as a good read. If you are a marketing type and want some of his insights then certainly a book worth some of your time, but not for the average gal/guy out there to invest your time with!

Mark Manderson says

A positive addiction is simply being addicted to something that improves the quality of your life.

A negative addiction is being addicted to something that lowers the quality of your life.

HOW YOU FEEL AFFECTS HOW YOU THINK!

Try everything multiple times.

Go over your plans again and again daily as they will become more and more clear.

The money is where the enthusiasm is. When hiring someone always look for the most enthusiastic one, not necessarily the most qualified.

Be a student of the markets and learn to find out what people want to buy.

Look for the starving crowd!

Narrow your pool.

Ex: Look to mail directly to wealthy people who have purchased similar products, have done so repeatedly and paid big money for it and did it recently and are satisfied customers. (Use brokers lists of ones that are working like crazy!)

SELL PEOPLE WHAT THEY WANT TO BUY!

Customize your offer to their trade!

Whatever idea your going to create a report for, read 3-4 and take notes.

USE THOSE BEST IDEAS AND OVERLAY YOUR IDEAS ON TOP TO CREATE A REPORT.

THE GOAL IS TO STRIP OUT CRAP AND CREATE A TIGHT AND INFORMATIVE ROAD MAP!

Keep a POWER LIST of words that move people! Look at CURRENT TABLOIDS that pull you in to build your list.

Ex: Crisis (instead of problem).

Assemble a file to guide your copywriting as follows:

A copy of the report you are going to sell.

Competitor mailers of related services.

Copies of ads that have been used to pull from.

Notes from books and reports on topic.

Other headlines to look at that sell.

AIDA: Attention (gimmick like a baggie of dirt and string headline)! Interest (give facts such how much money was made last year investing)! Desire (describe the benefits they'll have. Must always paint the picture of the obvious for them)! Action (be very specific and clear of what they must do RIGHT NOW! TODAY!)? Tell them that if they hurry what they will get and if they delay it what they will lose.

Take the best ads and rewrite them in your own writing. This engrains it into your subconscious.

Use everyday language such as "naturally, of course, etc."

Ask questions and answer them "how do you get the benefits? The answer is simple. All we have to do is..."

[Www.halbertizing.com](http://www.halbertizing.com)

Edit down and keep cutting until if you'd cut anymore you'd lose the customer.

Break up into SMALL paragraphs and use "quotes" to hone in.

ADS SHOULD LOOK LIKE A RAVE REVIEW WRITTEN BY A REPORTER!

You can sell better when at first it does not appear you are attempting to do a sales job.

Offer 3 price points:

Cheapo option which has what you need.

Deluxe midrange with some bells and whistles.

Supreme package with prestige service.

You must ALWAYS FIND A MARKET FIRST AND THEN CREATE/FIND A PRODUCT!

Must have believability and be specific.

Attach something to the top of the letter to get attention!

Greg Seguin says

Good marketing primer that doles out marketing advice as well as some pretty decent life advice.

Two nitpicks on this book:

(1) It's dated. Halbert was a whiz in direct mail marketing, and the writing shows its age. His son, also in the copywriting biz, does his best to update it for the digital age but the book should be read as foundational rather than a source of the latest and greatest tips.

(2) Every few pages has a cross-sell of some other Halbert product on their website. The book could have easily been longer (almost disappointingly short), and I would have loved to see some of the website content make it into the book.

Tim Miller says

Boron Letters is marketed as an insightful look into the world of writing copy. The reality is, it's a series of letters, written from a father in prison, to his teenage son. Yes there's a lot about writing copy—Gary Halbert was said to be one of the greatest copywriters of all time, but I saw a lot more life lessons than anything else. This book is a father, attempting to instill valuable life lessons to his son. There's advice about fitness, psychological & social well-being, even some philosophy. While Halbert was in prison, he made the most of his time by working on himself, staying positive despite his circumstances, sticking to his goals, and fostering positive relationships. That's a lesson in itself.

Madhav Sekar says

very gud book on copywriting and such

Corey Constable says

These letters to Bond were an excellent base to build off of for entering into the field of copywriting. They were personal, humorous, and insightful. While they may seem a bit outdated, the principles within can be carried over into the digital age with just a little bit of ingenuity. The subject line is the new envelope, the link title is the new bag of soil, etc. I look forward to reading the other titles he recommended.

Ryan says

I read the Boron letters on my trip to Vegas for a CXO event. It happened to fall on Halbert's birthday. I didn't know that until after I was reading the book.

I also just finished reading Vonnegut's Slaughterhouse-Five. Halbert mentions that Vonnegut has some of the clearest writing, and that Breakfast of Champions is worth reading. I didn't like that book, but maybe I should reread it.

Anyway, I really enjoyed The Boron Letters. I've always loved Halbert's writing style. The book focuses on some of the most important rules and lessons he's learned in life. The book is a collection of letters to Bond, his son, explaining these lessons and their importance.

Once the book gets going (after the first 2-3 letters), it really becomes a step-by-step "course" on how to create direct mail campaigns that work. Even though direct mail isn't as popular these days, it can still be quite profitable. Anybody who wants to use direct mail should read this book before they send anything.
