

1

1

Grow Twice the Garden for Half the Cost

...with these penny-pinching, timesaving, water-wise, space-stingy,
weed-ending, pest-stopping, **FRUGAL GARDENING SECRETS!**

Look
inside
for your
**FREE
GARDENING
GUIDE!**

**FREE
INSIDE:** 7 simple, super-frugal secrets you can try today...
including a quick recipe for a homemade "pepper
spray" to keep bugs away. Try it. It works!



Now You Can Grow a 5-Star Garden on a Fast-Food Budget! It's Easy!

INSIDE:
FREE GUIDE
on how to garden in
small spaces!



2

2



ENJOY FABULOUS FREE PLANTS FOREVER!

Just snip, plant, and water. Your garden will overflow with pricey plants you didn't spend a dime on! (Pages 67-68)



ADD FREE GARDEN ORNAMENTS!

Where to get wrought iron gates, stone finials, birdbaths, and other decorator touches at little or no cost. (Page 219)



GET TOP TOOLS FOR TWO BITS!

Where to find perfectly good hoes, shovels, trowels, and hand weeders for as little as 25¢. (Page 115)

Plus...

free mulch... herbs that plant themselves... "vertical" vegetable gardening... water-thrifty flowers... homemade organic bug sprays... save-your-wallet shrubs... the permanent weed stopper... low-cost or no-cost meadow mixes... the only five tools you'll ever need... money-wise water gardens... drought-resistant lawns... and much more inside!

FREE
GIFT
just for
looking!

“Wow! You sure have a green thumb!”

3

My neighbors, Bob and Karen, stood wide-eyed, admiring my garden.

“Roses around your porch. Marigolds in your borders. A vegetable patch full of tomatoes, squash, carrots...and what's that? Brussels sprouts? It's amazing!”

Then Karen sighed, “I wish we could grow a garden like this. But it's just so...expensive.”

I smiled. “Are you kidding? I hardly spent a penny! Here, *let me show you a little secret...*”

Dear Fellow Gardener,

I knew Karen wanted more color around her house, so I showed her my mum multiplication trick.

3

You just take 20 cuttings in the spring from a single mum and by fall, you've got a garden full of gorgeous flowers and you're ahead at least \$60. Buy them new and those 20 plants would cost about \$3 each. (Page 70)

She was so excited, she tried the same trick with a dozen cuttings from a 2-year-old butterfly bush and she created a beautiful border along her front walk for free! At the nursery, those bushes would cost about \$10 each...a total of \$120! But she didn't pay a penny.

4

Karen was overjoyed with the results. And I know YOU will be, too. It's just one of hundreds of amazing, cost-cutting gardening secrets I'll share with you in *THE FRUGAL GARDENER*. And it's YOURS FREE for 21 days. That's 3 full weeks to try my little multiplication trick or the handy tip I shared with Bob...

...he wanted to grow a nice big pumpkin for his son and some melons for himself. But all he had was a little 4-foot square spot by the garage. And it was already full. So I told him about

(continued on page 2)

SUPER-FRUGAL SECRET



Buy bareroot for big savings.

Bareroot trees, shrubs, and perennials cost a fraction of what you pay later in the season for the same plants in containers. A package of three bareroot forsythia bushes can cost as little as \$6 at discount stores, while a single forsythia in a plastic pot can run \$10. Three for \$6 or three for \$30. Frugal gardeners spot the bargain right away. (More bareroot hints on pages 58-59.)

#1

vertical vegetable gardening. It's a clever way to grow up instead of out using either a simple trellis or a tall plant for support. It lets you grow more in less space. And it saves time and money because there's less soil to till, fertilize, mulch, and weed. (Page 17)

Bob was skeptical at first, but when he saw those big orange pumpkins covering the ground and those plump melons growing straight up beside his garage, along with corn, beans, and tomatoes, he had to admit it worked.

In fact, it worked so well, Bob's tiny little 4-foot garden turned out two or three times as much as he ever imagined possible, along with some of the biggest pumpkins in the neighborhood. All for the cost of a few seeds! But that's no surprise.

With my frugal gardening secrets, I've helped thousands of ordinary weekend gardeners...

Grow twice the garden for half the cost—from fabulous flowers to vigorous veggies, from healthful herbs to a luxuriant lawn. It's easy. It's fun. And now it's FREE!

"It's so easy," Bob marveled. "We're growing our greatest garden ever—for a fraction of what we used to spend!"

And now I can't wait to share all my frugal gardening secrets with you, too, FREE! I'll show you how to...

- ...grow perfect plants for practically pennies. (Beginning on page 43.)
- ...find top-notch tools for bottom-dollar prices. (Starting with page 91.)
- ...grow 5-star cuisine on a fast-food budget—and all organic! (Beginning on page 13.)
- ...turn so-so soil into superior soil—the smart way with free amendments. (Pages 125-150)
- ...arrest the pests and keep out the critters—for next to nothing. (Pages 174-188)

- ...add fences, benches, pots, and pergolas—all on the cheap. (Starting on page 197.)
- ...banish the boring stuff, like weeding, watering, and mowing—so you actually enjoy your garden! (Pages 151-196)

Once you see just how little it takes to have a great garden, I know you'll be as excited as my neighbors. Just imagine all YOU could do if money were no object!

Now you can have the garden you've always wanted... but never thought you could afford!

THE FRUGAL GARDENER is published by Rodale Organic Gardening Books, the most respected name in organic gardening for over half a century.

The book is fun and reads fast. But I've packed its 280 pages with a lifetime of experience for gardening in every type of soil. In every type of climate. In gardens big and small all over the country.

I'll give you all my ingenious tips and techniques for shaving time and wasteful costs from your garden budget. But I'm not talking about giving up things and doing without.

8

Heavens no!

Frugal gardening is not about pinching pennies. It's about stretching dollars. It's about using your head instead of your wallet. It's about finding creative, practical, FUN ways to have MORE GARDEN for LESS MONEY.

Page after page, I'll show you how to get more pleasure, more produce, and more value from your garden no matter how little money, time, or space you have.

Stretch your gardening dollars till they scream for mercy!

- Enjoy FREE plants for life—with the self-sowing flowers that multiply like mad (with no help at all, thank you very much). (Page 72)
- Sidestep the supermarket and

#2

SUPER-FRUGAL SECRET

Make your tools last forever.

Wooden handles can dry out, split, and break. But you can protect them with a single yearly treatment of linseed oil. Just clean and dry the handles. Warm your can of oil in a pot of boiling water. (Warm oil penetrates wood better.) Then wipe your handles with a soft cloth dipped in the linseed oil. A tool that doesn't break is a tool you never have to buy. (Details on page 113, plus instant rust remover on page 114.)



(continued on page 4)

refill your spice rack FREE—with my super-simple, six-step method for jarring your own herbs. (Page 27)

- Get quality garden tools for a quarter. I'll show you where to find hoes, shovels, and trowels for as little as 25¢ a piece right in your own neighborhood. (Page 115)
- Want FREE mulch? Find out which businesses in your area are happy to give you shredded leaves, bark, or wood chips—all top-quality—and deliver it to your home with a smile! (Page 38)
- Dry soil? Conserving water? Try any one of 48 water-thrifty flowers that are hardwired to look good even without extra water. (Page 31)
- Forget pricey bug sprays. I'll give you quick recipes for making 10 completely organic, homemade sprays from soap, molasses, pepper, and other ingredients you have around the house. (Pages 184-187)
- Create a breathtaking patio beneath a shady tree—with nothing but gravel and inexpensive torch lights. Ahh! Instant romance for summer nights! (Page 216)

9

- I'll even tell you where to get wrought-iron gates, stone finials, bird baths, and other fine decorative touches—all FREE! (Page 219)

SUPER-FRUGAL SECRET

#3

Read all about it! Free mulch delivered daily!

Tests show newspaper is often better than traditional mulch at retaining soil moisture and keeping down weeds. Simply tear newspapers vertically into 1/2"-inch strips. Swish them around in a bucket of water. Snuggle handfuls around plants and cover them with a thin layer of more decorative mulch. Less to buy. Less to water. Less to weed. And you recycle! (Best and worst mulches on page 139, plus instant throw rug mulcher on page 141.)



Grow the world's most expensive herb for nothing!

Saffron is a perfect example of how a frugal gardener can have the best of everything without breaking the bank. It's literally worth its weight in gold if you buy it at the store. But it's really nothing but three bright red stamens of the crocus flower. Why so expensive? Because it must be plucked by hand the day the flower opens. The blossom lasts only from sunrise to sunset.

On a commercial scale, the work is fabulously expensive. But for a frugal gardener, it's fabulously fun—and FREE! In *THE FRUGAL GARDENER* (Page 24), I'll show you how to grow your own saffron to add intriguing taste to rice, stew, risotto, and more.

Transform your vegetable patch from boring to beautiful!

And who says you have to choose between beautiful plants and practical veggies?

French gardeners have a special technique for arranging vegetables into patterns, colors, and textures. Each bed becomes a picture. And each picture is framed with a miniature hedge. You can use boxwood or rosemary for a permanent frame or do it cheaply with marigolds, leaf lettuce, or low-growing herbs. It's easy. And I'll show you how to do it step-by-step. (Page 17)

It's so decorative, you can plant your veggies close to the house for easy tending and picking—and never worry about what the neighbors think. Easy as one, two, three. Voila!

Stop weeds while saving water and work!

And if you're having weed troubles, just remember weeds are just like any other plant. They need water and light to grow. I'll show you how to control weeds by removing these two vital elements. (See the details on page 173 along with 11 other ways to stop weeds.)

First, you apply water directly to the roots of your cultivated plants and let the surrounding soil go dry. Your plants will thrive, but your weeds will struggle and eventually die under the drought conditions you've created.

Second, deeply buried weed seeds will not germinate until they are near enough to the soil surface to get some light. So you should avoid turning the soil to keep new weed seeds in the dark. No light, no weeds.

10

Anyone can become a frugal gardener! It's easy!

You see, this is what being a frugal gardener is all about. Making the most of what you have. Using sense instead of cents. Being creative. Smart. Putting your hard-earned money to work, instead

#4

SUPER-FRUGAL SECRET

Make your own insect spray.

Why spend money on a bug spray when you already have everything you need at home? It's easy, free, and organic! You'll need one garlic bulb, one small onion, 1 teaspoon powdered cayenne pepper, 1 quart of water, 1 tablespoon liquid dish soap. Liquefy the garlic and onion in a blender. Add the pepper and water. Steep for an hour and strain through cheesecloth. Add the soap and mix well. Spray on plant leaves but keep away from skin and eyes, it may burn. And you may want to test it first on a few leaves to make sure it works without any side effects. (Details on page 185, plus nine more specialized organic sprays, pages 184-187.)



(continued on page 6)

SUPER-FRUGAL SECRET

Find free trees from the florist.

Look for cuttings of pussy willow or corkscrew at local florist shops that use willow for flower arrangements. You should be able to get a few branches for \$1 or \$2, or for free if twigs are past their prime. Clip an inch off the end, stick the twigs in the soil, and keep them moist. Willows are super easy to root from cuttings. And by the end of the season, you'll have a new tree. (More on page 208, plus how to make a small garden look bigger on pages 211-212.)



#5

5

of throwing it away.

- Forget those price tags! Let me clue you in on the little-known trick for getting a lower price at your local garden center on just about anything. It's store policy. But you have to ask for it! (Page 48)
- Want fresh flowers around the house every day? Grow your own long-stemmed "Sweet Laura" astromeria for bouquets that smell like carnations and last 2 weeks in a vase. (Page 32)
- Fancy-up your meals with blue potatoes, "Moon and Stars" water-melons, mesclun, and other exotic treats for mere pennies. (Page 13)
- No room? Create an indoor herb garden in a pot! You'll have healthy herbs within easy reach for every meal. So nice. (Page 27)
- Create the ingenious mini-hose. The perfect length for that special job. So simple, so clever, you'll wonder why you never thought of it before! (Page 121)

- Mow? Just say no! Discover decorative ways to tame that tyrant lawn and cut down on weekend mowing. (Page 159)
- Need a truckload of FREE brick? I'll show you how to get contractors to give you their surplus. And they're happy to do it. (Page 227)
- Grow plants with built-in pest resistance. They fight off bugs so you don't have to. Bye-bye bugs! (Page 176)

Try THE FRUGAL GARDENER— FREE for 21 days!

Curious? Try it! After all, it's YOURS FREE for 21 days. That's 3 full weeks. Plenty of time to read the whole book...or just flip through it to find a few hints you can use right away. Like how to...

- Turn an old shoebox into a nifty seed starter. (Page 81)
- Kill weeds with a piece of black plastic. (Page 173)

- Compost the lazy way and save \$50 a year! (Page 133)
- Perk up your soil with free table scraps. (Page 129)
- Keep varmints away with a handful of gravel. Seriously! (Page 88)

Go ahead. Take it out in the garden. Try out a tip or two. If it's not everything you expect, just return it within 21 days with the free return label enclosed. Doesn't matter if the book's covered with dirt and mulch. You won't be charged a penny. Not even for postage.

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HURRY! Get a FREE GIFT just for looking!

And how's this for a frugal deal? Take a look at THE FRUGAL GARDENER now, and you'll also get *Gardening by the Inch* as our gift to you. It's yours to keep whether you keep THE FRUGAL GARDENER or not.

Gardening by the Inch is for those who want a garden, but don't have much space. It takes frugal gardening to the limit and shows how to...

...tuck top crops into tight corners... grow a petite, potted, portable garden... select fast-growing vegetables that get your garden going... enjoy a heaping harvest year-round... get a monster crop from a tiny lot... and more!

It's perfect for apartments, condos, or homes with small yards. And it's YOURS FREE when you try THE FRUGAL GARDENER!

Your satisfaction is GUARANTEED for three generations!

Listen. THE FRUGAL GARDENER is the kind of book you hang on to. Refer to. Keep on a handy shelf your whole life. The kind you'll want to pass on to your kids and grandkids, so they can experience the joys of smart, frugal gardening just like you.

That's why it's guaranteed for three full generations.

If you, your children, or your

#6

SUPER-FRUGAL SECRET

Create a natural wood path.

Shredded bark and wood chips are the easiest and cheapest paths you can lay. Shop at the source: tree trimming companies and sawmills. Simply put down a thick layer of newspaper and spread 6 to 8 inches of wood on top. It will seem high at first, but will compact in a few weeks. It's beautiful, cheap, and easy to care for. (Details on page 244, plus how to lay a bright white shell path for free.)



(continued on page 8)

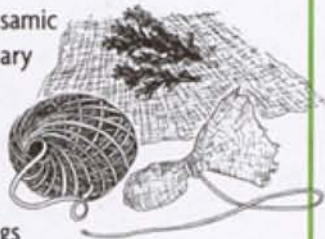
13

SUPER-FRUGAL SECRET

7

Soothe body and soul with an herbal bath.

Let the rich balsamic scent of rosemary refresh your senses after a hard day. Bundle a handful of sprigs in a square of cheesecloth, tie it with string, and hang it from the faucet while you draw your bath. The steaming rush of water will release the fragrance and infuse your bathwater. When you buy bath oils retail, you're paying mostly for packaging. Fresh herbs smell better, they have no additives, and they're free! (Page 25, plus a recipe for herbal tea.)



14

grandchildren are ever dissatisfied—just return it for a full refund. Even 50 years from now!

But I doubt you will. You'll be having too much fun growing your best garden ever, year after year after year. The only problem you'll have is deciding how to spend all the money you'll save! (But I'm sure you'll work that one out on your own.)

Mail the enclosed FREE-PREVIEW CARD today!

Simply tear off the right hand side of the reply form and drop it in the mail. No stamp required. You'll get THE FRUGAL GARDENER FREE for 21 days. PLUS you'll get *Gardening by the Inch* as your FREE GIFT.

Pretty soon, your neighbors will ask for YOUR advice on growing all those lush flowers, delicious herbs, and sun-ripened vegetables.

Yours for twice the garden at half the cost!

Catriona Tudor Erler

Catriona Tudor Erler
for Rodale Organic Gardening Books

15 P.S. THE FRUGAL GARDENER gives you super-thrifty hints for every season. So the sooner you try it, the sooner you'll have the garden you've always wanted. Just return the FREE-PREVIEW CARD today! You'll get THE FRUGAL GARDENER FREE for 21 days PLUS *Gardening by the Inch* to keep forever as your FREE GIFT.

6 No space? No problem!



7

Send for your FREE Preview of
THE FRUGAL GARDENER...

16 ...and get this FREE
GIFT just for looking.

It's yours to keep
FREE FOREVER
with nothing to buy.





17

8

YOUR FREE BOOK

will show you how to grow handy, dandy gardens—from 5-foot plots to windowsill pots!

You'll take frugal gardening to the limit when you discover the clever little secrets that let you grow clever little gardens just about anywhere—and have a heaping harvest of vegetables and herbs for you to enjoy. Rodale's brand-new *Gardening by the Inch* makes it easy and as frugal as can be...

- **Tuck your crops into corners** and turn odd-shaped plots into productive lots.
- Grow a petite, potted, portable garden—lush and prolific—right on your deck or patio.
- **Replace chemical sprays** with bug-repellent plants that pest-proof your garden.



Select fast-growing vegetables that get your garden going.

- Create a fast-acting, organic pick-me-up “snack” that’s easy for plants to digest.
- **Coax cool season crops to grow in warm weather**—for ripe tomatoes and crisp lettuce both in the same salad for once.

- **Cook up a mini compost pile** with 20 key ingredients.
- Jump-start the season with a little lettuce and a splash of spinach.



Keep it coming!
With easy-grow tips for a heaping harvest year-round.

- **AND LOTS MORE!**

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Start your nifty little garden FREE!
Simply return your **FREE-Preview Card** today!

Kiss
your
florist
goodbye!

10

Grow your own long-stemmed beauties for fresh bouquets around the house. They'll brighten your mood without lightening your wallet. And they'll last 2 whole weeks in a vase. (Page 32)

Don't waste money on weed killers. All you need is a simple, inexpensive item that you may have in your garage right now. It heats up your soil in a jiffy and puts the kibosh on nasty weeds—before they even sprout. (Page 173)

Stop
weeds
while they
are just
seeds!

Try the Native American technique of growing three tasty vegetables together—one for support, one for shade, and one for nitrogen. In addition to saving space, you'll save on fertilizer and water. (Pages 17-18)

Grow
three
crops
in the
space of one!

Find
top
tools
for two bits!

Why spend a fortune on simple garden tools? You can get perfectly good hoes, shovels, trowels, and hand weeders for as little as 25¢. (Page 115)

★ ★ ★ ★ ★

What are you waiting for?
All you have to do is mail the enclosed card to discover for yourself how to

Grow a
5-Star Garden
on a
Fast-Food Budget!

And if you reply quickly, you'll also get *Gardening by the Inch*—an ingenious collection of tips and techniques for creating a high-yield vegetable and herb garden in any small space. It's YOURS FREE to keep forever—with nothing to buy—just for looking at THE FRUGAL GARDENER!



Hurry! Return the
FREE-PREVIEW CARD Today!

Now you can have
the
garden
you've
always
wanted...

but never thought
you could afford!

Whether you want to plant a perennial border, coax more produce out of a vegetable garden, or perk up your yard with a few designer touches, now you can discover the super-easy, super-frugal secrets to...

Grow twice the garden
for half the cost

- Discover the frugal gardening secrets that let you spend less without settling for less.
- Enjoy the lush flowers, delicious herbs, and sun-ripened vegetables you never thought you could afford.
- Save money on plants, tools, soil amendments, and maintenance—and stretch your gardening budget farther than you ever thought possible.



YOURS
FREE
for 21 days!

Hundreds of dollar-stretching secrets
for gardens of any size.
Look inside...

"You don't have to break the bank—or your back—to have the perfect garden you've always wanted." – Catriona Tudor Erler



Catriona Tudor Erler is a nationally known gardening writer and speaker. She's written six books on organic vegetable gardening, herb gardening, shade gardening, and garden design. She also writes gardening articles for the *New York Times*, *Christian Science Monitor*, *Southern Accents*, and many other publications. When she's not writing, traveling, or taking garden photos, Catriona gardens frugally and organically at her home in the Washington, D.C. area.

Grow the perfect garden... for "pocket change"

with these penny-pinching, timesaving, water-wise, space-sparing, weed-ending, pest-stopping, FRUGAL GARDENING SECRETS!

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Stop spending so much! Stop working so hard! Let America's most frugal gardener show you how to stretch your gardening dollars till they scream for mercy—and grow the beautiful, bountiful garden you've always dreamed about. It's easy once you know the secrets...

- Exotic plants for pennies! Blue potatoes, "Moon and Stars" watermelons, mesclun, and more. (Page 13)

Easy-growing flowers for FREE! 18 annuals, 13 perennials and biennials. Ah! The glories of a garden filled with lush blooms that didn't cost one red cent! (Page 76)

- Nifty little seed starter. All you need is an old shoebox and a strip of foil—perfect for basil, tomatoes, and peppers. (Page 81)
- Low-cost gazebos, decks, patios, and arbors. Ten easy ways to build award-winning garden structures—even if you're not handy with a hammer. (Pages 214-215)

- **FREE MULCH!** Why pay for it? There are services near you that will gladly load up a truckful of shredded leaves, bark, or wood chips and drive it right to your home for nothing! (Page 38)
- The best trowel money can buy. It will only set you back \$10—and last 10 times longer. Now that's a frugal deal! (Page 94)
- **48 water-thrifty flowers.** They look wonderful without extra water—annuals, perennials, and ornamental grasses. (Page 31)
- Train your lawn to resist drought. Bill-cutting watering method that promotes a deeper root system—and keeps your yard green even during those long dry spells. (Page 157)

16 herbs that plant themselves!

So eager to grow, they self-sow year after year. (Page 21)

11

The one book that gives you everything you need to go from good enough to garden galore—with change to spare!

- Beautifully crafted 280-page hardcover with over 200 illustrations, plus charts, checklists, and simple step-by-step building plans
- No-nonsense cost-cutting tips for plants, tools, soil, maintenance, design, and garden projects
- Exclusive list of where to buy seeds, bulbs, flowers, herbs, vegetables, tools, and more—including vendor names, addresses, phone numbers, e-mail addresses, and Web sites
- Plus extra hints for shopping smart and where to find free stuff

YOURS FREE for 21 days!



- Money-wise water gardens. Add beauty and charm without the expense. No digging. No installation. (Page 260)
- Save-your-wallet shrubs. How to get big plants for small prices. (Page 61)
- Forget those price tags! The secret store policy that lets you get lower prices at your local garden center on just about anything. (Page 48)
- Stop weeds in their tracks—permanently! Use a special edging technique and creeping weeds and grass will be forever powerless to invade your beds. (Page 104)

- **DRY AND JAR YOUR OWN HERBS.** Simple 6-step method lets you sidestep the supermarket and refill your spice rack for FREE! (Page 27)
- Fifty perennials from a single plant? Yes! A few minutes work in spring, and by midsummer you're in perennial heaven. (Page 64)

- Forget the expensive gadgets and gizmos. You can do all your gardening with just five tools. No kidding! (Page 93)
- Ingenious "mini-hose." The perfect length for that special job. So simple, so clever, you'll wonder why you never thought of it before! (Page 121)

Low-cost, no-cost meadow mixes. Create a low-maintenance meadow garden that sustains itself year after year. (Page 162)

- Instant romance for summer nights! Create a breathtaking patio beneath a shady tree—with nothing but gravel and inexpensive torch lights. (Page 216)

- **Plants with built-in pest resistance.** They fight off bugs so you don't have to! (Page 176)

FREE garden ornaments!

Where to get wrought iron gates, stone finials, birdbaths, and other decorator touches at little or no cost. (Page 219)

- **10 organic, homemade bug sprays.** Easy-to-mix. Easy-to-use. All from soap, molasses, pepper, and other items you already have around the house. (Pages 184-187)
- **Hide bare soil fast!** Twenty-eight quick-growing ground covers that multiply faster than a sixth-grader doing the times tables. (Page 60)
- Discover the annuals that are closet perennials. And you can make them live forever—even in cold climates. (Page 59)

Smart ways to stretch the season. Be the last gardener in your neighborhood to harvest sun-ripened tomatoes. (Page 192)

- **No-pile compost.** The laziest way ever to improve any soil from clay to sand—and save \$50 or more a year! (Page 133)



RODALE'S 3-GENERATION MONEY-BACK GUARANTEE!

THE FRUGAL GARDENER is so valuable, so jam-packed with dollar-stretching tips for your garden, you'll refer to it again and again over the years. And you'll probably want to pass it along to your children and grandchildren. So we've extended our usual lifetime guarantee to cover three full generations in your family. If you, your children, or your grandchildren are ever dissatisfied for any reason, just return it for a full refund. Even 50 years from now!

Never edge again! Learn the trick of using hard-surface borders—to cut mowing time and eliminate the need for hand clippers along walls, fences, and walks. (Page 34)



Mail the enclosed FREE-Preview Card today to try all these frugal gardening secrets—and hundreds more—**FREE for 21 days! Plus get a FREE GIFT just for looking!**



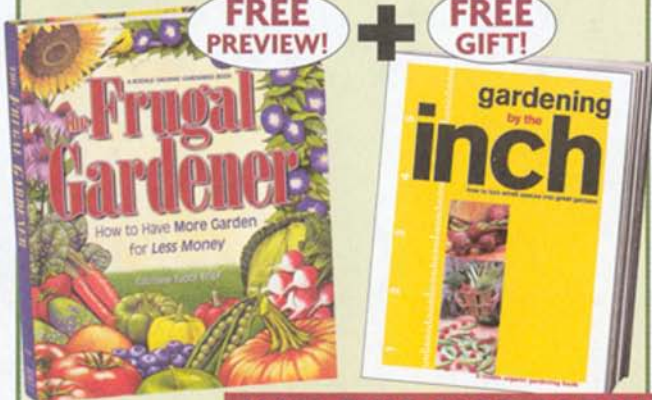
Discover the easy, frugal gardening secrets of how to...

Grow Twice the Garden for Half the Cost

12

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PREVIEW!

FREE
GIFT!



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Tear along dashed line and mail this card today. No stamp

20

FREE-PREVIEW CARD

SEND NO MONEY. YES! I want to discover how to have more garden for less money. Rush my FREE-preview copy of THE FRUGAL GARDENER. If I decide to keep the book, I'll pay for it in four very frugal monthly installments of only \$6.99, plus postage and handling.

OWE NOTHING. If I'm not completely satisfied—for any reason at all—I'll use the enclosed merchandise return label to return the book within 21 days of receiving it at no cost to me. But the FREE GIFT, *Gardening by the Inch*, is mine to keep FOREVER—no matter what.

3-GENERATION MONEY-BACK GUARANTEE! Your satisfaction is unconditionally guaranteed for as long as you, your children, or your grandchildren own this book. No strings attached.

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(But we bet you'll
never use it!)

We're sure THE FRUGAL GARDENER will help you grow twice the garden for half the cost. Try it for 21 days FREE. If you're not absolutely delighted, just use the free label at left to return it. You don't pay one cent to try it or send it back. And remember, THE FRUGAL GARDENER is unconditionally GUARANTEED for three full generations. So, if you, your children, or your grandchildren are ever unhappy—for any reason—use the free label at left to return it anytime for a full refund. Even 50 years from now! Simply seal the book back in its carton, affix the label, and drop the carton into any mailbox. It's that easy.

Monthly Copywriting Genius #52

Copy Comments

1. Secret of Secrets: Let your prospect in on a secret. The secret here is getting twice the garden for half the cost.
2. Secret of Pole Vault Past Obstacles: Inflate the promise, make it bigger and bolder.
3. Secret of Show, then Tell: Show the reader using analogy, stories, examples... then tell him about the product
4. Secret of Reason for Urgency: Give the reader a reason to act now
5. Secret of the Barstool Test: Write in a conversational tone
6. Secret of the Silent Usher: The sub-head is a way to bring people back into the copy
7. Secret of Fascination Teasers: A way to create extraordinary curiosity in your reader by offering a tip, insight, question or statement that forces the reader to read on for further explanation
8. Secret of the Product USP (Unique Selling Proposition): This is where you state what makes the product different from all others. Turn the USP into a strong benefit.
9. Secret of Fascination Teasers: A way to create extraordinary curiosity in your reader by offering a tip, insight, question or statement that forces the reader to read on for further explanation.
10. Secret of Accentuate the Positive: Focus on the positive aspects of the product benefits.

11. Secret of Reason for Urgency: Give the reader a reason to act now.
12. Secret of Value Proposition: Make an almost unbelievable offer... one that the reader absolutely cannot say, "No," to. The deal is so good, it rings of value, either because the price of the product is deeply discounted, the premiums given are in-depth and invaluable or the guarantee removes any risk.
13. Secret of Upfront Deal: A direct approach (specific details about cost, etc.) that works well if your product is better than others.
14. Secret of Nordstrom Principle: Make the buying experience easy and accommodating.
15. Secret of Reason for Urgency: Give the reader a reason to act now.
16. Secret of Value Proposition: Make an almost unbelievable offer... one that the reader absolutely cannot say, "No," to. The deal is so good, it rings of value, either because the price of the product is deeply discounted, the premiums given are in-depth and invaluable or the guarantee removes any risk.
17. Secret of Audacity: Make an audacious claim or promise but don't explain it right away.
18. Secret of Audacity: Make an audacious claim or promise but don't explain it right away.
19. Secret of Fascination Teasers: A way to create extraordinary curiosity in your reader by offering a tip, insight, question or statement that forces the reader to read on for further explanation.
20. Secret of Benefit Statement: On the reply device or order form, remind the reader of the reasons he should be buying this product by highlighting, in a paragraph, one of the product's benefits

Design Comments

1. The large typeface stands out and forces reader to take notice. The colors represent theme of package.
2. Notice how each picture has a caption that represents an emotional reaction.
3. The font looks like it's done on a typewriter. It's very easy to read. Good use of margins on each side of the body copy.
4. Each tip is set off in its own box with a graphic image next to it. Also notice how each tip is numbered. This conveys to reader they are getting a lot of gardening tips for free.
5. Each fascination teaser is indented and set off with green bullet. This is eye-catching as well as easy to read.
6. Good use of colors to capture the reader's attention.
7. The product and premium are shown. Each has nice cover art and looks valuable.
8. The three important words in the headline are in extra large type and in a different color than the body copy.
9. The action the writer wants the reader to take is not only in its own box, but set in nice bold type.
10. Every aspect of this brochure is done well. Good color throughout. The photos used help convey a strong message.

11. The inside of the brochure is done so the reader can pick and choose what to read. The bullets are enhanced with photos. The headline is in large type.
12. The reply device is the last piece the reader touches. Notice how the product is shown to reinforce the buying decision.