

# "How I raised myself from a failure at 29 to become a \$250 per day success!"



Frank Bettger

At 26, an arm injury ended his baseball career (as third baseman for St. Louis Cards). He tried selling, but was a total failure until he made his great discovery!

that's the amazing personal story FRANK BETTGER tells you clearly, simply, step by step in his great book, "How I Raised Myself from Failure to Success in Selling." Says DALE CARNEGIE, "When I met Frank Bettger at 29, he was nearly down-and-out . . . Then something happened that raised him from defeat and despair. I know. I saw it happen. I saw him rise from a total failure to become one of the foremost salesmen in the nation."

**N**O MATTER who you are or what you do—Frank Bettger's remarkable book can help you tremendously. For he tells you the *secrets of getting ahead* that he learned in his almost unbelievable rise from total failure at 29 to high paid and highly honored business success . . . "secrets" you can begin to use as soon as you receive his book—yours FREE when you mail coupon below.

- How to Get Kicked Out!
- I Was Welcome Everywhere When I Did This.
- An Idea That Helped Me Get Into the "Major Leagues."
- The Biggest Reason Why Salesmen Lose Business.
- A \$250,000 Sale in 15 Minutes.
- The Most Important Word I Have Found in Selling.
- How I Find the Hidden Objection.
- The Secret of Making Appointments.
- This Interview Taught Me How to Overcome My Fear of Approaching Big Men.
- How I Learned to Outsmart Secretaries and Switchboard Operators.
- How to Let the Customer Help You to Make the Sale.
- Seven Rules I Use in Closing the Sale.

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## FREE!

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Yes, Frank Bettger tells you how any salesman can double or triple his income, turn disappointments into triumphs, close a greater percentage of sales, and make more sales calls each day. He gives precise directions on how to multiply your earning power . . . PRACTICAL, PROVEN techniques on the art of selling . . . of getting others to do what you want them to. Remember, this is the same information Mr. Bettger is paid \$250 a day to teach other men. But let's take a look at some of the success secrets you'll find in this great book:

- How One Idea Multiplied My Income and Happiness.
- This Idea Put Me Back Into Selling After I had Quit.
- The Biggest Lesson I Ever Learned About Creating Confidence.
- One Thing I Did That Helped Me Destroy the Biggest Enemy I Ever Had to Face.
- The Only Way I Could Get Myself Organized.
- How I Learned to Find the Most Important Reason Why a Man Should Buy.

What makes a man worth \$10,000-\$15,000-\$25,000 or \$50,000 a year? No man ever made that kind of money with his own two hands, or even with just his own head. The good executive is worth big money because he has acquired the knowledge that comes only from experience—his own—or others! And "How I Raised Myself from Failure to Success in Selling" is literally packed with ways to get ahead—based on *experience!* Frank Bettger gives you no fancy formulas. No slick "systems." He doesn't preach. He simply gives you the priceless inside information on actual "success" methods right from his own experience . . . information that will help you to more successful selling, whether you're selling merchandise, service, ideas—or yourself!

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