

# **Ken's short list of top DM and copywriting books**

1. My Life in Advertising – Claude Hopkins
2. The Robert Collier Letter Book – Robert Collier
3. Tested Advertising Methods – John Caples
4. How to Write a Good Advertisement – Victor Schwab
5. Scientific Advertising – Claude Hopkins
6. My First Sixty Years in Advertising – Max Sackenheim
7. Breakthrough Advertising – Eugene Schwartz
8. Secrets of Successful Direct Mail – Richard Benson
9. Mail Order Know-How – Cecil Hoge, Sr.
10. Mail Order Moonlighting – Cecil Hoge, Sr.
11. Million Dollar Mailings – Denny Hatch
12. Method Marketing – Denny Hatch
13. 2,239 Tested Secrets for Direct Marketing Success – Denny Hatch
14. Being Direct – Lester Wunderman
15. The Solid Gold Mailbox – Walter Weintz
16. Handbook of Direct Mail – Siegfried Voegle
17. Jump Start Your Business Brain – Doug Hall
18. Meaningful Marketing – Doug Hall
19. Jump Start Your Marketing Brain – Doug Hall
20. Which Ad Pulled Best – Philip Burton
21. Confessions of an Advertising Man – David Ogilvy

PLUS A Secret Master Guide to direct response copywriting that Marty Edelston and Gary Bencivenga agree is the best source of ideas for winning ad copy – and it's not even a book about copywriting. To be revealed at the end of the course.