

Who is Henry Cowen?

He's the whiz who has advised companies for 60 years - yes, 60 years! - on how to sell their products and services by mail. He has created direct mail advertising - that is, junk mail, as it is often called - for American Express, Exxon, TV Guide, American Automobile Association, Family Circle, Sports Illustrated, Time and dozens of other companies and nonprofit organizations in the United States, Canada and Europe. And, he's an expert at direct mail copywriting.

Cowen is recognized as an industry leader, and has probably received every direct marketing award that can be given by his peers. He has taught at universities, given seminars and made talks in Germany, Sweden, Finland, Austria, France, and all over the U.S.

In the attached memoir he will tell you how all this happened - much to his own amazement - and will share his knowledge with you. Not only will you find numerous entertaining stories (all true), but you will also get valuable moneymaking ideas that may change your entire life.