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Book Review 7 The Seven Lost Secrets of Success: Million Dollar Ideas of Bruce Barton, America's Forgotten Genius by Joe Vitale

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Don't Be Mislead, April 22, 2008, Rating: 4 Stars

Since Joe Vitale writes in both the business and metaphysical realms, don't be mislead by this title. The lost secrets of success refer to secrets of advertising, not personal success. This is not to say, however, that the secrets presented in this book cannot be applied to personal success as well.

This is especially true today as we continue to evolve towards greater and greater numbers of entrepreneurs. As an entrepreneur, you are CEO of You Inc. Learning how to successfully market and advertise yourself are critical entrepreneurial survival skills.

It remains important to point out however, that this book is written from the perspective of how Bruce Barton, a famous advertising man in the 1920s, used his secrets in the advertising and marketing copy he wrote back then.

This book contains several distinct sections:
* The seven secrets Barton used in his advertising
* The dissection and commentary by Joe Vitale and renowned Internet marketer Craig Perrine of a 1925 fundraising letter written by Barton which pulled a 100% response rate
* A short section on J.C. Penney who was Barton's friend
* A section on resources about Barton, Penney and other legendary ad/marketing masters
* A short section on Barton written by copywriter Jo Han Monk
* Six copywriting rules put forth by Barton and an elaboration of these rules by Joe Vitale
* Copies of rare, original ads by Barton
* Recommended readings and bibliography

I bought this book on the basis of the title and being familiar with Joe Vitale's other books. While I wasn't looking to read about successful advertising, I am glad I did. I have no doubt that what I learned from this book will be of immense value to me as I market myself as a solopreneur consultive coach.

If you are not familiar with Joe Vitale's books, this would be a good place to start an ongoing relationship with him. This book is yet another example of his ability to research and bring back to life important characters from our past. In typical Joe Vitale style, this book is an easy, yet engaging, read. I found it tough to put down. When I did, I looked forward to the time when I could pick it up and start reading again.

If you would like to know more about the secrets of advertising and marketing, read this book. You will be glad you did. I know I am.