



★ THE ★
\$2 BILLION

SALES LETTER

YOU'VE NEVER HEARD OF

By Ray Edwards



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THE TALE OF TWO COPYWRITERS

On a sunny day one late afternoon two copywriters graduated from the same copywriting school. These two copywriters were roughly the same age, with roughly the same writing ability. They had both been trained by the same copywriting instructors in the art and science of writing to sell and persuade. Both were filled with dreams of becoming rich by writing ads to sell products and services.

Recently, these men ran into one another at the same direct marketing conference, 10 years after their graduation. They were both still very much alike. Both were happily married. Both had young children. And both, as it turned out, had written copy for some of the biggest direct mail publishing houses in the world.

But there was one difference...

One of these copywriters was on staff at a publishing house, making a comfortable \$100,000 per year salary. The other was not an employee, but rather had started his own business, and used his copywriting skills to create copy that was raking in over \$1 million dollars a year in net profits.

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WHAT MADE THE DIFFERENCE?

If you're like me, when you hear a story like that, you wonder: what made the difference between those two men? We all know stories like this, and we all have evidence demonstrating it isn't always raw talent or intelligence or even perseverance or dedication. It isn't that one person has "a burning desire" and the other doesn't.

The difference lies in this: what each person knows, and how that person makes use of their knowledge. The difference is in continuously growing and using their knowledge.

And that is why I'm writing to you today, to let you know about how you can grow your knowledge and learn from what is arguably the most successful sales letter you've never heard of...

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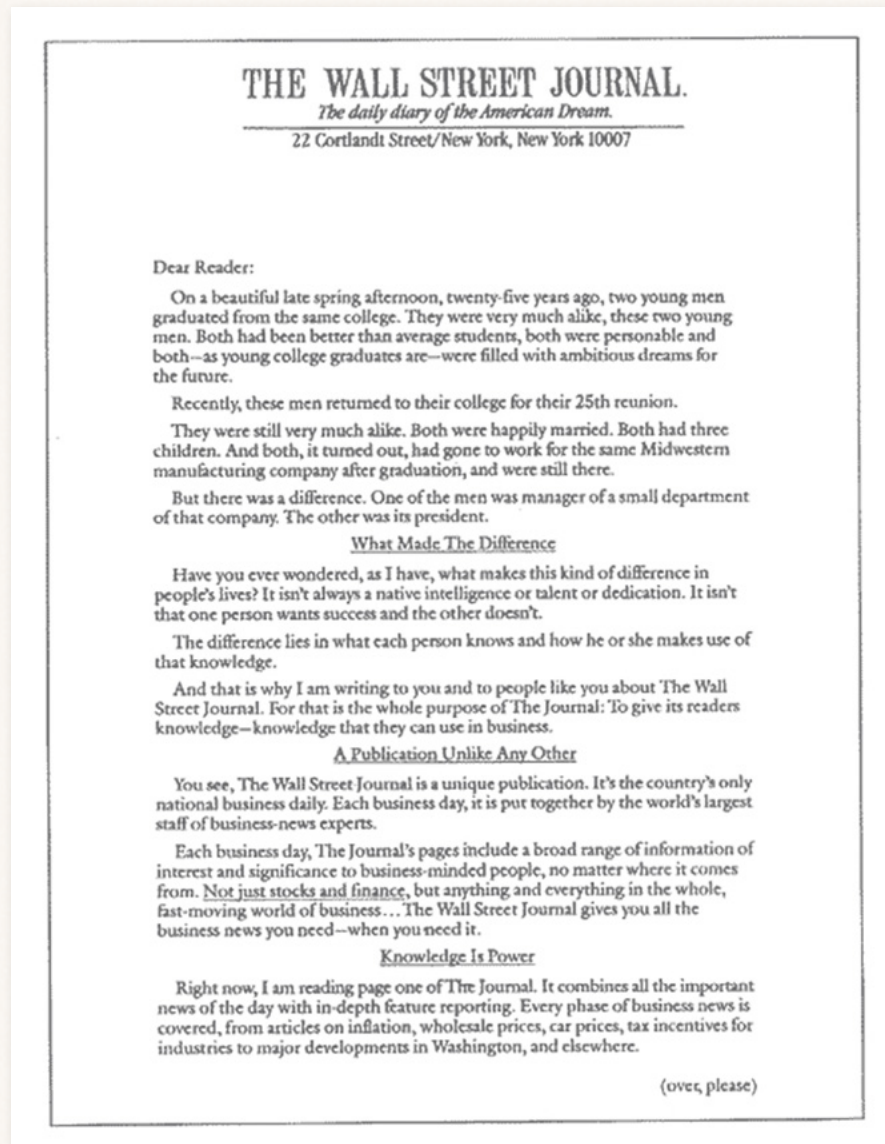
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AND IT'S NOT THE THE WALL STREET JOURNAL SALES LETTER!

You may have already figured out that I didn't really come up with the preceding copy you just read – you probably in fact recognize it as an “adaptation” of the famous *Wall Street Journal* Sales Letter written by Martin Conroy. Here is a copy of that letter.



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You may even be thinking, “Ray, this is *not* ‘the most successful sales letter I’ve never heard of’, because... well... *I have* heard of it. *A lot.*”

Now, if the *Wall Street Journal* Sales Letter were actually the letter I was referring to in this ebook’s title, you would be correct.

And there is page after page inside The Journal, filled with fascinating and significant information that's useful to you. A daily column on personal money management helps you become a smarter saver, better investor, wiser spender. There are weekly columns on small business, marketing, real estate, technology, regional developments. If you have never read The Wall Street Journal, you cannot imagine how useful it can be to you.

Much of the information that appears in The Journal appears nowhere else. The Journal is printed in numerous plants across the United States, so that you get it early each business day.

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If you feel as we do that this is a fair and reasonable proposition, then you will want to find out without delay if The Wall Street Journal can do for you what it is doing for millions of readers. So please mail the enclosed order card now, and we will start serving you immediately.


About those two college classmates I mention at the beginning of this letter: They were graduated from college together and together got started in the business world. So what made their lives in business different?

Knowledge. Useful knowledge. And its application.

An Investment In Success

I cannot promise you that success will be instantly yours if you start reading The Wall Street Journal. But I can guarantee that you will find The Journal always interesting, always reliable, and always useful.

Sincerely yours,



Peter R. Kann
Executive Vice President/
Associate Publisher

PRK: vb
Enc.

P.S. It's important to note that The Journal's subscription price may be tax deductible.

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HERE'S WHAT YOU MAY NOT KNOW

Just as I didn't really come up with today's article "from scratch", Martin Conroy did not cook up the *Wall Street Journal* ad out of thin air, either.

In fact, he "swiped" the Big Idea for the *Wall Street Journal* ad (which by some accounts has made the Journal over \$2 billion in sales) from another ad, this one by the legendary copywriter Bruce Barton.

In 1919, Barton wrote an ad for The Alexander Hamilton Institute.

The headline for the ad was "The Story of Two Men Who Fought the Civil War", and the copy began like this:

"From a certain little town in Massachusetts two men went to the Civil War. Each of them had enjoyed the same educational advantage, and so far as anyone could judge, their prospects for success were equally good.

One man accumulated a fortune. The other spent his last years almost entirely dependent upon his children for support."

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Obviously, Conroy's ad was based on Barton's. Here is a full copy of Barton's ad.

March, 1919



The Story of two men who fought in the Civil War

FROM a certain little town in Massachusetts two men went to the Civil War. Each of them had enjoyed the same educational advantages, and so far as anyone could judge, their prospects for success were equally good.

One man accumulated a fortune. The other spent his last years almost entirely dependent upon his children for support.

He "had hard luck," the town explained. He "never seemed to catch hold after the war."

But the other man did not "lose his grip." He seemed to experience no difficulty in "catching hold" after the war.

The difference in the two men was not a difference of capacity but a difference in decision. One man saw the after-the-war tide of expansion, trained himself for executive opportunity, and so swam with the tide. The other man merely drifted. The history of these two men will be repeated in hundreds of thousands of lives in the next few months.

After every war come the great successes—and great failures

IS your future worth half an hour's serious thought? If it is, then take down a history of the United States. You will discover this unmistakable truth:

Opportunity does not flow in a steady stream, like a river—it comes and goes in great tides.

There was a high tide after the Civil War; and then came the panic of 1873.

There was a high tide after the Spanish War; and then came the panic of 1907.

There is a high tide now; and those who seize it need not fear what may happen when the tide recedes. The wisest men in this country are putting themselves now beyond the reach of fear—into the executive positions that are indispensable.

Weak men go down in critical years—strong men grow stronger

IF you are in your twenties, or your thirties, or your early forties, there probably never will be another such critical year for you as this year, 1919.

Looking back on it, ten years hence, you will say: "That was the turning point."

Thousands of the wise and thoughtful men of this country have anticipated the coming of this period and prepared for it.

They have trained themselves for the positions which business cannot do without, thru the Alexander Hamilton Institute Modern Business Course and Service.

The Institute is the American institution which has proved its power to lift men into the higher executive positions.

These men have already decided to go forward

AMONG the 75,000 men enrolled in the Institute's Course, 15,534 are presidents of corporations; 2,826 are vice-presidents; 5,372 are secretaries;

2,652 treasurers; 11,260 managers; 2,626 sales-managers; 2,876 accountants.

Men like these, have proved the Institute's power; E. R. Behrend, President of the Hammernill Paper Co.; N. A. Hawkins, Manager of Sales, Ford Motor Co.; William D'Arcy, President of the Associated Advertising Clubs of the World; Melville W. Mix, President of the Dodge Manufacturing Co., and scores of others.

Men, who have trained themselves to seize opportunity, will make these after-war years count tremendously.

You, too, can make them count for you.

Send for this book. There is a vision in it for you of your future

TO meet the needs of thoughtful men, the Alexander Hamilton Institute has published a 112-page book "Forging Ahead in Business." It is free; the coupon will bring it to you.

Send for your copy of "Forging Ahead in Business" now, while your mind is on it. You could not seize the chance that came after '65 or '98. But it will be your fault if ten years from now you say: "I could have gone on to success with 75,000 others, and I did not even investigate."

Fill in the coupon and mail.
ALEXANDER HAMILTON INSTITUTE
18 Astor Place New York City

Send me "Forging Ahead in Business" FREE

Name

Business Address

Business Position

You may now be assuming that "The Story of Two Men Who Fought the Civil War" is the letter I was referring to in today's title. But that is incorrect, also.



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THE MOST FAMOUS SALES LETTER YOU'VE NEVER HEARD OF

Just as my opening paragraphs were inspired by Conroy, and Conroy was inspired by Barton, *Barton* lifted the story for his own ad from one written a year earlier, in 1918. The 1918 ad began like this:

“The story of two clerks in New York City who started together a few years ago, side by side, each earning \$12 a week.”

This 1918 ad was written to sell a memory course, the Roth Memory Course. I’m sure you noticed “the story of two clerks.”

The clerk “with the memory” became the head of a giant publishing company. The other guy became “a petty bill collector.”

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This ad was written by the Ruthrauff & Ryan ad agency, and it's unclear which of their staff copywriters wrote the ad.

Earns \$30,000 a Year Because of His Remarkable Memory

The story of two clerks in New York City who started together a few years ago, side by side, each earning \$12 a week



One had developed an accurate memory—the other was always forgetting. The man with the accurate memory proved himself invaluable to his employers. Figures and figures he had at his finger tips. He could always be counted on to do anything he was told because his employers found that he had a good memory.

The other man was never sure of anything. He always "guessed" or "thought," but never seemed to know.

The man with the memory is now, a few years later, the head of a grant publishing enterprise with an interest in the business and a salary of \$30,000 a year.

The man who could never remember is a petty bill collector at a salary of approximately \$20 a week.

As the executive who employed these two men when they started in—and who knows them both well, says: "The success of one and the failure of the other is largely due to one's remarkable memory and the other's inability to remember."

"And this is absolutely typical of thousands of cases—the men who are holding big executive jobs—the men who have charge of big affairs—the men whose judgments must be relied upon for momentous decisions involving thousands of dollars, are the men who have air tight memories. It is said that Judge Gary has one of the most marvelous memories of any man in America, and if you

interviewed one big executive after another you would find one of the pre-dominating characteristics, a keen, dependable memory. There is no attribute of success more important."

A Good Memory Is Not a Gift

A great many people have the idea that the ability to remember a large number of faces, facts and figures is a gift—that you have to come by it naturally. Nothing could be further from the truth. Any man, woman or child of average intelligence can easily and quickly acquire a greatly improved memory.

When Mr. Roth, the famous memory expert, first determined to cultivate his memory he did it because he had probably the poorest memory of

any man he ever knew. He actually couldn't remember a man's name twenty seconds. He forgot so many things that he knew he couldn't succeed unless he did learn to remember.

Today there are many people in the United States whom Mr. Roth has met at different times—most of them only once—whom he can instantly name on sight.

Mr. Roth can, and has, hundreds of times at dinners and lectures asked fifty or sixty people to tell him their names and telephone numbers and then, after turning his back while they changed seats, has picked each one out by name and told him his telephone number and business connection.

There are only a few of the scores of other equally so-called "impossible" things that Mr. Roth can do—and yet a few years ago he couldn't remember a man's name twenty seconds.

You Will Have Downright Fun While Learning

Mr. Roth's system, which he has developed through years of study, and which he has taught in class to hundreds of business men and others throughout the country as persons, is so easy that a child can learn it, and it is more real fun than any game you play solely for pleasure.

Not only will you enjoy every moment you spend on the Course but so will your entire family—even small children can join in the fun.

What 15 Minutes Will Do

You get results quickly. Fifteen minutes after you start the first lesson you will see a decided difference in your power to remember.

And a single evening spent on the first lesson will greatly improve your memory power—and may more than double its capacity.

Just think what this will mean to you—to have greatly improved a memory—to have a memory that will enable you instantly to see a new world of facts, figures, faces, addresses, phone numbers, selling

points, data and all kinds of mental pictures with much less effort than you now spend in trying to remember without success.

The reason Mr. Roth can guarantee to improve your memory in one evening is because he gives you the method down, crystallized, step by step at the start—then how far you go in further multiplying your skill or to remember will depend simply on how far you need to go—you can easily and quickly develop your memory to such an extent that you can do everything Mr. Roth can do. He makes the act of remembering an easy, natural, automatic process of the mind.

You Can Rely on Your Memory

Thousands of sales have been lost because the salesman forgot some selling point that would have closed the order. Many men when they are called upon to speak, fail to put over their message or to make a good impression because they are unable to remember just what they wanted to say. Many decisions involving thousands of dollars have been made unwisely because the man responsible didn't remember all the facts bearing on the situation, and thus used poor judgment. In fact, there isn't a day but that the average business man forgets to do from one to a dozen things that would have increased his profits. There are no greater words in the English language descriptive of business inefficiency than the little words, "I forgot."

After a few hours spent with Mr. Roth's Course the fear as well as the tragedy of forgetting will have been largely eliminated. You will be amazed and fascinated at the new sense of confidence and power that will be yours.

Not only that, but you will have a sense of freedom that you never felt before. You will be practically freed of the memorandum pad, the notebook, and other artificial aids to which most of us are slaves.

Try Before You Buy

So confident are the publishers, the Independent Corporation, of the remarkable value of the Roth Memory Course to every reader of this magazine that they want you to test out his system in your own home before you decide to buy. The Course must sell itself to you by actually increasing your memory before you obligate yourself to spend a penny.

Only \$5 If You Keep It

Mr. Roth's fee for personal instruction to classes limited to fifty members is \$1,000, but in order to secure nation-wide distribution for the Roth Memory Course in a single season the publishers have put the price at only \$5—a very low figure for a course of this kind containing the very same material as the permanent form as given in the personal \$1,000 Course.

And here is added—you don't have to pay even the small fee asked unless after a test in your own home you decide to keep it.

Send No Money

Don't send a single penny. Merely fill out and mail the coupon. By return post, all charges prepaid, the complete Roth Memory Course will be sent to your home.

Study it one evening—more if you like—then if you feel that you can afford not to keep this great aid to more dollars—in higher responsibility—to fuller success in life, mail it back to the publishers within five days and you will owe nothing.

If a better memory means only one-fourth as much to you as it has to thousands of other business men and women, mail the coupon today—NOW—but don't put it off and forget—as those who need the Course the very worst are apt to do. Send the coupon in or write a letter now before the low introductory price is withdrawn.

Independent Corporation

Publishers of The Independent and Horner's Weekly
Divisions of Business Education, Dept. 177,
112 West 40th St., New York

A Better Memory In One Evening

The Amazing Memory Feast of David M. Roth

The New York Tribune said:

"David M. Roth gave a practical demonstration of memory at the lunch meeting of the Rotary Club at the Hotel McAlpin."

"Mr. Roth asked the men at my four tables to call out their names. They did—32 of them. Then he walked round to the back and they closed each. Mr. Roth then proceeded to call each one by name and seat through them without error. Other astonishing feats were given."

The Seattle Post-Intelligencer said:

"Of the 150 members of the Seattle Rotary Club at a luncheon yesterday not one left with the slightest doubt that Mr. Roth could do all claimed for him. Retention at the meeting had to pinch themselves to see whether they were awake or not."

"Mr. Roth showed his abilities by asking sixty of them present to introduce themselves by name to him. This he varied from seats and requested a number at the blackboard to write down names of faces, addresses and names on numbered squares, meanwhile sitting with his back to the writer and only learning the positions by word report. After this he was asked by different Rotarians to tell what was written down in various specific squares, and gave the replies in but a minute."

"After finishing with this, Mr. Roth singled out and called by name the sixty men to whom he had been introduced earlier, who in the meantime had changed seats and had mixed with others present."

Send me the Roth Memory Course complete in seven lessons. I will either send you \$5 or return the Course within five days after receiving it.

Name _____

Street _____

City _____ State _____

MAIL TO
INDEPENDENT CORPORATION
Dept. 177, 112 West 40th Street, New York City, N.Y. 10018

Remember Instantly

Name and Page
Address
Telephone No.
Business Name
Social Name
Profession or Date
of Birth
Date of Death
Date of Birth
Date of Death
Date of Birth
Date of Death
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Date of Death

Because it was original inspiration for what became the \$2 billion dollar Wall Street Journal Sales Letter, "The Story of Two Clerks in New York City" may in fact be the most successful sales letter you've never heard of.



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OR ... /S IT?

Because long before any of those ads, there was this story...

This is the tale of two brothers, both born to wealth, privilege, and power, over 4,000 years ago. Both were sons of the ruler of the known world. Both were princes of a vast empire. They received the same education and upbringing. They were very much alike.

But a few decades later, one was the King, and the other was hiding in the hills far away, living as a humble shepherd.

But that's not the end of the story – the shepherd eventually came storming back to the land of his youth, conquered his brother and his brother's empire, and left that empire a smoking ruin. What made the difference between *these* two brothers?

You may already recognize this story from the Biblical story of the Exodus. One brother was Ramses, the Pharaoh of Egypt. The other was named Moses, and he was the humble shepherd who heard the voice of God, and came back to Egypt to free the Hebrews from slavery in Egypt.

This may be part of the most successful sales letter in *history*. I'll leave that for you to ponder on your own.

By the way, this ebook was inspired by [this excellent blog](#) post by Lawrence Bernstein. Here's the *point* of this whole ebook...



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TO PERSUADE POWERFULLY, TELL A STORY THAT RESONATES

Storytelling is the most powerful form of persuasion known to humans.

To write the most successful and effective copy of which you are capable, you must learn to tell great stories that resonate with the deepest fears and desires of your reader.

Now get to work on *your* story!

It may not make you \$2 billion. But then again...



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