

GOLD DUST SERIES

Those that KNOW more, SELL more...

The Rule of Three. Are you aware of it?

Say what you're going to say.

Say it.

Say what you said.

The Rule of Three...

In an email, that key rule refers to subject line, body copy and P.S.

In direct mail, it refers to envelope and letter headlines, body copy and P.S.

On webpages, it refers to headline/sub-head, body copy and link page.

If you've got something to offer that's better or different than anyone else, then it's vital you deliver it in your promotional messages, **at least three times**, to give yourself a fighting chance.

Anything less - and what you are offering will almost certainly lack the desired impact.

The author of *The Rule of Three* - Murray Raphel - was a truly inspirational man. One of the best ever in our business. His stage shows were legendary. As a presenter, he was peerless.

Sadly, most of you reading this, will probably have never heard of him.

He was a **giant** in our business - and the greatest retail direct marketer that has ever lived. Or is ever likely to live.

Yes, he was THAT good. And I was proud to call him my friend.

Sadly, we lost him to the agency bar in the sky, a few years ago.

But he left us all with so much wisdom, with many, many books and videos - and much, much more.

You HAVE to check him out. If you can find some videos, get them. Then you will understand.

I learnt SO much from him.

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The Rule of Three is a case in point.

But he shared loads more with me, personally, especially in his later years. I treasure them.

The Rule of Three is so simple. Most of the best things are.

However, as with most things that are proven to work well in marketing and communication, it is being pretty much ignored these days. Because today's marketers and business leaders don't study.

(Most of them don't listen either. But that's for another day...)

If you write copy, or brief /outsource copy, you should not only know about *The Rule of Three*, you should be demanding that your writers incorporate it in any sales communications they write for you.

If they don't, send it back and tell them to do it again.

So, here is the lowdown on *The Rule Of Three*. It's an article that I wrote a few years ago.

There is much to learn from this piece. It will help you sell more and will only take you a few short minutes to read.

You will note when you read it, Murray was still with us...

[Murray Raphael's Rule of Three](#)

Enjoy...

If anything you've read here strikes a chord...
I'd be delighted to hear from you.

→ GET IN TOUCH