

The **Seven**
Lost
Secrets
of **Success**

Million Dollar Ideas of BRUCE BARTON,
America's Forgotten Genius

JOE VITALE



John Wiley & Sons, Inc.

PRAISE FOR
THE SEVEN LOST SECRETS OF SUCCESS

“Buy this book, apply these secrets, and your prosperity will be assured.”

—Dan McComas, President, Dan McComas Associates,
Marketing & Management Consultants

“This breakthrough book, based on the ideas of a forgotten genius, will help smart marketers increase their effectiveness a minimum of fivefold.”

—Bruce David, publisher of *Starting Smart*

“The principles are sound and sensible, and guaranteed to help any businessperson make more money. Since 99.9 percent of businesses don’t use them, anyone putting the seven lost secrets to work will gain an unbelievable edge over the competition.”

—Bob Bly, author of fifty-one business books,
including *Selling Your Services*

“One of the most revealing works ever—I literally couldn’t put it down. There are life and business success lessons in each chapter.”

—Jim Chandler, President, VistaTron

“Barton was the messiah of business who helped America pull out of the Great Depression. Now he can help *all of us* survive the current recession.”

—Scott Hammaker, CEO, Nashville Party Connection

“An excellent guide to better advertising, better promotions, and better marketing. My copywriting abilities and creative strategies have been strengthened and broadened. I’m awed and inspired.”

—Tina Nokes, owner of A-Plus Resume Service

“A passionate book on the timeless, inspiring, perceptive, forceful, and sincere ideas of Bruce Barton, a man nobody really knew, a genius lost in history.”

—Jim King, CPA, Houston, Texas

“The rediscovery of these proven principles is the foundation upon which to build a prosperous enterprise.”

—Mark Weisser, CEO, Gulf Coast Security Systems

The **Seven**
Lost
Secrets
of **Success**

The **Seven**
Lost
Secrets
of **Success**

Million Dollar Ideas of BRUCE BARTON,
America's Forgotten Genius

JOE VITALE



John Wiley & Sons, Inc.

Copyright © 2007 by Hypnotic Marketing, Inc. All rights reserved.

Published by John Wiley & Sons, Inc., Hoboken, New Jersey.

Published simultaneously in Canada.

Wiley Bicentennial Logo: Richard I. Pacifico.

All excerpts from Bruce Barton's letters, articles, and books are used here with the kind permission of John B. Wingate, Executive Director of the International Center for the Disabled, owners of Barton's literary rights. Other Bruce Barton materials, including sales letters and advertisements, are copyrighted materials reproduced here for educational purposes only under the fair use provisions of U.S. copyright law.

No part of this publication may be reproduced, stored in a retrieval system, or transmitted in any form or by any means, electronic, mechanical, photocopying, recording, scanning, or otherwise, except as permitted under Section 107 or 108 of the 1976 United States Copyright Act, without either the prior written permission of the Publisher, or authorization through payment of the appropriate per-copy fee to the Copyright Clearance Center, Inc., 222 Rosewood Drive, Danvers, MA 01923, (978) 750-8400, fax (978) 646-8600, or on the web at www.copyright.com. Requests to the Publisher for permission should be addressed to the Permissions Department, John Wiley & Sons, Inc., 111 River Street, Hoboken, NJ 07030, (201) 748-6011, fax (201) 748-6008, or online at <http://www.wiley.com/go/permissions>.

Limit of Liability/Disclaimer of Warranty: While the publisher and author have used their best efforts in preparing this book, they make no representations or warranties with respect to the accuracy or completeness of the contents of this book and specifically disclaim any implied warranties of merchantability or fitness for a particular purpose. No warranty may be created or extended by sales representatives or written sales materials. The advice and strategies contained herein may not be suitable for your situation. You should consult with a professional where appropriate. Neither the publisher nor author shall be liable for any loss of profit or any other commercial damages, including but not limited to special, incidental, consequential, or other damages.

For general information on our other products and services or for technical support, please contact our Customer Care Department within the United States at (800) 762-2974, outside the United States at (317) 572-3993 or fax (317) 572-4002.

Wiley also publishes its books in a variety of electronic formats. Some content that appears in print may not be available in electronic books. For more information about Wiley products, visit our web site at www.wiley.com.

Library of Congress Cataloging-in-Publication Data:

Vitale, Joe, 1953—

The seven lost secrets of success : million dollar ideas of Bruce Barton,
America's forgotten genius / Joe Vitale.

p. cm.

Previously published: Ashland, OH : VistaTron, c1992. 1st ed. With some revisions.

Includes bibliographical references.

ISBN 978-0-470-10810-9 (cloth)

1. Advertising—Psychological aspects. 2. Success in business. 3. Consumer satisfaction. 4. Social responsibility of business. 5. Barton, Bruce, 1886–1967.

I. Title. II. Title: Million dollar ideas of Bruce Barton, America's forgotten genius.

HF5822.V58 2007

659.1—dc22

2007012417

Printed in the United States of America.

10 9 8 7 6 5 4 3 2 1

*To the late Marian . . .
The loving sunshine who
supported me every step of the way,
no matter what the project was,
or the outcome of it*

“One never knows, when he enters an elevator or tears open an envelope or picks up the telephone, what new trick of fortune may be about to be played. Every day is a new series of adventures; around the next corner may lie the event that will change a whole career.”

—Bruce Barton, 1928

Contents

About Bruce Barton	xiii
Foreword <i>Dottie Walters</i>	xv
Acknowledgments	xix
Author's Unusual Introduction	xxiii
HOW I DISCOVERED THE LOST SECRETS	1
WHY YOU MUST ADVERTISE NO MATTER WHAT YOU DO	13
SECRET #1: REVEAL THE BUSINESS NOBODY KNOWS	21
SECRET #2: USE A GOD TO LEAD THEM	33
SECRET #3: SPEAK IN PARABLES	43
SECRET #4: DARE THEM TO TRAVEL THE UPWARD PATH	55
SECRET #5: THE ONE ELEMENT MISSING	61
SECRET #6: GIVE YOURSELF AWAY	77
SECRET #7: SHARPEN THE KNIFE	87
INSTANT ACCESS TO THE SEVEN LOST SECRETS	97
SPECIAL REPORT: ANALYSIS OF BRUCE BARTON'S 100 PERCENT RESPONSE LETTER	101

BONUS: THE WORLD'S FIRST SPIRITUAL MARKETER	135
RESOURCES	149
THE SECRETS OF THE SECOND B IN BBDO: THE COPYWRITER NOBODY KNOWS	155
THE STORY OF THE SECOND B IN THE BBDO (BATTEN, BARTON, DURSTINE, & OSBORN) AGENCY	159
THE SIX IMMUTABLE LAWS OF ADVERTISING	165
THE ADS THAT NOBODY KNOWS	173
Recommended Reading	183
Bibliography	185
Index	187
About Dr. Joe Vitale	193

About Bruce Barton

“The man has genius.”

—*New York Herald Tribune*, 1927

“The Prophet of Advertising.”

—*Advertising Digest*, 1949

“Million Dollar Ad Man.”

—*Chicago Daily News*, 1944

“The modern philosopher for millions.”

—*Tribune Newshawks*, 1945

“He should be advertising’s Man of the Century.”

—*Printer’s Ink*, 1961

“Bruce Barton breathed inspiration.”

—*Advertising News*, 1924

Foreword

What a wonderful book! I am delighted that my friend Dr. Joe Vitale has written about a great man who profoundly influenced my life. When I met Bruce Barton, I needed his help badly. I had begun my small advertising business on foot, pushing my two babies before me on a rickety baby stroller with pillows tied on with rope.

There were few sidewalks in the chicken-ranching community of Baldwin Park, California. When the stroller wheel kept coming off, I hit it back on with the heel of my shoe, then picked up the cardboard I had stuffed inside the shoe to cover the holes, shook it out, and stuck it back in. My husband needed my help. I was determined that we would not lose our home in the recession.

During high school, my English teacher had pulled me out of regular English and insisted I take journalism. How I loved it. I was working after school and on weekends in the bakery of a midnight market. After I scrubbed the floors and washed the cases, I wrote articles and poems for *The Moor*, our high school newspaper. So, when my husband and I needed money so badly, I thought of the newspaper.

There were certainly no jobs in that recession period. I persuaded the *Baldwin Park Bulletin* to sell me advertising space at half price. Then I called on the merchants and sold them the space at full price, adding my copy to their products as a shoppers' column I called "Window Wishing." The difference was my profit.

"I write from the customer's viewpoint," I told them enthusiastically. I had no college education. I felt so unprepared in that man's world. But I did have one wonderful thing to help me with my fledging business: the Baldwin Park Library. Every evening I would run over and pick up books on advertising, business, and sales.

It was there I met Bruce Barton. I read all his books, and read them again. I heard his voice in my mind—uplifting, teaching, showing me how.

Then one day the publisher of the *Baldwin Park Bulletin* handed me a notice from the Advertising Association. There was to be a meeting in San Francisco. Bruce Barton would be the speaker!

It took a lot of thinking and planning to put the money together and to arrange for babysitters in order to go. But I made it. I stuffed apples and a package of crackers in my briefcase, because I did not have money for meals. I didn't stay overnight. I just came to hear Mr. Barton.

He had white hair and a slight build, and told stories that enchanted the audience. He said he based his advertising business on two things:

First was a Bible verse: "Agree with your adversary early." He explained that customers relax when you see their side of the situation. When you really understand what your customers want, then it is so easy to show them that your product or service is just what they

need to get it. “Your job is to be the buyer’s assistant,” Mr. Barton said.

Second, he asked the audience if we remembered the third verse of “Mary Had a Little Lamb.” Everyone knew the first verse, a few knew the second, but no one could say the third. He recited it as the second great principle of his advertising business:

“Why does the lamb love Mary so?”

The eager children cry.

“Because Mary loves the lamb, you know,”

The teacher did reply.

I remember that I jumped when he hit the lectern with a loud bang as he said that third line. Then he said, “It is about time we quit trying to shear these sheep—and start loving them a little bit!”

I saw immediately that Mr. Barton meant that we must see things through customers’ eyes in order to care for their interests and to help them. Because of his teaching, my small advertising business spread into all of Southern California, hiring and training 285 employees who sold over 4,000 continuous-contract advertising accounts. We had four offices. My customers brought me other customers. Mr. Barton’s principles were the foundation of my business then, and they still are.

But on that day in San Francisco when I was so young, uneducated, and yearning for knowledge and help for my tiny start-up business, I waited until his speech was over. It took a long time for everyone to shake his hand and finally leave. Then I walked up to Mr. Barton, thinking, “How can I tell him that he is my teacher?”

I only had a moment with him. I reached out my hand to him. He took it in both of his. I looked into his kind eyes and said, "I am the one who *HEARD* you."

Bruce Barton replied, "You are the one I came for."

—Dottie Walters

The late Dottie Walters was the author of several books, including *Speak and Grow Rich* and *Never Underestimate the Selling Power of a Woman*. She was also president of Walters International Speakers Bureau and chairman of the board for the American Association of Professional Consultants.

Acknowledgments

Several people helped me create this book.

Thanks to Mrs. Dorothy Caples, widow of the late copywriting king John Caples, for sharing a moment by phone that made my eyes well up with tears. She knew Bruce Barton through her husband's work and gave me a couple of excellent leads for background material. I will not forget talking to her.

Thanks to Greg Manning, Jim King, and Scott Hammaker, three rare friends. Their encouragement and stimulating ideas have always managed to somehow keep my projects alive and keep me moving forward.

Thanks to Dan Starr for his initial research and Bruce Barton bibliography.

Thanks to the Houston Public Library for answering my questions and hunting down copies of old books through their miraculous interlibrary loan system.

Thanks to Colleen of Colleen's Books for her amazing ability to locate out-of-print books on a wide variety of topics. She's been a reliable resource for nearly 20 years.

Thanks to Harold Miller and Christine Schelshorn of the State Historical Society of Wisconsin for their aid in locating specific Bruce Barton materials.

Thanks to John B. Wingate of the International Center for the Disabled for granting permission for me to use excerpts from Bruce Barton's writings in this book.

Several people read earlier versions of this book, or just encouraged me to keep writing, and gave helpful feedback or advice: Murray Raphel, Herschell Gordon Lewis, Debbie Zimmerman, Jerry Twentier, Tina Nokes, Stuart Nokes, Claudette Manning, Carol Marashi, Bob Bly, Dan McComas, Milton Ward, Douglas Norment, Judith Barton Denis, Cliff Leonard, Mark Weisser, Jim Chandler, Martin Parris, Tillie Wier, Lyle Steele, Marquita Anderson, and Deborah Healon all deserve a round of applause.

Jean at the River Oaks Bookstore helped me brainstorm a worthy title for this book.

And thanks, of course, for the late Dottie Walters' friendship, support, and ideas, and for her touching Foreword.

This book has obviously been a team effort.

—Dr. Joe Vitale

www.mrfire.com

“In every human being, whether emperor or cowboy, prince or pauper, philosopher or slave, there is a mysterious something which he neither understands nor controls. It may lie dormant for so long as to be almost forgotten; it may be so repressed that the man supposes it is dead. But one night he is alone in the desert under the starry sky; one day he stands with bowed head and damp eyes beside an open grave; or there comes an hour when he clings with desperate instinct to the wet rail of a storm-tossed boat, and suddenly out of the forgotten depths of his being this mysterious something leaps forth. It over-reaches habit; it pushes aside reason, and with a voice that will not be denied it cries out its questionings and its prayer.”

—Bruce Barton, *What Can a Man Believe?*, 1927