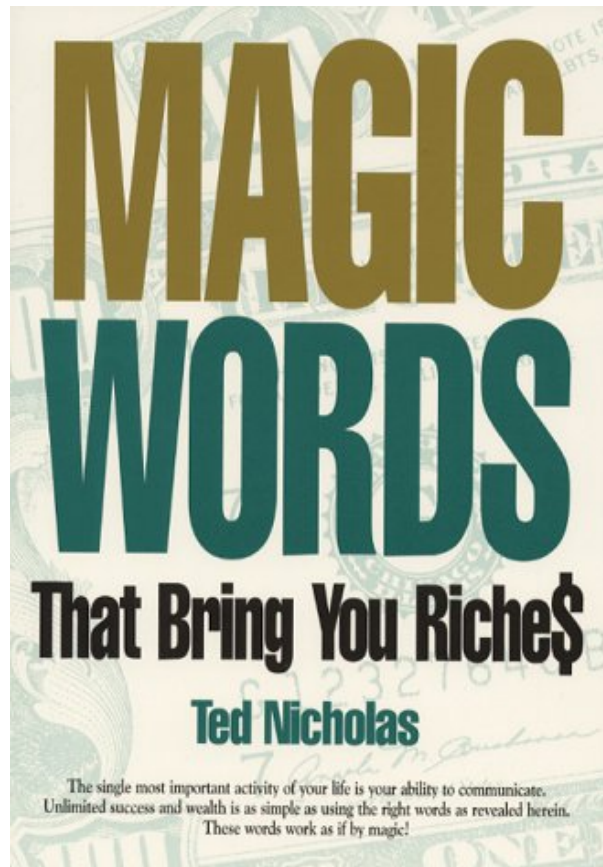
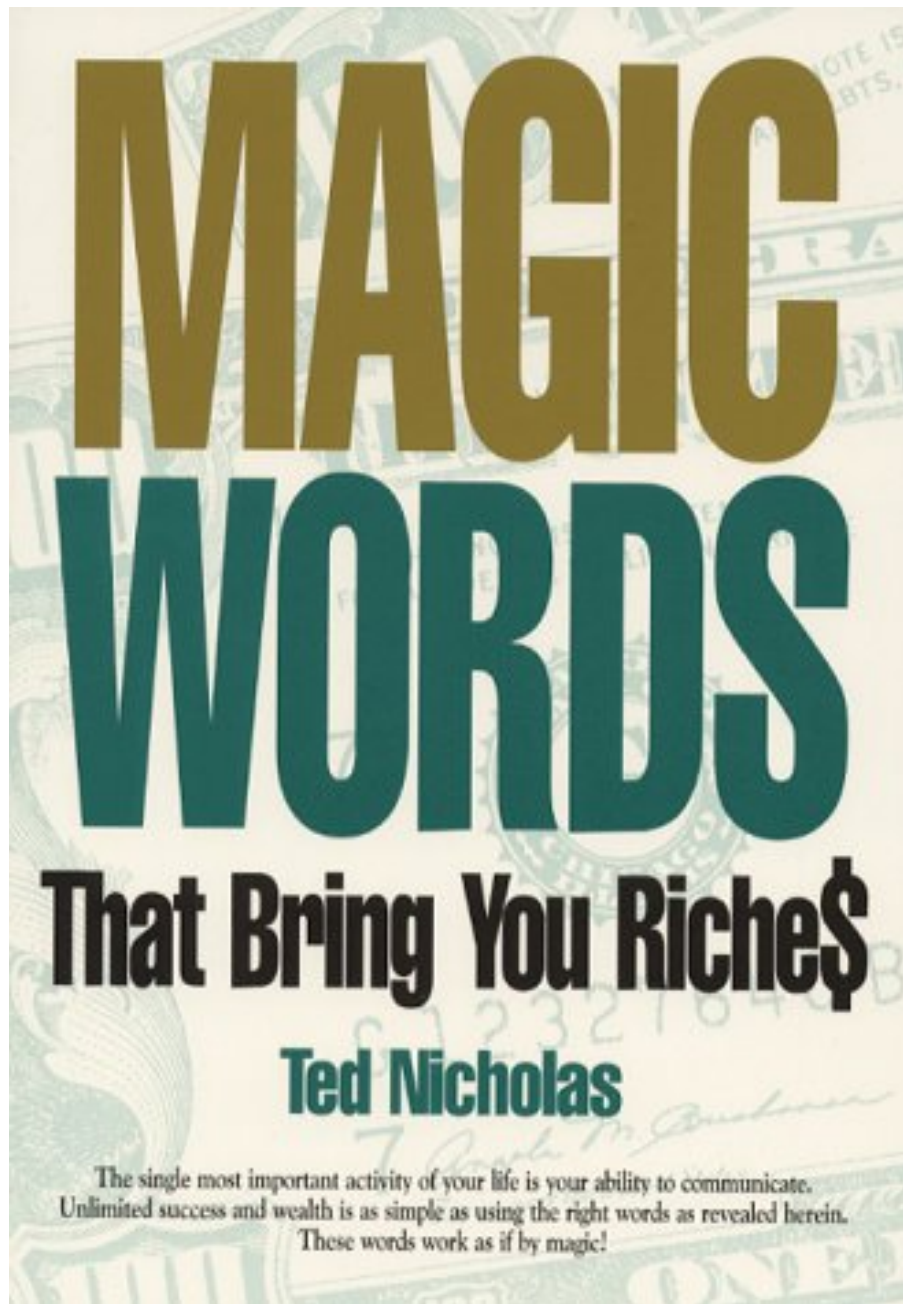


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Book by Nicholas, Ted

- Sales Rank: #784677 in Books
- Brand: Brand: Nicholas Direct Inc
- Published on: 1998-12
- Original language: English
- Number of items: 1
- Dimensions: 10.25" h x 7.00" w x 1.00" l,
- Binding: Paperback
- 322 pages

Features

- Used Book in Good Condition

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48 of 52 people found the following review helpful.

Authentic "Magic"

By Robert Morris

Actually, in addition to individual "magic words", Nicholas also provides "magic" phrases, sentences, paragraphs, and even essay-length compositions which can (he insists) "bring you riche\$." He also explains in detail when and how to derive the greatest benefit from them. Before getting into the book's text, I reviewed the Contents. My response was, "You've got to be kidding!" Then in Part I, Nicholas claims that certain "magic words" can get anyone anything she or he wants in life (!). After reading Part I, I was unconvinced. However, have no doubt about it, Nicholas is not kidding. He is absolutely convinced that the right words in the right combination within the right context (shared with the right person at the right time in the right format) can achieve exceptional results. I agree.

I think this book will be especially valuable for organizations which have severely limited (if any) funds to spend on "outside sources" while needing more effective communications (eg direct mail, brochures, newsletters, and scripts for "cold calls"). It will also be valuable for most other organizations whose "messages" to their respective constituencies lack clarity and (more importantly) do not have the desired impact.

Nicholas' enthusiasm is contagious. His advice is sound. He offers an abundance of examples of what is and isn't effective. He also explains why. Will this book enable ANYONE to accomplish ANYTHING? No. But for those who read it with great care and then apply its principles with even greater care, it can be invaluable. Of that I am convinced. One final point: I am reminded of what John Hill said many years ago when defining public relations as being "truth well told." Words and phrases have no "magic" unless what they communicate is authentic and thus has credibility. Even Nicholas could not effectively promote (or conceal) a defective product or shoddy service. Be the very best at what you do. No matter what you offer for sale, make a total commitment to sustaining standards of the highest quality. Then let Nicholas help you to tell a

truthful story of who you are and of what you offer...and to tell that story well.

25 of 26 people found the following review helpful.

An Absolute Must for Your Library

By A Customer

I own over 300 business and marketing books, and if I had to choose only one to keep, this would be the one. Brimming with useful techniques - I think Ted's book has done more for our business than anything else could have. This is a masterpiece.

8 of 8 people found the following review helpful.

Good book on mail order covers a lot of territory

By Loren Woirhaye

This book tries perhaps to do too much but it represents the author's vaues well. You cannot argue with his success - Ted Nicholas does mail order that works!

What comes through most of all is his enthusiasm and eagerness to sweat the details of good marketing. Nicholas is concerned primarily with perfecting the headline, the order form, and the lift letter. If these things are well-done then the body copy is perhaps not so hard to do well with his system.

Nicholas is mostly a publisher of how-to information so this will be of interest to marketers who want to sell info-products. His examples are directly pertinent to how you would sell many downloadable products online.

There is a lot of pithy wisdom here for both copywriters and direct mail marketers. No book covers all the bases though. First rate book on direct mail.

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