

Ken's short list of top copywriters whose work is worth careful study

(in entirely random order)

1. John E. Kennedy
2. Claude Hopkins
3. Maxwell Sackheim
4. Victor Schwab
5. Gary Bencivenga
6. Eugene Schwartz
7. David Ogilvy
8. Robert Collier
9. Bill Jayme
10. Mel Martin
11. John Peterman (and Donald Stanley)
12. Bill Bonner
13. Robert Shnayerson
14. Sol Blumenfeld
15. Linda Wells
16. Ed McLean
17. Hank Burnett
18. Todd Weintz
19. Gary Halbert
20. John Caples
21. Don Hauptman