

Hypnotic Traffic Tools

**How 183 Viral Marketing Tools
Can Help You Double Your Sales**

By Dr. Joe Vitale



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How to Get Started

One of the most difficult things to do in starting any business, including an Internet business, is getting started right. In order to get the most out of your relationship with Nitro Marketing, we've created some first steps you can take that will help you get a leg up in your business.

4 Steps You Can Take Today To Boost Your Online Business

STEP 1: Has your "Big Break" eluded you up until now? Nitro now offers everyone a way to work with us on rewarding online projects and get paid, no matter what level of experience you currently have.

We have 3 different routes you can go down, all the way from teaming up with us as one of our Nitro "Project Managers", to receiving all the tools and step-by-step training needed to show you how to start your own internet business from scratch.

We even offer you a way to make money with just an idea, basically you give us your great idea, and we turn it into a business and you sit back and get a cut of the profits. Get all the details on the 3 specific programs at:

www.NitroProjects.com

STEP 2: One hour, dozens of great ideas, and years of fat profits... Listen in for free as successful marketers and business owners share their secrets to success with you every month. It'll be the best 90 minutes you spend every month – GUARANTEED! Sign up for free at:

www.NitroWebCasts.com

STEP 3: If you like this product, we'll pay you to tell others about! Nitro Marketing has one of the most lucrative affiliate referral programs on the Internet.

- 60+ high converting products
- Lifetime commissions on everybody you refer
- Residual commissions on our popular monthly services
- Commissions as high as \$100 and \$200 per sale.
- Super easy tools and training to help you tell others!

Find out more and sign up for free today at:

www.NitroAffiliates.com

STEP 4: You can get free samples of many of the products available from Nitro Marketing so you can check out the quality of the information and tactics. Profit from the information, knowledge, and tools available to you at:

www.NitroMarketing.com/products.html

People Who Bought HYPNOTIC TRAFFIC TOOLS Also Bought...

Over the years, we've developed a very good relationship with our community of budding – and very successful – Internet marketers. And, we've noticed that one of the overriding characteristics of the successful marketers is their lifelong commitment to ongoing education – they never stop learning.

In order to succeed in this business, you need to immerse yourself not only in the latest technology and trends, but also in the fundamentals of direct marketing. Good copywriting is the single most important skill you can learn, followed closely by a genuine understanding of human nature.

As you absorb the powerful content of "*Hypnotic Traffic Tools*," I'm sure you will be looking forward to the next great learning vehicle. So, here are some of the products that complement the information in "*Hypnotic Traffic Tools*":

- [Hypnotic Library](#) – The Hypnotic Library Super Package is a CD-ROM packed tight with a complete collection of Joe Vitale's popular series of hypnotic marketing products.
- [Magic Words That Bring You Riches](#) - Written by Ted Nicholas, widely recognized as one of the greatest direct marketing wizards of all time. In "Magic Words" Ted reveals the 17 magic words that can make you a fortune.
- [Psychological Triggers](#) - "Triggers" is a groundbreaking book that takes you deep inside the caverns of the human mind and reveals secret strategies you won't find elsewhere. No weapon ever forged in marketing has been as powerful as the knowledge of psychological triggers that cause people to buy what you're selling.
- [Advertising Headlines That Make You Rich](#) - David Garfinkel has been called the, "the world's greatest copywriting coach." He's a successful results oriented copywriter and his new ebook shows you exactly how to adapt proven money-making headlines to your business.
- [How To Create Net Profits On Demand](#) - This is a complete audio and video course, with workbook manual, on How To Create Net Profits On Demand. Although the creator of this product, Joshua Shafran, has just recently started teaching his system, he has an amazing track record. In less than 4 years, he has created 20 businesses that have made over \$ 30 million dollars. He has created a quick and easy bulletproof SYSTEM that has stood the test of time and consistently cranks out the profits. This is the exact formula Nitro uses to roll out successful project after successful project after successful project...

For more information about the complete lineup of powerful Nitro products, simply visit:

www.NitroMarketing.com/products.html

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Introduction: Why Use Hypnotic Traffic Tools?

Remember the Trojan Horse? What was the purpose of it?

That big horse had one main purpose: To slip in something else.

That's what a good Hypnotic Traffic Tools will do for you. It will give you a "horse" that people will want and as they ride it, you will sneak in your sales message and create your traffic.

How does this work?

One of the most powerful ways to increase your traffic and sales is by persuading other people to give away, publish, link-to, read, buy, subscribe, visit, sell, or sign up for your content.

Content is usually an article; something of value people will want. It's much like a newspaper has stories (the content) to get you to read their ads.

Online, your ad -- your "horse" -- will be placed somewhere within the content.

Your content can come in all different shapes and sizes, such as e-zines, e-courses, e-books, articles, e-reports, press releases and Web site content. Also, don't forget about user-generated content like message boards, e-mail discussion lists and chat rooms.

Why do you have to use a Hypnotic Traffic Tools these days?

People have trained their brains to ignore ads because they usually see hundreds of them every day. On the other hand, content is very hypnotic because it draws people to your Web site or ad without sounding or looking like an ad. That's why content can bypass the conscious mind and go straight into the subconscious mind.

When you use content that's related to your Web site or product, it can get people interested in your offer without them even realizing it. Once they are interested, they won't be able to resist reading your ad, visiting your Web site or buying your product.

Obviously, this is very hypnotic.

You are selling without anyone being aware of it happening.

And just like the Trojan Horse delivered its secret, your Hypnotic Traffic Tools will deliver your sales message.

Let's jump in and see how all this works.

Chapter 1: The Amazing Benefits of Creating Hypnotic Traffic Tools

Just what can you expect from creating Hypnotic Traffic Tools? Whenever you write an article that, like the Trojan Horse and its hidden cargo, secretly contains a plug for your product or service, you are doing several things:

- 1. You'll brand your Web site, business and yourself by including your name, business name, your credentials, Web site address and/or e-mail address with your content.**
- 2. You will become known as an expert on the topics you write about.** This will give you and your business extra credibility that will help you compete against your competition.
- 3. Your content could be published all over the Internet if you allow people to give it away, sell it or republish it.** Of course your ads will be in the content.
- 4. You will get free advertising by trading content with other publishers.** This will allow you to save money or spend your profits on other forms of advertising and marketing.
- 5. You might get extra income from people wanting to hire you to write other articles, e-books or even asking you to speak at seminars.** This is a great way to multiply your income.
- 6. You'll gain people's trust.** If they read your content and like it, they won't be as hesitant to buy your product or service. You will then be able to increase your profits.
- 7. You can pull the reader into your ad with the content.** Content-attached ads usually draw a higher response than ads all alone. Content with ads can also be more noticeable than ads standing alone.
- 8. You can submit your content to related places that allow it.** You have newsgroups, Web site directories, e-mail announce lists, message boards, e-zines, freebie directories, discussion lists, chat rooms, Web blogs, etc. It's endless.
- 9. You can sell the content or use it as a free bonus to help sell other products.** You could also use it as a free bonus for visiting your Web site, subscribing to your e-zine, joining your affiliate program, etc.
- 10. You could change the format of your content to create more traffic tools; like turning an e-book into an e-course.**
- 11. You can allow your affiliates to customize your content with their affiliate links.** This could increase your sales and theirs.
- 12. You can increase your link popularity in search engines when someone publishes your content on their Web site.** That's an extra link back to your Web site.
- 13. Your content could end up in print publications as well.** A lot of print publications now

look towards the Web for free, quality content.

14. You can increase your Web site visitors, e-zine subscribers and sales by publishing quality and/or original content.

15. You can use content in a recession or slow economy to cut costs and increase profits.

They cost little or no money to create and all it really takes is a little time. I'll show you how to easily decrease the time and effort it takes to write your own traffic generators later on this e-book.

Chapter 2: The Most Popular Types of Hypnotic Traffic Tools

Free E-books/E-reports

These are electronic or online versions of books or reports. They can be downloaded like software or be read on the Internet just like a Web site. They are usually in pdf, exe or HTML format.

For example, Joe Vitale and I offer a free e-book called Hypnotic Sales Letters. You can download it by visiting <http://www.ldpublishing.com/> or <http://www.mrfire.com/>. It has our product ads at the beginning and end of the e-book.

This is a great example of a Hypnotic Traffic Tool. People share the book, promote the book, download the book, and use the book. And every time they do, they see our ads in the book!

Free E-zines

These can be compared to e-mail or HTML versions of print newsletters or short magazines. They are both sent by e-mail directly or indirectly, just telling the subscriber the Web site where he or she can read the issue.

For example, I publish a free e-zine called Hypnotic Selling Strategies at <http://www.ldpublishing.com> and Joe Vitale publishes a free e-zine called News You Can Use at <http://www.mrfire.com>

E-zines can also just be opt-in or announcement lists. The publisher may announce new product releases, Web site updates, contests, news alerts, etc.

There are also user-generated e-zines commonly called e-mail discussion lists. Everyone who subscribes can send content, questions and answers to the list. All the subscribers will get the discussion or content messages as they are sent, unless they subscribed to a digest version that allows them to get all the messages grouped together, usually once a day.

Free E-courses

These are a divided series of articles, lessons or other information that are published on a follow-up autoresponder. When a person e-mails the autoresponder address, he will receive his first lesson via e-mail within seconds or a few minutes. Then usually every one or two days they will receive the another lesson until the e-course is complete. I've seen e-courses that have ranged from one lesson clear up to 20 lessons long. The most common are 7 lesson e-courses.

For example, I offer a free 8-Part Hypnotic Selling E-course at <http://www.ldpublishing.com>. Joe Vitale offers 2 free e-courses, one called Recession-Proof Marketing and one called Easy Marketing Secrets at <http://www.mrfire.com>.

To show you how effective these free courses are, Joe landed a client who paid him \$25,000 after she received his free e-course!

Free Web Site Content

These can be articles, Web site directories, search engines, free stuff directories, message boards, web blogs, chat rooms, online games, web audio, web video, etc.

Free Reprint Articles

These are articles or small pieces of information that you allow other online publishers to republish free of charge if they include your resource box or a small ad underneath the article. You can submit your articles directly to the publishers via e-mail, display them on your Web site/e-zine or submit them to free reprint article directories/e-mail lists.

Closely related to a free reprint article is a press release. It usually contains information related to your business that's newsworthy. The media will sometimes publish the whole press release or use bits and pieces to write an article about it.

For example, I offer a downloadable file of over 150 free reprint articles on my Web site <http://www.ldpublishing.com> and Joe Vitale offers a huge directory of articles at his Web site <http://www.mrfire.com>

Chapter 3: 15 Places to Find Your Next Hypnotic Traffic Idea

- 1. Online Bookstores** -- Write content about a subject that relates to one of their best sellers or one that has an excellent review. In other words, do a little research. Discover what books are selling like crazy right now. Then write an article about that subject.
- 2. Affiliate Program Directories** -- Find some highly-rated content affiliate programs and write something similar.
- 3. Newspapers/Magazines** -- Find top stories or topics that are probably going to be headlines for a while and create a related content.
- 4. Television** -- Check out news channels, talk shows and documentaries to find your next content idea.
- 5. Search Engines** -- Type in a keyword phrase that relates to your topic and write content on some of the highest ranked Web sites.
- 6. Discussion Boards** -- Create content based on which questions are being asked and what topics are being discussed.
- 7. E-zines** -- Subscribe to e-zines that are related to your writing preference. You will get ideas from the articles and even the ads.
- 8. E-mail Discussion Lists** -- Follow the discussions that seem to go on for a few days. They can usually give you good ideas for content.
- 9. Free E-book Directories** -- Download and read free e-books to get ideas for your content. The e-book's ad can also give you good ideas.
- 10. In Your E-mail Box** -- Read the spam, solo ads and opt-in ads you get in your e-mail box. They may give you a good idea.
- 11. Newsgroups** -- Most newsgroups are full of ads or they're dead these days, but once in awhile you'll find a good discussion topic. Use them to get an idea.
- 12. Books** -- Reading books can give you many ideas. It could be a full book, the summary on the back of a book, the table of contents, etc.
- 13. Radio** -- Listening to the radio online or offline is a simple way to get good ideas. There is the news, as well as talk shows, experts being interviewed, etc.
- 14. Movies** -- Relax and watch a movie at home or in the theater. Seeing a subject that is totally off topic can trigger a good content idea.

15. Article Directories -- Read plenty of online articles. You could convert one simple idea from an article into content.

Chapter 4: 12 Reasons People Won't Use Your Hypnotic Traffic Tools

These reasons may not apply to all types of content and situations. But knowing these reasons can help you come up with good content people *will* use.

- 1. Your content doesn't interest the person or the publisher's target audience.** People sometimes won't read or use content that doesn't personally interest them or their audience.
- 2. Your content's topic isn't related to the person's Web site, business or e-zine.**
- 3. Your content contains too much hard-to-understand jargon and slang.** If people don't understand it, they know their audience is unlikely to understand it either. If it's absolutely necessary for you to use jargon and slang, then try to explain it using examples or defining the terms within your content. Make your writing so simple a child could understand it.
- 4. Your content's format can't be read by the reader or isn't accepted by the publisher.** The different formats could be exe, text, HTML, PDF, rtf, doc, autoresponder, e-mail, etc.
- 5. You require too many conditions for reading, using or publishing your content.** For example, like asking people for too much personal information to subscribe to your e-zine or e-course. Another example is to tell an e-zine publisher to send you a courtesy copy when they publish your free reprint article.
- 6. Your content reads and looks like an advertisement.** Don't have the topic of your content being a product you sell. One exception could be a product review.
- 7. You didn't edit your content.** Most people won't read or publish unedited content. Check your grammar and spelling. Allow someone else to read your content. Read the content to yourself silently and out loud. Have someone read the content to you. You don't want any dead links in your content. You don't want to use all capital letters. Make sure to use plenty of transitions so your content flows together well.
- 8. Your content isn't "skimable."** Use headings, sub-headings, short sentences, short paragraphs, short words, a lot of white space, etc. People don't always have a lot of time to read all of your content. You want your content to get straight to the point so they won't have to fully read and search for the information.
- 9. Your content isn't talking directly to the reader.** Use plenty of instances of "you", "your" and "you're" in your content. You know what I mean. Write your content in a conversational tone (like you are talking to them in person). It will make your reader feel special or important. Add your own personality to the content, too. You could tell a joke or show some of your emotions using exclamation points, question marks, smiley :) faces, etc.
- 10. You didn't include your publishing guidelines with your content.** A person won't publish or give away your content if they don't know they have permission. Tell them they can publish

your content freely as long as they include your ad(s) or resource box. You may also want to include a copyright notice in your content.

11. Your content's title doesn't grab the person's attention. Treat your content title as a headline. You can find attention-grabbing content title ideas by just reading headlines in sales letters and ads, or by reading other content. If one grabs your attention, it could likely work for your content title. (But don't copy it word for word.) Maybe you'd like to get the headline generating software described at www.saleslettersthat sell.com.

12. You didn't give the person extra publishing or giveaway options for your content. You could tell them they can publish it, sell it, give it away, customize it, use it as a bonus, etc. You can give them permission to change, format or edit it the article to fit their publication or use.

Chapter 5: 99 Ways to Persuade People to Use Your Hypnotic Traffic Tools

Here is a giant collection of 99 ways to increase the chances of your content being used. Under each tip are some related ad copy templates or phrases you could use.

1. Tell people how many helpful links and resources are in your content.

(No.) helpful links

(No.) resources

2. Tell people how long it took you to write or compile your content.

(No.) years in the making

Took (No.) hours to create this

Spent countless hours researching

3. Tell people how many pages are in your content.

(No.) information-packed pages

Countless pages of...

4. Tell people how many chapters or lessons are in your content.

(No.) information-rich chapters

(No.) knowledge-packed lessons

5. Tell people how big your content's download file is.

(No.) KB of information

Over (no.) MB of information

6. Tell people your content is completely original.

100% original information

No filler information

No rehashed information

7. Tell people your content comes with reprint or master reprint rights.

100% royalty free resell rights

Keep 100% of each sale

Free reprint rights

Free resell rights

Royalty-free reprint rights

Sell an unlimited number of copies

Sell as many copies as you want

Distribution rights included

Comes with full resale rights

8. Tell people you want their attention with a good headline.

How To...

Discover...

Imagine...

Attention...

Warning...

9. Tell people that you offer full-time help with your content.

24 hours a day, 7 days a week

24/7 customer service

Call anytime toll-free

10. Tell people they can sell the content and earn commissions.

Comes with free reseller program

Join our affiliate program

Earn money selling

11. Tell people your content is a complete resource on the subject.

Covers every detail

Covers everything

All in one place

It's all covered in

It's all here

12. Tell people they have a choice of content.

It's in PDF or exe format

Listen to the audio or video version

Subscribe to HTML or e-mail

Take your pick of e-zines

13. Tell people your content is based on a real life experience.

Based on a true story

Based on my life experiences

Real world examples

14. Tell people your content will answer all their questions.

Answers hundreds of your questions

It won't leave your questions unanswered

15. Tell people your content is popular.

Best-seller

Very popular

Over (no.) copies downloaded in (no.) days!

People from all over the world have read it

(No.) people have already subscribed

Over (no.) sold but yours free

16. Tell people your content can be accessed in minutes or seconds.

Can be instantly downloaded

Download it in minutes

Fast and easy access

Immediately downloadable

Click here to read

Get (no.) lessons in (no.) days

Your first issue will arrive in minutes

17. Tell people your content is easy to understand.

Clear language

Clearly explained

Clearly written

Easy to understand

Easy to read

Written so a baby could understand it

Written in everyday language

Written in plain English

Jargon-free

Straightforward

Straight-to-the-point information

18. Tell people your content is easy to follow.

Step-by-step

Step-by-step directions

Step-by-step instructions

Takes you step-by-step

Highly organized

Simple-to-follow outline

It walks you through

Helps you every step of the way

19. Tell people they can only get the content from you.

You won't find this in (location)...

You won't see this anywhere else

20. Tell people they will receive regularly scheduled free updates of your content.

Up-to-the-minute updates

Updated weekly

Free monthly updates

Get periodic updates

21. Tell people they have plenty of ways to get your content.

Download it here

Send an e-mail to

Fill out our web form

Click here to subscribe

22. Tell people they will learn secrets within your content.

Unlike any other

Uncover insider techniques

Uncommon information

Never before seen information

Never heard of information

Learn closely-guarded

Experts won't share this

Behind the scenes look

Top secret!

23. Tell people you don't hold any information back.

Uncensored

Everything exposed

Everything from -- to --

Spill my guts

Learn everything from A to Z

Learn everything from start to finish

24. Tell people how much time they'll save by using your content.

Save yourself years of research

We've researched everything for you

Don't waste your time researching

25. Tell people a repeated or new selling point using a P.S. or strong closing.

P.S. Remember, all the bonuses...

P.S. As stated earlier...

P.S. Remember you have the option of...

P.S. If you're not totally convinced yet...

26. Tell people your e-book has the newest information.

No outdated information

No recycled information

No rehashed information

No same-old information

A fresh approach

A new twist

Discover new tricks

Exclusive information

Fresh information

Latest information

27. Tell people your content is easy to use and navigate through.

Fully searchable

Clickable chapters and pages

Highly organized

Logical order

Easy navigation

Reveals all

Organized table of contents

Over (no.) searchable chapters

User-friendly

28. Tell who endorses or who has given you testimonials for your content.

Endorsed by...

Readers say...

Here's what others are saying...

Comments from some satisfied customers...

Here are some testimonials...

See what the experts say...

29. Tell people they don't have to be an expert to learn your information.

For a beginner or pro

For a novice or expert

Great for beginners

No previous experience needed

30. Tell people they can read a sample excerpt or chapter from your content.

Download a free version of

Get a sneak peak at some free excerpt

Read chapter # (no.) now

Read past issues

31. Tell people your content is packed with information.

Endless supply of () information

Jam-packed with advice

A wealth of information

A huge collection of...

A massive collection of...

A gold mine of information

A full archive of...

Crammed full of...

Chock full of...

Jam-packed

32. Tell people your content is accurate.

Accurate information

Cold hard facts

Thoroughly researched

No misinformation

33. Tell people they can customize the content with their own links.

Add your own links

Customize it for your own needs

Install your own affiliate links

Add your Web site address

Use your own ads

Personalize it

34. Tell people your content would be a valuable reference.

Encyclopedia-like

Easy reference

Handy reference

A deluxe reference

Essential reference

Helpful reference

Right at your fingertips

Think of it as your personal companion

35. Tell people that the information is proven.

Time-tested

Proven strategies

Battle tested

100% tested and proven

36. Tell people your content is limited.

Sign up before it is gone

Limited edition

Subscribe before (day, date, time)

Copies are limited

Time sensitive offer

A strictly first-come, first-served based

I will only allow (no.) e-zine subscribers at any one time

37. Tell people they have no risk at all using your content.

Guaranteed

I personally guarantee

All the risk is on me

Unsubscribe at any time

No obligation

No commitment

38. Tell people they get freebies for using your content.

Free report

Get (no.) bonuses

(No.) free gifts

You'll get (\$) worth of bonus gifts

Get (no.) freebies valued at (\$)

Free e-zine

Free e-book

Free shipping

Free ad

Free consulting

Free coupon

39. Tell people your content includes classic information.

A (year) classic

Forgotten secrets

Ancient secrets

Classic

Timeless information

Timely ideas

Rare strategies

40. Tell people your content is collectable.

Limited edition

Only giving away (no.) of this version

Add it to your series

Only () autographed copies left

Get one freebie every week

41. Tell people how valuable your content is.

Just one benefit might make you rich

This tip alone is worth (\$)

42. Tell people when your content will be or was released.

Just published

Just released

Will be released on (date)

Reserve your subscription

43. Tell people how much authority, expertise or credibility you have to persuade them to use your content.

Author of...

I've written...

Owner of...

...MD

...Ph.D.

Doctor...

Member of...

I have () degree(s)

I've taught () seminars about

I've written over () on

44. Tell people how detailed your content is.

Detailed description of

Detailed report

Detailed table of contents

Exactly how to

In-depth

In-depth report

Specific instructions

Precise details

45. Tell people all the benefits of your content using a bullet list.

- How to...
- Discover which...
- (No.) hot reasons
- A blueprint for...
- Learn how to...
- The hidden secrets...

46. Tell people they can give your content away as a bonus product.

Use it as a bonus

Increase your sales with it

Give your customers incentives

47. Tell people how the content will increase their traffic by publishing it, giving it away or linking to it.

People will flock to your Web site to read it

Increase your visitors publishing this report -- your visitors will love it

48. Tell people how they will increase their e-zine subscribers by publishing, giving away or linking to your content.

You'll increase your readership

People will subscribe quicker with a bonus

Your e-zine subscribers will worship you

49. Tell people how many experts, famous or reputable people use your content.

Check out some of the celebrities who subscribed

Look at this list of experts who downloaded it

Below is a sample of the major companies that read it

50. Tell people your content is error-free.

It's professionally edited

Fully proofread by experts

51. Tell people they can republish your content for free.

This (content) may be freely published

This (content) may be given away

Permission is granted to republish this

Forward this (content) to a friend

52. Tell people they can have your content for no cost if they take a certain action.

Bookmark our Web site

Subscribe to our e-zine

Sign up for our e-course

Join our affiliate program

Send our web page to a friend

Make this your start-up page

Publish our article

Run our ad

Buy our product

Purchase my affiliate product

Participate on our message board

Give us a testimonial

Refer 3 people to our site by e-mail

Join our opt-in list

Enter our contest

Trade advertising space

Give away our free e-book

Agree to buy future products

53. Tell people how short and effective your content is.

Learn (benefit) by only reading (no.) pages

Be (benefits) in only minutes

54. Tell people they can get a discount on your product by using your content.

(No.)% discount for subscribing to our e-zine

Buy our (product) for only (\$) when you publish

(No.)% on your next purchase if you link to

55. Tell people they can buy your main product or acquire it at no cost if they take a certain action.

Buy it for (\$) or get it for free if you

It costs (\$) but I'll give it to you for free when you subscribe to our e-zine

Sign up for our e-course

Send our web page to a friend

Make this your start-up page

Join our affiliate program

Publish our article

Run our ad

Refer 3 people to our site by e-mail

Join our opt-in list

Trade advertising space

Send this page to a friend

Give away our free e-book

Bookmark our Web site

56. Tell people your content has been seen in popular media outlets.

As seen in (the magazine(s)/e-zine name)

As seen on (the TV show)

As heard on (the radio station)

As mentioned on (TV, the radio)

As mentioned on (the Web site)

57. Tell people your content has recently been updated.

Now in its (no.)th edition

Version (no.)

Just updated on (date)

58. Use reverse psychology and tell people not to use your content.

Don't download it

Don't subscribe to our e-zine unless

Only serious businesses sign up

59. Tell people your content is password protected to make it seem more valuable.

Confidential location

Member sign-in

Password required

Subscriber login

Get your password and user name

60. Tell people they could win a certain prize if they use your content.

Win (\$) for...

Win (\$) prizes for using...

Every 100th subscriber will win...

61. Tell people the ratio of people who use your content.

(No.) out of every (no.) visitors...

Every 4th person downloads...

62. Tell people how excited you are about your content.

I'm so excited about...

I can't wait to tell you...

This (content) excites me because...

63. Tell people the retail value of your content.

Worth (\$)

That totals (\$)

A (\$) value for free

64. Tell people when they use your content, their personal information will be kept confidential.

Your information is completely confidential

Your information will never be sold

Your information will never be leased

Your information will never be rented

Your information will never be seen by any outside organization

Your e-mail address is strictly confidential

We will never pass your e-mail on to a 3rd party

65. Tell people that they have to apply to use your content to make it seem more valuable.

Apply to receive

Apply now

Fill out an application

66. Tell people how long you've been in business or online.

It's in our (no.)th year

Been publishing since 19...

We've been online for (no.) year(s)

I've been in business for (no.) decades

67. Tell (give) people a compliment that will persuade them to use your content.

You are an intelligent person because...

You are a smart entrepreneur because...

You are a creative marketer because...

You have a great reputation because...

You are a talented businessperson because...

You are a skilled web master because...

68. Tell people to tell themselves they want to use your content.

Yes! I am ready to (benefit) -- subscribe me now

I can't wait -- subscribe me now

Great! I want to learn how to

69. Tell people your content is free.

Free of charge

Won't cost you a penny

No cost

100% free subscription

No charge for signing up

No fee for subscribing

No investment needed

70. Tell people to take action and use your content.

Subscribe Now!

Click and Send Now!

Enroll Now!

Download It Now!

Sign Up Now!

Read It Now!

Join Today!

71. Tell people to give you feedback about your content so you can improve it.

E-mail me with your comments

Feel free to e-mail any concerns or questions

I will answer your e-mail personally

72. Tell people how many other people had to buy your content, but they're getting it for free.

(No.) had to pay (\$) for this but you don't

People have paid up to (\$) but it's yours for free

We used to sell it for (\$) but it's yours for no charge

73. Tell people the kind or type of content they will get.

Tips

How-to articles

Advice

Interviews

Reviews

Excerpts

Checklists

Transcripts

Pictures

Case studies

Stories

Tactics

74. Tell people you will pay them to use your content.

Get (\$) for signing up

Receive (\$) for just subscribing

Make (\$) per sale

(\$) per click

Add your affiliate links

75. Tell people the price of the content divided by a number of benefits or features if you are selling it for them to use.

Only spending (\$) per tip

Only investing (\$) per benefit

Only investing (\$) per chapter

Only paying (\$) per page

Only paying (\$) per word

76. Tell people a story that will persuade them to use your content.

Once upon a time...

Just the other day...

One day...

Way back in (year)...

Last week...

Last year...

(No.) years ago...

(No.) months ago...

In (year)...

One sunny day...

77. Tell people what their friends, family, customers and others will say, think, do, feel as a result of them using or not using your content.

Flirt with them

Talk to them

Yell at them

Praise them

Listen to them

Buy their product

Be proud of them

Be shocked by them

Be bored by them

78. Tell people to imagine what will happen if they use or don't use your product.

Imagine

Fantasize

Visualize

Pretend

Envision

See yourself

Picture

Think about

79. Tell people the positive or negative emotions and feelings they will get from using or not using your content.

Attractive

Adored

Angry

Blue

Bored

Cheerful

Challenged

Confident

Comfortable

Disappointed

Embarrassed

Enthusiastic

Excited

Frustrated

Happy

Hopeful

Liked

Loved

Passionate

Secure

Shocked

Sympathetic

80. Tell people the benefits of using your content.

Save time

Make money

Save money

Increase sales

Increase traffic

Get a bargain

Retire early

Be successful

Gain new leads and customers

Beat competition

Target other potential markets

Grow your business

Increase e-zine subscribers

Become rich

Build profitable alliances

81. Tell people to remember a past experience that would persuade them to use your content.

Remember...

Recall

Reflect back on...

Look back to when...

Drift back to...

82. Tell people your content doesn't hold anything back.

Uncut

Uncensored

Unedited

83. Tell people your content isn't an ad by using a content-related headline.

How To...

Free Report!...

Learn...

Discover...

Uncover...

...Exposed.

...Revealed.

...Explained.

Secrets Of...

Top (No.) ...

Breaking News!

Special Alert!

Special Report!

Our Latest Article!

(No.) (Adjective) Ways...

(No.) (Adjective) Tips...

(No.) (Adjective) Strategies...

(No.) (Adjective) Techniques...

(No.) (Adjective) Tactics...

(No.) (Adjective) Secrets...

(No.) (Adjective) Ideas...

(No.) (Adjective) Benefits...

(No.) (Adjective) Reasons...

(No.) (Adjective) Questions...

(No.) (Adjective) Steps...

84. Tell people your content is a helpful tool.

Valuable tool

Detailed templates

Handy reference

85. Tell people the specific and detailed benefits of using your content.

By (no.) %

In (no.) minutes

Less than a week

86. Tell people you will use their content if they use yours.

Let's trade content

Win/win deal

Let's swap content ads

87. Give people a metaphor that will persuade them to use your content.

Subscribing is like...

Publishing my article is like...

Giving away our e-book is like...

88. Tell people you both have something in common to persuade them to use your content.

We both know...

Like you, I also...

89. Tell (ask) people questions you know they will agree (answer yes) with to persuade them to use your content.

...don't you?

...right?

...won't you?

...aren't you?

90. Give people a choice of instructions which mean the same thing, to persuade them to use your content.

You can subscribe to my e-zine or read it

You can read our free e-book or give it away

You can publish my article or show it to your subscribers

91. Tell people your content is collectable.

It's constantly updated

I released a new version every month

Collect all (no.)

92. Tell people how much you believe in your content.

I strongly believe...

I personally guarantee...

I have no doubt in my mind that...

93. Tell people it's common sense to use your content.

In every instance...

Everyone knows...

Most people know...

Most of us...

Let's face another harsh reality that...

You've probably heard...

...Because...

Everyone...

Everywhere...

...Always...

Everybody...

...Never...

The fact of the matter is...

The question is...

The problem is...

To further reinforce this fact...

There is only one solution to this...

The correct thing to do is...

The right thing to do is...

That's not...

You are never...

What is important...

The reality is...

What is really going on is...

The truth of the matter is...

There is no reason for this...

What the true of meaning of this is ...

There is no other way to...

You are absolutely right ...

This must be what is going on...

What does this all mean...

It is quite obvious...

Any expert will agree that...

What this all means...

As a matter of fact...

The important thing is...

Here's the truth...

94. Tell people facts that will persuade them to use your content.

Scientific Fact:

Read these facts carefully

Proven Fact:

Here's a fact for you

FACT!

Absolute Fact!

Pure Fact!

Here's the bottom line...

This fact is verified by...

Want more proof?

A new study conducted by (insert word) proved...

Face it...

This fact is verified by...

This statement is supported by...

Studies will soon prove that...

Many studies have already proven that...

The future will prove this fact:..

95. Ask people questions about their past, present or future that will persuade them to use your content

Are you...?

Ask yourself...?

Can I show you...?

Can you...?

Can't you...?

Couldn't you...?

Did you...?

Do you...?

Did you feel...?

Did you like...?

Did you note that...?

Did you realize...?

Did you know...?

Didn't you...?

Do I have it right?

Does...?

Doesn't...?

Haven't you...?

Have you...?

How come...?

How do you...?

How does...?

If...?

Is it possible that...?

What could...?

What do you...?

What would you do if...?

When will you...?

Which of the...?

Why is...?

Would you...?

96. Tell people something about themselves that would persuade them to use your content.

I sense you...

I know you...

I picture you...

You probably feel...

I'm sensing that you...

You're likely thinking...

97. Tell people what other people have said so that will persuade them to use your content.

I read in a (source) that...

I saw on (source) that...

I heard on (source) that...

I heard from...that...

(Source) heard...

(Source) saw...

(Source) felt...

(Source) told me...

(Source) says...

(Source) said it tasted like...

(Source) says it sounds like...

(Source) said it looks like...

(Source) stated...

(Source) thinks...

(Source) has/have proven...

(Source) studies show...

(Source) tests show...

(Source) surveys show...

98. Give people an indirect command that will persuade them to use your content.

You might want to...

You may want to...

Possibly you should...

You may realize you...

Naturally you will...

Surely you will...

I trust you'll...

99. Give people a vivid description of your content, using plenty of adjectives and words that attract the senses.

Feel

See

Picture

Taste

Hear

Smell

Blue

Rough

Bright

Loud

Chapter 6: How to Easily Create Hypnotic Traffic Tools Without Writing Them Yourself!

One of the easiest and fastest ways to write content is to have others write it for you. You just send one e-mail to a group of knowledgeable people asking them for related content for the e-book, article, etc., you are writing or compiling.

For example, here is a sample e-mail or "content request." Don't use it as a template. You will have to change it for your own particular content.

I would send something like this e-mail if I wanted to write a free e-book with tips about how to increase your e-zine subscribers.

Subject: I need your help?

Dear Friends,

My name is Larry Dotson. If you don't know me I've written a lot of articles and e-books on Internet marketing. You can check out my main Web site at <http://www.ldpublishing.com>

Like you, I'm always looking for new ways to increase my e-zine subscribers. I'm currently compiling an e-book of tips and ideas on how to increase e-zine subscribers. These tips will mainly be for e-zine publishers and opt-in mailing list owners. Could you take a few moments to write down some of your best tips and ideas? Please only submit content that you own the intellectual property rights to (e.g. copyrights, trademarks, patents, etc).

I will be giving away the e-book. I can give you a copy of the e-book once it's finished. It will be a win-win situation for all of us. I'll get free content and you'll get an e-book full of new tips and ideas. Also feel free to plug your Web site or business underneath your tips.

After I receive your replies, I'll compile them into one e-book. I may or may not use all of your tips. If I need to edit any of the tips, I'll contact you to get your final approval and permission.

Please e-mail your tips and ideas to bizreport@sssnet.com or visit my Web site to use the automated form. <http://www.ldpublishing.com>

Please let me know any questions and concerns you might have.

Sincerely,

Larry Dotson

P.S. I will need the tips submitted by Oct. 30, 2002 or I won't be able to use them. Also, you'll lose out on the free copy of the e-book and a plug for your business.

Your content requests could ask for specific or general tips, give people a list of interview questions to answer, ask for fiction or non-fiction stories, ask for free articles, ask for a list of resources or lists, etc.

It just depends on what kind of content you want to create.

Chapter 7: 16 Important Elements to Include In Your "Content Requests"

You can use all or some of these elements in your requests.

1. Make sure the group of people you are sending your content request to are educated in the information or subject you are seeking. If they are not, it will be a waste of time. For example, if your own e-zine is about online marketing, it would not be a good idea to send a content request for gardening tips.

2. Make sure you set a time frame or deadline when you need or want the content by. This will get people to act faster and help you get your project completed faster and/or on time.

3. Make sure to personalize your message (if possible). It will grab people's attention and they will read your request for content quicker. It also won't look like you're sending it to hundreds of thousands of people. If you can't personalize it, it would be a good idea to use the following in your Subject box or headline: "I need your help!" "Can you help me?" "Can you do me a favor?" Most people have been taught to help people in need or that it's only polite to do a small favor for someone. The other option would be to use the benefit you're offering them like: A Free E-book!, Get Free Publicity!, etc.

4. Make sure you introduce yourself and/or business. Give any helpful or persuasive background information, like telling them what you both have in common; it will help them like you and give up their content quicker. Also tell them anything that will show your authority or credibility so they will trust giving their content to you.

5. Use vivid descriptions of what they will get in return for giving you their content. Make it appeal to their senses and imagination. Also, use any metaphors, stories and analogies that would be persuasive.

6. Make sure your content request looks and sounds professional. You don't want to have spelling or grammatical mistakes. Always proofread it several times. Keep it organized and logical. Make the request sound simple. Highlight any important or persuasive words and phrases. Write it like you talk. Make sure a child could understand it. Use short words, sentences and paragraphs. Use positive words. It should be clear and easy to read. It should be free of jargon they wouldn't understand.

7. Make sure to give your audience a compliment or two. Flattery does work. Include information that leads them to believe you know them personally. Most people think they're smart, right? You could say, "I just had to ask you first because I know how educated and experienced you are in increasing your own e-zine subscribers."

8. Make sure to sound human. Show your emotions. If you're excited and enthused about your information product offer, they will be too and give you some content. Use exclamation points, smiley faces ☺, and capitalize emotional words!

9. Make sure you give people a few choices or options. It'll make them feel like it's their own idea to submit their content to you. For example, "I allow you to either get the e-book for free, or place your ad at the end of the e-book, or get a discount on the e-book and plug your ad at the beginning of the e-book."

10. Make sure you include words like: win/win, benefit, profit, gain, fair, equal, etc. This will help persuade them that you both win.

11. Make sure you make them feel like they are getting more out of the deal. Offer them a huge list of incentives. For example, free things to give away, cash, discounts, free advertising, percentage of sales, etc. You could also put the dollar amount beside each item or total it up at the end. This will show them what a bargain they are getting.

12. Make sure you clearly explain how you will be using the person's content in your information product. If they don't understand they may not give it to you. Plus there won't be any misunderstandings that could cause problems down the road for you. For example:

Are you going to be selling it?

Are you going to be giving it away?

Are you going to allow others to give it away?

Are you going to be selling the reprint rights?

Are you going to be offering an affiliate program?

Are you going to be selling the master reprint rights?

Are you going to be selling the customization rights?

Are you going to be converting it to other info formats?

Etc.

13. Make sure you are specific about the content you are seeking. You don't want a bunch of content that you don't need. Plus it will save you time if you don't have to resend your e-mail request again.

14. Make sure you are protected. It would be a good idea to have your lawyer write up a clause that protects you from being liable from content that these people submit to your e-book or information product. For instance, the person may not be the rightful copyright, trademark or patent owner of the content. The content could be damaging, in some way, to people reading it. Or any other clause or disclaimer your lawyer recommends. You just never know. You could include it in your e-mail and in your information product.

15. Make sure to get the person's final approval if you have to edit or change their content submission in any way. If you don't want to edit or proofread, or don't know how to, you could offer an editor or proofreader a plug in your e-book in exchange for their services.

16. Make sure your content request contains all the information they need to make a formal decision but leave room for negotiation, questions or concerns. For example, "Please let me know any questions and concerns you might have." Also, be prepared to answer any questions that the people might have.

Chapter 8: 10 Places to Send Your "Content Requests"

You will likely only need to use one of these methods depending on how populated they are. If you want your e-book to be huge, you may want to send your one e-mail to multiple places.

1. You could send it to your list of e-zine subscribers.
2. You could send it to a related e-mail discussion list that would allow it.
3. You could send the e-mail and bcc (blind carbon copy) it to a targeted group of knowledgeable people or experts that you have selected.
4. You could post it into a related chat room that would allow it.
5. You could post the e-mail on a related message board that would allow it.
6. You could post the e-mail on a related web blog that would allow it.
7. You could trade or buy a space in another e-zine to send your e-mail message.
8. You could post your e-mail on your Web site.
9. You could set this up as an automated form on your Web site and lead people there from your e-mail.
10. You could trade or buy a space on another Web site to post your e-mail.

Chapter 9: 11 Ways to Persuade People to Give Up Their Content or Ideas

You'll find most people willingly and quickly give you the content you ask for. But if you want some extra persuasion to add to your requests, here are 11 of them.

1. Offer them a free plug for their business, product, Web site, etc.
2. Offer them a free copy of the information product once it's done.
3. Offer them a discount on the information product once it's done.
4. Offer them a discount on another product you sell.
5. Offer them a free product that you normally sell.
6. Offer them the first opportunity to join your affiliate program.
7. Offer them the reprint rights or master reprint rights to the information product.
8. Offer them a free ad on your Web site or in your e-zine.
9. Offer them an e-book, a free copy of the information product with their own customized affiliate links (if you allow people to give it away as a viral marketing tool).
10. Offer them a free copy of the information along with free monthly or yearly updates to it.
11. Offer them up front money, like \$5 per tip or in the form of a contest. You could say, "You'll win \$100 if your idea is chosen to be published on the first page!"

Bonus #1: Four Sneaky Ways to Sell Within Your Content!

by Larry Dotson

As you've probably heard or know from experience, most banner ads are failing. And even other forms of advertising are starting to become weak, like text link ads, buttons, pop-up ads, e-zine ads, etc.

If you rely on advertising I have an idea for you: It is to blend your advertising message right into your e-zine or Web site content.

Write content in which a mention of your product (or someone else's) could be easily embedded. Your banner ad could be a short tip and you could suggest people click on it to learn more tips.

If you're selling advertising space on your Web site or in your e-zine, offer your clients a content ad instead of the traditional banner or classified ad. Your job would just to write some content that would support the product. This is more work, but you might sell a lot of ads.

1. Use your Web site as an example in your content.

An example:

For example, at my own Web site <http://www.ldpublishing.com> I use a blue and gray background.

2. Include your Web site address in a list of resources in your content.

An example:

These Web sites offer free business related e-books.

<http://www.mindcontrolmarketing.com/>

<http://www.ldpublishing.com>

<http://www.....com>

<http://www.....com>

3. Break your content into small sections with an ad. It's like a car crash. It runs them straight into the ad.

An example:

3 Secret Selling Blueprints!

by Larry Dotson

1. Allow your prospects to imagine you both have a strong bond. A powerful way to bond with your prospects is to tell them a secret in your ad copy. Tell them the only people who are learning the secret are the people who read the ad. This will make them feel like they're included in a special group of people. When you tell people a secret, it makes them feel important and

creates a strong bond. It will also create trust and rapport. Example: Please don't let anyone know I'm releasing this top-secret information to you...

FREE E-book! "Hypnotic Sales Letters: 92 Hypnotic Sales Letter Templates!" Just Add Your Product Information And...
BAM! You've Just Written A Hypnotic Sales Letter In A Few Minutes! Visit: <http://www.ldpublishing.com>

2. Have your prospects imagine that you believe in them. People want other people to believe in them. You should write your ad copy in a way that shows you believe in your prospects to solve their own problems. Example: I know you have the courage to change your life using our product.

3. Allow your prospects to imagine that you're leading them to a better life. Most people like to be lead. They often choose to be followers rather than leaders. That is why it is important to use action commands in your ad copy. Your copy words must become the leader to get them to take action. Examples of action commands: Order Now! Improve Your Business!

4. Tell a story.

An example:

Just the other day a friend of mine visited my Web site
<http://www.ldpublishing.com> and loved it. And so...

If you think about it, I sneaked my ad and Web site address into this bonus 4 times. ;)

Bonus #2: 11 Hypnotic Text And Word Tricks That Sell!

by Larry Dotson

Before you can sell anything, you need to grab your readers' attention. There are many text and word tricks that can make your headlines or titles extra appealing.

Below are eleven strange and unusual tricks:

1. Use a headline that contains two appealing words and one that is totally unrelated.

For example: Money! Freedom! Cows!

2. Write your headline without any spaces.

For example: Writeatthespeedofuninterruptedthought!

3. Write your headline backwards.

For example: !thguohT detpurretninU fO deepS ehT tA etirW
or

!Thought Uninterrupted Of Speed The At Write

4. Cover up some of the letters with Xs. For example:

Write At The xxxxx of Uninterrupted xxxxxxx!

5. Censor out one or two words.

Write At The Speed Of Uninterrupted CENSORED!

6. Use a fill-in-the-blank-headline.

Write At The Speed Of _____!

7. Write words that all relate but don't say anything!

For example: Money! Power! Freedom! Security!

Wouldn't these headline make you stop dead in your tracks?

They stimulate curiosity and imagination.

Of course your opening statement should explain why you use a strange headline or title on purpose. If not, they will think you're very unprofessional.

You could say: I'm glad my strange headline got your attention.

Now, if you don't want to go out on a limb you can use more traditional text and word tricks, such as:

8. Capitalize one or two attention-getting words.

Write At The SPEED Of Uninterrupted Thought!

9. Use extra spaces between words or letters.

Write At The S P E E D Of Uninterrupted Thought!

10. Underline a word or phrase.

Write At The Speed Of Uninterrupted Thought!

11. Use text symbols in your headline.

Write At The \$peed Of Uninterrupted Thought!

There are countless text and word tricks. You don't have to limit them to your headlines and titles, use them throughout your writing.

Bonus #3: How a Monkey Can Create Hypnotic Traffic Tools for You -- for FREE

by Joe Vitale

One day Paul Myers sent me a copy of his e-book, *The Amazing List Machine*. It reveals his tested ways for building your e-mail list. I read it, liked it, and planned to try out some of his ideas.

One of his tools for discovering what your clients and customers want from you is a simple survey. While I had run some minor surveys in the past, and have used them to create a little publicity, I had never explored them in any serious way. Myers' e-book prodded me to look at surveys in a more practical, money-making way.

Here's how I did it:

I had just finished a book project. I was eager to move on to a new one. I wondered if a survey could help me discover what my customers wanted me to write next.

This would be insightful. Rather than writing something and then trying to sell it to my list, I would ask my list what they wanted me to write. In a sense, I would let them "order" the next book from me. This idea excited me.

I sat down and generated a list of possible titles. Any of these would be fun projects for me to turn into books. The trick was to find out what my *customers* wanted me to write next. I was doing my best to stay out of the decision-making process.

I went to www.surveymonkey.com and composed a survey using their free template. While the resulting survey was OK, I wanted better than "OK." So I paid \$19.95 for one month of access to their fully loaded survey generator.

Now I could add a logo and an exit page, among other bells and whistles. An exit page is where people go when they exit the survey. In other words, you can control what they see next. I loved that idea. I set up the exit page to land on the new Special Report on CASHevolution by Mark Joyner. Now I was *really* excited. I could take a survey, and do some selling, too.

Once I was done setting up my survey, I sent out this simple e-mail to about 2,000 names off my master list:

Hi. Can you take about three minutes
and take this survey for me? It's quick and
easy and would be a favor to me. Thanks. -Joe
<http://www.surveymonkey.com/s.asp?u=97077126734>

Talk about excitement! It was like being at a horse race (not that I've ever been to one). I couldn't wait to find out which titles would win, and which would lose.

Which title would be the big winner, anyway?

Within 24 hours, 358 people had responded to the survey. To my amazement, the title "Confessions of an Internet Whore" was dead last in popularity. NOBODY wanted me to write that book. I would have lost a bet on that title (which proves you have to test everything in marketing). I thought it was pretty good. So much for how smart I am.

The title that everyone clearly wanted me to write was *Buying Triggers*. The problem with that -- which I realized *after* I created the survey -- is that my friend, Joe Sugarman, already has a fantastic book out with almost that exact title, and virtually on the exact subject. So I figured I wouldn't try to bump heads with *Triggers*, Joe's excellent book.

Now what?

I have a survey that shows several titles are popular and several are dead beats. And the winner in the survey is one I don't want to write.

Well, what can I do with *that* kind of information?

I decided to hold another survey. I went back to SurveyMonkey and created a more focused and much easier survey. I dropped the losing titles from the first survey. I dropped the title I didn't want to write, too. So now the list of book projects is slim. And I gave people one option: Choose the book you would buy right now. That's it. No other choices. And this time I made the exit page land on *The Millionaire's Mindset* Web site.

Then I sent out this e-mail to the same 2,000 people who I had reached the day or so before:

Hi. I'm now having a quick one-question "run-off" survey to determine what book is next. Could you take a moment and answer it? It's at <http://www.surveymonkey.com/s.asp?u=27590126852>

What happened this time around?

Again, within 24 hours I had my answer. The clear winner in this super hot title race was *Story Selling: Slipping Into Your Customer's Mind*.

But then I began to wonder if the title should be *Story Selling* or *Hypnotic Story Selling*.

Which would sell better? Which would my list buy?

While the first title is strong, the second fits in with my best-selling line of "Hypnotic" titles, from *Hypnotic Writing* to *Hypnotic Selling Tools*.

Which title would get the most sales, anyway?

Since all I could do was guess, I decided to hold one last survey. So I went back to SurveyMonkey, composed a quick one-answer only survey, and sent this note to the same 2,000 people who had answered the earlier surveys:

Got a second to answer one final survey? See <http://www.surveymonkey.com/s.asp?u=84110128002>

Within minutes -- about 20 minutes, to be exact -- it was clear that *Hypnotic Story Selling* was nine times more popular than *Story Selling*.

Nine times more popular!

I would have lost many sales if I hadn't tested those titles!

Obviously, *Hypnotic Story Selling* will be my next book.

Now not only do I have direction on my next project, but I'm also reasonably guaranteed that once it's done, my customers will buy it.

And on top of all that, by controlling where people went after they exited the survey, sales for *The Millionaire's Mindset* e-book increased!

Is this cool or what?

The lessons here? Here are a few:

1. Test everything.
2. Run surveys to discover what your customers want.
3. You can use surveys to promote goods and services.
4. People love to take surveys.
5. Surveys can be as simple as one question. Finally, notice something else that just happened:

I said my next book project will be *Hypnotic Story Selling*.

Well, how did I just tell you about surveys?

Yes, with a STORY.

And notice what that story did: Yes, it taught you a few lessons. But more than that, it promoted Paul Myers' book, the SurveyMonkey site, Joe Sugarman's book, CASHevolutionC, *The Millionaire's Mindset*, AND my next book.

You've just experienced *Hypnotic Story Selling*!

So here's the point for you: Consider running surveys to discover what kind of content your readers will want. You can easily create Hypnotic Traffic Tools once they reveal their interests to you. And SurveyMonkey.com will let you make simple surveys for free. And then, whenever

you write a *Hypnotic Traffic Tool*, be sure you use the story form to convey your message. As you've just learned, stories are hypnotic.

Resources:

* Learn about Paul Myers' book at <http://www.TalkBiz.com>

* Create your own surveys at <http://www.surveymonkey.com/>

* Get Joe Sugarman's book, "Triggers: 30 Sales Tools You Can Use to Control the Mind of Your Prospect to Motivate, Influence and Persuade" at <http://www.amazon.com/>

* Read Mark Joyner's new CASHevolution report here: <http://www.aesop.com/cenews1.html?joevitale>

* Discover "The Millionaire's Mindset" at <http://www.themillionairemind.net/>

About the Authors

Larry Dotson is the author of 42 e-books and has a fee-based membership Web site. He has written over 150 articles on business-related subjects and has been published in countless e-zines and magazines. Larry first got online and began writing back in December 1995. On his Web site <http://www.ldpublishing.com> he offers free business related e-books and e-mail courses.

Larry's Web sites include:

<http://www.LDPublishing.com>

<http://www.HypnoticWritingSwipeFile.com>

<http://www.HypnoticSellingTools.com>

<http://www.SubconsciousInternetMarketing.com>

NEW! -- <http://www.HowToWriteHypnoticEndorsements.com>

NEW! -- <http://www.HowToWriteHypnoticArticles.com>

NEW! -- <http://www.HowToWriteHypnoticJointVentureProposals.com>

Joe Vitale is the world's first Hypnotic Marketer. He is President of Hypnotic Marketing, Inc., and author of way too many books to list here, including the #1 best-selling book *Spiritual Marketing*, the best-selling e-book *Hypnotic Writing*, and the best-selling Nightingale-Conant audio program, *The Power of Outrageous Marketing*.

Joe currently lives in the Texas Hill Country outside of Austin . When Joe isn't writing hypnotic copy, he's in his pool or driving his BMW Z3.

You can have Joe's proven marketing e-course -- Recession-Proof Marketing -- delivered to your e-mailbox every day for a week -- for FREE -- by sending a blank e-mail to: class@aweber.com

You can also get Joe's e-mail marketing course, *Easy Marketing Secrets*, free, by sending a blank e-mail to hypnoticmarketing@getresponse.com

Joe's Web sites include:

<http://www.MrFire.com>

<http://www.HypnoticWriting.com>

<http://www.AdvancedHypnoticWriting.com>

<http://www.CreateAdvertisingThatSells.com>

<http://www.HypnoticWritingSwipeFile.com>

<http://www.HypnoticMarketing.com>

<http://www.HypnoticSellingTools.com>

<http://www.SubconsciousInternetMarketing.com>

NEW! -- <http://www.ImpulseInternetMarketing.com>

NEW! -- <http://www.HowToWriteHypnoticEndorsements.com>

NEW! -- <http://www.HowToWriteHypnoticArticles.com>

NEW! -- <http://www.HowToWriteHypnoticJointVentureProposals.com>

Additional Nitro Marketing Resources

As you progress in your Internet marketing business, the most important thing you can do is continually feed your mind with good, solid information. In addition, you should use all of the tools available to reduce your workload and improve your results.

Nitro Marketing offers a host of resources to help you on your path to Internet success. Take a look at some of the tools below. We guarantee each and every product, and give them our strongest personal recommendations.

Below is a brief description of some of our top tools and resources to help you in your business. For more information about the complete line of the powerful Nitro products, simply visit:

www.NitroMarketing.com/products.html

Top Tools for Internet Success

- [Nitro Affiliate Program](#) - With the Nitro Marketing affiliate program you will earn a commission on every one of the 60+ different high-demand products and services we offer, including information from some of the best known names in the industry like Joe Vitale, Ted Nicholas, Joe Sugarman, and many others. All you have to do is refer somebody to any one of our sites using your affiliate link and if they buy anything from us, you will get a commission for every product or service they purchase then or at other times as well. Sign up for free as a Nitro Affiliate now!
- [Nitro Webcast Training](#) – Top notch solid, no-fluff training from experts who have proven success and who share their knowledge and expertise with you in an easy to use format. It'll be the best 90 minutes you spend every month!
- [What Works Now! News](#) – Would you like to have the inside scoop on the closely-guarded Internet marketing tactics that are working RIGHT NOW... the fresh, cutting-edge 'Money Making Playbook' that marketing millionaire's are using to rake in fistfuls of cash every single day? Get your free subscription today!

From the Nitro Marketing Team...

- [PowerfulOffers.com](#) - Learn how to Create Powerful Offers that Pull Massive Results: This multimedia ebook tutorial reveals our revolutionary formula for creating instant, powerful, irresistible offers that sell 477% more affiliate products (or ANY product online or offline) with just a few minutes of work, and teaches you how to recreate it for yourself instantly.

From Joe Vitale, The Hypnotic Marketing Series...

- [Hypnotic Library](#) – The Hypnotic Library Super Package is a CD-ROM packed tight with the complete collection of Joe Vitale's popular series of hypnotic marketing products.
- [Hypnotic Writing](#) - This course, by Joe Vitale shows you how to use "hypnotic" tricks in your writing to get people to more easily agree with you. A must for anyone who wants to write persuasively. The Original that started it all.
- [Advanced Hypnotic Writing](#) - The unparalleled sequel to Joe Vitale's blockbuster "Hypnotic Writing." It reveals how to use the phenomenon of hypnotic suggestion to turn your words into cash.

From Ted Nicholas, one of the world's most successful direct marketers...

- [Magic Words That Bring You Riches](#) - This ebook is written by Ted Nicholas, widely recognized as one of the greatest direct marketing wizards of all time. In "Magic Words" Ted reveals the 17 magic words that can make you a fortune.
- [How I Sold \\$400 Million Dollars Worth of Products and Services](#) - This monumental book shows you how to prepare profitable copy for your own business with Ted Nicholas' hard won marketing and advertising secrets.

From Joe Sugarman, one of the world's most successful direct marketers...

- [Psychological Triggers](#) - "Triggers" is a groundbreaking book that takes you deep inside the caverns of the human mind and reveals secret strategies you won't read anywhere else. No weapon ever forged in marketing has been as powerful as the knowledge of psychological triggers that cause people to buy what you're selling.

From Joshua Shafran...

- [How To Create Net Profits On Demand](#) - This is a complete audio and video course, with workbook manual, on How To Create Net Profits On Demand. Although the creator of this product, Joshua Shafran, has just recently started teaching his system, he has an amazing track record. In less than 4 years, he has created 20 businesses that have made over \$ 30 million dollars. He has created a quick and easy bulletproof SYSTEM that has stood the test of time and consistently cranks out the profits. This is what Nitro Marketing uses to roll out successful project after successful project after successful project.....

Remember, for more information on the entire line of Nitro Marketing products, visit

www.NitroMarketing.com/products.html