



*Peter Woodhead's  
Lost Secrets of Marketing Legends*

**Peter Woodhead's**

**Lost Secrets of Marketing  
Legends**

## Contents

	Page
Foreword by Yanik Silver	4
Introduction	6
<a href="#">Chapter One</a> - Early Beginnings	8
<a href="#">Chapter Two</a> - It All Started Right Here	10
<a href="#">Chapter Three</a> - Science Applied to Advertising	14
<a href="#">Chapter Four</a> - Writing Good Copy	19
<a href="#">Chapter Five</a> - Psychology Applied to Advertising	25
<a href="#">Chapter Six</a> - The Most Important Part of the Copy	34
<a href="#">Chapter Seven</a> - A Good Letter Can Make You a Fortune in Direct Mail	43
<a href="#">Chapter Eight</a> - Magic Words or Word Magic?	53
<a href="#">Chapter Nine</a> - Today's Direct Mail and Copywriting Geniuses	62
<a href="#">Chapter Ten</a> - The Internet Age	70
Conclusion -	73
<a href="#">Rogues Gallery</a> -	74

## Foreword

by [Yanik Silver](#)

Many people have asked me: “Yanik, to what single factor do you owe most of your success?”

And I tell anyone who listens that a large part of my success can be directly attributed to a handful of little-known secrets of marketing. The same secrets that made John Caples, Robert Collier, David Ogilvy, and others into marketing legends.

Also the same secrets that helped Ted Nicholas, Jay Abraham, Dan Kennedy, Gary Halbert and others build Direct Mail empires.

And the very same secrets that Internet gurus Corey Rudl, Marlon Sanders, Alex Mandossian, and your truly all use today!

No, they’re not some new viral marketing system, search engine technique, or opt-in strategy.

So, what are these “secrets”?

Surprisingly, the secrets to your success (either online or offline), can be found way back in history. The early marketers of the last century (guys like John E. Kennedy, Claude Hopkins, Walter Dill Scott, Haldeman Julius, Elmer Wheeler, and others) knew what made people buy. They understood the psychology of why some ads pulled and others didn’t.

In fact, I’d wager 98% of today’s marketers don’t know about this (or know all the names just mentioned).

Frankly, I have tossed around the idea of putting together a package of long lost advertising manuscripts but I could never set aside the time to do it justice.

You see, I’ve recommended some of these hard-to-find classics to many students and just about nobody took the effort to research all of them.

Well, now you don’t have to.

Peter Woodhead from the UK, took my suggestion to heart and actually spent a phenomenal amount of time researching and finding these old masterpieces.

He acquired the first book that I recommended, applied just one of the principles he found to his business, and had such a great success that he simply had to find out more. That's when he began his research into other titles.

Join me and (re)discover the marketing secrets that all top marketers, including me, have been using to our advantage for years.

In addition to what you'll find on this CD, Peter and I have packaged just 4 of these out-of-print classics into a collection that you can download, right here:

<http://www.longlostmarketingsecrets.com>

If you're serious about increasing your profits and gaining a definite edge over your competitors, you simply **must** check out the contents of this collection of masterpieces.

You'll be glad that you did.

Sincerely,

A handwritten signature in blue ink that reads "Yanik Silver". The signature is written in a cursive, flowing style.

## Introduction

This Report is something completely different.

It is a chronological “tour” of advertising since it first began with the very first newspaper ad in 1704.

Advertising, as we know it, probably started to prosper in 1904 when John E. Kennedy gave the world that definition: “Advertising is Salesmanship-in-Print”. A definition that has not been bettered since – and many have tried.

For me, modern day advertising started a few years earlier than Kennedy when Richard Sears produced the very first mail order catalog (around 1892). This catalog contained hundreds of pages of articles for sale and each with their own sales copy. And Sears Roebuck is still going strong today.

Around this time, advertising agencies sprang up everywhere. And the people they employed and trained, left us with such treasures that all top marketers today display in their resource libraries and use to their advantage.

Shortly after Kennedy arrived on the scene, Claude Hopkins came along. He left us with a legacy we should all thank him for. He pioneered market testing, sampling, vouchers, and a whole lot more.

At the turn of the last century there were many others: Walter Dill Scott, Maxwell Sackheim, Haldeman Julius, John Caples, to name just four.

Then around the middle of the century such geniuses as Elmer Wheeler, Robert Collier and other contemporaries made their mark. Most of their works you will find in this “tour.”

Post war, advertising greats David Ogilvy, Joe Karbo, also made their mark.

And more modern legends Jay Abraham, John Carlton, Gary Halbert, Dan Kennedy, and Ted Nicholas, have all made many millions both for themselves and their clients.

Towards the end of the last century, the greatest marketing tool of all time was unleashed on the world – the Internet. Early pioneer of the Internet, Ken McCarthy, is still around and his “System” seminars are an absolute must attend.

The Internet has opened a whole new world for advertising and marketing. And a new breed of entrepreneur has been born. Guys like the late Corey Rudl, Marlon Sanders, Alex Mandossian, Yanik Silver and many others have shown what can be done and in such a short space of time.

But one thing all these “gurus” have in common is that they have studied the markets. They have studied the psychology of what makes people buy. They have learned these principles from the great masters of the past – the John Kennedy’s, the Claude Hopkins’, the Walter Dill Scott’s, the Elmer Wheeler’s.

And that’s what this “tour” is all about.

You will be taken from the very beginnings of advertising and get an insight into the writings, the ideas and the philosophies of most of the greatest marketers that ever lived.

For sure, you will recognise much of the material that is mentioned as we take the “tour” but it’s doubtful that you will have come across all of it.

All top marketers recommend that you continually add to your education and you will not do better than picking up any (or all) of the material that you will be exposed to on your “tour.”

Every manuscript mentioned in this “tour” is a desirable addition for your resource library.

Pick them up, maybe one at a time. And you will profit from them – just like all the great masters have done – past and present.

At the end of the tour we have compiled a “Rogues Gallery”, a sort of quick synopsis of the great legends of the past. Apologies to those that we’ve left out.

Also, at the end of this Report are a few free manuscripts or first chapter previews of manuscripts.

Now, take the “tour.”

My very best regards,

*Peter Woodhead*

Ebor Publishing

## Chapter One

### Early Beginnings

This first Chapter is a brief history of events leading up to the appearance of John E. Kennedy.

But it highlights a few milestones in advertising.

- 1704 The first newspaper ad appeared. It was in a Boston Newsletter and sought a buyer for an estate in Oyster Bay, Long Island.
- 1729 Benjamin Franklin starts to publish the Pennsylvania Gazette in Philadelphia – which included ads.
- 1742 America's first magazine ads published by Benjamin Franklin in General Magazine.
- 1784 America's first successful daily newspaper, the Pennsylvania Packet and Daily Advertiser, starts in Philadelphia.
- 1833 Benjamin Day publishes the first successful "penny" newspaper, The Sun. Circulation reached 30,000 by 1837 which made it the largest in the world.
- 1843 Volney Palow opens the first ad agency in Philadelphia.
- 1868 Francis Wayland Ayer opens N. W. Ayer and Sons in Philadelphia with just \$250.  
  
His first clients include Montgomery Ward, John Wannamaker Dept. Stores, Singer Sewing machines, and Pond's beauty cream.
- 1873 The first convention for ad agencies held in New York.
- 1877 J.W. Thompson buys Culter and Smith from William J. Carlton and pays \$500 for the business and \$800 for the office furniture.
- 1880 Department Store founder John Wanamaker becomes first retailer to employ a full-time advertising copywriter – [John E. Powers](#).



- 1881 Wannamaker makes famous statement: “half my advertising is wasted, I just don’t know which half.”
- 1881 Daniel M. Lord and Ambrose L. Thomas form Lord and Thomas in Chicago.
- 1882 Procter and Gamble advertise Ivory Soap with an enormous budget of \$11,000.
- 1886 N.W. Ayer promotes advertising with the slogan: “Keeping everlastingly at it brings success.”
- 1886 [Richard Warren Sears](#) became the world’s first direct marketer.
- 1891 George Batten and Co. opens.
- 1892 NW Ayer hires first full-time copywriter.
- 1892 Sears Roebuck formed.
- 1893 Printer’s Ink founded by George P. Rowell. A magazine that serves as the “little schoolmaster in the art of advertising.”
- 1898 N.W Ayer helps National Biscuit Co. launch the first pre-packaged biscuit Uneeda.
- 1899 Campbell Soup makes its first advertising.
- 1899 JWT becomes the first agency to open an office in London.
- 1900 N .W. Ayer establishes a business-getting department to plan ad campaigns.
- 1904 John E. Kennedy bursts onto the scene to change the face of advertising – forever.

Go to Chapter Two to find out more.