

# Dustin Recommends...

Books That Will Change Your Life

## Copywriting

- ✓ *The Ultimate Sales Letter* - Dan Kennedy
- ✓ *How To Make Your Advertising Make Money* - John Caples
- ✓ *Tested Advertising Methods* - John Caples

## Marketing

- ✓ *The Ultimate Marketing Plan* - Dan Kennedy
- ✓ *My Life In Advertising* - Claude Hopkins
- ✓ *Scientific Advertising* - Claude Hopkins
- ✓ *Secrets of Successful Direct Mail* - Richard Benson

## Business

- ✓ *eMyth Revisited* - Michael Gerber
- ✓ *The Tipping Point* - Malcolm Gladwell
- ✓ *How I Raised Myself From Failure To Success IN Selling* - Frank Bettger
- ✓ *Instant Rapport* - Michael Brooks

## Mind Set

- ✓ *Psycho-Cybernetics* - Dr. Maxwell Maltz
- ✓ *Think and Grow Rich* - Napoleon Hill
- ✓ *How To Win Friends & Influence Others* - Dale Carnegie
- ✓ *The Richest Man In Babylon* - George S. Clason
- ✓ *The Science of Getting Rich* - Wallace D. Wattles
- ✓ *The Magic of Thinking Big* - David J. Schwartz
- ✓ *The Law of Attraction* - Jerry & Esther Hicks