

Is the depression hurting your business? Perhaps you need . . .

The Amazing Marketing Miracles Created By Sir Gary of Halbert!

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LOS ANGELES — I first met Gary Halbert (often referred to as the "Prince of Print") when I was the advertising director of *Entrepreneur Magazine* and hired him as an outside consultant.

Entrepreneur Magazine is very famous and one of the leading business publications in the world. Working there enabled me to meet some of the smartest businessmen and marketing experts on earth but, Gary Halbert stood head and shoulders above them all. When I first talked with him, his ideas seemed a bit unusual to say the least. However, he was extremely persuasive and I decided to at least test some of his suggestions. Thank God I did! Within days, he taught us how to multiply our sales, cut our refunds to almost zero and how to enormously increase our bottom-line profits. Some of his "radical" concepts are still being used by the magazine today and still paying off like crazy.

Adventures With The Borgnines!

I later had the occasion to work side-by-side with him when he was hired by Ernest Borgnine and his wife Tova who, at the time, had a struggling cosmetic company. Ernie and Tova were, at first, highly skeptical about the changes Halbert insisted they make. But, that skepticism evaporated when he took their company, Tova 9, from \$20,000 to over \$800,000 per month in just a little over half a year. You may remember the first major ad he created for them. It ran for years and had one of the most famous headlines ever written. It was...

The Amazing Facelift In A Jar Used By Hollywood Stars Who Don't Want Plastic Surgery!

That ad brought in millions and millions of dollars in sales but it was another ad Halbert wrote for the Borgnines which contains, I believe, the most powerful headline in advertising history. Back then, Mrs. Borgnine wanted to begin marketing a new perfume called "Tova" (it's still on the market) and she wanted to do the "launch" at a friend's boutique in Beverly Hills. Her friend was Candy Spelling, wife of famed TV producer Aaron Spelling, and the boutique, by my estimation, would probably only hold a total of 150 people. When Gary heard about this he went ballistic. He informed Tova, if she was going to let him do the perfume advertising his way, she'd need a much bigger space such as... *the entire bottom floor of the Century Plaza Hotel!* She gasped a little but, when she recovered, she let Gary have his way and wrote an ad that got 7,000 people to come to the Century Plaza on a weekday for a sample of her perfume. If you've got even one drop of salesmanship blood in your veins, you don't need to read the ad to realize how he did it. All you've got to know is the headline which said...

Tova Borgnine Swears Under Oath That Her New Perfume Does Not Contain An Illegal Sexual Stimulant!

By the way, the "subhead" of that ad was *"Wife of famous movie star agrees to give away 10,000 samples of her new fragrance just to prove it's safe to wear in public."* Personally, I'll never forget that ad. It was my job to coordinate everything and the damn hotel was so jammed with people nobody

for CASI (Computer Amusement Systems, Inc.) that shot their gross up from \$3 million a year to over \$13 million per year. He has created direct mail promotions for *Personal Finance Newsletter*, *The Doug Casey Letter*, *Tax Avoidance Digest* and *Predictions*. And, the work he did for Robert Allen (he wrote the famous best-seller *Nothing Down*) helped Allen develop a seminar business that, I hear through the grapevine, ended up grossing \$75 million per year!

"...Gary loves to create winners for the so-called 'little guys'..."

could hardly even move. And get this: The only reason we didn't have more than 7,000 people at the perfume launch is because... *the fire marshalls wouldn't let anybody else into the hotel!*

A \$30,000,000 Success Story!

During Gary's stint in Los Angeles (his previous office was located at 595 Madison Avenue in Manhattan) he also worked with a number of other celebrities. One was Geoffrey Scott of Dynasty fame (he played Linda Evans' "Krystle" ex-husband) and the ad he wrote featuring him brought in over 30 million dollars for Gary's client. Gary also put together more than a dozen successful "infomercials" starting with "Can You Look Younger?" which sold the cosmetic products of Vikki LaMotta who was once married to boxer Jake LaMotta and the oldest woman ever to pose nude for Playboy. (By the way, I hear she still looks great!)

Gary also worked on a number of shorter (usually 2-minute) TV commercials and probably the most memorable is the one which featured Nancy Kwan who was the star of "The World of Suzie Wong," "Noble House" and many other famous productions. Personally, I was especially intrigued with the work he did with frequent-Playboy model and B-movie queen, Becky LeBeau and I understand he currently has Margaux Hemingway (granddaughter of Ernest Hemingway) under contract to help promote his forthcoming book tentatively titled...

HALBERTIZING: How To Get Everything You Ever Wanted Even If You Don't Deserve It!

Another of Gary's interesting clients was George Zangas, a world-famous power lifter, who mailed a *postcard* Gary wrote for him which generated \$1,000 for every \$100 he spent even though he mailed it to the same list five different times. As far as direct mail is concerned, that's where Halbert really shines. One of his "killer" successes was an 8-page sales letter that doubled Howard Ruff's subscription base of his *RUFF TIMES* newsletter. He also did a letter

But please... don't get the idea all Gary's work has been for large companies, celebrities or "big shots." Many of his profit-generating marketing creations were done for tiny "Mom and Pop" operations which made both Gary and them tons of money. As far as clients are concerned, Gary's motto is...

It's Not So Much The Size Of The Business That's Important But Rather... The Size Of The Potential!

Gary loves to create winners for the so-called "little guys" because, he has never lost sight of his roots and how little he had when he first started out. By the way, Gary's marketing career started back in 1968 when he formed a company called "Halbert's Inc." (it still exists today) which sold coat-of-arms research reports and hand-painted family crests. The letter Gary wrote to launch that project has become the most widely mailed letter in history and the company has since grown into an international, multi-multi million dollar operation. (By the way, Gary is still kicking himself for selling his 1/2 interest in that deal!) Anyway, that letter and its derivative letters are still being mailed at the rate of hundreds of thousands per week even though...

More Than Half A Billion (500,000,000) Of Them Have Already Been Mailed!

After Gary sold his share of Halbert's Inc., he formed yet another company called "Good News Inc." with offices in North Canton, Ohio and Madison Avenue in New York. Primarily, that company sold "how to" self-help books like *How To Get What The U.S. Government Owes You*, *How To Rob A Bank Without A Gun* and other equally-intriguing titles. Sometimes the profits from selling these books was astronomical. For example, one ad Gary wrote for a book titled *How To Collect From Social Security At Any Age* ended up running in magazines with a combined circulation of 55 million. One of these was *Parade*, a newspaper-distributed magazine, which, at that time, had a circulation of 17,546,168.

What Others Say...

"Overwhelming in terms of ideas and strategies and new ways to make money!"

Ted Nicholas
author of "How To Form Your Own Corporation Without A Lawyer For Less Than \$50"
Wilmington, Delaware

"I got my money back a hundred times over!"

Robert Allen
author of "Nothing Down,"
the best-selling real estate book of all time
Carlsbad, California

"The advantage Gary Halbert gave us is almost unfair!"

Sam Fishbein
owner of Kacey Fine Furniture Stores
Denver, Colorado

"I hired Mark Spitz, the Olympic swimming champion, as my national spokesperson after learning from Gary Halbert celebrities were available at reasonable prices!"

Judy A. Gorran
Chairman, Solar Industries
Wellington, Florida

"Tripled my income!"

Rick Neiswonger
St. Louis, Missouri

"Because of the power of your (Halbert's) techniques, I have 11 projects with a cash-flow of \$50,000 per month!"

Richard H. Strawder, D.D.S.
Boulder, Colorado

"Gary Halbert is the main reason I earned \$180,000 in 1990!"

Don Alm
Roseburg, Oregon

"Just one idea from Gary Halbert has made me over \$150,000 in the last 8 months!"

Lawrence E. Nelson
Palos Park, Illinois

"I've been a businessman all my life, and I can tell you that everything Gary Halbert says is right on target!"

Tony Tarracino (Capt. Tony)
Mayor of Key West, Florida

"If we could clone Gary Halberts and scatter them across the USA we would not be in a recession today... or ever!"

Nancy Jones
Largo, Florida

"One of the first ideas brought in over \$40,000!"

Mike Chantry
Dartford, Kent, England

"If I had to recommend just one source of information for start-up operations... it would be Gary Halbert!"

John B. Lounsbury
Billing, New York

"Thank heaven I found Gary Halbert before college left me brain dead!"

Frank E. Stevenson
Gilbert, Arizona

"Gary's ideas helped me sell over \$25 million in gemstones!"

Fred Rowe
Greenville, Kentucky

Halbert's ad cost for *Parade* back then was \$33,214.37 and his gross from that one ad in that one magazine was \$228,492.00 and eventually his company made over \$1,000,000.00 net profit from just this one publication!

Hey, how'd you like him to create a winner like that for you?

Unfortunately, as good as Gary is at creating marketing successes, he's just awful when it comes to managing companies and, when they start to get big, he starts getting itchy to get out. So, when that happened with Good News Inc., he sold out and moved to Los Angeles. As soon as he got there, he took some time out from marketing to write a couple of investment books. One of them was about how to make profits with U.S. postage stamps and it was titled *Thank God Not Everything Printed By The U.S. Government Loses Its Value*. The other, *Foolproof Futures*, was about how to make money trading commodity futures. Aside from that, he remained "retired" just long enough to become excruciatingly bored and that's when he decided to take on a few clients and I met him and... the rest is history.

If, by reading this article, you've concluded I'm a big fan of Gary Halbert, you couldn't be more correct. But it's not only me. Halbert, who now lives in the Florida Keys has hundreds of letters in his Key West offices from grateful people for whom his work has generated untold amounts of profits. You can read excerpts from a few of these letters in the box at the top of this article.

Halbert now publishes a marketing newsletter that goes to 29 countries and is undoubtedly the most intensely read marketing publication on earth. He stopped taking on any new clients altogether about four years ago but now, he says, he's looking for a few new challenges. In conclusion, all I can say is this: If you've got any kind of product or service to sell and, if you can get Halbert interested in working with you, you are absolutely crazy if you don't get in touch with him. By the way, this is especially true if you've got any kind of retail store and, if you doubt this, be sure to read the quote from Sam Fishbein who, along with his wife, Leslie, own all the Kacey Fine Furniture Stores in Denver, Colorado.

One thing is sure: Now that Gary is once again taking on clients, you can be sure his calendar will fill up in a flash! So, if you have any interest whatsoever in working with the man I and many others consider "The Best Marketing Man Alive," I strongly suggest you get in touch with him instantly. His office number in Key West is (305) 294-8425 and you can call anytime Monday through Friday from 9:00 a.m. to 5:00 p.m. East Coast Time.

Anyway, I'd like to conclude by saying having the chance to work with Gary Halbert is one of the best things that ever happened to me and, if you end up doing business with him, you're almost certainly going to get incredible results and a marketing education you'll never forget!