# THE ART OF RESULTFUL LETTER WRITING, PP. 3-54

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ROBERT RUXTON

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*by* Robert Ruxton

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# INTRODUCTION

THE chapters comprising The Art of Resultful Letter Writing were published originally as a series of articles in *The Mailbag*, a Magazine of Direct-Mail Advertising.

These articles, it will be observed, came from the authoritative pen of Mr. Robert Ruxton, Chief of Copy Staff of one of the great Direct-by-Mail advertising organizations of America.

The principles expounded are being constantly exemplified by the author who maintains a remarkable record of highly consistent results marked at frequent periods by successes that are best described as spectacular and dramatic.

Believing the principles and practices expounded by the author as responsible for his success are worthy of wide circulation in a form that will ensure their easy preservation for reference purposes we have embodied them in this brochure which we present to the business world in the sincere hope that it will prove a constructive business force and aid in the betterment of correspondence and written sales work.

TIM THRIFT
EDITOR, THE MAILBAG

# The Art of Resultful Letter Writing

By Robert Ruxton

## CHAPTER ONE

IT is worth a great deal of money to know how to write a resultful business letter; I speak from experience, having, as a composer of business letters, unexampled opportunities for seeing just what the right kind of letters are capable of.

For instance, I know of one letter that maintains a business house in New York employing some ten people, and which yields the proprietor, over and above all expenses, an income of approximately one hundred dollars weekly.

I know of another letter that maintains a big collection business in the lower end of Manhattan Island. This business is now run by a woman who inherited it on the death of her husband; absolutely without business knowledge of any kind, she was compelled to lean on this letter for support and its automatic mailing to certain specified lists of people has enabled her to maintain what is a profitable business, and to provide her two sons with a fine education, and a beautiful home in expensive apartments up-town.

These are merely chance recollections of what a *single* letter, used continuously day after day

and year after year, is capable of doing, and from this angle I have always been very much impressed with the fact that a single good letter of the right kind, mailed to the right list of people, is frequently worth more to its possessor than a big investment in Government 3 Per Cents.

The writer, in attempting to show how to compose a resultful business letter, will ask that he be acquitted of any idea of personal egotism or personal advertising if he brings the fact rather prominently forward that he has for years been engaged by a great number of business firms in originating letters different to what they were sending out, and designed, of course, to get them bigger business, because this fact has a very large bearing and significance on one point that I desire to make and here emphasize with as much power as I can, and that point is this,—

> *Exceedingly few of the firms that order letters from me ever dream of sending with the order a copy of the letter-head upon which the letter is to be written and sent out, or a specimen of the envelope in which said letter is to be enclosed.*

Here then is a very important clue as to the reason why many good letters fail to get the expected results—the writer simply overlooks the importance of the letter-head on which he writes that letter.

## YOUR LETTER-HEAD PHOTOGRAPHS YOU TO THE PROSPECT.

When you send a letter to a man, recollect that you do not go to him yourself, and neither does he come to you. Your personality has no chance to influence the deal. Your office and surroundings have no chance to influence the deal. The only thing that can influence the deal is the *look* of the letter, and what is said in the letter. The average man is well aware of the value of appearances in the climb for business success. He keeps himself dressed well and he keeps his offices and surroundings looking as well as he possibly can because he realizes that these things go a long way in getting and closing business.

It has been said, "Clothes don't make the man," and it has also been said, "The apparel oft proclaims the man." It remained for a Russian philosopher to combine the two maxims when he said, "You are introduced to a man by his clothes and you know him by his character." Keep this maxim in mind when you sit down to write a business-winning letter, remembering its mission is to *introduce* you right to the favorable attention of your prospect; see that this is done by the message being carried on the right kind of letter-head in the right kind of envelope.

The slightest reflection on this subject will show that all a man has to judge you by, in a business solicitation through the mails, is the