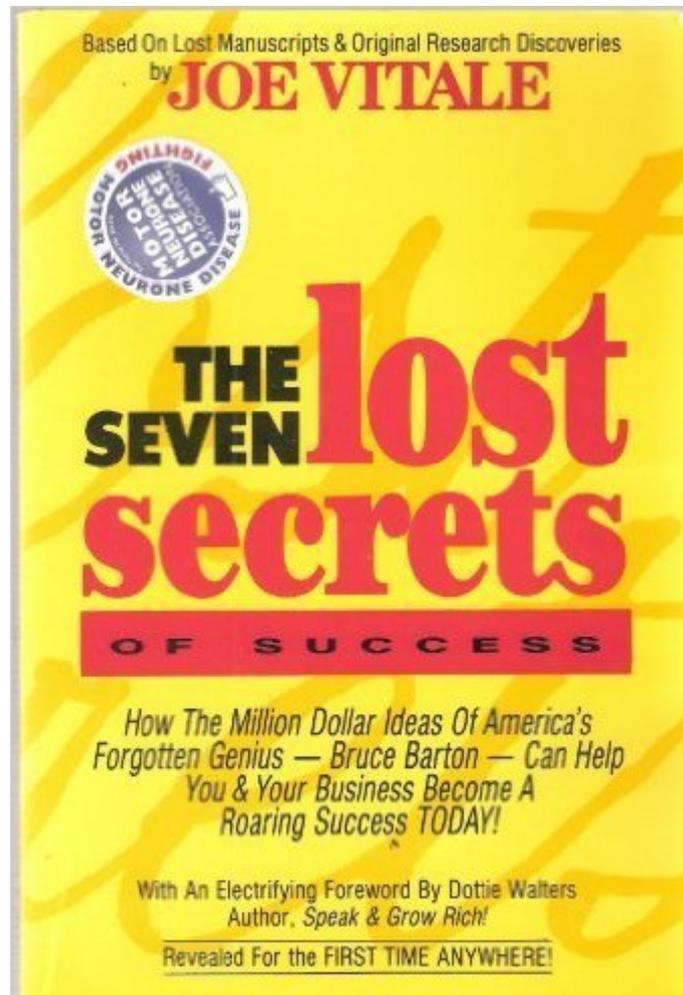


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# The Seven Lost Secrets Of Success



## Synopsis

Praise for *The Seven Lost Secrets of Success* "Buy this book, apply these secrets, and your prosperity will be assured." -Dan McComas, President, Dan McComas Associates, Marketing & Management Consultants "This breakthrough book, based on the ideas of a forgotten genius, will help smart marketers increase their effectiveness a minimum of fivefold." -Bruce David, publisher of *Starting Smart* "The principles are sound and sensible and guaranteed to help any businessperson make more money. Since 99.9 percent of businesses don't use them, anyone putting the seven lost secrets to work will gain an unbelievable edge over the competition." -Bob Bly, author of eighteen business books, including *Selling Your Services* "One of the most revealing works ever-I literally couldn't put it down. There are life and business success lessons in each chapter." -Jim Chandler, President, VistaTron "Barton was the messiah of business who helped America pull out of the Great Depression. Now he can help all of us survive the current recession." -Scott Hammaker, CEO, Nashville Party Connection "An excellent guide to better advertising, better promotions, and better marketing. My copywriting abilities and creative strategies have been strengthened and broadened. I'm awed and inspired." -Tina Nokes, owner, A-Plus Resume Service "A passionate book on the timeless, inspiring, perceptive, forceful, and sincere ideas of Bruce Barton-a man nobody really knew, a genius lost in history." -Jim King, CPA, Houston "These proven principles are the foundation upon which to build a prosperous enterprise." -Mark Weisser, CEO, Gulf Coast Security Systems --This text refers to the Hardcover edition.

## Book Information

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## Customer Reviews

Since Joe Vitale writes in both the business and metaphysical realms, don't be misled by this title. The lost secrets of success refer to secrets of advertising, not personal success. This is not to say, however, that the secrets presented in this book cannot be applied to personal success as well. This is especially true today as we continue to evolve towards greater and greater numbers of entrepreneurs. As an entrepreneur, you are CEO of You Inc. Learning how to successfully market and advertise yourself are critical entrepreneurial survival skills. It remains important to point out however, that this book is written from the perspective of how Bruce Barton, a famous advertising man in the 1920s, used his secrets in the advertising and marketing copy he wrote back then. This book contains several distinct sections: \* The seven secrets Barton used in his advertising \* The dissection and commentary by Joe Vitale and renowned Internet marketer Craig Perrine of a 1925 fundraising letter written by Barton which pulled a 100% response rate \* A short section on J.C. Penney who was Barton's friend \* A section on resources about Barton, Penney and other legendary ad/marketing masters \* A short section on Barton written by copywriter Jo Han Monk \* Six copywriting rules put forth by Barton and an elaboration of these rules by Joe Vitale \* Copies of rare, original ads by Barton \* Recommended readings and bibliography

I bought this book on the basis of the title and being familiar with Joe Vitale's other books. While I wasn't looking to read about successful advertising, I am glad I did.

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