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For Immediate Release

GOLDMNE MARKETING

2015 Morgan Avenue, St. Paul, MN 55116

PHONE: 651-246-1155

EMAIL: Thomas.Jeffrey.G@gmail.com

CONTACT: Jeffrey Thomas

How Wordsmiths Exploited These Seven Primordial Human Emotions To Bring in Billions of Dollar\$ for Product\$, Service\$, and Non-Profit\$:

Fear - Greed - Guilt - Anger - Exclusivity - Salvation - Flattery

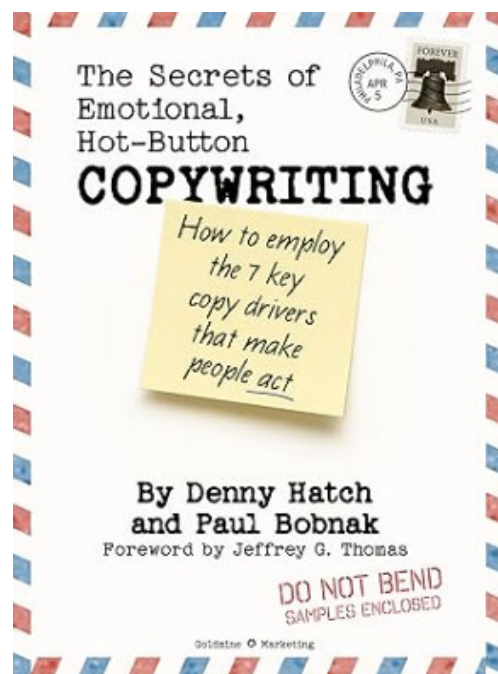
Dear Reader,

In 1982, Denny Hatch and his wife, Peggy, attended a luncheon for direct marketing copywriters. The speaker was circulation director of U.S. News & World Report, Dorothy Kerr. Her words were instantly etched into Denny's brain. Kerr said:

"To be successful in this business, watch your mail like a hawk. See who's mailing what. Isolate identical mailings that keep arriving over-and-over... month-after-month...for years on end. These huge winners bring in million\$ of dollar\$ to marketers. Save these mailings. Study them. AND STEAL SMART!"

The Hatches immediately started saving and annotating all their incoming mail. Two years later — with four file cabinets stuffed with incoming mail — they borrowed \$10,000 and launched the newsletter, WHO'S MAILING WHAT!

For over 20 years their publication collected, analyzed, rated and archived over a thousand mailings a month.



A Fascinating Aside: While Editing His Quirky Newsletter for 19 Years, Denny Discovered The Most Successful Advertisement in the History of the World. [Sic.]

It was a small 775-word typed two-page letter selling a subscription to THE WALL STREET JOURNAL. Many millions of these were mailed monthly for 28 straight years (1974-2002). One day on a long phone call, Denny and WSJ circulation director, Paul Bell, dove deep into the arithmetic. They agreed freelance writer Marty Conroy's letter had brought in a total of **\$2 billion dollar\$ in revenue!**

Denny read and re-read many times the sweet, low-key story of two young men working for the same company. And he spent years wondering: "What made this 775-word letter so darned powerful?" Suddenly it hit him like a thunderbolt! Freelancer Martin Conroy used six of the seven "Hot-Button Emotions" you see at the top of this release. (The missing emotion: ANGER.)

**The Inside Story of this \$2 Billion-dollar Masterpiece Is
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Thank You.

Denny Hatch —dennyhatch@gamil.com
Paul Bobnak — pbobnak@gmail.com