

THE WALL STREET JOURNAL.

World Financial Center, 200 Liberty Street, New York, NY 10281

No headline... Is the letterhead of the WSJ enough?

It gives credibility, while perhaps also feeling formal and personal?

Dear Reader:

On a beautiful late spring afternoon, twenty-five years ago, two young men graduated from the same college. They were very much alike, these two young men. Both had been better than average students, both were personable and both—as young college graduates are—were filled with ambitious dreams for the future. **This opening beautifully describes the reader/target market.**

Recently, these men returned to their college for their 25th reunion.

They were still very much alike. Both were happily married. Both had three children. And both, it turned out, had gone to work for the same Midwestern manufacturing company after graduation, and were still there.

But there was a difference. One of the men was manager of a small department of that company. The other was its president. **The emotional imagery here is powerful.**

What Made The Difference

Have you ever wondered, as I have, what makes this kind of difference in people's lives? It isn't a native intelligence or talent or dedication. It isn't that one person wants success and the other doesn't. **I think "as I have" here is very powerful here. It's empathetic. It gives the reader permission to admit these somewhat envious thoughts.**

The difference lies in what each person knows and how he or she makes use of that knowledge. **The Secret is a simple, universally accepted idea. Knowledge is power. No need for proof. The story above is the "proof".**

And that is why I am writing to you and to people like you about The Wall Street Journal. For that is the whole purpose of The Journal: to give its readers knowledge—knowledge that they can use in business. **"People like you" is another subtle but powerful three words. It's a form social proof. You're in a handpicked VIP group.**

A Publication Unlike Any Other

U.S.P.-> You see, The Wall Street Journal is a unique publication. It's the country's only national business daily. Each business day, it is put together by the world's largest staff of business-news experts.

Each business day, The Journal's pages include a broad range of information of interest and significance to business-minded people, no matter where it comes from. **Not just stocks and finance**, but anything and everything in the whole, fast-moving world of business. . .The Wall Street Journal gives you all the business news you need—when you need it.

Here's that unversally accepted secret again, spelled out...

Knowledge Is Power

Right now, I am looking at page one of The Journal, the best-read front page in America. It combines all the important news of the day with in-depth feature report-ing.

Every phase of business news is covered. I see articles on new inflation, wholesale prices, car prices, tax incentives for industries to major developments in Washington, and elsewhere. This is a kind of dramatic demonstration of the product and it's stronger than saying, "Every issue of WSJ includes a section on inflation, wholesale prices, etc"

The Journal is also the single best source for news and statistics about your money. In the Money & Investing section there are helpful charts, easy-to-scan market quotations, plus "Abreast of the Market," "Heard on the Street" and "Your Money Matters," three of America's most influential and carefully read investment columns.

Above, he's saying the WSJ makes you more money without saying it.

If you have never read The Wall Street Journal, you cannot imagine how useful it can be to you. This is subtle and vague, yet fits the overall voice. Remember, the reader has been told reading the WSJ makes you President (more money and prestige). That's what "useful" is.

A Money-Saving Subscription

Put our statements to the proof by subscribing for the next 13 weeks for just \$44. This is among the shortest subscription terms we offer—and a perfect way to get acquainted with The Journal. Put out statements to the proof is a snobby but fitting way of saying "take WSJ for a test-drive and see for yourself". \$44 for 13 weeks is a lot, even today.

Or you may prefer to take advantage of our better buy—one year for \$149. You save over \$40 off the cover price of The Journal. I don't know why, but \$149 for one year seems MUCH cheaper than \$44 for 13 weeks.

Simply fill out the enclosed order card and mail it in the postage-paid envelope provided. And here's The Journal's guarantee: should The Journal not measure up to your expectations, you may cancel this arrangement at any point and receive a refund for the undelivered portion of your subscription. Make it easy for the reader to buy. Here, there's a postage-paid envelope and money back guarantee.

If you feel as we do that this is a fair and reasonable proposition, then you will want to find out without delay if The Wall Street Journal can do for you what it is doing for millions of readers. So please mail the enclosed order card now, and we will start serving you immediately. Again, fair and reasonable proposition is very snobby. Technically, it's bad copy. Except, it's not when you consider the target market... a wannabe corporate Big Man.

About those two college classmates I mention at the beginning of this letter: they were graduated from college together and together got started in the business world. So what made their lives in business different? Again, a subtle restating of the promise... "Read the WSJ and get promoted to President and be smug at reunions."

Knowledge. Useful knowledge. And its application.


"Application" is of course, the real difference-maker.

An Investment In Success

I cannot promise you that success will be instantly yours if you start reading The Wall Street Journal. But I can guarantee that you will find The Journal always interesting, always reliable, and always useful.

This close adds credibility by not promising instant success... BUT, the word "instant" is key. So he actually IS promising the reader success, just not instantly. Very clever. Very sneaky. Very brilliant.

Sincerely,



Publisher

PRK: id

Encs.

P.S. It's important to note that The Journal's subscription price may be tax deductible.

Little extra benefit, here. I wonder if "Ask your tax advisor" is less innocent than it looks?

Does the target market have a tax advisor, or do they aspire to have one? If the latter, then it's kind of saying, WSJ readers also have tax advisors, by the way. So it's another "cloaked" promise.

Ask your tax advisor.

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