

# Special Bonus From Bill Glazer

**Below is an excerpt from Bill Glazer's New Book (*Outrageous Advertising That's Outrageously Successful*) containing the most successful sales letter Bill has ever written, also known as the "5 Page Handwritten Sales Letter on Yellow Legal Paper."**



## The Path Less Traveled, Think Differently

The first mass-produced handwritten sales pitch I'd ever seen was a letter that was sent out by Dan Kennedy. He first saw it from a letter that was written by political candidate Ron Paul. As soon as I saw it I knew that it was something different, and I was always looking for ways that others have used to cut through the clutter. (See Chapter 10)

It's not easy. The clutter of advertising messages can be overwhelming but cutting through it and understanding that of the three possible answers – "yes", "maybe" or "no" – you have the best chance of getting a "yes" or "maybe" if you do something OUTRAGEOUS enough to get noticed.

So I decided to try it at my retail store... Gage Menswear.

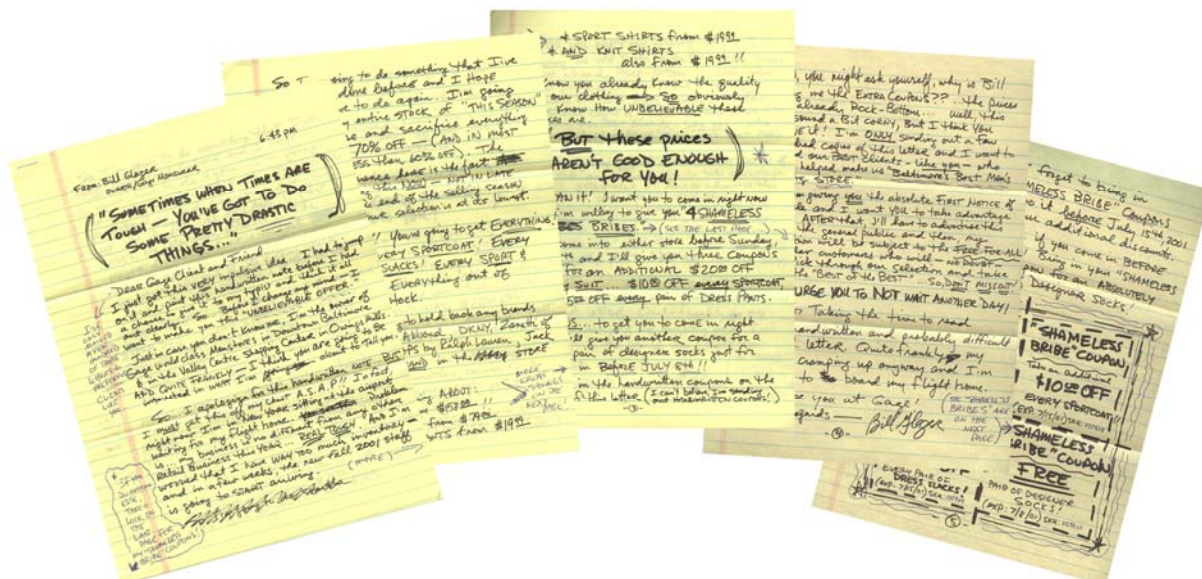
Handwrite a letter to my customers? OUTRAGEOUS!

But mine was more than just handwritten – it appeared spontaneous with big letters and small, wildly drawn parenthesis, scratch-outs, and hand-drawn arrows pointing to a side note. And it was on yellow legal pad paper.

Plus, get this – it was five pages!

C'mon! No one sends out a five-page handwritten sales letter! No one! I mean, who would read it?

Well, it turned out that lots of people read it. But more on the results later. First, take a look at the letter.



As you can see, there is a lot of copy in a five-page handwritten sales letter. But here's the thing: it's not blah, blah copy – it all serves a purpose. Although if you study the letter, you will see there is even more. I will summarize the approach.

## OUTRAGEOUS Yet Systematic

This approach was not simply OUTRAGEOUS. There was madness, sure. But there was definitely a method to my madness.

I am about to give you an outline of the five pages and you can certainly see the progression and, in fact, the elements of OUTRAGEOUS advertising that you will learn in detail in Chapter 5.



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From: Bill Glazer  
OWNER/Gage Menswear

6:43 PM

"SOMETIMES WHEN TIMES ARE  
TOUGH — YOU'VE GOT TO DO  
SOME PRETTY DRASTIC  
THINGS..."

Dear Gage Client and Friend...

I just got this VERY impulsive idea... I had to jump on it and print this handwritten note before I had a chance to give it to my typist and think it all out clearly. So... Before I change my mind — I want to make you this "UNBELIEVABLE OFFER."

I'VE  
ONLY  
MAILED  
A FEW  
HUNDRED  
OF THESE  
LETTERS TO  
PREFERRED  
CLIENTS  
LIKE  
YOU...

Just in case you don't know me, I'm the owner of Gage world class Menstores in Downtown Baltimore & in the Valley Centre Shopping Center in Owings Mills. AND QUITE FRANKLY — I think you are going to be interested in WHAT I'm ~~saying~~ about to tell you.

So... I apologize for this handwritten NOTE... BUT I must get this off my chest A.S.A.P!! In fact, right now I'm in New York sitting at the airport waiting for my flight home. ~~the~~ ~~see~~ ~~this~~ Problem is... my business is no different from any other retail business this YEAR... REAL TOUGH. And I'm worried that I have WAY TOO much inventory — and in a few weeks, the new fall 2001 stuff is going to START arriving. (MORE) →

\* IF YOU  
DO NOTHING  
ELSE,  
TAKE A  
LOOK ON  
THE  
LAST  
PAGE FOR  
MY "SHAMELESS  
BRIBE" COUPONS!



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**PAGE ONE** - The first page, as you can see, introduces that a sale is going on and why I am writing the letter and that the recipient of the letter is a preferred customer. I also note that business is in a tough cycle and I need to do something drastic to reduce inventory before the new stuff arrives.

Reason why copy is critical for results. Response goes way up when you give the recipient a reason why you are making them an offer and it is best relayed in the form of a story as I did on page 1 of this letter.

That's right, everyone needs a reason why you are doing something. Because what's the thing we've all heard about a free lunch? There's no such thing! No one believes in a deal that's too good to be true and so I gave the reader a reason why I was making what was about to be a tremendous offer and a reason why they were receiving a handwritten letter from me. (And I refer in a side-note on page one to "Shameless Bribe" coupons on Page 5 of the letter)

In fact, all great copywriters and marketers use stories often because people like hearing stories. It's because we were raised on stories. Our parents and relatives told us stories when we were children growing up, so we were trained to listen to stories.

So there you go. On that first page I gave Reason-Why copy in the form of a story.



**OUTRAGEOUS Exercise:**

Develop your business story.

- Why people should utilize your products or services?
- Develop a main story.
- Think of three others you can use for a particular offer or promotion or event.



So, I'm going to do something that I've NEVER EVER done before and I HOPE I never have to do again. I'm going to take my entire STOCK of "THIS SEASON" MERCHANDISE and sacrifice everything  
 \*\*\* AT UP TO 70% OFF — (AND IN MOST CASES, NO LESS than 60% OFF). The major difference here is the fact ~~that~~ that I'm doing this NOW — NOT IN LATE AUGUST at the end of the selling season and when our selection is at its lowest.

⇒ ⇒ THAT'S RIGHT!! You're going to get EVERYTHING!  
EVERY SUIT! EVERY SPORTCOAT! EVERY  
Pair of DRESS SLACKS! EVERY SPORT &  
KNIT SHIRT! EVERYTHING out of  
 this season's stock.

\*\*\*  
 IN  
 SIZES  
 36 to 60  
 IN  
 REGULAR  
 SHORTS,  
 LONGS  
 &  
 X-Long

AND I'm NOT going to hold back any brands either... Joseph Abboud, DKNY, Zanetti of Italy, CHAPS by Ralph Lauren, Jack Victor, EVERY BRAND in the ~~store~~ STORE is included.

\* I'm Talking ABOUT:

- ⇒ \* SUITS from \$158.00 !!
- ⇒ \* SPORTCOATS from \$79.00
- ⇒ \* DRESS PANTS from \$19.99

MORE  
 GREAT  
 SAVINGS  
 ON THE  
 NEXT  
 PAGE!



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**PAGE 2** – The second page offers details of the offer – all the pertinent information. How much will I save? What's on sale? What brands? What categories?

Pertinent information is another key element when you are developing advertising. Just think about it. If you left out just one piece of pertinent information it could make the difference (and often does) as to whether someone responds to you or not.

For example, let's say you are a Dentist and you forget to list your phone number. How are potential or current patients going to call you to make an appointment?

Heck, I even know one company that forgot to put their name on their advertisement. I guess they're still waiting for someone to call.



#### **OUTRAGEOUS Exercise:**

List the pertinent information that a prospect or customer would require in order to help them make a decision whether they would respond to your advertising or not. Here's a partial list to consider:

- Name of the business
- Location
- Hours of operation
- Phone number
- Website
- Items you sell
- Brands you sell

When you make your list, include it in its entirety every time you write your advertisements.

Once again, the handwriting itself along with the copy gives the letter tons of personality as well as personalized selling with hand-drawn arrows and asterisks and underlines and well, writing. And of course, all of this wild, hand-drawn graphic message is mixed beautifully with the specific message that you can save up to 70 percent on everything! And I name names of merchandise.



#### **OUTRAGEOUS BOOST**

Never make the mistake of thinking that current customers know everything about your business just because they've patronized you in the past. Include your pertinent information in every ad you create.



HERE'S  
MORE!

\* SPORT SHIRTS from \$19.99  
\* AND KNIT SHIRTS  
also from \$19.99 !!

I know you already know the quality  
of our clothing → so obviously  
you know how UNBELIEVABLE these  
prices are.

\* BUT these prices  
AREN'T GOOD ENOUGH  
FOR YOU! \*

I MEAN it! I want you to come in right now  
so I'm willing to give you "4 SHAMELESS  
BIBES BRIBES." → (SEE THE LAST PAGE...)

Just come into either store before Sunday,  
July 15th and I'll give you 4 coupons  
good for an ADDITIONAL \$20.00 OFF  
every SUIT... \$10.00 OFF every SPORTCOAT,  
and \$5.00 OFF every pair of DRESS PANTS.

PLUS... to get you to come in right  
away, I'll give you another coupon for a  
\* FREE \* pair of designer socks just for  
coming in Before JULY 8th !!

Just bring in the handwritten coupon on the  
last page of this letter (I can't believe I'm sending  
out HANDWRITTEN COUPONS!)  
-(3)-



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**PAGE 3** – By the third page, the readers knows why I am giving a sale and what is on sale for how much but now I declare in huge bold handwritten print surrounded by big parentheses – **(BUT THESE PRICES AREN'T GOOD ENOUGH FOR YOU!)**

And I proceed to again mention the “Shameless Bribe” coupons first referred to on Page 1. This time I give the specifics of what they are about and how much can be saved. One coupon is even for a free pair of designer socks just for coming into the store.

This free gift is called a Premium, which can result in an increased response of as much as 30 percent. (For more, See Chapter 8)

Much of this whole approach is to let the reader of this letter know that I, Bill Glazer, am talking to them as a person and not some random number or customer. “I mean it,” I wrote. “I want you to come in right now so I’m willing to give you four “Shameless Bribes” (See Last Page).

What you are trying to accomplish is for the reader to feel like you are writing specifically to them. Making the letter personal is incredibly effective but this third page offers one more essential element – a deadline. “Just come into the store before Sunday, July 15...” You’ll learn more about deadlines and why you much always have one in Chapter 5 of this book.



Now, you might ask yourself, why is Bill giving me the EXTRA COUPONS?? ...the prices are already Rock-Bottom... Well, this might sound a Bit CORNY, But I think you deserve it! I'm ONLY sending out a few hundred copies of this letter and I want to reward our BEST clients - like you - who have helped make us "Baltimore's Best Men's Clothing STORE."

I'm giving you the absolute FIRST NOTICE of this sale and I want YOU to take advantage of it. AFTER that, I'll have to advertise this sale to the general public and then, my selection will be subject to the FREE-FOR-ALL of regular customers who will - NO DOUBT - ~~pick~~ Pick through our selection and take HOME the "BEST of the BEST" ...So, DON'T MISS OUT!

\* **I URGE YOU TO NOT WAIT ANOTHER DAY!**

Thanks for Taking the time to read this handwritten and probably difficult to read letter. Quite frankly, my hand is cramping up anyway and I'm about to ~~be~~ board my flight home.

See you at Gage!  
Warmest regards — Bill Gager  
- (4) -

(THE "SHAMELESS  
BRIBES" ARE  
ON THE  
NEXT  
PAGE) ➡



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**PAGE 4** – The fourth page is a personal message again reminding the reader that Gage is Baltimore's Best Men's Clothing Store and that they are my preferred customers and not everyone is getting this letter telling of these incredible savings.

I point the reader again to the "Shameless Bribe" coupons on the final page.



\*P.S. Don't forget to bring in  
the "SHAMELESS BRIBE" Coupons  
below... Do it before July 15<sup>th</sup>, 2001  
to get your additional discounts.

\*\*P.P.S. - And... if you come in BEFORE  
July 8<sup>th</sup>, 2001 Bring in your "SHAMELESS  
Bribe" coupon for an ABSOLUTELY  
\*FREE\* pair of Designer Socks!

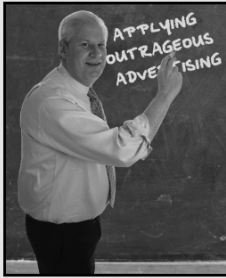
<b>"SHAMELESS BRIBE" COUPON</b> Take an additional <b>\$20<sup>00</sup> OFF</b> EVERY SUIT! (EXP. 7/15/01) SKU: 025907	<b>"SHAMELESS BRIBE" COUPON</b> Take an additional <b>\$10<sup>00</sup> OFF</b> EVERY SPORTCOAT!! (EXP. 7/15/01) SKU: 025908
<b>"SHAMELESS BRIBE" COUPON</b> Take an additional <b>\$5<sup>00</sup> OFF</b> EVERY PAIR OF DRESS SLACKS! (EXP. 7/15/01) SKU: 025909	<b>"SHAMELESS BRIBE" COUPON</b> <b>FREE</b> PAIR OF DESIGNER SOCKS! (EXP. 7/8/01) SKU: 025910

(5)



**PAGE 5** – This page includes information on the deadline as well as four hand drawn coupons for savings on various types of merchandise – with deadlines.

The idea of a “Shameless Bribe” was funny and eye-catching and it fit perfectly at the end of this long letter that appears to be written in a rush but is actually planned and executed.



#### **OUTRAGEOUS Exercise:**

Present your offers differently (as I did with my Shameless Bribe coupons) and people will take notice of them. So develop three OUTRAGEOUS ways to present your offers as I did with my handwritten Shameless Bribe coupons.

- 1.
- 2.
- 3.



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