



## **Halbertology Announces the Release of Their Latest Gary Halbert Inspired Course**

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Halbertology, a US business that aims to help businesses become more successful entrepreneurs, is today releasing a new program to help people build a \$90,000,000 letter. The information is based on the work done by Gary Halbert, who is known as the Elvis Presley of the copywriting and direct response marketing world. He wrote a 381 word letter that ended up being mailed around 1 billion times. Halbertology now wants to show entrepreneurs how they can achieve the same.

"The famous Halbert letter led to the creation of Halbert Inc.", explains Al Mendoza. "In the 1990s, Halbert Inc was subsequently sold for \$90,000,000, all this by sending one letter, known as the Coat of Arms letter. To this day, his influences are seen in all pieces of copywriting and advertising pieces. What we aim to achieve is to teach other people how to achieve the same way, building on the knowledge of not just Gary Halbert, but also John Carlton and Clayton Makepeace."

In essence, the new course is a copywriting course. However, it offers more besides that as well. It is about teaching people how important it is for them to have a message and to deliver this to the public in the right way. Attends are expected to bring nothing with the other than a desire to succeed in what they do.

The course is the culmination of knowledge of Gary Halbert, knowledge which he passed on to his sons, and that of some of the world's best copywriters, internet marketers and business minds. Between them, they have generated billions of dollars in revenue and they want to share this with the world. One of these people is John Carlton.

"John Carlton is seen by many as the most respected writing teacher alive, although he claims to be the "most ripped off writer on the web"", adds Al Mendoza. "We tend to believe the opinion of the masses is correct, considering John is one of the best paid freelance copywriters in the world today. His knowledge has influenced copywriters all over the globe and he is the true industry expert, in our opinion."

Another of the experts that have come together to deliver Halbertology, is Clayton Makepeace. Makepeace has spent a lifetime working on promotional materials, direct mail and other types of advertisements for investment products, supplements and more. The revenue that has been created thanks to his input and knowledge runs in the billions of dollars.

These are just two of the current experts that have joined together to deliver a course based on the original letter written by Gary Halbert. Their knowledge is designed to help other people to make their desire to succeed a reality. The course is believed to be the best copywriting course available online today and comes with various additional benefits. Furthermore, it is available with a 100% money back guarantee, so that those who do not feel the benefits of what they learn have nothing to lose.

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