

# BOOKS WORTH READING...

Here is a list of books to help you gain massive business growth. Many of them are sitting on my own bookshelf and are well thumbed, highlighted and have notes scribbled in them. I constantly refer to them to refresh my own thought processes and gain additional golden nuggets.

Some of these books help you to write compelling, results generating sales letters, adverts, web pages, brochures and flyers. Others help you with your marketing, sales and business strategies.

## **I Want to Buy Your Product... Have You Sent Me a Letter Yet?**

Carol A E Bentley. ISBN: 978-0954920609

## **Tested Advertising Methods**

John Caples. ISBN: 978-0139068911

## **The Power Process – an NLP Approach to Writing**

Dixie Elise Hickman & Sid Jacobson.  
ISBN: 978-1899836079

## **Million Dollar Mailings**

Denison Hatch. ISBN: 978-1566251624

## **The Greatest Direct Mail Sales Letters**

Richard S. Hodgson. ISBN: 978-0850132380

## **How To Write a Good Advertisement**

Victor O. Schwab. ISBN: 978-0879803971

## **Ogilvy On Advertising**

David Ogilvy. ISBN: 978-1853756153

## **Influence: The Psychology of Persuasion**

Richard Cialdini. ISBN: 978-0061241895

## **Don't Work for Your Business, Make Your Business Work for You**

Brian James. ISBN: 978-0954891602

## **Get Clients NOW!**

C.J. Hayden. ISBN: 978-0814479926

## **How To Out-Sell Out-Market Out-Promote Out-Advertise Everyone Else You Compete Against...**

Paul Gorman. ISBN: 978-0953266609

## **Selling To Big Companies**

Jill Konrath. ISBN: 978-1419515620

## **The Ultimate Sales Machine**

Chet Holmes. ISBN: 978-1591841609

## **Marketing Plans**

Malcolm McDonald. ISBN: 978-0750656252

## **Marketing - A Complete Guide in Pictures**

Malcolm McDonald and Peter Morris.  
ISBN: 978-0750661980

## **The Irresistible Offer**

Mark Joyner. ISBN: 978-0471738947

## **Rapid Results Referrals**

Roy Sheppard. ISBN: 978-1901534047

## **Meet, Greet & Prosper**

Roy Sheppard. ISBN: 978-1901534054

## **The Ultimate Web Marketing Strategy**

Ed Rivis. ISBN: 978-0955831201