

Bonus #2: The 10 Most Dangerous Marketing Books of All Time

I own one of the largest marketing libraries in the world. Many of these books are good. Some are outstanding. A select few are so powerful they should be banned.

In the last category, many of these truly awesome books are lost, locked away, privately printed, or only shared underground. Today I'm going to tell you what the top 10 most dangerous marketing books of all time are.

With these books at your side your marketing powers can become scary. I'm giving this list to everyone who buys my *Hypnotic Marketing* book as a bonus to help you develop the persuasive power of the gods.

Dangerous Selling by Elmer Wheeler. This is the least known book by the "sell the sizzle, not the steak" author of such classic books as *Tested Sentences That Sell* and *Sizzlemanship*. Wheeler was the Zig Zigler of his time. *Dangerous Selling* is his rare book on how to be more forceful with prospects to close more sales.

The Magic Power of Emotional Appeal by Roy Garn. If you've read most of my other books, you know I love this book. It reveals how to appeal to people's emotions so they will hand you money.

How to Covert White Space Into Advertising that Sells by Clyde Bedell. This oversized collector's item by a famous ad man teaches you a tested method for creating ads that pull orders. The before and after ads are mind-blowing.

How to Write A Good Advertisement by Victor Schwab. This 1962 work is actually "A short course in copywriting." Worth gold. Memorize it.

The Robert Collier Letter Book by Robert Collier. This one is a legend. It actually changed my life as a copywriter. Before it I was an OK writer; after it I was a hypnotic writer. Find it.

Advertising Copy by George Hotchkiss. This is the book that helped John Caples, the famous copywriter, learn how to write ad copy that sells. Caples wrote his famous 1925 ad, "They laughed when I sat down ..." after reading THIS book. Though first published in 1924, it's still relevant and powerful today.

Motivation in Advertising by Pierre Martineau. This 1957 classic reveals the hidden motives that make people buy. A psychological masterpiece.

Profitable Showmanship by Kenneth Goode and Zen Kaufman. This 1939 gem explained how to make any business a "show business" by using circus and theatre techniques to grab consumers by the eyes, ears and nose.

Theory of Advertising by Walter Dill Scott. I'm a disciple of Scott. This 1903 book by him was probably the first work EVER published to explain how to use psychology for persuading people to shell out money. His later book, *The Psychology of Advertising*, is also fantastic.

Psyching the Ads by Carroll Rheinstrom. This 1929 goldmine took 180 ads and analyzed them. The insights are startling and priceless. Note: Do not get the reprinted edition, as the ad reproductions are lousy.

There are far more good books in my library on marketing. Anything by John Caples,

Bob Bly, Joe Sugarman, Claude Hopkins, and David Ogilvy are all worth having. But the above ten books are the most powerful rare ones I know of.