

How to Use the Bill Good Marketing® Letters Library™

Finding What You Want

- ❖ On the **Library Homepage**, you can **choose** a featured item. When you click an item name, you're taken directly to that item's own page.
- ❖ Or you can **Browse the Library** by category—articles, attachments, letter formats (layouts and starter texts), actual letters, postcards, scripts, or seminar materials, such as invitations and questionnaires. Most categories have some subcategories. When you click an item's name on the list, you're taken to its page.
- ❖ Or you can **Search the Library**. You can include or exclude letters, articles, and attachments. You can mark your firm's name to ensure you get versions approved by your compliance department, or you can leave **BGM** marked and maybe get it through compliance in your own version. You can limit your search to the items that have so far been featured as Letters of the Week, or include all our gems, famous and otherwise.

After making the choices above—or going with the defaults—you can enter a word or phrase in **search for**. (Unlike some search engines, this one does *not* look for each word separately. Think of the field as having invisible quote marks around it.)

An item matches if the engine finds your word or phrase in one or more of the following:

- The letter's **name**, e.g., *Concept–Investing–Adequate characterization*.
- Its **description** as seen on its own page, e.g., *A heartbreaking letter of staggering genius. Usable with Clients and/or Prospects*.
- The entire **text** of the letter, including even the hidden text at the top of the first page.

When you click a name on the list, you're taken to the item's own page.

- ❖ In short, you should be able to **FIND** exactly the letter you're looking for.

Downloading What You Find

Once you're on the specific page for the letter or other item:

- ❖ You can **View** and/or **Print** the basic “BGM-approved” version. Firm-approved versions are usually quite similar and sometimes identical—except that their footers always include the specific compliance-approval codes.
- ❖ You can see **Reviews** posted by other Gorillas and/or post your own review.
- ❖ When you've decided you want it, just click **add this letter to my download list** in the appropriate box (2.x or 1.x). Then you can continue shopping for one or more other letters, or continue with the next paragraph.

If you ever find that you clicked the link for the wrong version, if you find a different item that suits your purposes better, or want to get rid of a selected item for any other reason: Point your mouse at the **MY DOWNLOAD LIST** bar on the left-hand side of the

screen. When it scrolls out, click an **X** beside the version number of the item you want to make disappear.

❖ When you've found all the letters you want for now, just point your mouse at the **MY DOWNLOAD LIST** banner on the left side of your screen and select **download now**.

Then follow the prompts on screen.

Installing What You Downloaded

If you need *installation* instructions, you can see and print them from the final download screen by clicking the appropriate link.

If you decide later that you need those instructions, they're also available on the Library homepage: In the box headed "Frequently Asked Questions about Letters," click the *How to Install a Letter from the Letters Library into Gorilla 1.x or 2.x* link. (The other link in that box is to the document you're reading now, which is also available by clicking *? Help* on any Letters Library page.)