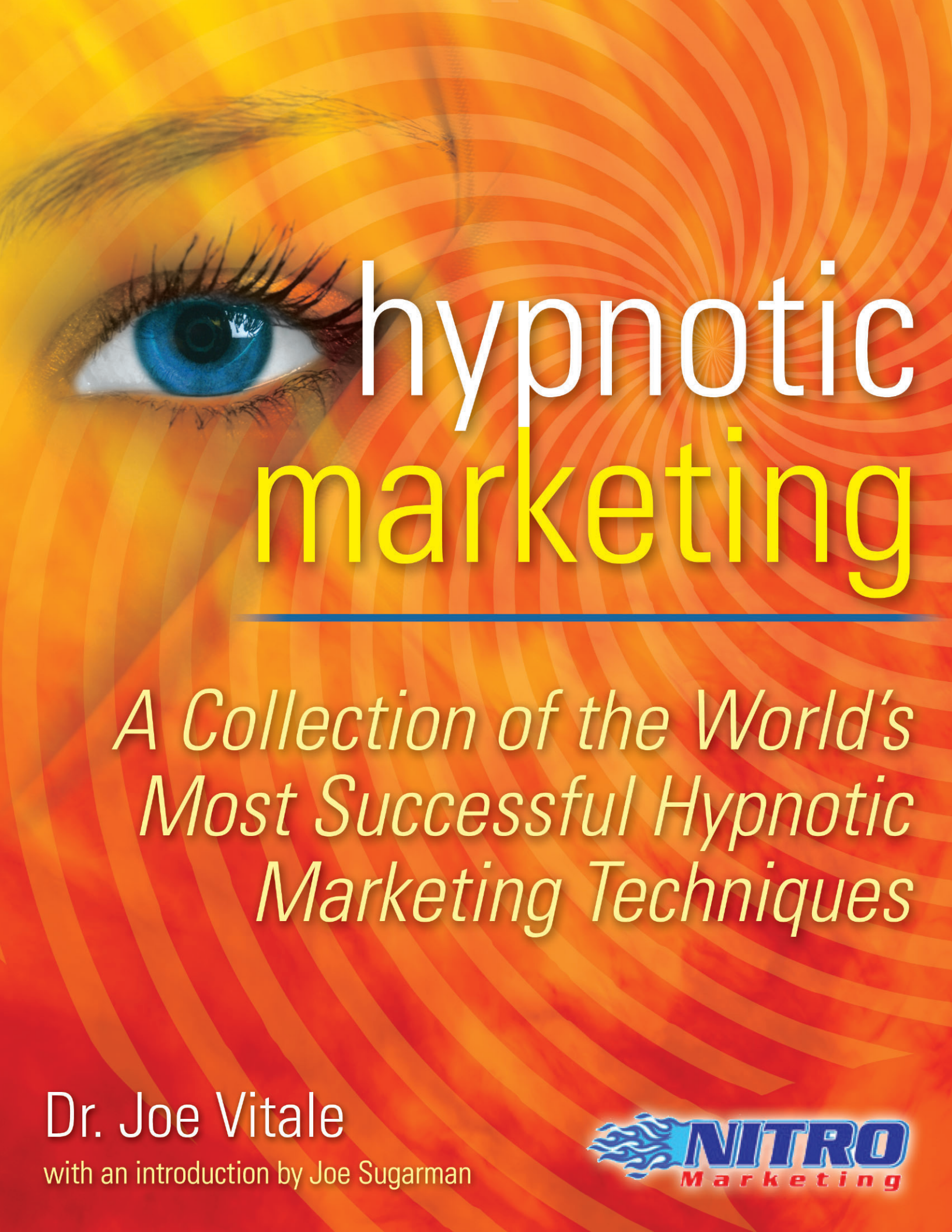




# hypnotic marketing

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*A Collection of the World's  
Most Successful Hypnotic  
Marketing Techniques*

Dr. Joe Vitale

with an introduction by Joe Sugarman



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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.

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As you absorb the powerful content of "*How To Write Hypnotic Articles*," 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 "*How To Write Hypnotic Articles*:"

- ☀ [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:

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# INTRODUCTION

*by Joe Sugarman*

I've been a big fan of Joe Vitale ever since I started reading his books and following his career.

In a relatively short period of time, Joe has catapulted to success unimaginable by even himself a few years earlier. But what has really impressed me about Joe is how he has used his skills of observation and common sense to communicate wisdom that took me years and millions of dollars to discover. How does he do it?

I have a theory. Joe loves to read. He reads more books than anybody I know. His library must contain every book on sales, public relations and marketing than you'll find in the biggest public library or any library for that matter.

And Joe loves to write. His copy is recognized as the most effective of any copywriter today. Combine his skill at writing with his skill at gleaning everything there is to know about his subjects-all combined with his personal experiences and you've got some idea of how much good information *Hypnotic Marketing* has in store for you and your business.

So it was truly a thrill to be asked by Joe to read *Hypnotic Marketing* and if I was so moved, write an introduction for the book.

After about the first several chapters I called Joe and told him, "Joe, I don't think your readers are going to fully appreciate the powerful information you have in this book."

*Hypnotic Marketing* is a collection of some of the most effective and useful tips on sales, marketing and the Internet that I have read. And after reading it, I was so inspired by several of his concepts that I have made sweeping changes in my advertising and marketing campaigns.

Joe covers the gamut from how to mentally and hypnotically prepare yourself for success-something that is critical in any endeavor. He shows how to take an average news release and turn it into a powerful selling tool. He explains in a few chapters how to generate so much free advertising that often a business can be created over night with practically no expense. And he relates all these lessons with personal experiences and stories that are riveting and have real life pay offs.

His advice on how to profit from the Internet is priceless. The secrets he reveals work and he's living proof that they do. For Joe is a practitioner-a man who has walked the walk and talks the talk. This is not a book by some theoretician, but rather by a practical and pragmatic man who has experienced both failure and success, and learned from both.

If you're like me, once you start reading this book, you won't put it down. And like I did, you'll find dozens of ideas that will influence you for years to come.

*Joe Sugarman*

Author of *Triggers* and numerous other books

## FOREWORD

### *HOW YOU JUST SAVED YOURSELF \$25,000*

Are you ready to learn the most powerful marketing strategy in history? I've seen people take the three key steps to creating a *Hypnotic Marketing* campaign and transform their world. Here's proof. (You'll be meeting most of these people in the pages of this book.)

One man became a millionaire.

One woman overseas got national attention for her product.

Another man created a wild idea that drove incredible new traffic to his website.

A chiropractor nailed coverage on prime-time national TV and was mentioned by Barbara Walters.

Still another man and his partner invented a new roll of toilet paper — and got their story picked up by the national news.

And I've managed to get national media coverage, sell out one of my books overnight, get people to pay me \$2,500 each to “attend” e-mail only classes, make my e-books global best-sellers, see my Nightingale-Conant audiotape program become a national best-seller, AND get people just like you to pay me \$25,000 EACH for the secrets you're about to learn in this new e-book!

The list goes on.

I'll tell you about them, and me, and how we did it in the e-pages of this, my latest e-book. You'll learn the inside tricks and secrets for grabbing minds, getting people to send you money, including how to grab the mind of the MEDIA and getting IT to pay attention to you. All of this is powerful, even off-the-charts stuff.

And many people paid a staggering \$25,000 each to have me show them this method and implement the secrets.

You, of course, just saved yourself a BUNDLE of money.

The thing is, none of this is that hard. Any one can do it.



Even a monkey.

One day I'll prove it by getting a monkey and sitting him here in front of my computer. For now, you can prove that this stuff works.

How? By reading this book, following the principles, and then implementing them. It's really that easy!

If I can create *Hypnotic Marketing* to make my clients rich — then you can do it, too. It all begins right here, right now, with a single click to get to the next chapter.

Make no mistake: This information is powerful, even potentially deadly.

What I mean is this: I am revealing the inside secrets to manipulating the media, and then people, to do YOUR bidding.

This is not some wild claim to get you buy this book. After all, you've already bought it. What I'm suggesting is that you use the secrets in this book to help people, not to harm them, manipulate them, or con them.

As I've said repeatedly throughout my career: Be sincere. Have something people genuinely want or need; something that will make their lives easier, and them happier and the world a better place.

Enough said.

Are you ready for fame and fortune — to be ruler of your business and tsar of your own career?

If so... keep reading!

# CHAPTER 1

## THE LAZY PERSON'S WAY TO HYPNOTIC MARKETING

I've thought long and hard about how to begin this first chapter ...

Well, that's not the truth.

Actually, I didn't think "all" that hard, really. What I did is what I want you to do right now.

What I did was plant a suggestion in my mind. I told myself, "I want to write a terrific book on *Hypnotic Marketing*. I want it to come easily, and I want the chapters to be clear and practical. I want my readers to love these ideas, get the message, and use what they learn to make money with my method."

That was step one.

Step two was to "let go."

What I did there was play. I went and did the laundry. All of it. (About seven loads.) I went and read books, such as *Grow Rich While You Sleep* by Ben Sweetland. I watched a little television. I played with the cat.

At one point Nerissa, my girlfriend, came downstairs and saw me lying on the couch.

"How's it going?" she asked.

"Going well," I said.

"What are you doing?"

"Writing my first chapter for my new book," I replied.

And that's what I — or at least another part of me — was actually doing as I lounged. Here's the formula I used and the formula I want you to get:

✨ **Step One:** I set an intention.

✨ **Step Two:** I let go and occupied myself with other things.

- ☀ **Step Three:** Is happening right now. When I got the urge, the inner nudge to start writing this chapter, I turned on my computer and started writing.

And here I am.

So I didn't think long and hard at all. But I did take the time to think about my intention — or outcome—and I did occupy my mind with other things until I felt the inspiration to start writing.

It's the classic formula for creating anything you want. And that's what you can do right now, today, as your first assignment in this course on *Hypnotic Marketing*.

In short:

- ☀ **Step One: Declare your intention.** What do you want to have happen as a result of reading this book? What is your desired outcome? State it so clearly the guy next door can understand it perfectly. In fact, go show it to him and see if he DOES understand it.
- ☀ **Step Two: Do other things.** Read this lesson. Read whatever books I suggest you get. Take breaks. Watch TV. See a movie.
- ☀ **Step Three: Act on your impulses.** As ideas come to you to help you achieve your outcome, act on them.

So chapter one begins with a mindset that business can be easy, that attracting what you want can be a breeze, and that wherever you are now will seem like dust in the wind once you put these lessons to use and warp-speed your business to the next galaxy.

Fancy words?

I think not.

As I write this, it's nearing the end of September, 2001. The advanced edition of my best-selling e-book has been selling and breaking records. (I'm referring to *Hypnotic Writing* and *Advanced Hypnotic Writing*.)

My *Spiritual Marketing* book has been selling so amazingly well that Amazon keeps reordering it and there are 33 five-star reviews of it there. It is listed number #22 on the 1stBooks.com best-seller list.

And of course, I just found the love of my life, the home of my dreams, the car that makes my heart race, and my last sales letter raised \$50,000 in only three days.

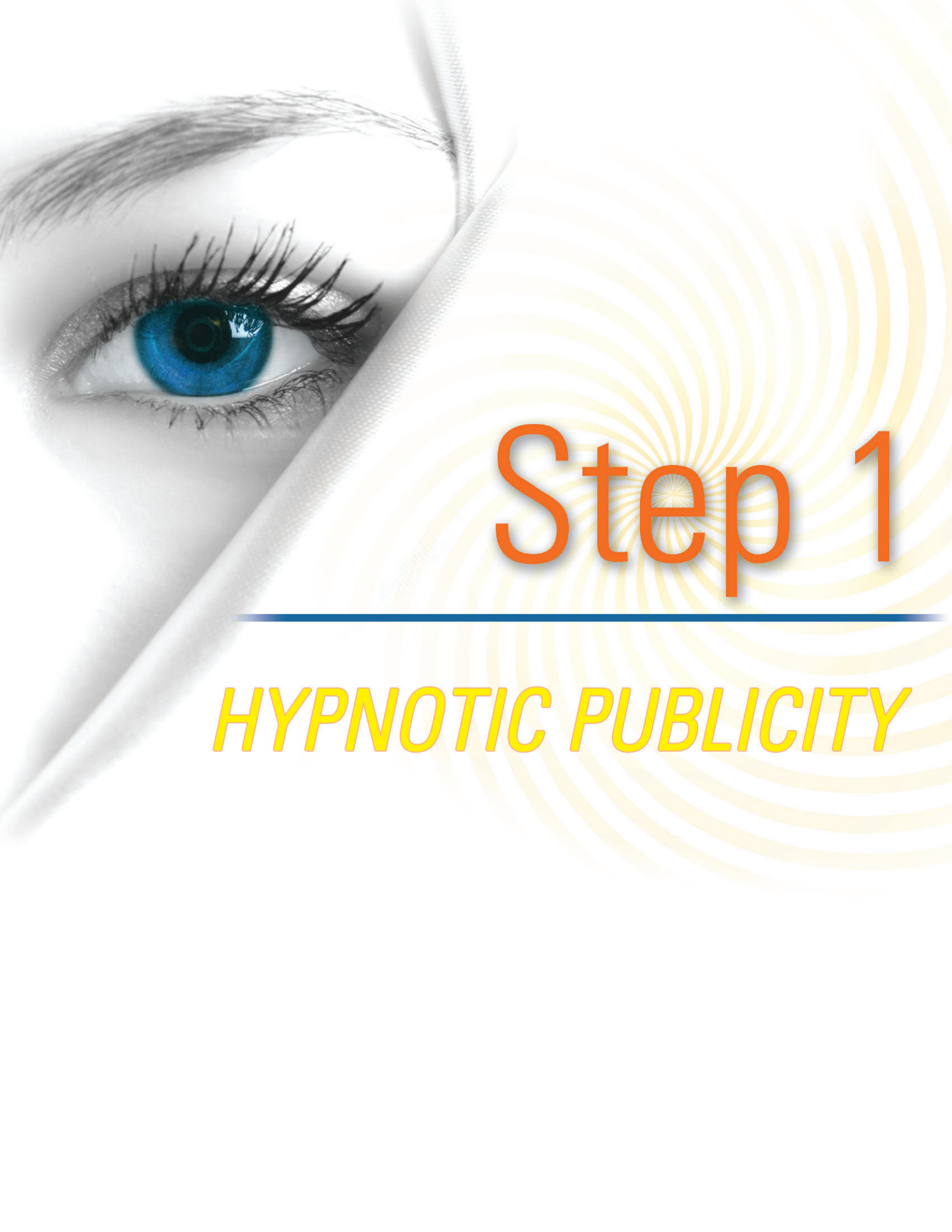
Life is good.

I'm not bragging. I'm using my life as an example of what is possible. And there are countless people far more successful than me. The point is, I started with nothing. I was homeless in Dallas . I struggled for 15 years in Houston . It wasn't until I learned about the easy path to success, the "Spiritual Marketing" approach, the *Hypnotic Marketing* method, that I knocked off my gravity boots and soared to the sky. You can have this kind of success — and far more.

So, this chapter is about having a \*mindset\* for success. It begins by realizing you CAN succeed, that there IS an easy way to greater wealth, and that this book WILL show you the formula to sell what you have to the public.

Now, let's get into the mindset of a Hypnotic Marketer ... and begin to explore the first step in the "Hypnotic Marketing Formula" ... a step that begins by stretching your mind with a "practically outrageous" idea or two ...





# Step 1

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***HYPNOTIC PUBLICITY***

## CHAPTER 2

### *HOW TO HYPNOTIZE THE MASSES WITH "PO" IDEAS*

If there's any term I want you to grasp today, it's one I just made up: "Practically Outrageous."

Call it "PO" for short.

What that means is this: You want to start coming up with ideas that are outrageous. Think of them as zany, or clever, or even crazy.

But add the word "practically" to remind yourself that you don't want "really" outrageous or crazy ideas, you want "practically" outrageous ideas.

And this also means they are practical in a business sense, meaning the idea makes money in some way.

In other words, if you want to succeed in business today, you have to stand out from the crowd. Good publicity can do that, and that's the first part of the *Hypnotic Marketing* three-step process. But the publicity has to be practical. It has to get people to DO something: Call, fax, email, visit you. SOMETHING.

You'll hear more about this new form of direct results publicity in a later chapter on E-DR Publicity. For now, I want to tickle your imagination by stretching your mind to be creative, risky, bold, daring.

And don't think you can't do any of this because you are a one-person business or a small operation.

That's precisely why you MUST think big!

In order to grab the masses with hypnotic publicity, you have to think bigger than you ever thought before and act bolder than you've ever acted before.

Relax. That doesn't mean you have to make a fool out of yourself or even appear on TV when you are shy. Again, this entire process can be easy and you can make it fit YOU.

Now stick with me on this. I'm trying to show you a new way of thinking.

Just let my words, and the stories to follow, seep in ...

## CHAPTER 3

### *FLYING MIDGETS AND THE PR FOLK HERO*

I gain a lot of inspiration from ballyhoo artists from the past. One such giant is still considered a folk-hero in the public relations business.

James Sterling Moran became a legend in the publicity business with such stunts as selling a refrigerator to an Alaska Eskimo. Moran pushed outrageousness to the outer limits to seize the attention of the buying public.

- ☀ He once searched for a needle in a haystack for 10 days to publicize a piece of real estate that was for sale.
- ☀ In 1946, he sat on an ostrich egg for 19 days, four hours, 32 minutes before hatching it, all to publicize *The Egg and I*, a best-selling book soon to become a film comedy starring Claudette Colbert.
- ☀ During the 1944 presidential campaign, he changed horses in midstream — literally — in a Nevada river after the ruling Democrats urged voters not to “change horses in midstream” by voting for Republicans in the middle of World War II.

In 1989, *Time magazine* called him “the supreme master of that most singular marketing device — the publicity stunt.”

As you can see, Moran knew how to be outrageous. But he also made his craziness practical. He tied what he did to a product.

One of Mr. Moran's cleverest schemes went nowhere in its time. An avid kite flier, he hit upon the notion of using kites to fly midgets over Central Park. The police refused to grant him a permit and nipped the scheme in the bud.

Morgan said, “It's a sad day for American capitalism when a man can't fly a midget on a kite over Central Park.”

Well, that example proves that you need to be practical in order to succeed today. I'm not sure what Moran was trying to sell with the idea of flying midgets on kites, so I'm not surprised it never, well, flew.

But notice how clever Moran was. You and I want to begin to think like him. In order to succeed at marketing your product with *Hypnotic Marketing*, you will need a little “practically outrageous” thinking.

Let's take this thought even deeper ...



## CHAPTER 4

### *EIGHT PROVEN RULES FOR GETTING PUBLICITY*

When Peter Shankman was downsized out of a job in 1998, he was nearly broke and not sure what to do next.

Of course, all problems contain new opportunities.

What his former employer couldn't take from him when they ripped away his access card was the inside knowledge of how media works. As a result, Peter's company, The Geek Factory, a public relations agency, expects to gross an incredible \$1 million in its second year.

How did he do it? By using publicity to his advantage.

Here are some publicity stunts that worked for Shankman — and the underlying rules behind them

**RULE 1:** Word-of-mouth is the best publicity, so give people something to talk about. When Shankman first launched his high-tech consulting business, he donned a sandwich board and stood on the corner of 51st Street and Park Avenue in New York. He handed out resumes and fliers, which cost him under \$30 to have printed. Two hours of effort — just two hours! — during a busy lunch hour netted him 189 phone calls, 74 interviews and 37 offers of work. He took on several opportunities, including the one that appealed most to him — helping the New Jersey Devils hockey team build their first website.

**RULE 2:** Reporters like stories that have a sense of immediacy, so look for ways to link your company's message to the big story of the day. Shankman didn't have enough money to buy the computer equipment he needed to get his new consulting business up and running. The hottest news and entertainment story of the day was the popularity of the hit movie Titanic. Shankman took his last \$1,800 and bought 500 T-shirts on which he had imprinted a picture of the ship and the words "It Sank — Get Over It." He took the T-shirts to New York's Central Park and set up shop, selling them for \$10 each. Two hours later, he'd sold all 500, making a tidy profit of \$3,750.

- RULE 3:** Toot your own horn. If you don't tell the media what you've done, they'll never know. So prepare press releases and get on the phone to the people you most want to hear your story. Shankman, a regular reader of *USA Today*, suspected that the writer/editor of his favorite column might be interested in his story, so he gave her a call.
- RULE 4:** Timing is everything. Shankman called on a slow Sunday, the slowest day of the news week. The *USA Today* editor was thrilled to hear from Shankman because it's hard to write a column when there's not much news. A bright, enterprising story like Shankman's made the reporter/editor's job easier.
- RULE 5:** Don't be old news. No media wants to report on events that have passed. Offering news about things while they are happening will not only get you valuable attention, but also sell more products. The first question the reporter/editor asked Shankman was whether he was going to continue selling the shirts because she didn't want to write about something that was no longer for sale. Shankman assured her he'd be selling the shirts. She asked where — on his website? Shankman didn't have a website, but he didn't let that stop him. "Yes," he said, "I'm selling them on my website." Then he went home and built a website.
- RULE 6:** Be prepared for the impact of your promotional efforts. Have the goods ready to sell and the systems in place to make it happen. The next morning, the Internet Service Provider hosting Shankman's site woke him up. The 35,000 responses to his site in three hours that resulted from the *USA Today* article had crashed four of the company's six servers, and they wanted to know if this was going to continue.
- RULE 7:** Don't stop now. Keep those press releases coming. While you can't always expect a published follow-up report, media outlets always like to know when they've had an impact, so share your success. In all, Shankman sold 8,000 T-shirts at \$15 a piece and, after paying his upfront expenses, pocketed about \$80,000 toward his business start-up costs. The ink from *USA Today* got picked up and published in such far-flung publications as the *San Diego Union Tribune*, the *New York Daily News* and *U.S. News and World Report*.

**RULE 8:** Be nice. Say thank you. Media people are customers too. After Shankman got his business off the ground and grew it in less than a year to eight employees, he decided to hold a picnic and invite people who had helped him out along the way. It ballooned into a skydiving party to which 75 media people and clients were invited. Among the guests who ultimately wrote about their experience were reporters from *Forbes magazine* and *Business Week*.

Shankman is modest about his successes and offers only one piece of advice.

“Don’t be afraid to do something stupid,” he says. “The worst that can happen is that it doesn’t work.”

Wise words indeed.

Remember, just let these ideas sink in.

In a way, what you are reading are hypnotic inductions.

They are stories for your “inner mind” to absorb, to help stretch your mind — and later fatten your wallet. When you’re ready, [click here](#) to find out how a former heavyweight boxing champion used media to sell sausage!

## CHAPTER 5

### PITCHING A HEAVYWEIGHT BOXING CHAMPION AND HIS SAUSAGE

Melody Campbell-Goeken, Public Relations Account Manager, for the Center for the Persuasive Arts, in San Antonio, Texas, told me this story ...

"I managed the George Foreman Sausage public relations account. I used the Internet to create a week long BUZZ campaign. I set up a bogus EVERYBODY LOVES GEORGE e-mail account on HotMail.com, and sent out 1 message every day to a list of about 600. This list included all local and food trade media, local 'talkers' and politicians.

"Our first message of the week was:

*'It's a bird! It's a plane! It's the start of George's campaign!'*

"We hired a plane to fly the message 'EVERYBODY LOVES GEORGE' on a huge banner over the city during peak drive times.

"Tuesday's e-mail was as follows:

*'If you missed the message in the Monday sky, pay attention the rest of the week ... The word on the street says that GEORGE likes it hot, and for now, that is all we can leak.'*

The e-mail was great. I only had a dozen people who requested that they be removed from the list, but we got lots of fun responses!!

We knew we couldn't go up against the Eckrich sausages of the world in advertising dollars, so we decided to create BUZZ about George. Some thought we were publicizing presidential candidate George W. Bush, others thought country music superstar George Strait was what's 'hot.' One of our sandwich boarders (word on the street phase), sporting a 'Everybody Loves George' sign, was stopped and questioned by the Secret Service during a unannounced visit by former President George Bush. This only added to the mystique of our campaign."

Clever! And the whole movement involves being "practically outrageous," which YOU can do, too.

Ready for MORE amazing examples of hypnotic publicity?



## CHAPTER 6

### *SHOW YOUR BRA!*

Something that always works to get hypnotic publicity is a contest — especially an outlandish one.

Gazebo, a full-service lingerie store in Northampton, Mass., gets truly hypnotic publicity from its annual “Show Us Your Bra” contest. The three-part project starts with the contest in which artists of any and all levels of talent create and name three-dimensional replicas of bras. There’s a bra made from matching red ketchup and yellow mustard squeeze containers.

There’s another called “De-fence” and made from barbed wire. Still another called “Eve’s Bra” and made from two halves of an apple — complete with a serpent!

The entries are judged, hung in a show, and auctioned. Their third annual auction was covered by CNN.

The group then creates a calendar of the most notable entries and sells it for \$20. With the assistance of sponsors, all proceeds from the auction and calendar sales go toward Gazebo’s Breast Form Fund which helps women obtain breast prostheses and post-mastectomy bras.

As you can see, this is an outrageous event that is also practical: It gets media attention AND it sells bras.

Visit their web site, check out details of the contest and view more bras then you’ll ever find anywhere else at: [www.the-gazebo.com](http://www.the-gazebo.com).

However, don’t get TOO mesmerized at that site, as you have the next chapter to read!!!

## CHAPTER 7

### 21 WAYS TO IDENTIFY STORY IDEAS ABOUT YOU OR YOUR BUSINESS

I'm not afraid to admit that I don't know everything. Just as you invested in this new book to learn more about *Hypnotic Marketing*, I'm always investing in books, tapes, and courses to learn more, too. The following is an excerpt from a great book by Joan Stewart and Tom Antion. It reveals 21 ways to identify story ideas about you and your business. I thought this excerpt (and their book) so good, that I asked their permission to use part of it here.

Here they are:

Does this sound like you?

You can't understand why the business reporter at your local newspaper has quoted your competitor in five separate stories but hasn't called you once.

Your company sends out more than two dozen news releases every year about new employees and promotions, but they result in little more than a few lines of type.

The 12-page speech your boss wrote when he spoke at the local Rotary Club luncheon would have made an excellent column for the local business magazine. But after you mailed it to the editor, you never heard a word.

If your attempts at media coverage have fallen flat, quit grumbling and start taking a proactive approach to free publicity by identifying interesting, compelling story ideas the media need.

Yes, NEED. Newspapers, magazines and trade publications have hundreds of thousands of column inches to fill. TV and radio stations have hundreds of hours of news and community interest programs they must broadcast. The number of media outlets is greater than ever, and competition is fierce for advertising dollars, viewers and subscribers. The secret to savvy media relations is knowing exactly what they want, then giving it to them.

Here are tickler questions designed to help you identify the best story ideas within your company or organization:

- ☀ **What's different?** Is your company doing anything unique, or different than your competitors? Examples: A professional speaker who gives a quirky, memorable free gift to every meeting planner who hires her. A web site company that gives its customers discount coupons good for a web site update for every referral a customer sends. An agency that buys creative toys for its employees to use during brainstorming sessions to get their own creative juices flowing.
- ☀ **The local angle.** Are you the local angle to a national or regional event? During the war in Kosovo, many local newspapers and TV stations ran stories about people in their own communities who kept in touch with their relatives in the war zone. During the Columbine shootings in Colorado, newspapers interviewed local child psychologists and counselors who offered tips on how parents can spot warning signs in their own children.
- ☀ **Piggyback on a news event.** After severe rains in Milwaukee a few years ago, a Minnesota company got several minutes of free advertising on a Milwaukee radio station by talking to the drive-time radio host about a special pump that removes standing water and moisture in the air. The host interviewed a company representative and gave out the company's toll-free number.
- ☀ **Piggyback on trends.** Do you sell a product or service that ties into a national trend? A credit counseling agency might offer themselves as a source for stories about the whopping credit card debt wracked up by college students. A non-profit agency that advocates safety for women can promote its community classes by offering the media tips on how businesswomen can be less susceptible to theft of laptop computers in crowded places like airports.
- ☀ **Piggyback on a holiday.** Are you doing something different on a particular holiday? Are you a management consultant who can suggest ways that companies can keep their employees productive during the holidays? Have you determined that it's more efficient for your business to simply close down during the week between Christmas and New Year's? If you're of Irish descent and give all your employees a half day off

on St. Patrick's Day, that story might interest the media. Remember that the week between Christmas and New Year's is the slowest news week of the year, and an excellent time to seek coverage. A Wisconsin company got a six-minute story on the local TV station after it announced at the annual Christmas party that every employee was being treated to a trip to Disney World.

- ☀ **Tell the media about trends.** Have you spotted a new trend in your industry? Let the media know. Many accountants, for example, are becoming certified as investment counselors. If it's a trend a reporter is interested in, don't be surprised if they interview you for the story.
- ☀ **Offer free advice.** What advice can you offer that will help someone else solve their problems? Tell reporters they can call on you for advice when writing stories about your area of expertise. Give them specific examples of how you help people save time and money.
- ☀ **Write how-to articles.** Editors of many newspapers, magazines and trade publications want articles that tell their readers how to do something such as get out of debt, discipline their children, have a safer work environment, set up a home office, or acquire a business loan. Think of the number one problem your customers face, and then write a how-to article about it. If it is printed, try to recycle the article for a different publication.
- ☀ **Take a stand on issues.** Is there a local, state or national industry or political issue that you lobby for, or that you feel strongly about? Find the reporters who cover that issue and share your thoughts with them. If, for example, your trade group is supporting local gun control legislation, call and offer to comment on the issue.
- ☀ **Publicize an upcoming event.** Are you sponsoring an event such as classes, an open house, a free demonstration, or a fun event? Don't just send a news release. Think of something visual that ties into the event. Then call your local TV station and ask if they are interested in doing a story a day or two before. Coverage before the event helps spark interest and boost attendance. **THINK TECHNOLOGY** How are you



using technology in interesting or unique ways? Have you found a way to draw lots of traffic to your web site-with resulting orders? Are you using the latest technology during your speaking engagements? Is your sales force using technology to stay in touch with existing customers and seek out new ones?

- ☀ **The labor shortage.** How are you attracting and keeping qualified employees? By letting them work from home? By recruiting in places like Fort Lauderdale during spring break? By setting up trust funds for children of employees who stay longer than a year? By offering casual day every day of the week? The labor-shortage is a red-hot topic, and demographers predict that it will become even hotter.
- ☀ **Your lifestyle.** Does the type of clothing you wear, the home you live in, your hobbies, your relationships with your family, the food you eat, and where you travel on vacation say something unusual about you? These stories are ideal for lifestyle sections, food pages, travel pages and special interest magazines. Even though the articles are not necessarily business-related, the reporter most likely will ask you what you do for a living, and that's a chance to plug your company or organization, particularly if it ties into the reason they are writing. (Example: You speak internationally and have an extensive collection of wine you have bought during your travels. This would be a GREAT story for food page editors, and it would publicize the fact that you are a professional speaker.)
- ☀ **Alliances and partnerships.** Has your organization formed an interesting alliance or partnership with another business or non-profit? Call the business reporter and share the information. Be willing to explain the results you expect to see from such an arrangement. And be sure your partner is also willing to speak with a reporter.
- ☀ **Talk about your problems.** What are the three biggest business problems you are facing? Find out the name of the reporters who cover your industry. Then share the information with them. Who knows? Someone might read your story and call you with a solution you might not otherwise have known about.

- ☀ **Talk about your mistakes.** What are the biggest you have made, and how would you advise other people from not making the same ones? Don't be embarrassed. Everyone makes mistakes. And if you're willing to discuss yours, there's a good chance the media will be willing to write about you.
- ☀ **Polls and surveys.** Are you taking a poll or survey, either among your customers or among the public? Homewood Suites, a Texas hotel chain, got great publicity from results of a survey that asked guests what they do in hotel rooms. Almost one in five respondents said they jump on the bed. Iams Pet Food Company surveyed its customers about their relationship with their pets. An overwhelming 91 percent of the people polled admitted saying "I love you" to their pets. In addition, 63 percent of respondents sleep with their pets at their sides. Results of the poll were released several weeks before Valentine's Day. (Brilliant!) How about taking a poll asking your customers about the most unusual way they use your product or service?
- ☀ **Clever contest.** Have you thought about sponsoring a clever contest? To celebrate its 100th anniversary, OshKosh B'Gosh launched a six-month nationwide search for the oldest pair of bib overalls. Thrifty Rent-a-Car sponsors an annual "Honeymoon Disasters Contest." Entries result in amusing feature stories printed in major newspapers and magazines throughout the country. For additional publicity mileage, the company announces results near Valentine's Day, giving the media a perfect story that piggybacks on a holiday.
- ☀ **The four seasons.** Think about story ideas that tie into the four seasons. Has your company found a way to keep cool or cut utility costs? Suggest it during the dog days of summer. Hospitals, clinics and medical schools can offer the media a list of experts to pass along helpful tips on how to avoid getting colds and flu during the winter. Lawn care companies can share tips on how to prepare your lawn during the spring.
- ☀ **Celebrating an anniversary?** The fact that your company is celebrating an anniversary or birthday isn't news. But it would be more enticing to the media if you could tie it in to a clever event. A button manufacturer published a lavish photo history

of the button-including its uses-on shoes, clothing, furniture and accessories. An accounting firm celebrated its centennial by publishing a giveaway book of commissioned original renditions of what select artists thought it meant to be 100. A national rental car company rented out its fleet of cars for free one day.

- ☀ **Create tip sheets.** Can you write a tip sheet that explains how to solve a particular problem, or how to do something? It includes helpful free advice. Topics sound like this: “11 Ways to Snag More Business From Your Website,” “The 7 Secrets of Profitable Self-Promotion,” “9 Ways to Save Money on Insurance Premiums.” Each tip sheet should have a short introduction of a sentence or two. At the end, print a paragraph that states the name of the author, the author’s credentials, and contact information such as phone number, e-mail address and web site URL. Think of the Number One problem your customers are facing, and offer tips on how to solve it.
- ☀ **Changing your focus?** Is your company changing its focus, switching product lines, expanding services, entering new niche markets or making any major changes in the way it does business? If so, let the media know. Be willing, however, to talk about the reasons behind the change. If you’re trying a new product line because the first one flopped, be willing to say so.

Excerpted from *How to Be a Kick Butt Publicity Hound* by Joan Stewart and Tom Antion. [www.antion.com/t.cgi/175318/publicityhound.htm](http://www.antion.com/t.cgi/175318/publicityhound.htm). Used here with their kind permission.

Let’s keep moving!

## CHAPTER 8

### *RUNNING WATER*

Eric Villines, Director of PR for jobs.com, told me the following story ...

“Formally I owned The Villines Company, a marketing firm out of Santa Monica specializing in Entertainment and Event Marketing. I’ve developed numerous large-scale events to develop media attention, but I have to say, I’m generally most proud of media attention I’ve garnered from pulling off low-cost and more grassroots oriented stunts.

“My most recent example of this: Shortly after coming to work for jobs.com (early 2000), I decided our sales reps in Boston, home base of our largest competitor (Monster.com), needed some local ‘noise’ to help them with their daily sales calls. The fly in the ointment here was that I had very little budget to work with, and I knew I’d be competing with Monster’s \$200-Million yearly marketing budget.

“I investigated events coming up in the area where we’d be guaranteed a large and demographically mixed audience, and decided our stunt ‘had’ to take place at the Boston Marathon. But again I was working with little budget, and although I needed some sort of eye-catching concept, blimps with our logo and painted Humvees were out of the question.

“Ironically, with graduation coming up, and Boston being arguably the biggest college town in America, the answer was right in front of me. I checked with our trade show department to see what sort of promotional inventory we had in stock, and discovered we had a thousand water bottles with our Jobs.com logo.

“I immediately got on the phone with a local field agency I had used in the past, and hired them to hire six or so local college students. Additionally, I had the company purchase caps and gowns. During the Boston Marathon, we had the students cart around and hand out our water bottles, pens, printed copies of our logo, and anything else I could dig up.

“The day before the event I had put in a call to the Boston Globe’s photo department, and gave them a ‘tip’ that college kids in caps and gowns would be running around the day of



the event. In itself, I would have considered the day's efforts a success (final cost including exp. \$2,500), but getting our College Team's photo featured in the "Names&Faces" section of the Globe (April 17, 2000) with a caption plugging our company created an immediate morale boost for our sales department as well as giving them another piece of fun collateral to bring on their sales calls."

Way cool! You see, getting appropriate attention can be fun and very inexpensive.

Here's another story for you ...

## CHAPTER 9

### *SELLING BLOODY GAMES*

Kirk Green of Green Communications in Rancho Santa Margarita, CA told me the following:

“Over the years I have been part of a number of stunts to promote and sell video and computer games ...

“1) When the LA Dodgers were up for sale we announced that the company I worked for was going to buy the Dodgers ... all we needed was 10 million people to buy copies of our new Baseball game for the Sony PlayStation. No game had ever sold more than 2 million prior to this ... it became a national story.

“2) For the game Carmageddon, the object of which is to run over pedestrians and hit cars and is fairly blood, our company staged a blood drive with the Red Cross and gave free copies of the game away to people who gave blood. We raised over 125 pints that day and the story made national news.

“3) For the launch of the Game Wild 9's we staged a marathon videogame contest at the Playboy mansion with Hef and the Playmates stopping by.”

As you can see, being a little off the wall can help. But again, I want to temper your creativity with practicality.

Next, here's something simple and easy which virtually anyone can do ...

## CHAPTER 10

### *ONE OF THE EASIEST WAYS IN THE WORLD TO GET PUBLICITY*

Sally Highducheck wrote the following revealing email to me:

“One of my clients is Leflein Associates, a New Jersey — based research firm that has been performing publicity surveys for both B2C and B2B businesses for some time. Currently, I am putting together a case study for Barbara Leflein, president of the company, and am amazed at the success that some of her clients have had by using surveys as marketing tools.

“Clients get press coverage everywhere — local and national TV, newspapers (even the WSJ and USA Today), magazines, websites, wire services — all for a fraction of the cost of what even a simple advertising campaign would cost (and with more credibility and control of messaging, too!). Even more importantly, the coverage turns into increased customers for her clients — ultimately THE objective of any marketing campaign.”

As you can see, being “practically outrageous” can be as simple as a survey.

(Note: How do you create your own surveys? Easy. SurveyMonkey.com is focused entirely on allowing YOU to create surveys quickly and easily. No programming experience is required, no software must be downloaded. It's free, too. See [www.surveymonkey.com](http://www.surveymonkey.com).)

But what if you used something obvious yet overlooked — like toilet paper?

John Zappa and a friend were laid off from a computer company. They bought my Nightingale-Conant audiotape program, *The Power of Outrageous Marketing*, and then wrote a news release that is bringing them national headline attention. What they did was invent something called “Ticker Tape Toilet Paper,” with printed readings of the fall of dot.com companies on the tissue paper. They then sent the release out. John wrote me saying,

“It has only been six days since the release went out, and I've had more requests for interviews than I could keep track of. Just last week, I was on a dozen separate radio shows and have been doing 20 to 30 other interviews \*per\* day. I am booked every day for more radio interviews for the next two weeks, including a couple nationally syndicated shows.

“Even more bizarre is that Dow Jones Newswires has picked up the story and that should be released in the coming weeks. Not only that, but a reporter from Bloomberg Financial is actually coming to Austin to interview me in person and taking me to lunch. Anyway, it looks like things are going to snowball from here. I may have inadvertently created the next fad.”

Since the above email from John, the Associated Press AND the Wall Street Journal picked up on his story. Home-runs!

What can YOU do to grab media attention? All it may take is imagination — and some toilet paper.

Here's another wild example of original thinking to grab national publicity: Thinking creatively — and outrageously — can lead to a million dollars in global publicity. Just ask Jason Black and Frances Shroeder. They went online to sell their new born baby's name — and for \$500,000, no less.

They posted their “item” for sale on ebay. Shortly after that USA Today and numerous other publications across the land picked up the story. While there haven't been any buyers (that I'm aware of) the very Barnum-like event has caused enormous publicity.

How did the parents create their bold idea? Apparently Black and Shroeder wanted a new house. So they sat and thought about ways to raise the money quick. That brain-storming led to the idea of selling their new born baby's name.

When I wanted to buy a BMW Z3 Roadster, and wanted to pay cash for the luxury sports car, I generated the idea to teach e-classes online. The result brought me \$65,000 in five months. (And I LOVE my hot rod!)

Again, what do you want? A new car? New house?

Wanting something BIG can lead to a colossal money-making idea — whether or not you have a child who needs a name.

So, how do you come up with ideas for yourself?



## CHAPTER 11

### *HOW TO INSTALL A "SUCCESS WISH" IN YOUR MIND*

This chapter is about expanding your mind.

It's about learning to think with a flair for the theatrical.

It's about allowing your mind the freedom to be crazy.

It's about considering there are no rules and that anything goes — even flying midgets on kites.

At this point you may not know how to think like Moran, Shankman, or any other results-driven publicist. That's perfectly okay.

Remember how I began this book? I said I set an intention for how these chapters would come to me, and they began to happen in exactly the way I intended. So your first step is to create an intention for yourself regarding learning how to think like a *Hypnotic Marketing* wizard.

That means looking for “practically outrageous” ideas to promote your business.

That means declaring an outcome, an intention, a goal, for yourself and your sales.

That means deciding that you CAN do it, by selecting your intention and turning it over to your subconscious/unconscious/higher mind.

Why is this so important? Let me explain:

If you're wondering why I'm not talking about the nuts and bolts of marketing in this chapter, it's because I'm talking about an inside-out approach to success, which, to me, is far easier and far more powerful. I've seen people implement direct mail campaigns, publicity blitzes, and online marketing — and get no results.

None.

Zip.

Zero.

The problem was usually with the person, not with their product or even their marketing.

If the person had a death wish, no amount of marketing could save them.

If the person had a succeed wish, it almost didn't matter what amount of marketing they did. They would succeed.

For example, I had one client who sold adjustable massage beds. I have one and love it. They relax you in minutes. I created a direct mail postcard for him. I also had another friend create a short infomercial for him. The results? It all bombed. Why? Because the CEO of the company didn't want to succeed! For whatever reasons, he sabotaged our efforts. He mailed the card to the wrong list. He never gave people the video.

The same thing happened with a client I met in Australia. He invented eye glasses to reduce computer eye strain. I love the glasses and am using a pair right now, as I type these words to you. I arranged to find a U.S. distributor for the glasses. As it happens, I know one of the greatest infomercial kings in the world, a man who made a fortune selling sunglasses. So I introduced him to my Australian friend. The result? Nothing. Why? Because my Australian friend wouldn't act on anything my contact would offer! He had a death wish. The result was failure.

My point is this: YOU are the most successful ingredient in your marketing campaign. If you don't believe in your product or service, it will fail.

It all begins right here, right now, and INSIDE YOU.

So spend a little time reflecting on yourself.

Ask yourself such questions as:

- ☀ Do I honestly want to succeed?
- ☀ Do I believe in my product or service?
- ☀ Do I believe my business serves people?
- ☀ Do I feel capable of telling the world what I do?

Once you answer those questions with a solid "YES!," you are ready to actually create step one in the three-step *Hypnotic Marketing* strategy.

And what exactly is step one?

Create a PO — a Practically Outrageous publicity event!

And how do you come up with such an idea?

By first believing you CAN do it, and then by brainstorming wild, zany, crazy ideas that MIGHT work.

Want some more help on creating some PO events?

## CHAPTER 12

### THE TOP THREE WAYS GUARANTEED TO ALWAYS HYPNOTIZE THE MEDIA

Would you like to know the top three ways to always hypnotize the media?

Here they are:

- ☀ Babies
- ☀ Pets
- ☀ Women

I could probably rattle off countless stories of how just those three topics could be and have been used to capture the attention of the media.

- ☀ P.T. Barnum held baby contests back in the 1800s to generate interest in his museum.
- ☀ Pets are often used to get attention in photographs in ads.
- ☀ Women are notoriously used — and maybe used is the wrong word — to get attention. Put a few bikini-clad young women on motorcycles and send them around your new restaurant and you're sure to get media attention.

Without going one step further in this book, those three topics alone — used in some creative way — could be your ticket to step one in *Hypnotic Marketing*.

One woman complained that “using women” to get publicity is sexist. Well, it might be.

But you'll notice that women, as well as babies and pets, are continuously magnets for publicity. It's not sexist as it is so much human nature. The world at large is simply interested in women, babies, and pets. Rather than complain about it, either use these facts to get hypnotic publicity for yourself, or just think of some other way to grab the media's attention. I'm just reporting what works — and works virtually every time. In fact, why not stop right here and make a list of some ways you can involve women, babies, or pets in YOUR business.



Just make a list right here:

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But let's not stop now!

Ready for more proven ways to grab the ears and eyes of the media?

## CHAPTER 13

### *10 TIPS ON BECOMING NEWSWORTHY FROM A MEDIA TIGRESS*

I learned a long time ago that you can't do all your marketing yourself. Not if you want colossal success, anyway. All the greatest got advice from others and weren't afraid to delegate duties.

I'm the same. I went to media expert Marcia Yudkin and asked her for some tips on how to grab media attention. Here's what she said:

"Compared with advertising, media coverage costs you virtually nothing. With a phone call or simple press release, you can entice print or broadcast media to spread the word about what you do.

"However, unlike advertising, you have to earn publicity. You have to provide a compelling answer to the all-important question of an editor or producer:

"Why would our readers or listeners be interested in you now?

"There are as many successful ways to answer that question as there are stories in the media every day. Here are 10 of the possibilities cited in *132 Ways to Make You or Your Business Newsworthy*, available in full from [www.yudkin.com/downloads.htm](http://www.yudkin.com/downloads.htm).

"Concoct an interesting characterization of yourself. (Rick Davis of Temple, NH, created the Institute of Totally Useless Skills.)

"Piggyback on the news or current entertainment. (In the summer of 2001, anything about sharks appeared timely, while the summer that Jurassic Park came out the media focus was dinosaurs.)

"Agree or disagree with newspaper columnists by writing them. (Many use or mention their mail in their column.)

"Send free samples of your product to the media. (And enjoy the cachet of being able to say Channel 6's Anchor wears your earrings.)

“Prove a stereotype wrong. (The Beach Boy Engineers)

“Turn your liabilities into news. (More in-laws involved in your business than at any other establishment in town.)

“Don’t do something everyone else does. (One doctor refuses patients who smoke or have other unhealthful habits.)

“Borrow Hollywood story lines. (‘The Comeback,’ ‘The Big Break,’ ‘Hero Risks All’)

“Run for office. (In 1988, entertainer Ron Bianco of Providence, RI, ran his singing dog, Bilbo, for President.)

“Adopt a catchier business name. (The day ‘Bundy Very Used Cars’ changed its name to ‘Rent-a-Wreck,’ CBS arrived to feature it.)

Note: Marcia Yudkin is the author of eleven nonfiction books, including the classic *6 Steps to Free Publicity*, *Internet Marketing for Less than \$500/Year* and *Freelance Writing for Magazines & Newspapers*. She publishes a free weekly e-mail newsletter called “The Marketing Minute,” available from [www.yudkin.com/marksynd.htm](http://www.yudkin.com/marksynd.htm).

The above was used with her kind permission.

## CHAPTER 14

### *THE SEVEN LAWS OF BASEBALL'S GREATEST PUBLICIST*

When I was a child, I wanted to be a baseball player. I think I saw a movie about Babe Ruth and got inspired to hit balls out of ballparks. But I was never that good and soon learned that I was better suited to hit typewriter keys. So here I am.

But baseball can teach you a lot about hypnotic publicity. Possibly the greatest baseball promoter of all time was Bill Veeck. In a recent book about his philosophy, titled *Marketing Your Dreams*, the author (Pat Williams), offers “Veeck’s Immutable Laws of Promotion.” I’ll paraphrase each of them right here, right now, to help you further think of “practically outrageous” ideas to drive traffic to your website.

- LAW 1:** **The power of illusion.** Dress up your product or service and it becomes more appealing. Baseball becomes more than a game when you tie to people drinking milk. Bring in your milk bottle cap and you got in free.
- LAW 2:** **The incongruity property.** Give away something that makes no sense. Everyone gives away free TVs to get attention. Veeck once gave away 4,000 pickles. The oddness captures attention.
- LAW 3:** **Clean bathroom = happy fan.** Treat your customers and clients like royalty and they’ll continue to praise you and do business with you. Veeck paid extra money to have cloth towels in restrooms. He remodeled the women’s bathrooms. This isn’t far from something you can do. Sincerely help your clients and they can bring you media attention.
- LAW 4:** **Winning is an end, but not a means.** One time Veeck hosted a “Grandstand Managers Night.” He had a group of 4,000 fans vote on major managerial decisions during an actual game. While Veeck wanted his teams to win, he also wanted his fans to have a glorious time. This, of course, led to incredible publicity.
- LAW 5:** **Spend money (preferably someone else’s) to make it.** Veeck got sponsors to flip the bills for his wild stunts and giveaways. The person who donated 1,000 pickles of course benefited from

the publicity Veeck generated. Same goes for anyone involved. Create win-wins and cross-promotions to grab media attention.

**LAW 6:** **The promotion never ends.** You can't ever stop publicity, marketing, or selling. One time neighbors called the ballpark and complained of the noise. Veeck seized the moment to help them as well as himself and held a "Good Neighbor Night."

**LAW 7:** **None of these laws are immutable.** Anything goes. The intent is to draw Hypnotic Publicity to you or your business in order to drive traffic to your website, and then sell them what you offer. Veeck was willing to break rules. He once proposed a "Missing Tooth Night," where anyone with a missing tooth got in the game free.

Again, think on these laws. See how they stretch your mind to think of "practically outrageous" ideas YOU can implement.

Make some notes right now, if you want.

And when you're ready, jump to the next chapter!



## CHAPTER 15

### *THE PSYCHOLOGY OF HYPNOTIC PUBLICITY*

I love old books. People often wonder why I collect so many of them. Truth is, they are packed with wisdom you can still use today.

For example, I am a fan of the writings of Kenneth Goode and Zenn Kaufman, business writers from the 1930s and 1940s. One of my favorite books by the duo was titled *Showmanship in Business*. It is an absolute delight to read. Packed with stories of how average business people can add “show biz” to their enterprise to grab attention, it’s as valid today as it was when it came out after the Great Depression.

The authors said there are four proven ways to grab attention:

- ✻ Make them laugh.
- ✻ Make them cry.
- ✻ Thrill them.
- ✻ Talk of love — with words and music.

They went on to explain some of the psychological elements of those four ways of getting attention for your business. Because these are so thought-provoking, I want to share some of them with you.

- ✻ **Conflict**  
“People like action,” they wrote. “Action in competition, whenever possible.”
- ✻ **Firsts**  
“There’s no news in seconds — even when better than most firsts,” wrote the authors.
- ✻ **Humor**  
“You can’t laugh people into buying your goods — that’s been said often enough,” they wrote. “But you can laugh them into wanting you, which is a long step toward making a sale.”



### **Mystery**

“Mystery books sell big ... Mystery pictures pack movie houses. Your public loves mystery.”



### **Animals**

“One of our friends who has a knack for getting lots of free publicity attributes a great part of his success to his regular use of animals in his story,” they explain.



### **Magic**

“Hyatt Bearing has scooped interest at industrial shows by using optical illusions as attention getters.”



### **Symbolism**

“The word ‘Prosperity’ elected McKinley,” they write, speaking of President William McKinley, the US President born in my home town, Niles, Ohio. “People like labels better than ideas.”

Again, all of this is to fuel your mind with IDEAS.

And again, wrote down some ideas that come to you right now.

Do it now, and then jump to the next chapter to learn a forbidden way to get manipulate attention!

And when you're ready, jump to the next chapter!

## CHAPTER 16

### *EDGY TOP SECRET WAYS TO ABSOLUTELY NAIL MEDIA ATTENTION*

I'm very hesitant to write this particular chapter.

You see, people can misuse what I am about to tell you. Many people — the few who already discovered this underground information — are already using it to manipulate the media, which means they are using it to manipulate you and me.

I'm sharing this information with you to first help you become aware of how the media works. And second, to help you break into the news with your own message.

Again, this is powerful stuff, and not to be taken lightly. Please don't share it with anyone else.

Here it goes:

Activists know how to get into the news. Whether by staging a protest, doing something outlandish like jumping off a building, or actually cramming the culture by upsetting conservative events like animal shows, or even stopping fishing with bombs or threats of bombs.

Again, activists know how to get our attention.

I remember years ago helping a client, a well known attorney, promote his book. He boldly told me, "I can get a hundred people to protest my book if it will get me on the news."

He was serious. I knew he could do it. He was so popular, and such a keen promoter, that he didn't have to stage a protest — and yet created one of the biggest book release parties in the history of the city we lived in (one of the largest in America).

So what do activists know that most of us don't?

I suggest you grab a book called *Making the News* by Jason Salzman. It's an incredible work. It's written for non-profits organizations and activists, It explains how the media works, and details ways to get into the media. It is still in print, and well worth buying and memorizing.

Salzman says that the most successful media events are entertaining. They are theatrical. In one chapter in his book he lists and explains numerous ways for coming up with ways to create newsworthy stunts. Here are a few of them:

- 1: Cameras love costumes.** Dress up your staff or you and call the media.
- 2: Dramatize a popular expression.** “Waffling on the issues” led to a press conference outside a waffle house.
- 3: Grade people or organizations.** The press loves winners and loser. “Report card for the energy secretary” got headline news.
- 4: Depict a symbol of your concerns.** Forty thousand pairs of shoes were put on a lawn to depict the 40,000 people killed by guns.
- 5: Get your ad rejected.** Create an ad you know won’t run, get it rejected, and then host a press event to complain.
- 6: Burn a puppy.** One man issued news releases saying he was going to burn a puppy. The press ran to his door. He came out, puppy in hand, and used the moment to scream out his position on human rights. Of course, the press loved it. (No, the puppy was not harmed.)
- 7: Conflicts make news.** You can always challenge your competition to a showdown, playfully or for real, and invite the media to witness it.

Well, I told you these ideas are edgy!

By now you might be wondering if you can do ANY of the wild, zany, outrageous or even bizarre ideas presented in this and the former chapters.

You must remind yourself that the world is packed with people and organizations scratching and clawing to get into the news. A simple news release by you won’t likely get you the national media attention you want. You have to think bigger. Bolder. You have to think like P.T. Barnum. You have to act like a Donald Trump.

Even if you are a so-called “small potato,” you must think and act like a HOT potage to get into the news.

Again, this is the first step in your *Hypnotic Marketing* strategy. Let’s explore it even more ...

## CHAPTER 17

### *HOW TO GET RICH WITH P.T. BARNUM'S SECRET*

I'm fond of this quote by P.T. Barnum — which he wrote on his death bed in 1891:

*"I am indebted to the press of the United States for almost every dollar which I possess..."*  
— P.T. Barnum, 1891

Barnum knew the power of the media. It made him one of America's wealthiest men, and one of the most famous world-wide. And it also helped make many of Barnum's stars — from Tom Thumb to Jenny Lind — also rich and famous.

You can do this, too. I'll show you how in this chapter.

And maybe more importantly, I'll explain how I use news releases as direct response mechanisms.

In other words, I "embed" reasons to get people to your website \*within\* the body of my news releases. I call it E-DR Publicity, and I'll be explaining it in a later chapter.

First, let me say that I've written at length about how to write news releases in my other e-books, particularly *Advanced Hypnotic Writing*. If you've read that, you can skip this chapter, or just review this section again.

Ready?

The tool you'll use to get publicity for yourself is simply one sheet of paper: A news release.

A news release is what it says: A release of news.

But few people writing them seem to understand that fact. Instead, they are sending out ads and calling them news. Editors get hundreds to thousands of news releases every day. (!) If yours is a thinly disguised ad, yours will get trashed.

So, how do you stay out of the trash can?



## THE HEADLINE

As you might tell from the opening section of the last chapter, headlines can make or break your chances to get media attention. Re-read the headlines I came up with for Jeff, Barry, and myself. Aren't they all catchy? Don't they all signal news?

Want a tip on how to write headlines for YOUR news releases?

Listen to the commercials that try to get you to watch the TV news. You'll hear short teaser phrases such as,

*"Can your eyes be healed in 45 seconds?"* or

*"Can this dog save your life?"*

Another I heard was:

*"Meet the man who committed the crime that shocked our nation!"*

Those teases are headlines!

And they are very hypnotic!

In other words, while you watch TV tonight, note how the teasers during the commercials lure you into watching the news. What they are doing is hooking you with spoken headlines.

You can follow the same principle when writing news releases. This works for ALL the media and is used by everyone from Oprah to Larry King to your local favorite television news station. Start to think like a reporter and generate headlines for news releases for your (let's say) e-book. Ask questions such as —

- ☀ What's the news in your e-book?
- ☀ What's the news about you?
- ☀ How does your book affect readers?
- ☀ The world?
- ☀ Your neighborhood?

Fish for the news and then turn that news into a one-page hard-hitting news (and news only) release.

This will all make more sense as you can continue with this book and review the examples to follow. So let's not stop here!

## THE STRUCTURE OF A HYPNOTIC NEWS RELEASE

Use your business letterhead. If you don't have letterhead, don't worry about it. What the editor cares about is your news, not you. A letterhead just adds some credibility.

Under it, on either the left or right, type the phrase "NEWS RELEASE."

Under that, type the name of a contact person (which can be you) and your phone number.

On the top of the page, on the opposite side, write the words "FOR IMMEDIATE RELEASE."

In the center of the page, maybe one-third down from the top, type a headline. Remember to make this sentence newsworthy.

A few lines below that, begin your release. Though it is okay to type the release single-spaced, editors are used to seeing it typed double-spaced. Keep in mind that a release is a NEWS source. Give your facts: who, what, when, where, how and why. And present them in order of importance.

Your following paragraphs should fill in details and complete the news story.

At the very end, give your name and address and say "For More Information Call (your number)."

## HOW I WRITE NEWS RELEASES

Now let's make all of this even clearer:

When someone hands me a book to promote, or any other product, I look for the "story" that it fits into. In other words, I don't want to write a press release to promote "a book" as that usually isn't much news, but I probe to learn how the book fits into a larger picture.

This is how I create hypnotic writing.

For example, let's talk about the fellow who got a call from a reporter eight minutes after he faxed out my release. His book is called *Fun Projects with Wooden Pallets*. If I were like most publishers, I might whip up a release saying the book was now out and say a little about it. But I don't think that's very powerful. I prefer a double-whammy approach, which I achieve by combining the "new book" release with a "feature story" approach.

After some thought I came up with the following headline:

*"New Ways to Make Furniture — and More — from Scrap"*

Note how that headline has a more "news feel" to it? It doesn't even mention the book. That, to me, isn't as important as what the book helps you do. In advertising we talk about features and benefits. The book is a feature; what you can do as a result of having the book is the benefit. I focused on the benefit.

The next thing I looked for was a killer opening line. I believe that the first line in your feature news release should be a grabber. If you don't hook the editors there, they probably won't go on to the rest of your release.

It's worth mentioning right here that your editors will decide to read your release — or not — based on your headline. If it intrigues them, they'll read on. But the next potential stopping point for them is your first line. In the case of the above client, my first line was this:

*"You know those wooden pallets stacked up in and behind many businesses?"*

That's an opening line that I still love. Why? It gets the reader nodding his or her head, saying "yes" internally, and puts them in a

receptive mood. It also pulls the reader into the next paragraph. It makes you ask, "What about those pallets anyway?"

From there I created a story about how to use the pallets to create furniture — the news — and I quoted from the book and the authors, thereby plugging the book within the context of the feature story. Do you see the difference? Rather than focusing on the book, I focused on the story and mentioned the book within the story. Here's the entire release:

\*\*\*\*\*

News Article from Awareness News Service

Contact: Joe Vitale

Phone: 512-847-3414 For Immediate Release

New Ways to Make Furniture—and More—from Scrap (Silsbee, Texas. September 1, 1995) — You know those wooden pallets stacked up in and behind many businesses?

According to "Fun Projects Using Wooden Pallets," (\$14.95 postage paid from Applecart Press, PO Box 612, Silsbee, TX 77656) a 115-page, fully illustrated new book by Don and Peggy Crissey of Silsbee, Texas, you can pick up those pallets, usually for no charge, and turn them into over a hundred easy, practical, and fun home projects, such as beds, chairs, fences, planters, toys, steps, and tables, to name just a few of their uses.

"There are over 460 million pallets made each year in this country," says Don Crissey, an engineer with over 20 years of experience in recycling everything from government surplus paints to ocean cargo containers. Crissey adds that 53 percent of these pallets are used once and then discarded.

"What people don't realize is that half of the expensive hardwood cut down goes into making these pallets," explains Crissey. "That means there's some very fine and expensive wood in those pallets — wood you can use to make some beautiful furniture."

According to Don and his wife Peggy, a former retail shoe store display designer, a single pallet can fit in the trunk of most cars, and each pallet can be easily turned into any of over a hundred simple, fun, and practical do-it-yourself home projects.

"We spent three years picking up pallets and using the wood," said Don Crissey. "I've made everything we describe in the book, from benches to beds to utility cabinets. Our front lawn has planters, steps, and chairs sitting on it, and no one ever realizes they were all made from pallets!"

"Besides the joy of making these projects," adds Peggy Crissey, "It feels good to know you are doing your part to be earth friendly."

For a free sample of directions on how to make one project from a wooden pallet, send a self-addressed, stamped envelope to Don and Peggy Crissey, Applecart Press, PO Box 612, Silsbee, TX 77656.

To order the new book, "Fun Projects Using Wooden Pallets," by Don and Peggy Crissey, send a check or money-order for \$14.95 (postage paid) to Applecart Press, PO Box 612, Silsbee, TX 77656.

— end —

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## INSIGHT SECRET

Note that within the news release I requested that people send for free information. That's how I create direct response news releases.

What you will do is focus on getting people to go to your website. So you might plant within your news release a suggestion that more information is at your website. This is the equivalent of asking people to "send for more information."

### Another example:

Another time an author called me about a book she had written on lawyer abuse. I liked her and the book but had to search to find a way to create a feature release that I could plug the book into. After a few days I came up with the following headline:

***"Wife, Mother, Business Woman  
Hauls Her Lawyers to Court — and Wins!  
Reveals How to Prevent 'Lawyer Abuse' in Surprising New Book"***

I like this headline because it sums up the entire release in just a couple of lines. The "wife, mother, business woman" suggests an unusual bit of news; this woman isn't just a housewife, but is living out several roles. "Hauls her lawyers to court" is obviously attention grabbing news. "And wins!" is the punch line. My subtitle, or headline under the headline, is my attempt to build even more enthusiasm for the feature release.

My next effort was to come up with a terrific opening line. I read through the pile of background material the author had sent me and came across a line that I turned into a lead I doubt few could read and forget. I wrote:

*"Janice Tucker Hedlund wonders why juries are locked up at night and lawyers get to go home."*

I then went on and wrote a release that told her story and plugged her book in the process. Again, I didn't focus on her book. I focused on the news and used the book for my quotes. This was a less "advertising oriented" approach to getting the editors attention. Since a common complaint among



editors is that releases too often tend to look like thinly disguised ads, I wanted my release to look — and actually be — news.

Now here's the entire release:

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NEWS from Awareness News Service

Contact: Joe Vitale

Phone: 512-847-3414 For Immediate Release

Wife, Mother, Business Woman Hauls Her Lawyers to Court — and Wins!

Reveals How to Prevent "Lawyer Abuse" in Surprising New Book (Laguna Beach, CA, July 7, 1995) Janice Tucker Hedlund wonders why juries are locked up at night and lawyers get to go home.

"My husband and I spent eight years embroiled in lawsuits," Hedlund writes in her new book, "Help! I've Hired a Lawyer!" (\$14.95 from EmptyPockets Ventures, 412 North Coast Highway #380, Laguna Beach, CA 92651). "The last three of those years were spent suing our own attorneys."

After losing millions of dollars in legal fees on a series of twenty lawyers who weren't doing their jobs, Hedlund decided to fight back. She took three lawyers to court for legal malpractice, and won.

"Stay out of the court room," warns Hedlund, a Laguna Beach wife, mother, and business woman. But she adds that it may be impossible for everyone these days.

"This country is run by lawyers. The government offices are filled with them. The major portion of the President's cabinet is made of attorneys. And almost every Congressman and Senator has a law degree."

Hedlund wrote her just published book, the first in a series of planned self-help titles, to help others from being abused in court. She calls her book "the first insider's guide on how to hire, deal with, fire and even sue a lawyer!"

Among her suggestions for checking out an attorney are:

1. Trust your gut. Hedlund says attorneys are taught to wear symbols of success, such as having a Mercedes-Benz, dozens of legal assistants, and a high rise office. "But when you ask for his client list and it can't be located, perhaps he's not as successful as you think or he's lost his clients to an over-enthusiasm for Ferraris."
2. Watch him perform. Hedlund suggests you attend a court room when your prospective attorney is about to appear. "Observe if the judge admonishes him for failure to show up last week, or for not presenting properly presented drafted motions or other problems."

3. Be cautious of retainers. "When the attorneys I hired saw me coming it had to have been Champagne City for them," Hedlund writes in "Help! I've Hired a Lawyer!" "I handed over retainers that could keep a family of four eating for years." Be sure you completely understand what you are asked to pay, and what you can expect to receive.

4. Ask for file availability. Hedlund says you should always have the right to walk in at any time and request to see your file. She once found notes in her files from her attorney saying she was "a real pain in the ass!" and another inviting an opponent to an expensive club at Hedlund's expense. These notes led to Hedlund suing her own lawyers.

"Help! I've Hired a Lawyer!" by Janice Tucker Hedlund, is available for \$14.95 from EmptyPockets Ventures, 412 North Coast Highway #380, Laguna Beach, CA 92651. The 149-page paperback offers a wealth of information for readers from all walks of life, lawyers included. It offers strategies, tips, tactics, and inside information on how to work with attorneys in a wide variety of situations.

— end —

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## INSIGHT SECRET

What's missing in this release?

Now that I can look back at it after several years have passed, I think the release would have been more powerful by directing people to a website where more of the author's tips could be found.

The press wants helpful tips, but they don't mind telling people where to get more tips.

Next, let me show you the example of one more release for yet another author.

Mike Knox wrote a riveting book on kids in street gangs. While the book is excellent, I knew I couldn't write a release on just it. I needed a bigger story. And since Knox hired me to write a release a month for three months, I needed three terrific stories. What I did was read his book and look for the news. After an hour I came up with the following headline:

***"Ex-Cop Reveals the 3 'Big Lies' that Pull Kids into Street Gangs  
Tells How Parents and Schools Can Stop It in New Book"***

There's a chapter in Knox's book where he talks about the three lies that lead kids into gangs. I made that my focus, hence the headline. The sub-headline was my way of letting editors know a little more information about the book. As for my first line, here's what I wrote:

*"After fifteen years on the Houston Police Department, Mike Knox had seen enough about kids in street gangs to write a book. And he did just that."*

This sounds interesting. You have a cop with a lot of experience in a big city. It suggests he has a story to tell (as he "had seen enough"), and it has universal appeal, as it's about kids.

Here's the entire release:

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NEWS from Awareness News Service

Contact: Joe Vitale

Phone: 512-847-3414

Date: August 10, 1995 For September 1 Release Ex-Cop Reveals the 3 "Big Lies" that Pull Kids into Street Gangs Tells How Parents and Schools Can Stop It in New Book (Houston, September 1, 1995) After fifteen years on the Houston Police

Department, Mike Knox had seen enough about kids in street gangs to write a book.

And he did just that.

"The police officer is the last and weakest link in this ugly web of gangs and juvenile crime," explains Knox, now a popular speaker on the subject of gang prevention and a special trainer to the police. "Parents and school officials have to wake up and take action now, before it's too late."

Knox helped create the Houston Police Department's Westside Command Divisional Gang Unit in 1988. He has taught gang recognition and investigation at the Houston Police Academy, University of Houston, and the Houston Drug Enforcement Agency. He says youths are being drawn into gangs in an almost natural process. He wrote his new book to help blow the whistle on this process.

"There are three big lies which pull kids into street gangs," says Knox in his eye-opening new book, "Gangster in the House" (now at book stores, or \$12.95 from Momentum Books, 6964 Crooks Road, Troy, MI 48098).

Lie #1: The gang will provide protection to the member. "Children are increasingly concerned about their safety in

the community and in the school,” writes Knox in “Gangsta in the House.” He adds that many kids will choose to join the largest and toughest gangs simply because they are perceived as the safest.

Lie #2: Membership will garner the respect of the community. “Typically gang members will mistake fear for respect,” writes Knox. He says that kids don’t know the difference, but seek the recognition of being in a gang and being feared.

Lie #3: The gang will become a family. Knox says this is an illusion because gang members don’t even trust their own friends. One of the reasons they use street names or monikers is so each remains anonymous.

What can adults do to help?

“Ultimately the parents’ responsibility in this safety net is to reteach the child how to make good friends,” writes Knox. “They must be willing to get back into their child’s life and reteach him about respect, friendship, and responsibility.”

Knox’s book, “Gangsta in the House,” takes readers directly into the world of gangs, and begins with a riveting and uncomfortable description of a fictional drive-by shooting. The book is written in a conversational style and reveals what gangs are all about, why boys as well as girls are drawn into them, and what parents, teachers, and the legal system can do about them.

— end —

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You might note that in the above examples, I gave truly helpful information that came from the books I wanted to promote.

In other words, the first one offered a free plan to build something from a pallet, the second gave tips on working with lawyers, and the last revealed some myths about gangs. This is “giving to get.” The press loves it.

## INSIGHT SECRET

But again, it would be wise to give just a handful of tips, and then direct people to your website for more tips.

When I wrote a news release for my client to help promote his trilogy of videos on “the Las Vegas Showgirl’s Diet and Workout,” we included the girls’ dieting tips. That free information gave us national publicity when the GLOBE ran the story — and Barbara Walters mentioned it on national television!

## CHAPTER 18

### *THE AMAZING BREAKTHROUGH FORMULA CALLED "E-DR PUBLICITY"*

Master copywriter David Garfinkel and I were talking one day, when he declared that I was the only person on earth that could get a direct response from publicity.

"Huh?" I replied.

"You have invented a new way to get publicity," he explained. "Most people send out news releases to make themselves feel important. You send out news releases to get response."

I hadn't thought of it before that moment with David, but he's right. My news releases are designed to get people to DO something. I call them "direct response" news releases. And since I more often than not distribute my releases online, using a media service such as <http://www.imediafax.com>, my releases are all "electronic."

So I came up with this phrase to describe my releases: "E-DR Publicity." It stands for "Electronic-Direct Response Publicity."

Here's how E-DR Publicity can work for you:

When you offer something free within your news release, do your best to mention that the free item is **AT YOUR WEBSITE**. This is E-DR Publicity.

In other words, I embed within the news release a reason for people to go to the website, where they will see the free information, **AND** see whatever it is I want them to buy.

Do you follow this?

You write a news release, embed it with a reason/news to get people to your website, and you send the release out via the web.

THIS is how you use "practically outrageous" publicity to send people to your website!

THIS is the first step in *Hypnotic Marketing*!



**Example:**

Read the following and see if you can determine how E-DR Publicity is used:

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Contact: Melissa Heller

Phone: (941) 467-8771 FOR IMMEDIATE RELEASE

Who's going to crack next?

How to tell if you or someone you love is about to snap Stress at work, home, and even at play is causing more people to crack, or mentally breakdown, than ever before. The problem is leading to a staggering increase of murder, suicide, road rage, family abuse, drug abuse, unhappiness, and much more.

But according to a mental health expert, there is now a way to detect if you or someone you love is about to crack. "If you can spot the person about to mentally snap, you can help them with treatment," says Dr. Leland Heller, a Florida family physician, mental health expert, and author of the new book, "Biological Unhappiness" (Dyslimbia Press, 1999).

Dr. Heller says some obvious signs of latent snapping are when a person begins saying things like, "I don't want to live, There's no point to living, Life has no purpose, I'm worthless, There's no point in trying, or Everyone seems to have it in for me."

He adds that anyone talking about suicide and/or homicide, who performs self-mutilation, who talks about violence, hate, or death, or who demonstrates road rage is also showing signs of snapping. "Snapping is part of a biologically based problem that is treatable," explains Dr. Heller. "The trick is to spot someone before they snap." Dr. Heller has a free screening test to find out if a person is about to snap located online at <http://www.biologicalunhappiness.com>.

The test helps determine if someone has any of a variety of disorders, from Attention Deficit Disorder or Bipolar Disorder, to Borderline Personality Disorder or Generalized Anxiety Disorder, all of which can lead to snapping, and all are treatable.

"If we catch the problems now, we can help stop more people from snapping," says Dr. Heller. "No one has to suffer. No one has to kill or be killed."

Editors: For a review copy of the book, "Biological Unhappiness," more information, or to interview the author, call (941) 467-8771.

— end —

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Did you notice that the “free screening test” mentioned above isn’t in the release itself, but is embedded there as a command to get people to GO to the website to see it?

THAT’S E-DR Publicity!

### More Samples:

You can see samples of news releases online every day.

- ☀ Visit <http://www.PRWeb.com> and look around.
- ☀ Also take a peek at — <http://www.publicityforum.com> The New Publicity Forum  
<http://dcnewswire.com> Direct Contact News Wire
- ☀ Download a free e-book on news releases here: <http://www.free-ebooks.net/press.html>
- ☀ Paul Krupin has a terrific new book on how to get publicity which includes about seventy (70!) examples of news releases that got fantastic results. Learn about it at <http://www.trashproofnewsreleases.com>

## INSIGHT SECRET

As you look at other news releases, note how many of them don't ask anyone to do anything. In other words, they aren't direct response news releases or E-DR Publicity releases.

Far, far too many news releases that go out every day just say "new product" or "new book" or "new location"---which has limited news value to the media.

Again, you want to give the media REAL NEWS, and within that news you want to embed a command to get people to go to your website.

As you read the news releases you find online, note how many lack what I want yours to have.

## CHAPTER 19

### *A NEW WAY TO GET 30 TIMES MORE REPLIES FROM THE MEDIA!*

Here is a truly million-dollar tip.

It's a new way to send out your news releases. I discovered it by accident, while helping an impatient client get in the news.

Simply stated, instead of sending out a news release, you send out the same message but as a "pitch letter."

In other words, you take your news release, knock off the contact information at the top, and instead begin it with "Dear Editor."

It's the same message — it can even be the exact same news release — but you simply put it in letter form. When I did this for my antsy client, he got 30 times MORE replies from the letter, than from the news release.

Keep in mind that editors will always want to see traditional news releases. So don't stop sending them out. But if you notice a lull in replies, you might want to send out the same writing as a letter to editors.

Here's an example of what I mean. First, here's the news release in the traditional format:

\*\*\*\*\*

Contact:

Phone:

E-mail:

FOR IMMEDIATE RELEASE

Proven Tips to Morph from Chief Cook to CEO

Executive Coach Reveals Stall-Stopppers

Why do most growing companies stall at the \$3-10 million dollar range? Why do most upcoming executives get stuck at one level in the company? Why do most entrepreneurs stop growing at a certain point?

Paul Lemberg, executive coach, strategic consultant, and author of the new book, "Faster Than the Speed of Change," (<http://www.fasterthanthespeedofchange.com>), offers 19 tips for moving through stalls in a company or an individual. "Most entrepreneurs running companies today were at one time in sales, marketing, finance, engineering, research — whatever," explains Lemberg. "They were never trained to be CEOs."

Lemberg says these entrepreneurs and executives need a push to get past the stage they're in. But they aren't the only ones who stall.

"Companies almost always stall somewhere in the \$3-10 million range," adds Lemberg. "One of the key reasons for this is the CEO holds on to one or more critical areas — thinking he/she can do it better, or there's no time to train anyone anyway. That's plain wrong."

Lemberg's 19 tips for moving out of a stall are located online at

<http://www.lemberg.com/trantips.shtml>. Here are some of his points:

- \* Ask of each new task before you: "Who is the best person to be doing this task?"
- \* Ask specifically for what you want, including conditions of satisfaction, and time frames. Don't expect people to read your mind.
- \* Skip the morning news on TV. It's primarily negative.
- Skip the late night news on TV. It's even more negative than the morning news. Go to sleep earlier, read, or write a journal.
- \* Start each day with 30-60 minutes of reading — business, educational or inspirational.
- \* Whatever you are currently complaining about — stop it.
- \* Figure out what you are very good at doing — delegate or outsource the rest.
- \* Ask yourself, "Is what I am doing the highest value contribution I can make now?" If not, don't do it.

\*\*\*\*\*

EDITORS: To reach Paul Lemberg, author of "Habits of the Rich," call toll-free (888) 854-6526. His email is [paul@lemberg.com](mailto:paul@lemberg.com). Website is <http://www.habitsoftherich.com>. His complete tips are at <http://www.lemberg.com/trantips.shtml>.

— end —

\*\*\*\*\*

And here's the same release turned into a pitch letter:

Dear Editor:

Why do most growing companies stall at the \$3-10 million dollarrange? Why do most upcoming executives get stuck at one level in the

company? Why do most entrepreneurs stop growing at a certain point?

Paul Lemberg, executive coach, strategic consultant, and author of the new book, "Faster Than the Speed of Change," (<http://www.fasterthanthespeedofchange.com>), offers 19 tips for moving through stalls in a company or an individual.

"Most entrepreneurs running companies today were at one time in sales, marketing, finance, engineering, research — whatever," explains Lemberg. "They were never trained to be CEOs."

Lemberg says these entrepreneurs and executives need a push to get past the stage they're in. But they aren't the only ones who stall. "Companies almost always stall somewhere in the \$3-10 million range," adds Lemberg. "One of the key reasons for this is the CEO holds on to one or more critical areas — thinking he/she can do it better, or there's no time to train anyone anyway. That's plain wrong."

Lemberg's 19 tips for moving out of a stall are located online at <http://www.lemberg.com/trantips.shtml>. Here are some of his points:

- Ask of each new task before you: "Who is the best person to be doing this task?"
- Ask specifically for what you want, including conditions of satisfaction, and time frames. Don't expect people to read your mind.
- Skip the morning news on TV. It's primarily negative.

Skip the late night news on TV. It's even more negative than themorning news. Go to sleep earlier, read, or write a journal.



- Start each day with 30 to 60 minutes of reading — business, educational or inspirational.
- Whatever you are currently complaining about — stop it.
- Figure out what you are very good at doing — delegate or outsource the rest.
- Ask yourself, “Is what I am doing the highest value contribution I can make now?”  
If not, don’t do it.

To reach Paul Lemberg, author of “Faster Than The Speed of Change,” call toll-free (888) 854-6526. His email is paul@lemborg.com. Website is <http://www.lemborg.com>. His complete tips are at <http://www.lemborg.com/trantips.shtml>.

Pretty simple change, wasn’t it?

And did you note that both versions were E-DR Publicity in action?

Both gave a few tips but said the entire list of tips was online, meaning you had to go there to get the entire list.

Try it!

## CHAPTER 20

### 14 INSTANT WAYS TO SEND OUT YOUR NEWS

I use Paul Krupin's service at [www.imediafax.com](http://www.imediafax.com). I've known Paul for years now. He is so honest that he won't send out any release if he feels it won't get any replies. You can email him at [dircon@owt.com](mailto:dircon@owt.com).

Other Press Release Resources:

- ✻ <http://www.gebbieinc.com>
- ✻ <http://www.baconsinfo.com>
- ✻ <http://www.imediafax.com>
- ✻ <http://www.srds.com>

Press Release Distribution Services:

- ✻ <http://www.PRWeb.com>
- ✻ <http://www.SoonToBeReleased.com>
- ✻ <http://www.internetwire.com>
- ✻ <http://www.prnewswire.com>
- ✻ <http://www.news bureau.com>
- ✻ <http://www.urlwire.com>
- ✻ <http://www.businesswire.com>
- ✻ <http://www.I-wire.com>
- ✻ <http://www.publicitylink.com>

And here's a surprise bonus tip:

You can get the media to come to you by being alerted when the media is about to do a story in your area of expertise! I tested this new service and was talking to a reporter from *Business Week* magazine the next day! See <http://www.PRLeads.com>.

And now let me tell you how to get on virtually any radio or TV show you can think of!!!

## CHAPTER 21

### *TWO WORDS THAT CAN GET YOU ON VIRTUALLY ANY RADIO OR TV SHOW (AND A SECRET WAY TO EVEN GET ON OPRAH)*

One day a client of mine emailed me a copy of his recent news release. I looked it over. It was actually pretty good. But this is what I wrote back to him:

*“Dear Scott. I like your news release. The thing is, I no longer believe that news releases are the best way to break into the news. For one thing, everyone and his brother (and his sister, cousin, and dogs and cats) are sending out news releases. Some stations and papers receive hundreds of news releases every day. That’s tough competition, my friend.*

*“So what do I suggest you do today? Call them. Call the shows or the papers. Tell them you have a story idea. They will give you about 30 seconds to pitch your news. If it grabs them, you’re in. If it doesn’t, no news release would do the trick.”*

I still believe that news releases are a good way to get news to the media. But those news releases had better be pretty darn hypnotic.

Today I believe that to really get the most bang for your efforts, calling the media will almost always be a better choice.

Here’s why:

- ✶ You make instant personal contact. You’ll either talk to someone who can make a snap decision, or you will get to leave a voice recording offering your news. You never know who, if anyone, will see a news release. Calling makes instant contact.
- ✶ You will be forced to think of news, and not selling. If you call a show and say you are the world’s greatest whatever, they will snub you. You will be instantly pegged as a salesperson. But if you call the shows and offer them a story, you’ll be seen as a person helping them with their job.

Again, if you want to get on a radio or television show, call them. Here's how:

- ☀ Get a copy of the Media Directory for the city where you live. These are usually sold by the Chamber of Commerce for that city. Media Directories list every radio, TV, newspaper, magazine, etc., in that city. You might also do a search at [www.imediafax.com](http://www.imediafax.com) for the contact information for the show or newspaper you are trying to reach.
- ☀ Think through your news story. You want to offer a story idea. Pretend you are a reporter. What would he or she consider to be genuine news? Remember, you can't pass advertising off as news. You want to hide your selling within a news story. Think NEWS.
- ☀ Call the station or news desk. Ask for the story editor or assignment editor. Do your best to have a name to ask for. Once on the phone, quickly pitch your idea. Say something like: "I'm calling with a story idea. In a nutshell, here it is — " And then tell them what would normally be your news release's headline. Get that person's attention.

That's all there is to it.

I understand that you may be shy about making the call. I can relate because I've always basically been shy. I would much sooner write an email than make a call.

The thing is, calls are immediate and get results. There's no way around it. If you truly want to use *Hypnotic Marketing* to get rich in your own business, then you need to be willing to make calls.

And keep in mind that if for some reason making calls is keeping you awake at night, then hire someone to do it for you. Just be sure this person has good phone manners so they don't inadvertently cause you damage.

In short, the two words that can get you on any radio or television show are these:

*Call them!*



And when you have a reporter on the phone, always remember the other five words that they love to hear but rarely hear:

*"How can I help you?"*

In other words, once you have a media person on the line, ask how you might help them. See what THEY need. The more you can help them, the better they will want to help you.

When FOX TV News in Houston called me one day (as a result of a news release I sent locally), I treated the reporter like a queen. She came out, interviewed me, and we had a great time. But before she left, I asked her, "How can I help you?" She looked at me. I went on to ask, "What stories are you looking for? I might be able to help you with them."

That one question made me look wonderful in her eyes. Whenever I called her after that day, she always treated me well, and was always glad to hear from me.

One more thing ...

If you're trying to get on Oprah, forget calling her.

She doesn't work that way. Instead, get the following book:

*The Ultimate Guide to Getting Booked on Oprah: 10 Steps to Becoming a Guest on the World's Top Talk Show* is a book packed with inspiring tips to help you become an irresistible Oprah guest.

My colleague Susan Harrow, a media coach, publicist, and marketing expert, explains how you can use the secrets of top publicists to get yourself invited on the most influential talk show in America. Get it at: <http://www.PRSecrets.com>.

Enough!

Now that you've learned the first step in the *Hypnotic Marketing* strategy — that is, create hypnotic publicity — it's time for you to jump into the next step — which is, create hypnotic websites!

I'm excited! Are you?

Let's keep rocking!



# Step 2

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***HYPNOTIC WEBSITES***

## CHAPTER 22

### YOUR KEYS TO HYPNOTIC WEBSITES

Now you're ready to hear about the second step in your three-step marketing strategy for becoming tsar of your own business online.

To recap:

- ☀ Step One is to create a media event — something Practically Outrageous — to drive people to your site.
- ☀ Step Two is to have a hypnotic website — something people will love to see, love to tell others about, and will cause them to return repeatedly for more of whatever you got, or buy instantly once they visit your site.

What is a hypnotic website?

I think there are two kinds:

- ☀ The first kind are deeply information oriented. They are resources. They are knowledge based sites where people return repeatedly for more information. Over time, people make sales.
- ☀ The second kind are instant sales closers. These are sites with such strong, hypnotic copy that sales are made instantly.

For example, [www.amazon.com](http://www.amazon.com) is a hypnotic website of the first kind. I go to it nearly every day. And I buy something from it virtually every week.

Why is it hypnotic? Because I am a bookaholic and I can get any book I want with a simple click. So, for me, that site is riveting. It is the ultimate resource for books. For me, that's hypnotic.

An example of the second category is the site Mark Joyner, my friend and CEO of Aesop Marketing Coporation, put online to sell my video *How to Create Advertising That Sells*. The site is at

[www.createadvertisingthatsells.com](http://www.createadvertisingthatsells.com). This site is not designed for repeated visits, but for a direct sale. But look at how it accomplishes that. You go there and you see a quiz. This quiz is very interactive.

And that's another clue to a hypnotic website: They are interactive. Browsers get to DO something.

Maybe just showing you what I mean is best. Here's the front page of the site:

Click here to view the page — [www.createadvertisingthatsells.com](http://www.createadvertisingthatsells.com).

Pretty hypnotic, isn't it?

Again, part of the secret is in how it interacts with you. The quiz is fun, and engaging.

Still another website put together by the brilliant Mark Joyner is for Paul Krupin's great book on how to write news releases. Go to [www.trashproofnewsreleases.com](http://www.trashproofnewsreleases.com) and you'll see your own name in the headline.

Now THAT is hypnotic! Why? Because the site personalizes itself for you.

And there's another hint for making hypnotic websites: Make them personal.

Again, let me show you what mean. When I went to [www.trashproofnewsreleases.com](http://www.trashproofnewsreleases.com) the site asked for my first and last name. It then loaded with the following:

Click here to view the page — [www.trashproofnewsreleases.com](http://www.trashproofnewsreleases.com).

Seeing your own name on the web page is very hypnotic, isn't it?

Again, go there and see for yourself. When you see your name in the headline, it's hard to ignore the rest of the web copy!

Ok. I said there are two kinds of Hypnotic Websites: Information rich and direct sales.

But — Which is best?

When I attended Mark Joyner's seminar in Las Vegas in October of 2001, he said the most effective websites are those that have one purpose only. His websites are all examples of that philosophy.



If you want my *Hypnotic Writing* book, you go to [www.hypnoticwriting.com](http://www.hypnoticwriting.com). If you want my *Advanced Hypnotic Writing* book, you go to [www.advancedhypnoticwriting.com](http://www.advancedhypnoticwriting.com). His sites are focused, filled with strong copy designed to go for and get the sale. As a result, those sites are hypnotic.

I could go on and on talking about websites that I think are hypnotic and noting what makes them so.

For example, the site for my first e-book, *Hypnotic Writing*, is a hypnotic site from the second category. Every time I read the sales letter at that site, (at [www.hypnoticwriting.com](http://www.hypnoticwriting.com)) I want to order the book being sold — and I wrote the book!

Click here to view the page — [www.hypnoticwriting.com](http://www.hypnoticwriting.com).

My own website at [www.mrfire.com](http://www.mrfire.com) is more of a site from the first category. It is an information site. It is not totally information based, as it is “Joe Vitale’s” site. That means it is still ego-driven. So, you see, my own site doesn’t qualify as a fully hypnotic website. It has elements of a good site because there is loads of information there. But because nearly everything is by or about me, it’s not a hypnotic website as I define it.

What you are going to learn over the next few chapters is how to create a website-or improve the one you have — so it can be declared a truly Hypnotic website.

To accomplish that, I’m going to go to the experts — peers of mine — and ask them for some help.

You’re in for a treat!



## CHAPTER 23

### A MASTER COPYWRITER REVEALS HIS INNER SECRETS

Master copywriter David Garfinkel sent the following email to me:

*Hi Joe,*

*I'd certainly recommend my site as an example —*

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

*It gets me prospects out of the blue and gives a lot of confidence to people who were already thinking of working with me.*

*One of my clients, Internet Dental Alliance, puts together sites that I would definitely call hypnotic. Take a look at this one as an example:*

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

*I know from research that this site gets the dentist 2-3 new patients a month.*

*I would say a site that is hypnotic is a site that, when viewed by a qualified prospect, renders the prospect incapable of not acting and makes it very hard for that prospect to say “no!”*

*What makes it hypnotic:*

*\* The writing starts “in the prospect’s world,” as opposed to most Websites, which start in the world of the business that owns the site*

*\* Each page starts with a compelling headline*

*\* The language and content of the site is inviting and interesting, and moves the reader into a state of trust and subsequently into taking action.*

*Hope that helps.*

*Cheers,*

*David*

David's site is focused on you — the prospect — and what you can get from his services.

Here's his front page:

Click here to view the page — <http://hypnoticmarketing.com/ebook/ch23ex1.htm>.

His site is packed with information to help you make a decision to hire him.

As for the dental site that brings in 3-5 new patients, it looks like this ...

Click here to view the page — <http://hypnoticmarketing.com/ebook/ch23ex2.htm>.

Did that site grab you?

I bet it didn't — unless you're looking for a dentist!

And that's the point: A hypnotic website is *targeted*. It knows who it wants, and it is written to their interests.

When you create your website, always, always, *always*, think of the prospects you want to reach.

Focus on them. Speak to them. Address them.

Remember my motto: "*Get out of your ego and into their ego.*"

Do that and you're well on the way to having a hypnotic website that those people cannot resist — even if you're a dentist!

## CHAPTER 24

### A FORBIDDEN PERSUASION MASTER REVEALS HIS SECRETS

Blair Warren is a producer for a nationally syndicated TV show. He's also the author of an amazing underground book titled *The Forbidden Keys to Persuasion*. I asked him for his vote and insights about hypnotic websites. Here's his reply:

*Hi Joe,*

*The only website that really grips me is <http://www.drudgereport.com>.*

*I'm not alone in this opinion. Virtually everyone I work with and see everyday makes multiple visits to this site daily.*

*It is a stark, black and white, very basic site that is really nothing more than a collection of great links to other news stories.*

*What makes me visit it multiple times a day is that he revises it minute to minute. He often breaks new stories and always has the biggest headlines available within minutes of them occurring. Drudge usually has a counter on his front page that shows him getting about 2 million hits a month. Pretty impressive.*

*What do I think makes a website hypnotic? Great copy. Period. Except for generating a thematic feel, graphics don't mean a thing to me. I want engaging copy...especially copy that I don't have to click all over the place to read. Every time I have to click to continue reading is another moment I have to pull my head out of the trance and think about what I'm doing. Suck me in and pull me to the close. Don't make me hunt and peck to go through your message.*

*Not very flashy, but that's what I think makes a website hypnotic. Website designers may not appreciate the simplicity, but I think web visitors do.*

*I'm sure I can come up with more ideas if this isn't enough for you.*

*I saw your new photo gallery and articles. Looks great...as always!*

*Hope all is well. Say hi to Nerissa.*

*Blair*

This is a site from the first category of hypnotic websites: It's an information one.

People love it. In fact, 3,594,082 people visited that site in one 24 hour period!

As far as I can tell, there is no selling going on there.

But note: The opening headline about the news traitor who wrote a book makes me want that book!

So it may lead to sales, after all.

Before I leave this chapter, let me introduce you to a place to get good news.

It's at [www.newsforthesoul.com](http://www.newsforthesoul.com) and it's a breath of fresh air in a chaotic time. It, too, is focused on giving information — but of a positive kind.

Click here to view the site now — [www.newsforthesoul.com](http://www.newsforthesoul.com).

The point here, however, is that a deeply information rich site that changes content often can be magnetic to browsers.

Keep that in mind as we explore a few more fantastic websites ...

## CHAPTER 25

### A PRACTICAL MYSTIC REVEALS HIS WEBSITE SECRETS

John Harricharan is the award-winning author of *When You Can Walk on Water, Take the Boat*. (Get a free download of it at [www.waterbook.com](http://www.waterbook.com).) I asked John for his votes on hypnotic websites, too. Here's his reply:

*Hi Joe:*

*Thanks for your note about "Hypnotic Marketing." And thank you for asking about hypnotic websites for review.*

*Two of my websites that have been drawing lots of traffic are:*

*<http://www.insight2000.com/>*

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

*I also find <http://www.askalana.com> intriguing. It was first mentioned to me by Jonathan Mizel and then later by Declan Dunn.*

*Then there's Rick Beneteau's site:*

*<http://www.interniche.net/>*

*I'll see if I could find some others.*

*I have completed (at least for now) a special website to help those who've been severely affected by our national tragedy.*

*The URL is <http://www.twintowerssupport.com>*

*At this site, my small contribution to the crisis is the gift of electronic versions of two of my books Chapter 16 in "When You Can Walk on Water, Take the Boat" will bring a feeling of tolerance and hope to those who read it. "Morning Has Been All Night Coming" will assist many to deal with despair, grief, mourning and loss. (I think you've read the first one, Joe, so you know what I'm talking about.)*



*I think we can change the world, one person at a time.*

*Talk to you soon, my friend.*

*John*

=====

*John is the award-winning author of "When You Can Walk on Water, Take the Boat." FREE download at <http://www.waterbook.com>. Also visit <http://www.insight2000.com> and <http://www.powerpause.com>*

*Photos are at <http://www.mindmarketing.com/picturepages.html>*

=====

Rather than look at all of John's above mentioned sites, let's just take a peek at the opening page to his famous powerpause.com site. I think you'll notice something fascinating about it.

Click here to view the site — <http://hypnoticmarketing.com/ebook/ch25ex1.htm>.

What did you notice?

Besides the strong testimonials which help convince you to read all the web copy, John does something I love. It's one of my favorite ways to write hypnotic copy anywhere.

Do you know what I'm referring to?

Story. John tells a story.

I've written about "story selling" in most of my books, and mention it on most of my tapes. Stories are a hypnotic way to grab attention, hold it, and deliver a message. John's website above is hypnotic largely because of the story it begins to tell.

I'll show you how to write a story no one can resist a little later on in this book. For now, let's keep examining hypnotic websites to see what else we can learn.

Ready?

## CHAPTER 26

### *DECLAN DUNN SHOCKS ME WITH HIS WEBSITE SECRETS*

Declan Dunn is one of the original Internet marketers. His name is well known and his successes are case stories for all of us to study. Here's his reply to my email requesting his favorite hypnotic websites:

*Hi Joe,*

*What an interesting email...let me share my feedback.*

*I'm going to take a chance outside just marketing sites...let me share a few...*

*1. remember.org; it's the subject matter. The word, Holocaust, is not only the 600th most searched for keyword on the 'Net, it's also the code concept that comes up whenever a tragedy happens. People come to this site and the sheer imagery, the word, and the impact of the event is beyond hypnotic.*

*2. fuckedcompany.com; the swear word is a trigger in the URL, and the color and writing style, watching all the crashed dot coms, is mesmerizing.*

*Like the Holocaust, it is an overwhelming event that is almost unbelievable in a different context...surreal. That's very hypnotic, the combination of colors and language, especially the focused single keyword that sums up the site.*

*3. ROIbot.com; as a marketing site, Mark Joyner continually is hypnotic in his copy, and addressing the user directly.*

*On this page, he asks you to check boxes about yourself, and uses a blue box to emphasize his primary message. In this case, the language is what is hypnotic, orienting you on his message and making you act, so you are part of the sales letter.*

*What makes a site hypnotic:*

*Engaging copy that focuses you on nothing else but the message in front of you. Colors that allow you to dive into the copy, rather than distracting you with pictures. Trigger words like Fucked, Holocaust, and in ROIbot's case a question like:*

*Be honest — which of the following phrases have you said to yourself?*

*What this does is take you out of the passive watcher to an involved user.*

*In the Remember.org case, it is the trigger word Remember and holocaust stories, in FuckedCompany it is the trigger word and the stories, in ROIbot it's the copy, the engagement, and once again, the stories.*

*Trigger words, color, and stories...that's hypnotic.*

*Hope this helps.*

*Peace,  
Declan*

I had never seen the remember.org site before. I had heard Declan talk about the site once in Atlanta, at a conference he and I both spoke at. I just now looked at the site and was blown away.

Click here to view the site — <http://hypnoticmarketing.com/ebook/ch26ex1.htm>.

You can probably guess that this is a hypnotic website from the first category: Information rich.

You may also note that this site does sell some things, such as books. The information on this site attracts people by the herds. Once here, part of being a complete service to them is offering related products they can buy. This does it beautifully.

Hats off to Declann.

As for his other favorite site, I admire Declan but have a problem with a website focused on negativity. Fortunately, Larry Chase, another man I admire, posted this in one of his Fall, 2001 newsletters:

[www.luckedcompany.com](http://www.luckedcompany.com)

*Lucked Company is the companion site to its dark twin, F\*\*\*\*d Company. Where FC is filled with uncensored business failure rumors riddled with profanity, LC offers, ah, good news and positive rumors.*

You can visit those sites and make up your own mind about them. Next, let's look at some of the most hard-hitting direct-selling sites you'll ever find online!

## CHAPTER 27

### WHAT ARE THE HARDEST-HITTING DIRECT-SELLING WEBSITES ONLINE?

And my dear friend and coauthor Jim Edwards wrote the following:

Joe,

*Hmmmm.... well here are some websites I have always thought just made me want to take action.*

*www.amazingformula.com*

*www.fsbohelp.com*

*www.instantsalesletters.com*

*www.mortgageloantips.com*

*www.gimmesecrets.com*

*and of course... www.7dayebook.com which is a damn good site with almost 5% conversion!*

*I think a hypnotic website:*

- 1. Moves you emotionally rather than intellectually.*
- 2. It gets you thinking not about whether you want the product or not... but how you can get whatever it is selling and put it to work for yourself.*
- 3. It appeals to your gut... rather than your brain.*
- 4. It is subtle in how it moves you... but it builds incredible emotional momentum as you move through it.*
- 5. It gets you talking inside your head... visualizing the positive results you can get.*
- 6. It is believable, inspiring and motivating all at the same time.*
- 7. Gets you to paint a clear vivid and bright picture inside your head about the end result.*

*That's what I think on this Monday night about that... hope it helps.*

*Jim*

While it may seem self-serving (hey, I am a marketer!), let's look at the 7 Day Ebook website:

Click here to view the site — <http://hypnoticmarketing.com/ebook/ch27ex1.htm>.

Which category of website is this?

It's not the end all and be all of for information on ebooks, so it's not from category one.

But this site goes for the sale — directly and relentlessly. So it's a hypnotic website from category number two.

Just a few things to notice about this website:

- 1:** Hard-hitting headline
- 2:** Powerful endorsements
- 3:** Strong benefits
- 4:** Irresistible guarantee
- 5:** Free bonuses for added value
- 6:** Compelling PS's.
- 7:** A warning that actually encourages sales

What else did you notice about that website?

Make some notes for yourself ... and then zip over to the next chapter and learn about hypnotic websites — from one of the world's greatest hypnotists!



## CHAPTER 28

### *SOME SEXY ADVICE FROM THE WORLD'S GREATEST HYPNOTIST*

And master persuader, hypnotist, and author Kevin Hogan wrote me the following:

*Hi Joe,*

*Nice to hear from you. Sure you can review kevinhogan.com*

*I like my friend's website wendi.com for similar reasons as you will read below.*

*I think what makes a website profitable (at least ours) is the new articles we post every 7-10 days. People can gather information on everything related to mind body, persuasion, NLP, hypnosis. In each article we give enough information away free of charge that people KNOW they will always win with my products and services. I don't know if this is "hypnotic" in the terms of waving pocket watches but it sure works in lining the pockets that hold the watches...*

*Kevin Hogan*

Well, let's look at Kevin's site. You'll see that Kevin found a way to make sex help him sell his products and himself. Here's part of the first page of it:

Click here to view the site — <http://hypnoticmarketing.com/ebook/ch28ex1.htm>.

Kevin knows what he is doing. His site is an informative one which also leads to sales.

What else can you do to transform a so-so site into a hypnotic one?

Keep reading and see!

## CHAPTER 29

### HOW TO TRANSFORM A SO-SO WEBSITE INTO A TRULY HYPNOTIC WEBSITE

You can learn a lot by studying before and after websites.

In other words, the following is the copy one website was using — which wasn't working. Read it and then look at what I wrote for them later.

*— The Gold Mine.net is a multi-faceted, multi-dimensional online recruiting tool. It was specifically designed with the serious Network Marketer in mind.*

*At The Gold Mine.net, we are dedicated to helping you explode your business by providing the best tools available. Our goal is to assist you in uncovering “the gold” you desire!*

*With The Gold Mine.net you will have a professional web presence with our simple, attractive websites. There are several templates to choose from. A fully automated system allows you to update your picture, story and contact info 24 hours a day 7 days a week without having to know any programming at all!*

*The Gold Mine.net will allow you to “strike the gold” in your business by giving you the ability to generate/pre-qualify your own leads with our striking flash presentation. In addition, turn those prospects into hungry business partners with John Kalench's best selling book, “The Greatest Opportunity In The History Of The World” by giving away this book to your website visitors/prospects for FREE! Also, motivate your prospects from “offline” to “online” by offering them this inspiring book and let it... “Sell the Dream”!*

*The Gold Mine.net will supply you with the highest quality leads in the industry, too! (\*Plans with leads.) Our “Gold Mine of Leads”, are home-based business opportunity seekers waiting for you to contact them about your opportunity.*

*Utilize our leads and get access to our state-of-the-art lead management system, “The Virtual Mining Machine”! Let “The Virtual Mining Machine” bridge the gap from high-tech to high-touch by automatically developing rapport with your prospects via email. Whether you like to*

*build your business face to face, by phone, or on the Internet, "The Virtual Mining Machine" will "mine the gold" by finding, tracking, sorting, and motivating your prospects! It also gives you the flexibility to enter your own generated leads into the system.*

*The Gold Mine.net is not just another web-based program for you to try. We support your vision. We want to become your business partner and assist you in achieving the results you so richly deserve.*

*Our mission is to be the most successful company of our kind at delivering the ultimate experience for Network Marketers, worldwide!*

*We will meet the customer's expectations with:*

- Highest quality*
- Competitive pricing*
- Simplicity*
- Leading technology*
- Superior service*

*We look forward to partnering with you and taking your business to the next level.*

Now look at what I wrote for them below:

- Are you looking for \*qualified\* hot leads delivered right TO YOU?
- Are you looking for a \*guaranteed\* system for turning leads into cash?
- Are you serious about making \*A LOT\* of money in network marketing?

**If you answered "YES!", then you've found GOLD!**

**(Read on to see how you can have all of this for FREE.)**

Dear Network Marketer,

You may not realize it yet, but you've just discovered the most fantastic, proven, time-tested, simple, and even guaranteed way to turn your networking marketing business into a raging river of residual income!

MILLIONS of dollars have been made with our high-quality leads and proven system!

*How?* You'll soon see that we've created a literal gold mine for recruiting leads. Our system works and we can prove it to you.

For example, our leads come from websites that get more than 6,000,000 unique visitors every month!

Think of it! Over SIX MILLION people go to our sites!

And from those six million people, we hand-pick the golden leads for YOU.

As you probably know, you don't want just "any" lead. You want a \*qualified\* lead. And that's exactly what we find for you.

You won't get fool's gold from us.

Instead, you get the motherlode!

[When you join now](#), you'll get all of the following:

- Qualified leads will be fed right to you (as many as you choose)
- You'll get our time-tested, proven system for turning these leads into profits
- You'll receive a vault full of free tools, books and materials to give to your leads
- You'll get your own recruiting flash website to get online fast!
- You'll get a simple, step-by-step system to generate your own gold mine of leads

The list goes on and on!

As you can see, [when you join now](#), you sign-on to make money!

You'll have access to such money-making services as these —

- **The Virtual Mining Machine™** our patent pending lead management system is designed for effective recruitment of new, motivated business partners. With our simple at-a-glance technology, you can master The Virtual Mining Machine system in a matter of minutes. With its unique paper-less organizer you'll never lose a hot follow-up again. Point and click for follow-up alerts; point, click and view notes for a lead; point, click and view your lead's detail; point, click and MAKE MONEY!

Also, leverage your valuable time by only spending time with the serious prospects. The Virtual Mining Machine's special "Internet Mining Technology (tm)" will track your prospect's moves and alert you to any actions your leads take to any correspondence.

- **Prospector's Pipeline™** is our copywriter & email management system. Leverage your time and let our email system funnel your leads through our Prospecting Pipeline for you; point and click and build rapport with thousands of prospects via email. Choose from professionally written letters by world-renown copywriter Joe Vitale or get trained by the greatest copywriters in the world with our unique copywriter training system and write your very own custom emails to close your prospects.

- **The Virtual Vault™** You'll have your very own virtual vault full of treasures to unlock vast resources of priceless knowledge and power at "The Virtual Vault.net." These free items you'll receive are all hand-picked to keep you motivated, educated, inspired and successful! Plus, you get to give-away these items to your prospects for FREE. You'll have all the right tools to make you a master prospector. Imagine having hundreds of miners mining gold 24 hours a day, 7 days a week — sharing the dream of network marketing to your leads, which will lead you to a gold mine.

- And you'll get an amazing amount of FREE products to keep you and your new leads motivated, trained, and focused on the gold!

**AND you can even have all of the above for FREE.**

How? Simple. Once you [join now](#), any time you refer 3 people to us, YOU will get your leads and system for FREE. We call it our "[3 and it's FREE](#)" policy.

And would you like to know the best news of all?

**It's our guarantee.**

**It's totally un-conditional.**

**If you're not happy within 30 days, let us know and you owe nothing.**

*Look.* Other "systems" out there promise you the moon but deliver nothing but fool's gold. Try them and you'll find out the hard way. The truth is, fool's gold is worthless!



What you want are HIGHLY-QUALIFIED leads and a proven simple system.

You want to hear from and deal with people who are hot to make money and want to work for it.

*Right?*

Then you've come to the right place. We GUARANTEE your complete satisfaction — or you get your money back. Period!

You'll be given leads of people who declare they want to learn about your product or service. And these leads are usually college-educated, make about \$50,000 a year on average, and state they WANT to know more!

**Can you imagine how easy life will be for you when you can stop cold calling and start milking hot leads?**

And just think of how you can make money when you use our proven system to help your leads get out there and build their own business IN YOUR GROUP!

It's all simple, fast, proven, and guaranteed!

Are you ready to strike gold?

[Join now](#) and start singing "Eureka! I've found GOLD!"

Can you see the differences?

What I do with any copy is *translate* it.

I take what is handed to me — such as the first copy I showed you in this chapter — and I translate it into features and benefits, using active writing and clear benefits — such as the second example above.

That's what you want to do with all your writing.

Look at each sentence and meditate on how you can translate it into something your reader wants to see. For example, in the first example, there are a lot of "we" sentences. That means the copywriter was

focused on his company, not on you, the reader. The thing is, you are the person expected to shell out your money! The copy has to be written to appeal to your interests!

So the second example has a lot of “you” statements in it. That’s because I translated the first copy into language you would relate to.

Are you with me?

In order to write hypnotic copy anywhere, you have to focus entirely on your readers, not you.

I admit that this is a tall order. But that’s why good copywriters are paid top dollar. When they manage to write copy that brings in sales, that copy can be worth millions of dollars.

Again, your hypnotic publicity should focus on the public, not you; your hypnotic websites should focus on your visitors, not you; and your hypnotic writing should focus on your readers, not you.

But let’s take a breath and then look a little deeper at what it takes to create a hypnotic website.

Go get yourself a snack.

You deserve it!

## CHAPTER 30

### *HOW AN “INSPIRATIONAL FOLK MUSICIAN” CAN CREATE A HYPNOTIC WEBSITE*

Todd Silva is a dear friend of mine from my old days in Houston. He's a delightful guitarist. He's performed at several of my book signing parties in the Houston area. He now has his first CD out. And he just put up a website. He asked me to look at it.

I did and I saw that it was nice. It had a nice picture. A nice lay-out. Nice words.

But nice isn't enough. Nice isn't hypnotic.

So I made a few suggestions:

- 1:** I told Todd that the only people who will find his website are the ones looking for him personally. While Todd is a wonderful man, he's not going to get a stampede from his name alone. So I suggested Todd arrange to sell other CDs on his site besides his own. This way he could have more profit, too. And the other artists would be interested in helping promote his site.
- 2:** But that's not enough. Todd calls himself an “Inspirational Folk” musician. I've never heard that phrase before. So I suggested Todd make his site THE clearinghouse for “Inspirational Folk” music. This could give him lots of reasons to get publicity, and could even lead to musicians begging to be placed on Todd's site.
- 3:** Finally, I suggested Todd give away samples of the music. Let people download and listen to anything they wanted. This idea isn't new, and Todd was already going to do it, but I wanted to remind him the when you give, sooner or later you get.

Click here to view the site now — <http://hypnoticmarketing.com/ebook/ch30ex1.htm>.

In short, Todd's site became much more hypnotic once it wasn't “Todd's” site. Maybe the same can be said for your site.

Is your site information driven or ego driven?

## CHAPTER 31

### WHAT YOU CAN LEARN FROM THIS REALLY STUPID WEBSITE

Today I let the dog in while I sat in my easy chair and caught up on my reading. Within minutes I saw *Hypnotic Marketing* come alive and go to work. Here's what happened:

I was reading *Blink*, a great printed magazine for EarthLink Internet users. I love the magazine because it's packed with great information, cool links, and other useful or just plain interesting material.

As I was browsing this issue, one eye on my dog to be sure she didn't eat the curtains, I saw a mention for a website called [www.stupid.com](http://www.stupid.com). It was said to be the best place in the world to buy, well, *stupid stuff*.

Now note what just happened.

Step One in our "*Hypnotic Marketing* Formula" kicked in.

In other words, publicity made me aware of the website. And because the mention in the magazine was enticing, it made me want to visit that website.

Are you with me?

Step One is getting publicity to make people aware of and want to visit your site. That's what just happened to me, through the pages of *Blink* magazine.

Later, after I put the dog outside and went upstairs to my office and my computer, I visited the website.

And that's where I ran into Step Two in *Hypnotic Marketing*: I visited a truly hypnotic website!

You're going to have to visit [www.stupid.com](http://www.stupid.com) to see what I mean. You'll find colorful graphics, humorous copy, fascinating products, and much more. I found myself spending a lot more time browsing the site than I ever imagined I would ever spend.

Click here to view the site — <http://hypnoticmarketing.com/ebook/ch31ex1.htm>.

More than that, I started to order things!

And that's Step Three in the "Hypnotic Marketing Formula." The sales copy on the site is so compelling, I almost couldn't help myself. I wanted to buy buy buy!

I wanted several massage pens. That's right: Pens that massage you with a vibrating end. Hey, Christmas is coming up (as I write this) and I wanted to impress a few close friends with a strange but useful new invention.

To give you an idea of how hypnotic their sales copy is, here's the description for their massage pens: (I'm using it here under Fair Use considerations for educational purposes only. The copy of course belongs to the proud owners of [www.stupid.com](http://www.stupid.com))

Actually, that's not such a stupid device, is it?

I bet you want one, too!

Well, I sure did. I ordered five of them.

But the ordering process at [www.stupid.com](http://www.stupid.com) had a glitch in it. My order was lost before I got to finalize it. And because most of what I was doing was impulse buying, I didn't feel any real need to stick around and go through the questionable process again.

So, in the end, [www.stupid.com](http://www.stupid.com) lost my sale, which, I guess, was pretty stupid of them.

But please note that they (unknowingly) practiced *Hypnotic Marketing*!

**STEP 1:** Their mention in *Blink magazine* got me to know of them and want to visit them.

**STEP 2:** Their website is fun, engaging, and fast, making it easy for me to get involved and enjoy myself.

**STEP 3:** Their sales copy was to the point and focused on ME, the consumer, making me WANT to buy.

If you want an example of *Hypnotic Marketing* alive and well on the net right now, dash over to [www.stupid.com](http://www.stupid.com) and see what I mean!

And to prove to you just how hypnotic [www.stupid.com](http://www.stupid.com)'s web copy really is, compare it to this copy from another site selling the same pen:



**Product Description:**

The unique metal ball-point pen with built in massage.

Rugged metal construction

Attractive design

Patented massage function

Replaceable ink refills

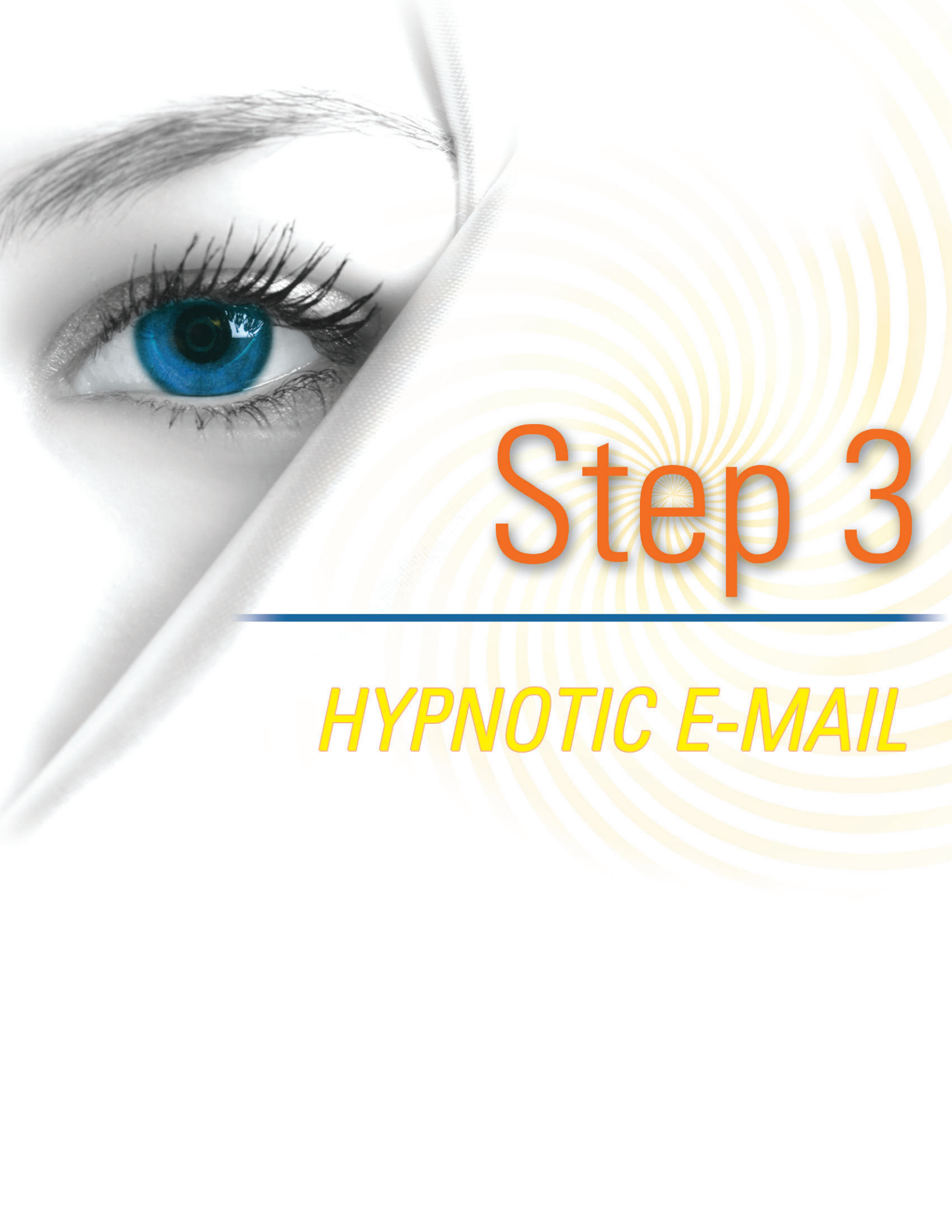
Batteries included

Is that boring or what?

Obviously [www.stupid.com](http://www.stupid.com) knows the power of a website with vivid writing.

Looks to me that [www.stupid.com](http://www.stupid.com) isn't so stupid after all!

And now let's move into the last step in creating a *Hypnotic Marketing* campaign!



# Step 3

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*HYPNOTIC E-MAIL*

## CHAPTER 32

### *THE SECRET NOBODY WANTS YOU TO KNOW ABOUT MAKING MONEY ONLINE*

Jay Abraham and I were talking one day over the phone when he said something revealing:

“The real secret to making money online isn’t in websites,” Jay said. “It’s in email.”

He went on to tell me that he thought I was the best user of email marketing he had ever seen. He also said he looked forward to my emails and read them with interest. “They’re fun,” he added.

And my emails make money. Jay knows it, too. He went on to say, “I bet you make two million dollars a year from your email campaigns.”

I don’t. Not yet, anyway. But Jay is absolutely right: Email marketing is the most overlooked tool in making money online.

For the purposes of *Hypnotic Marketing*, having a powerful, fun, interactive, and informative website is just one-step of the three-steps to success.

(As a gentle reminder, the first step is getting attention with practically outrageous publicity, the second is having a hypnotic website, and the third is using hypnotic email to close sales.)

The thing is, email IS the easier and least expensive way I know of to help fuel your *Hypnotic Marketing* campaign.

How do you make it work?

- ✻ First, you need a regular newsletter. This is something you put on your website and have a place for people to subscribe. See my own site at <http://www.mrfire.com> for an example of this.
- ✻ Second, you need to keep every email address you get in a separate file and protect their privacy. Never sell or give away their trust.

- ☀ Third, you need to send out emails to that list on a regular basis.

And right there — in step three — is where you can make yourself rich.

A friend of mine once said, “If you have a list of 10,000 names, you’ll never have to work again.”

Think about that! Just a list of 10,000 names and you can send them email offers — all relevant to their interests, of course — and you can get rich from that alone!

In short, email marketing is the overlooked aspect of *Hypnotic Marketing*. I’m including it in this book, as the third step for creating a website that works, because this step alone can make you financially free.

Jay Abraham was right.

But how do you use email to your benefit?

## CHAPTER 33

### *HOW A FAMOUS STREET MAGICIAN CAN HELP YOU CREATE HYPNOTIC E-MAIL*

Today I watched a video of a magic lecture by famous street magician Jim Cellini. I found the 80 minutes of instruction to be, well, hypnotic.

While I'm not going to tell you any magic secrets in this chapter (or even in this book), I am going to share something that Cellini shared with me — something that can help you create absolutely hypnotic email.

As I said, Cellini is a street magician. That means he performs magic tricks on streets in order to delight people enough into throwing some money into his hat at the end of his show. Street performers can make a lot of money. Some of them can become stars. Harry Anderson, famed actor of the popular television series *Night Court*, began his career as a street magician.

Making a living this way has to be tough work. You can imagine how challenging it must be to get on a corner and start talking, moving, singing, yelling or whatever it takes to get people's attention. You have to move fast and keep the action going — else you won't create let alone keep an audience.

Street performers are pitchmen. They are doing whatever they can to grab you, hold you, and get some money out of you.

I've only known a handful of pitchmen in my life (so far). One of the most famous is Marshall Brodien, a magician considered to be one of the top 100 most influential magicians of the last 100 years.

A year or so ago, Marshall picked me up at my hotel in Chicago and took me to his home, where he and his wonderful wife, Mary, entertained me with stories of pitchmen, early infomercials, and showmen of magic.

Marshall, now a product advisor to famed magician Lance Burton, even performed magic tricks for me. I still can't believe it. Here was one of the most legendary magicians in history performing magic for me.

When Marshall took me back to my hotel, he talked about being pitchman. He even remembered his old spiel to round people up. He started to deliver it right there in his car. It was amazing — and fun. I could see that being a pitchman took a lot of energy, courage, and talent.



But back to Cellini ...

During the video of Cellini that I watched today, Cellini summed up a street performer's job. I think it's the same job of your e-mail. It was certainly the same job of Marshall Brodien in his early days. Since it's so wise, so short, and so relevant, I want to share it with you here:

- 1: Stop people.
- 2: Hold people.
- 3: Get money out of people.

That's it!

Again, that's also the job of your e-mail. Let's look at each step:

- 1: **Your e-mail has to stop people.** I get hundreds of messages each day. If I'm not intrigued by the subject line of the e-mail, more often than not, it's trashed. So there's a hint for you: Make your subject line hypnotic.
- 2: **Your e-mail has to hold people.** While you may have gotten me to open your email with a good subject line, I won't keep reading unless your main benefits are right up front. So there's another hint for you: Make your opening paragraphs grabbers — packed with curiosity and/or direct benefits to ME, the reader.
- 3: **Your e-mail has to make money.** You may not need every e-mail you send out to be a direct money-maker. Sometimes your e-mails will be to build rapport and relationships. So that's another hint: Never forget that your e-mail is intended to make money, either now, or soon.

Ever since the September 11, 2001 terrorist attacks, when the threat of biological warfare hit the country, more businesses are turning to email to get their message and their offers to their prospects.

What does this mean?

Your e-mail box is gonna be *stuffed*!

You better focus on sending e-mails that are hypnotic — that do what Harry Anderson and Marshall Brodien had to do, and what Jim Cellini said all good street performers must do:

- 1:** Stop people.
- 2:** Hold people.
- 3:** Get money out of people

The next few chapters will help you do just that — like magic!

## CHAPTER 34

### HOW TO CREATE E-MAILS THAT SECRETLY SEDUCE YOUR READERS

I was sitting in a doctor's office reading the book I had brought along when I had a major insight.

I was reading Vernon Howard's famous self-help classic, *Psycho-Pictography: The New Way to Use the Miracle Power of Your Mind*. The book is famous, still in print, and well worth your time to read it.

As I was reading, it suddenly dawned on me that the little stories Howard used throughout the book were in fact hypnotic inductions. He called them "Mental Pictures" and tied them to the title of his book. In essence, they were very brief stories that created a scene in your mind. These little scenes would then enter your unconscious and silently work to alter your thinking. They were subtle hypnotic commands.

Here's an example from Howard's book:

*"A war drama on television showed a corporal captured by a pair of soldiers in enemy uniforms. The soldier tried to escape several times but was recaptured. It turned out to be a happy capture for the corporal, for his 'enemies' turned out to be members of his own army in disguise. A new truth is sometimes like that. We resist it, only to find later that it is our friend."*

That is a very short story from Howard. Some of his other "mental pictures" are longer, even several paragraphs very long. But the point is this: They are designed to deliver a message to you without being heavy-handed about it.

When I read his book, I suddenly realized that just as Howard's "mental pictures" were entering my mind below my overly conscious awareness, "Hypnotic Email" containing sales messages could enter the minds of my readers.

Are you with me here?

A "hypnotic letter" doesn't have to look like whatever you think a hypnotic letter should look like. It can in fact be nothing more than a brief story structured in such a way as to deliver the message you want your reader to get — and act on.

Now how can you use this insight to write your own hypnotic sales copy?

By remembering to tell relevant stories whenever you want to deliver your sales message.

Here's an example of a "hypnotic story":

What makes this emailed sales letter hypnotic?

by Joe Vitale

I sent the following short sales letter by email to my own list of some 800 names. There was an immediate boost in sales. Amazon.com had to back-order the book I was selling in the letter. My publisher's online server went down due to all the orders they got at once. But something even more shocking happened.

Many people wrote to me and actually asked how I was able to \*make\* them read the letter. They said they couldn't stop reading it! Others said they felt compelled by some unseen force to read every word of it. Still others just mindlessly read the letter but then automatically — as if obeying a subliminal command — went to amazon.com and ordered the book I was selling. Afterwards, they wrote me and confessed they felt they had been "hypnotized."

What in the world makes this letter so hypnotic? Read it and see what you think:

\*\*\*\*\*

I was nearly in tears...

Dear Friend:

I was just in the bathroom, reading a letter from my sister, when I got to the line...

"I got your book and I read it and I thought it was great. And after I read it, I went out and got myself a new car."

I thought she was kidding. My sister has been on welfare, struggled to raise three kids, been wrestling with health problems, and has fought toe to toe with poverty for years. I wrote my latest book, "Spiritual Marketing," for her, in an attempt to help her.

But it wasn't until moments ago that I discovered that my book had such a profound impact on her that she not only read it, and liked it, but she went out and made a dream of hers come true.

Later in the same letter she wrote, "Dad read your book before I did and he knew I wanted a new car and he told me that once I read your book he would guarantee that I would buy a new car."

That's even more unbelievable. My father has never even acknowledged receiving any of my books, let alone taken the time to read them. But he read "Spiritual Marketing," and it apparently had an impact on him, too.

I'm sharing all of this with you today because you are someone on my personal email list, and this is personal news which I think can inspire others to go for, and get, their dreams. Whether it's a new car, a new house, more money, real love, or happiness in this moment, it's all possible.

Just ask my sister.

Joe Vitale

PS — Amazon.com now carries "Spiritual Marketing."

\*\*\*\*\*

Well, what do you think? Why does this letter hypnotize people?

Here's what I think:

1. The headline, "I was nearly in tears ... ", which was the subject line on the email I sent out, is riveting. People want to know why I'm nearly in tears. Did something bad happen? Or something good? Was I crying? Or laughing so hard I cried? Your headline has to be a gun in a prospect's face. While most headlines have to be benefit-oriented, curiosity-invoking headlines are proven to grab readers, too.
2. The opening sentence, "I was just in the bathroom, reading a letter from my sister, when I got to the line..." not only compels you to read the second sentence, it is actually impossible to complete the first sentence — because it doesn't end! Those dashes are grabbing your nose and pulling you into the next sentence, which happens to be the next paragraph.



3. The letter weaves a story. Stories sell. Stories compel. Stories pull people into the drama unfolding and make them a part of the action. As this letter reveals its story, it also conveys selling messages to you hypnotically — messages that urge you to get this book now.

4. The letter reeks of sincerity. I learned that sincerity sells. Sincerity is hypnotic. Don't lie or mislead or gyp people. Tell your story in the most hypnotic way possible and the people most interested in it will respond.

5. The ending PS, "Amazon.com now carries "Spiritual Marketing," is a subliminal call to action. While I'm still known for writing fiery PS's that warn you of dangers if you don't act now, my PS above works in a soft-sell way. The story in the letter says "Buy my new book." The PS simply tells you where.

You can take my tried and tested emailed sales letter above and use it as a model to write your own hypnotic letter. Here's how:

Just think of a story — a true one, remember — of someone who benefited from your product or service in a record-breaking way, and write the event up following my formula and my letter. It may help you to remember these key questions:

1. How can you make your headline so curious that people can't help but read your letter?
2. How can you begin your next letter in such a way that it actually forces people to keep reading?
3. How can you tell a story about your product or service that compels people to want it?
4. Are you telling the whole truth in your letter?
5. How can you more softly let people know how to buy your product or service?

Finally, I think the greatest secret to making any sales letter or email message truly hypnotic is in being genuinely excited. My sales letter above is based on what actually happened to me. My sister DID write me. She DID buy a new car. It WAS a result of reading my new book. I was so moved by her news that I conveyed my joy in my sales letter — and that joy became hypnotic to my readers.

As you can see, stories are powerful — and persuasive. Next, let's look at how to literally grab your readers — hold them tight!

## CHAPTER 35

### *THE FIVE BEST WAYS TO CREATE HYPNOTIC EMAIL OPENERS*

At the Mark Joyner seminar in Las Vegas in October, Alex Mandossian told me something surprising.

He said that people think of me as the man able to create the most powerful “Hypnotic Openers.” When I asked him to explain, he said people always told him how impressed they are at my ability to write compelling openings to email, sales letters, articles, books, and news releases.

I never realized people recognized my openings as hypnotic. I work relentlessly on openings to make them engaging. With that in mind, I thought I would teach you how to write hypnotic openers. Here are my five favorite ways:

- 1:** Curiosity.
- 2:** Questions.
- 3:** Stories
- 4:** News
- 5:** Human interest

Now here are examples of each:

- 1: Curiosity:** “I was nearly in tears.”
- 2: Question:** “What are the 5 best ways to a Hypnotic Opening?”
- 3: Story:** “I found money under my bed when I woke up this morning.”
- 4: News:** “Something shocking happened on October 6, 2001 in Las Vegas.”
- 5: Human Interest:** “Kathy didn’t realize the power of her pinkie until she poked her assailant.”

And here are some insights into each approach:

**Curiosity** not only killed the cat, but can lead to many sales. I love to intrigue people with openings that force you to read more to understand them. The way to use curiosity is to think like a magician. Tell people what they will get but not how they will get it. An example might be, "Seaweed made me lose weight even when I drank beer and ate pizza." That's curious. Trivia can be curiosity provoking, too. "Why did Joe Vitale put the phrase 'Ask me about the monkey' on his business cards?" Curiosity openers can also be odd. For example: "Marketing man channels P.T. Barnum."

**Questions** can wrap someone's mind around your sales pitch. "What are the 5 best ways to create hypnotic openers?" transforms a statement into high intrigue. I LOVE this method for creating hypnotic openers. Take any statement you want to make and turn it into a question. An example might be, "I can teach you how to drive traffic to your website" is weak but as a question, "How can I teach you to drive traffic to your website?" it's strong.

**Stories** are magical. They are one of the lost secrets to success. Simply tell a story that conveys your message. Instead of telling me your new product is great, tell me a story about someone who used it and discovered it to be great. A secret tip here is to use lots of dialogue. People LOVE dialogue ins stories.

**News** is what virtually everyone wants. That's why we read the newspapers, and watch TV. State your opening as a news story, in the way a reporter might write it. Example might be: "Today at noon a new software appeared that is making many people's lives easier."

**Human interest** tap into all of our hearts. This can be considered a combination of story, curiosity and news. Tell us about someone who uses your service. "Bonnie was on welfare until she read my latest book. Yesterday she bought a new car as a result."

Go ahead and take a few moments dabbling with some email openers before going on to the next chapter ...

## CHAPTER 36

### *“HOW CAN THE RIGHT QUESTION BRING IN 317% MORE ORDERS?”*

What's a proven way to get people to read your email?

One of the best ways to get people to read your sales letters, ads, email or other sales copy is to open with a question.

But there's a catch:

The *\*type\** of question you use can increase your sales — or kill them dead.

Most people use a yes-no question for their headline. They may ask, “Do you want to save money on your taxes?”

What's wrong with that headline? The nature of the question leaves people with the ability to answer yes or no — and not read anything more! The more hypnotic headline is a question that people *\*cannot\** answer *\*without\** reading the entire body of your sales letter, ad or email.

Here's an example of how you can use this method:

Instead of “Do you want to save money on your taxes?” change it to the more open ended, “Which of these ways will help you save money on your taxes?”

The word “which” is the key in that example. Obviously, you can't answer the question without reading the entire sales copy below it!

I once increased sales in an ad by a documented 317% with this method. The ad the job placement service ran for their new software asked, “Will this new software help you find more recruits?” You can answer that question with yes or no and forget the ad. That's not hypnotic.

I changed the ad to the much more engaging, “How will this new software help you find more recruits?” Here, the word “how” is the key. It is now a question that no one can answer without reading the entire ad. As a result, sales exploded 317 times over the previous ad.

Want more proof?

Note the title of this very chapter: “How can the right question bring in 317% more orders?” You can’t answer it without reading this chapter! And note how I began this chapter. I used the question, “What’s a proven way to get people to read your email?”

Again, you have to keep reading to find out!

And now that you have read this chapter, you can go on and create hypnotic headlines of your own.

Hmm ... Which email will you try this hypnotic technique on first?



## CHAPTER 37

### *E-MAIL SALES LETTER SAMPLES THAT ARE MAKING ME RICH*

Late in 1999 I decided to teach an e-class. There's a whole fascinating story behind that decision, which is explained in an article at my website called *How I Made \$68,000 Teaching E-classes*.

What I want to share with you here are the email letters I used to fill that first e-class — a class which was taught entirely by email and which brought me more than \$21,000 in less than a week.

(That's right: \$21,000 in less than one week!)

Here is the first letter I sent to my list, which at that time was barely 800 names:

Subject line: Announcing Spiritual Marketing class online

You are invited to join a new online private e-class led by me revealing Spiritual Marketing: How to Increase Your Wealth from the Inside Out.

The following e-newsletter will explain the details. But first... You are receiving this because you either asked to be on The Copy Writing Profit Center's exclusive announcements list at <http://www.mrfire.com>, or you are a personal friend of mine. If you don't want to receive these monthly messages, just send a polite note to me at [remove@mrfire.com](mailto:remove@mrfire.com), and I'll take your name off my list. BTW, your e-mail address will never be sold or given to anyone by me. Finally, feel free to forward the following to your friends. Thanks! — Joe

\* I've decided to offer a five-week, private, online intensive workshop to a select group of 15 people on the subject of "Spiritual Marketing." I'm not sure how to convey just how powerful this event can be for you. Not only will you learn the proven 5-step method for creating anything you can imagine in your life, but you'll also get my un-published book on the subject, AND you will get 5 weeks of personal e-coaching from me so you know how to apply these steps to YOUR life and YOUR business.

What are the principles? And what can you do with them?

In short, I'm talking about learning to influence your world by what you do INSIDE yourself. In 1906, Elizabeth Towne wrote, "Man is a magnet, and every line and dot and detail of his experiences come by his own attraction."

Change the vibratory quality of your inner magnet, and you'll change the results you get in your life. The 5 principles you'll learn in Spiritual Marketing will tell you exactly how to alter the experiences you are getting (including the amount of money you make) by working from the inside out.

As for what you can achieve with these steps....Anything you can imagine! I mean that literally. Most of my successes have come from this mental-spiritual way of walking through life. In this course, you'll hear of people who healed relationship problems, cured such "incurables" as cancer, increased their income, and much more. The truth is, there are no limits — other than the ones in your own mind. This e-course WILL expand your mind.

Here's how the e-class will work:

I'll allow 15 people, tops, to join. I have to limit this program to only 15 people so I can be sure to give each the personal attention they may want.

Each week I will e-mail out an article by me on that week's lesson. You can then reply to the article, by e-mail, and give me questions unique to you and your business. I will then answer them, giving you specific ways you can apply the lesson to your business. In this way you will not only get the lessons, but you'll get my personal e-coaching, as well. We'll do all of this by e-mail, simplifying the process for both of us.

Obviously, some of your questions may be more marketing oriented than spiritually oriented. No problem. I'm also willing to review any sales letters, ads, or news releases you may write during this five week e-class.

How much will this cost? If you paid my hourly rate for personal instruction over a five week period, you would have to pay several thousand dollars and maybe refinance your home.

But for this exclusive, limited new e-class, the fee is only \$1,500. You can pay by credit card or check. It would of course make a great investment for your future (for the new year and the new century!), a great gift to yourself (a Christmas gift to you!), and it's probably tax deductible (check with your

CPA). All in all, it's a small investment for such a life-changing, money-making new experience that will help you create whatever you can imagine.

Is the course guaranteed? You bet. Sign up now. If you're not happy after the first lesson, tell me and you can have ALL of your money back.

Will the principles work for you? It's up to you. I'm giving you the tools — hammer, nails, etc.. Whether you build a dog house or a castle is your choice. I say THINK BIG.

Isn't it time? Aren't your dreams worth it? Aren't YOU?

If you have questions, e-mail me at [joe@mrfire.com](mailto:joe@mrfire.com). Again, only 15 people can attend. I urge you to register right now. And keep in mind that there are several people who will automatically register for this class as soon as they get this email, so if you want in, tell me NOW.

Note: Course will begin Tuesday, January 11, 2000. You MUST register by January 5, 2000 to be included in this e-class. Remember, this is all done by e-mail, so you can receive and reply to the lessons at your convenience. I don't plan to offer this program again, so I urge you to sign up right NOW.

Merry Christmas — and Happy New Century!

Joe Vitale

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Joe "Mr. Fire!" Vitale — Author of way too many books to list here So go see my truly amazing giant website at <http://www.mrfire.com>

\*\*\*\*\*

Frankly, I was disappointed at the response. Only a handful of people replied. Of course, that meant about \$7,000 — from one emailed letter!

But I wanted more.

So then I did something you should do in all your marketing ...

## CHAPTER 38

### *A LITTLE KNOWN SECRET FOR DOUBLING RESPONSES TO YOUR E-OFFERS*

A secret of success in direct mail anywhere is to follow-up with different letters with the same offer to the same audience.

This principle also works online.

A follow-up sales e-letter can bring you 50% more sales. In other words, if you email out your sales letter and 10 people bought from you, sending out a follow-up sales letter to the same list ought to bring you five more sales.

Is that cool or what?

This is why so many times you get repeated offers in your snail mail. Those follow-ups are sent out for one reason:

They bring more sales!

There's a company called The Franklin Mint who mails their customer list over 50 times a year.

Fifty times a year!

At least once a week a Franklin Mint customer will get a mailer about some new item being offered that week. Why does Franklin Mint do that?

Because it increases their sales!!!

I sometimes sit and watch television at night as a way to relax. Nearly every night I see a commercial for an exercise machine called the Bow-Flex. I think I've seen that commercial about 33 times now.

Well, last night I almost ordered it! And if they keep airing that commercial, sooner or later I'm going to break down and buy the darn thing!

Here's my follow-up emailed letter to my own list to encourage people to register for my first e-class:

\*\*\*\*\*

Subject line: The Truth About Spiritual Marketing

Still wondering if you should sign up for my online class, "Spiritual Marketing: How to Increase Your Wealth from the Inside Out"?

Maybe the following will help...

Quite a few people are wondering what kind of "spiritual" marketing program I am offering, or even qualified to teach. They've asked some excellent questions. In the interest of helping everyone sort out spiritual matters the way I've experienced them here on the earthly plane — and to help people who might want this class decide how it fits in with their beliefs and their goals — I want to tell you a short bit about myself and my experience with spiritual marketing, and why I'm offering this class.

Then for those of you who want more depth, I'm including a reprint from the unpublished book that is part of this course.

"Spirit" as I have experienced it, is not only a religious or metaphysical subject. It is an alternative, and I think, a much more natural way of living all of your life, including, quite appropriately, the business portion of your life.

It's certainly more peaceful and rewarding than the conventional alternative—both in the inner peace it delivers, and also in the tangible accomplishments it makes almost effortless. I sometimes call "Spiritual Marketing" the "lazy way to success," as most of the time it works as if by magic.

For example, I have done the following ...

- \* Written nine books on sales, marketing, advertising and publicity
- \* Recorded a best-selling audiotope program for Nightingale-Conant
- \* Recorded a best-selling audio program overseas on marketing
- \* Made several people millionaires through one-shot publicity
- \* Helped promote one of the most successful infomercials of the 90s



\* Saw my most recent book become an overnight best-seller

...and virtually all of the above occurred without my “trying” but by relying more on a spiritually based approach to accomplishments.

Some of my colleagues — indeed, some of the highly successful authors and entrepreneurs I have consulted to — confide to me that their lives are shipwrecks of stress and anxiety. I have noticed, and many have admitted without my asking, that they feel a constant insecurity about what they have accomplished and they are driven by a relentless competitiveness that only causes them conflict, not greater success. Fulfillment is an unfulfilled promise for them. I would say that they have chosen a non-spiritual path to their money, fame and accomplishment.

But that’s the way many people choose to succeed. It works, but at what cost? Would you rather have your life be difficult — or easy?

What I’m offering you is an alternative that really works and leads to peace of mind as well. Using information you’d have to dig long and hard to find on your own. Presented in an easy format to use and succeed with.

Read the following excerpt from my book and see what I mean:

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“What do you do?” I asked.

I was standing in a line of 700 people in a hotel in Seattle, waiting to spend a day listening to an author and spiritual teacher.

“I do energy work,” the woman beside me replied. “It’s hard to explain. It’s different for each person.”

“Do you have a business card?”

“No,” she said, slightly embarrassed.

I was shocked.

“Let me ask you a question,” I began. “There are over 700 potential clients here for you. Why don’t you at least have business cards?”

A woman beside her smiled and told her, "You were just hit by an angel."

I'm not an angel. But I was curious why this business woman was missing a huge marketing opportunity. As I talked to a few more of the 700 people at this event, I realized all of these people were in business for themselves. And they all needed help in marketing themselves.

That's when it dawned on me that I could write a concise handbook on spiritually based marketing. No one else seemed better qualified. I'm the author of "The AMA Complete Guide to Small Business Advertising" for The American Marketing Association, I've written nine other books, and I have over fifteen years of experience in spirituality.

I've interviewed many new age spokespeople and have had some of them as my clients. Before I became a marketing specialist and author, I was an inner world journalist for over ten years, writing for several leading edge magazines. As a result, I've seen miracles with my own eyes. For example:

\* I interviewed Meir Schneider, a man who was diagnosed as blind. He was given a certificate saying he was incurably blind, and yet today he sees, he reads, he writes, he drives a car — and he has helped hundreds of people regain their vision, as well.

\* I spent time with the Barry and Suzi Kaufman at their Option Institute and saw and heard of miracles there. Their own child was born autistic. They were told to give up on him. But they didn't. They worked with their son, loved him, nurtured him, accepted him — and healed him. Today he lives as an above average, happy, successful adult.

\* I've sat in dozens of workshops where I saw people heal their relationships with their lovers, their parents, their kids. I've interviewed gurus and mentors, talked to people who have had "incurable" problems dissolved, and I've experienced miracles first-hand in my own life. I've come to believe that nothing — nothing! — is impossible.

Recently I've been working with Jonathan Jacobs, a man called "the healer's healer" because his track record for helping heal people is so stunning that doctors are referring their own patients to him. I've seen Jonathan take people with everything from money problems to back injuries to cancer, and help heal them, often in a single session.

Besides, I had already created and tested a secret five-step process for manifesting anything you wanted. I seemed like the best voice for a book and course on marketing with spirit.

I also knew that those 700 people at the seminar represented a still larger group of people who need help with their businesses. I further knew that they were all doing something \*inside\* themselves that was creating their outer results. In other words, their inner state of being was creating their business, or lack of it.

Said more simply, the woman who didn't have a business card had an inner insecurity about her business that showed up in her life by her not having business cards.

And taking this logic a step further in the direction I want to take you later in this book, if that woman were truly clear about her business, she wouldn't even need business cards. Business would just come to her.

Her inner spirit would do her marketing.

As one successful person said, "Angels now hand out my business cards."

Confused? That's okay. Therapist, author and my dear friend Mandy Evans says confusion is that wonderful state of mind right before clarity.

Maybe the following story will give you a glimpse of what I'm talking about and set the stage for what is to follow:

I once read a delightful old book from 1920 titled "Fundamentals of Prosperity" by Roger Babson. He ended his book by asking the President of the Argentine Republic why South America, with all of its natural resources and wonders, was so far behind North America in terms of progress and prosperity. The President replied:

"I have come to this conclusion. South America was settled by the Spanish who came to South America in search of gold, but North America was settled by the Pilgrim Fathers who went there in search of God."

Where is YOUR focus? On money or on spirit?

In this book I intend to offer a new way for you to easily and effortlessly increase your business. It's based on proven marketing techniques and timeless spiritual principles. It will reveal how your inner state of being attracts and creates your outer results — and what to do about it so you can have, do, or be whatever your heart desires.

Do the techniques work? The proof will be in the pudding.

Try them and see. I can tell you about the successes I've had — and I do in this book — but nothing will be quite as convincing to you as using these simple ideas and seeing your own amazing results.

I could tell you that this method will help you manifest anything you want. You'll read about people who created cars and homes, healed themselves of cancer, and created new relationships. But I'm focusing on business because there appears to be a serious lack of spirituality in business. And I'm going to let you discover the magic of marketing with spirit because nothing will be more powerful as your own first hand experiences.

Even right now, as you read these words, you can begin to play with new possibilities: What do you want to be, do, or have? Win the lotto? Why not? Increase your business? Why not? Heal something? Why not?

A friend of mine asked, "How do you know what is impossible?"

I replied, "How do you know what isn't?"

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Sign up for my online class on "Spiritual Marketing" and watch your life take wings. You'll get all of the above, the unpublished book, five weeks of lessons with me, online e-coaching, reviews of your marketing pieces, and you'll learn the 5-step process for creating whatever you can imagine.

The entire class is only \$1,500. Send me e-mail if you have questions, or to get me to hold a seat for you. Class is restricted to 15 people so I can give each personal attention. Deadline is January 5, 2000.

Seize the day!

Joe Vitale

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Joe "Mr. Fire!" Vitale — Author of way too many books to list here So go see my truly amazing giant website at <http://www.mrfire.com>

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As a result of that follow-up letter, I filled my e-class!

I made \$22,500!

Follow-up letters are worth gold!



## CHAPTER 39

### *HOW TO MAKE EVEN MORE MONEY WITH THIS UNUSUAL E-MAIL SECRET*

In the last chapter I revealed that sending out follow-up sales letters can bring you another 50% in orders. In this chapter I want to reveal my favorite type of follow-up sales letter.

In short, it's the kind of letter where you don't say a thing. Instead, your satisfied customers do all the talking.

Here's an example of what I mean:

Somewhere in mid-01 I sent out a sales letter offering an e-book that I found and brought back to life. The book is called *Attaining Your Desires*. I didn't write the book. I wrote the sales letter for the book. I sent it to my email list of maybe 3,000 names at the time. Within 24 hours I made about \$3,500.

And that was for a book I didn't write!

Here's the letter I sent out to my list:

Subject: An Exciting Message from Joe Vitale:

"I finally decided to release the amazing book that changed my life — one of the 3 most powerful books of all time — and give you a magical FREE gift, too!"

Say YES, and in a few minutes you'll know how to Attain Your Desires — and eliminate worry, stress, and strain — with the help of this woman's wisdom!

Dear Friend,

I just released Genevieve Behrend's long lost 1929 book — called *Attaining Your Desires: By Letting Your Subconscious Mind Work For You* — as an e-book. Here are the details:

When I moved from Houston to my current Hill Country estate, I only packed three books with me — out of my collection of 5,000 — for the trip. One of them was Behrend's incredible little book, *Attaining Your Desires*.

I found a copy of this amazing book many years ago. It profoundly influenced my life. It taught me how to focus on the essence of something I wanted — rather than on the appearance of something — in order to magnetize myself to receive what I truly desired.

As a result of using Behrend's methods — simple as they may seem — I've manifested new cars, new homes, a new relationship, improved health, book sales, passive income, and a whole lot more.

My friend David Garfinkel, master copywriter, said this about Behrend's book:

"I would say this is the clearest, most comprehensive, most practical and indeed most do-able explanation of how the Creative Process works in real life that I've ever read."

The person who typed the book for me (so I could turn it into an e-book) wrote this:

"I've never seen a book like this before! It's inspiring me to pick what I want and showing me how to get it! Thank you for letting me type this book! THANK YOU!"

And my webmaster read over the book before putting it online and wrote me saying:

"This is an amazing little book!"

What's the story on this almost miraculous old book?

Behrend wrote her book as a complete seven-lesson course. The writing is in dialogue form, between a "Sage" and a "Pupil." The Sage is a famous author and teacher; the Pupil is you. It is very easy reading, very tightly written, and very enlightening. Here are a few of the lesson/chapter titles:

Lesson 2: How to Get What You Want

Lesson 3. How to Overcome Adverse conditions

Lesson 5. Making Your Subjective Mind Work for you

Lesson 7. Putting Your Lessons Into Practice

Within these lessons is pure compressed dynamite. I mean it. Here are a few sub-headings to give you a sense of the staggering power of this rare material:

"The Secret of Controlling Your Life Forces"

"Don't Look for Coincidences In Your Life"

"How to Drive Anxiety Out of Your Mind"

"How You Can Control Circumstances"

"How Your Mind Is Related to The Universal Mind"

"How to Develop Health and Harmony"

The list of incredible topics, answers, and mind expanding concepts goes on and on. The book even includes special sections on handling anger, disease, disappointment, and much more.

You can now learn from this amazing author, too. I've taken Behrend's magical book, hired a typist to input the entire book, and just now put it online for sale as an e-book. You can download it right now by going to

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You may have read books on manifestation before — maybe even my own Spiritual Marketing book — but I GUARANTEE you've never read a book like THIS one before.

When Bob Proctor (who wrote the foreword to my Spiritual Marketing book) and I were talking one day about the books that influenced us, he asked me if I ever heard of the little known second book by Behrend. Bob had never seen the book, but had heard rumors of it. I told him I not only heard of it, I OWN it. I later gave Bob a photocopy of the book as a gift.

You can now own a copy of the book, too, as an e-book. It's only \$19.95 and you can have it to read on your computer (or print out and read wherever you like) in just a few minutes.

What if it really can help you get more of what you want?

Wouldn't that be worth only \$19.95??

Order right now and you can also have a book that deeply influenced Behrend in writing her own book. It was written by the man she calls "Sage" in her book. It's truly awesome, and it's yours, FREE, when you order Attaining Your Desires right now.

Magically,

Joe Vitale

[joe@mrfire.com](mailto:joe@mrfire.com)

PS — Most people know of Behrend's first book, *Your Invisible Power*, which is still in print, but almost no one knows of her second, much more rare and powerful book. With it you can manifest just about anything you can imagine. And to think it's yours for only \$19.95! (And YES, your satisfaction is guaranteed or your money back.) Remember, order now and you'll also get a FREE e-book by the "Sage" that influenced the author! (You'll love it!)

PPS — What were the other two books I took with me when I left Houston? The first was the now legendary Robert Collier Letter Book. The second was Christian Godefroy's book *How to Write Letters That Sell*. And the third, of course, was the one I am offering you today. Consider: If Behrend's book is so good that it is one of only three books I pulled from my collection of 5,000, shouldn't you at least take a look at it?

A week or so later I followed-up by sending a second letter to my email list. This letter simply restated the key benefits of the book and gave a few testimonials from the people who bought the book from the first sales letter. I had also found a book in the public domain and added it to the bonus gifts people got when they ordered. The result: I made about \$1,300 from this letter.

Here's the follow-up sales letter I sent to my list:

Subject: PS —

I just found another book by "Sage"!

It's fantastic! But instead of just telling you about this amazing 1909 book, I'll tell you how you can have a copy of it for FREE.

Here's the deal:

When you buy Genevieve Behrend's long lost 1929 book — *Attaining Your Desires: By Letting Your Subconscious Mind Work For You* — you'll now get access to TWO additional e-books by "Sage," the mystical author who influenced Behrend to write HER book!

If you want to see my sales letter again for her incredible book, go here: [www.mrfire.com/desires.html](http://www.mrfire.com/desires.html)

If you're ready to buy her book and get access to the two free bonus books by "Sage" right now, just click here: [www.clickbank.net/sell.cgi?outrageous+3+AttainingYourDesires](http://www.clickbank.net/sell.cgi?outrageous+3+AttainingYourDesires)

Do it now — and attain your desires!

Magically,

Joe Vitale

[joe@mrfire.com](mailto:joe@mrfire.com)

PS — If you already bought Behrend's amazing e-book, just go back to the link with the download instructions and you'll now see an added link for the second book by "Sage."

I then got busy with other projects and forgot all about the ebook. After a few months went by — which is actually too long in the world of marketing — I decided to send out yet another follow-up sales letter. This one would be very different than the other letters before it. Read it and see if you can see what I mean.

Here's the third letter I sent out to my list:

Subject line: Did you see this?

I LOVE getting email like this —

"I am close to speechless after reading most of the Behrend and Troward materials. It seems so grossly insufficient to merely say thank you for providing these materials, but I don't know what else to say. These materials contain everything that I have ever known (although I realize every day that I know less and less as I learn more and more) and everything that I have always wanted to know. Thank you so much for following your heart to make these materials once again available to a broader audience. I am truly so grateful."

— Carolita Oliveros

"Joe, I would like to add my name to the list of people saying 'Thank You' for bringing the lost book of Attaining Your Desires back to life for the rest of the world to read. After reading it, I now see why it was one of the three books you brought with you when you moved. It is having such an impact on my life, I am now reading from it at least four times a week because each time I read I get new insights. But it goes beyond that, within two weeks after reading the book I obtained a contract that will put thousands of dollars in my pocket. As it says in the book from the chapter on 'Putting Your Lessons Into Practice,' 'the greatest magnet for acquiring money is ideas.' And it doesn't stop there. Because of the book I have come up with an idea that should make even more money and it will be



donated to the Red Cross efforts in New York. I wish everyone knew about the powerful information contained in the book. Joe, take a bow for bringing this treasure to the world."

— John Beaton, Calgary, Canada

"I printed the book out last evening and started reading — I can't put it down — it is superb and simply re-inforces much of what I have already believed. The crystal clarity with which it is written helps me take the beliefs deeper than I ever have before. Can't wait to see how I actually apply what I am learning."

— Mary Heidkamp

"Recently I obtained the ebook Attaining Your Desires on your recommendation, and I must tell you, it is nothing like I've ever read before! I've read books on Manifesting before and even have tapes on How To Visualize. And I have been practicing their methods for months now but never really "got it" to achieve the level of spiritual advancement I desired. This book is what I needed to truly understand the workings of our Universe and to bring me to another level of personal growth. I feel so blessed for now I know how to connect with the true spirit of what I want to have in life. Just had to write to thank you for sharing it with us, as I'm sure like myself, so many others were inspired by it.

— Malika Krish

Obviously, the 1929 book I'm offering explaining how to Attain Your Desires is changing lives.

If you haven't ordered it yet, here's your friendly reminder. :)

When you order this amazing book, you'll also get access to 2 other free ebooks by the mysterious "Sage" who inspired the author. Just click here:

[www.clickbank.net/sell.cgi?outrageous+3+AttainingYourDesires](http://www.clickbank.net/sell.cgi?outrageous+3+AttainingYourDesires)

Isn't it time you Attained Your Desires?

Magically,

Joe Vitale

[joe@mrfire.com](mailto:joe@mrfire.com)

PS — And here's yet another email I love:

"Thank you for putting Attaining Your Desires into an E-book. I downloaded the book and just had to keep reading. Thank you."

— Jane Foster

Here's the point:

Sending out a third follow-up sales letter to the same list can bring even more sales for you.

The rule of thumb is that you can get 50% more sales than the last letter. So if your second letter brought you 50 sales, a third letter might bring you 25 more sales.

And this is all from the same list!

Furthermore, your sales letter can be nothing more than testimonials.

In short, you don't even have to write the letter!

That's the secret key I want you to get from this chapter. Sometimes all you have to do is relay what others are saying and you have a sales letter. That's what I did with the third letter above. I simply compiled the best endorsements — after getting permission to use them, of course — and then weaved them into one strong letter.

You can do this, too!

Just start asking for testimonials from satisfied clients and customers.

It's that easy!

## CHAPTER 40

### *WHAT ARE FIVE WAYS TO GET PEOPLE TO OPEN YOUR E-MAIL?*

How do you get people to even open your email?

There are two ways:

- 1:** Your name is recognized by the receiver.
- 2:** Your subject line is irresistible.

Obviously, your whole focus has to be on number two. While the people receiving your email may look at who it's from and maybe recognize your name, there's no guarantee they will open your email and read it. After all, they aren't really interested in you, they are instead interested in what you can do for them. Big difference.

As with ads and news releases, your subject line is the “headline” that will get people to read your message or delete it without opening it.

The thing is, you can't use traditional headline writing tricks in your subject lines. Oh, you might get away with it, but it's not worth the risk.

For example, “Free” is considered the most powerful word in advertising. But don't use it in your subject line.

Why? Because more and more people are using filters to organize their email. I'm doing this now, too. Since I receive hundreds of messages a day, I had to do something to cut through the clutter. What I did was set a filter on my email. Whenever the word “free” shows up in the subject line — no doubt signaling an ad — that email gets deleted automatically. I never see it.

Do you see what I mean? If you try to send an ad by email it may get deleted without ever being opened.

So what can you do?

Here are some of my favorite ways to guarantee my email gets read:

- 1: Make it personal.** If at all possible, use the recipients name in the subject line. “Joe, did you see this?” will get my attention.
- 2: Make it seem personal.** A simple “PS” can get your email read. Or a “Did you see this?” One time I used “Re-send” as the subject and everyone opened the email. Why? Because it seemed personal.
- 3: Make it newsworthy.** I often send out emails with the subject line “News from Joe Vitale” or “A special announcement.”
- 4: Make it benefit oriented.** When all else fails, simple state your offer. “Solve tax problems with this new software.”
- 5: Make it curious.** Curiosity still grabs attention. “UFOs found where?” can be interesting. “Cats can sing” can get people to open email. This is my least favorite approach, but it often works.

In short, spend time on your subject lines. They are as important as any headline.

When they work, they can make you rich.

In the next chapter, I'll prove it to you ...

## CHAPTER 41

### *A TRULY "KILLER" HYPNOTIC SALES LETTER USED ONLINE AND OFF*

You better hold on to your chair or your knees because the following letter goes for your throat!

I mean it. Just wait till you read this amazing letter. You better stand guard over your wallet or purse, as this letter pulls out all punches in order to get you to part with your money!

John La Tourrette is a powerhouse writer as well as a powerhouse martial arts instructor. I'm constantly amazed at what he creates and how persuasive he is in selling what he develops. He's sincere, and he's a force to reckon with.

This letter is a good, recent example of his style. I urge you to read it and pay attention to how it makes you feel. It's certainly a muscular letter. But also notice his use of emotion, and how he lays on the benefits while backing you into a corner, forcing you to buy or get out of his face.

Also notice that he ties this letter to the very strong existing emotions around the September 11, 2001 horrors in New York City and Washington, D.C., when America was attacked by terrorists. While people are traumatized by the news of 9-11-01, and feeling anger and fear as a result, along comes John with an offer to help keep you and your loved ones alive.

I don't think this is a mis-use of his power. After all, as I write this, it is the end of October, barely one month after the attacks. America is at war. People are afraid to travel, and they're wondering what's next. John isn't taking advantage of people, he's helping them. Not only can his material help people stay alive, it can help people keep other people alive.

The only objection I have with this letter is that John says the people on the other three planes that were hijacked didn't take action. The fact is, those people didn't know they were going to die. And we don't really know what they did in their final moments.

John's letter is hypnotic. I'm including it here, with John's permission, for you to study.

And yes, in case you're wondering, I ordered his package after reading this letter.



Here it is:

*"I fought hard to get this released, but it is adult martial arts material and comes with a FREE course called "Killing Time: How-to-take out a Terrorist in 2 Seconds or Less!" a \$257 value...and is only given to Inner Circle members over the age of 18, and is definitely not for the faint hearted, and will NOT be sold nor offered to non-members. We are sickened by what happened on Sept. 11, and hope it never happens again, but if it does, because of these training materials, you will at least be able to fight back. That is the reason you received this report. Please do NOT share this information with anyone outside of your family. Thank you."*

*"The Astonishing IRON FIST Secrets*

**Of The SledgeHammer Blow Masters, the**

**Most Knowledgeable & Most Lethal**

**Close-In Fighters on the Planet!"**

**"Learn how to enjoy the tremendous power of SledgeHammer blows, at any age, in any physical shape, blended with the Blinding Speed and the Magic Insider's knowledge of 6,000 year old Strategies and Tactics of the Masters of Close Combat. This "just released" IRON FIST, IRON PALM crash course, for Inner Circle Members only, is dramatically changing the self-confidence level and street performance Survival levels of Black Belts literally overnight."**

By Jack Williams

Dear Friend,

It's shocking to even have to think about killing people. We abhor the subject. **But** the terrorist attack did happen. Those sick fanatics did commandeer four of our air planes, and only on one plane did our civilians have the courage and the knowledge to "*take them out*", to do what must be done, to subdue those terrorists before they dive bombed that aircraft into another Trade Center.

We salute Jeremy Glick, an ex-wrestler and Judo black belt, who became a hero, charging the fanatics who commandeered the cockpit of United Airlines Flight 93, ending his life the way he lived it: fearlessly, and for everyone else. Thank you Jeremy for taking out those wacko's.

This report is worth your attention as an intelligent, caring, wise and wonderful person.

It is about power. It is about courage. It is about wisdom. And it is about “real workable” one stop “take out” shots.

We are talking about people like Sam, a martial arts trained cop in San Diego, that **bare handedly** attacked 8 creeps raping a young girl. Five of those creeps ended up in the hospital. Sam couldn't catch the other three.

We are talking about the tiny, but big knuckled Chow, who defended himself in a **bar brawl**, sending all three of his attackers to the hospital, one to die of massive internal injuries and brain damage. (more on next page — CONFIDENTIAL!)

We are talking about Oyama, when attacked by a thug with a knife, **killed him with one blow**.

These people knew **where** to hit. They knew how-to-hit **REAL HARD**. They knew how to hit **real fast**. And when eye-ball-to-eye-ball against a man wanting to kill them, they knew how to fight back, and **had the guts** to fight back and do what was necessary.

We are NOT talking about the type of martial artist that make me sick. Their claim to fame is “they can break a coconut, 3 times out of 10 times”.

I still remember this Korean master getting his face caved in at a local college bonfire. This skinny oriental fellow Pak claimed a 5th degree black belt and because of his “**hands-of-death**” was appointed captain of the team guarding our bonfire against the athletes from OTI.

During the fight, Pak leaped up into the air and kicked the opposition full power in the chest...and *bounced off like a handball*. Then Pak punched the guy in the mouth...and that punch didn't even dent the big guy's smile.

The big guy just absorbed those “baby slaps”, grabbed Pak out of the air, held him up with his left hand and smashed Pak's face with his right...all the time muttering, “**don't you know that karate crap don't work?**” They succeed in burning our bonfire.

And it's real hard to tell the difference between the frauds and want-ta-bees from the ones who can really **do** and **TEACH** what they say they can do.

Max found this out the hard way. We'll let Max tell his own story.

*"My martial arts background comes from the Kyokushin Kai Karate, the ultimate hard style of karate under the 'Iron Fist' Master, Mas Oyama. I'd fought full-contact on and off for years, and when I first saw the Doc's techniques, I thought they were fluff."*

*"I got toe to toe with him at a seminar. I was watching him hit people and saw them dropping like flies, totally unconscious. He was hitting them across the room with what looked like no effort, so of course I thought either he or his students was fakes."*

*"I asked him to do it to me. I got in a good attack stance and I stood toe to toe with him because I was going to show him 'what was what'. Well, when I woke up on the ground a minute later I asked 'what the hell happened?' and the whole class was laughing."*

*"I asked a guy sitting next to me what had happened and he said, 'Well when you threw your punch he sucked it to the side then lightly 'tapped' you on the neck in different places, and you fell to the ground.' I'd never been knocked out in a fight before, especially by a 60 year old man that was about 19 pounds over-weight. I was dumbfounded, but I sure learned a lot once I started paying attention to what he was really teaching." (more on next page)*

*"Now I know that when Dr. La Tourrette, the Speedman teaches, it is NOT a 'my daddy can beat up your daddy situation'. The Doc really does care, and he shows how much he cares in the strictness and 'instant' street effectiveness of his teaching methods."*

Not to be bragging, but to inform, the Speedman is Dr. John M. La Tourrette, Sports Psychologist, Huna Energy/Healing Trainer, 10th degree black belt and author of 18 different books in the peak performance fields. And over the past several decades he has trained Mercenaries, Special Forces, Hell's Angles, Cops, Prison guards, police officers, and more than 32,721 civilians. His other two earned nicknames are "Jack Quick Kill," and "Dr. Death". Why? Because his martial arts technologies are so lethal! They really work when they need to work.

Let me give you some of the amazing secrets and lost teachings that the Doc will be presenting in his "**The REAL Science Behind Sledge Hammer Blows, The SECRET & Forgotten Martial Science of Iron Fist & Iron Palm, That Hooks Up Brick Smashing With Street Effective Martial Arts!**"

**You Will Learn...**

- About the four most important **fighting secrets** in history.
- Beyond the rules of martial arts are *Power Accelerators* that turn any strike into a successful attack.
- About the **REAL** reason to learn **brick breaking**.
- How Master Chin could *break a river boulder* and taught it to his students in less than 30 days.
- What is there about some hitting styles, like Paul Vunak's, that make them so **much more effective** than others?
- What is the *Ultimate Purpose* of every strike?
- What is the correct way to **generate 300% more power** on a punch?
- How to avoid attracting the *wrong kind of attention* when attacking.
- **11 different samples** of how to develop the Iron Palm.
- The unknown secret of *Speed Accelerators* and how it connects to *Sledge Hammer blows*.
- A sample of how to use the Iron Fist in a **Mass Attack situation**.
- 17 samples of how to *combine multiple Sledge hammer blows with a speed attack* in less than 1 second.
- How to **arouse the Internal Energy** to develop Iron Fist.
- What is the *first thing to do* in developing Sledge hammer blows?
- Find out the **purpose of breath** control for power.
- How large deformed hands *can be avoided*.
- Find out the 5 different purposes of **breath control for speed**.
- See how Max *tripled the pressure* behind in power hits in 30 minutes.



- Typical fighting openings that **divert the opposition's attention** and lead logically to you **easy Power Hitting** them.
- What is the *eternal question* that stands up and looks you and every sincere martial artist squarely in the eye when they *face the puke* that wants to hurt them? (go to next page)
- How to link up **Poison Hand Secret Technologies** with Sledge Hammer Blows.
- One of the *most effective training methods* we have seen to turn your fist into a battering ram, and still have it "*look normal*".
- A technique that **double hitting speed in under a minute**.
- How does the *opposition's mind think*?
- How to put multiple Power Hits into the opposition **without being seen**.
- *How to crush him* as if you were a 1,000 lb. Boulder.
- How to **install confidence in yourself** without getting into a fight.
- How to make your medium speed punch *twice as fast as their fastest punch*, even if they start first.
- How to **spin your energies** into his **Path of Aggression**.
- Secrets of moving from *one Power Hit* to another.
- The **invention of the home** training tool, the **Power Board**.
- A small touch that can *increase your speed of reaction* 10, 15, or 20 percent.
- An effective technique to **increase Situational Awareness**.
- *Don't* accidentally do these 5 things or the *bottom drops out on your power*.
- Why most karate books have **incorrect Iron Fist teachings**.
- In every self-defense situation there is a *critical moment* when your oppositions is not *convinced to attack* ... so what to do to get him to *turn tail and run*.



- How to turn your opponent into a marshmallow.
- **One simple mistake** that robs you of your power instantly.
- The six *home training tools* that turn you into a sledge hammer blow **expert over night**.
- How to put a *powerful surge* charge into a wimpy hit.
- How to smash the opposition and **stay out of jail**.
- What 4 things do you need to do to turn on your "Stealth Mode" and turn all your strikes into invisible, secret weapons?

The above technologies are just a drop in the bucket to what you will be learning. The above course is 4 **guerrilla** videos and comes with one large training manual. The titles are:

- Video #1, "**The Real Secrets Behind Sledge Hammer Blows**". This video covers the secrets of developing **Sledge Hammer blows**, **Iron Fist** punches, and open hand **Iron Palm** Strikes. The proper tools and the proper training methods. **This guerrilla video is brand new!** Value \$70.
- Video #2, "**The Real Secrets On how To Combine Iron Fist Training, and Iron Palm Training with High Speed Hits, Critical Distance, Tactical Awareness and Dim Mak, or Poison Hand nerve cavity technologies**". This video is **brand new!** Value \$70.
- Video #3, "**The Lost Teachings of Ancient Energy Secrets of Chi Kung That Instantly Increase Your Kicking Power and Kicking Devastation**". Most people don't know it but Doc is one of the top 21 certified and qualified Energy Medicine Trainers on the planet. He is the only trainer in the world that has taken those advanced Energy Secrets and applied them to kicking in a manner that allows even those over the age of 35 to still kick hard, powerfully, and easily with flexibility. This video **brand new!** Value, \$70.
- Video #4, "**How to Apply Sledge Hammer Blow Technologies to Kicking for Power Based Kicking, For Multiple Assailants, And For Flow Kicking**". This video is brand new! Value \$70.

- Large Training Manual, **"The REAL Science Behind Sledge Hammer Blows, the SECRET & Forgotten Martial Science of ...Iron Fist & Iron Palm...That Hooks Up Brick Smashing With Street Effective Martial Arts. Brand New!"** Value, \$50. (Confidential materials, turn the page)

That should be enough detail to give you an idea of the importance of the Sledge Hammer Blow Secrets in Docs brand new and PRIVATE, behind closed doors, Crash course. There is an awful lot more, which you'll find that out yourself when you watch, study and practice them. In fact, according to former kung-fu editor for **"BLACK BELT"** magazine, Mr. Steven Barnes...

"Dr. La Tourrette has brought the (ancient) martial arts training into the twentieth century. His materials contain a series of interlocked, easily applied, devastatingly effective technologies. Anyone unawares of these powerful technologies is functioning in the Dark Ages. Wholeheartedly recommended!"

**SPECIAL OFFER!** You can receive the entire above package, a value of \$330, for the InnerCircle discounted price of **\$197 + \$17.50 P&H**, if you place your order within the next 11 days. **Call 541-535-3188 and talk to one of the girls right now.** A package is waiting for you.

And, just like I mentioned on page one the Doc is giving **FREE** the "filmed behind locked doors with the drapes pulled" the KILLING TIME Crash Course. This course is a \$257 value...and is only given to the first 50 InnerCircle members over the age of 18 who call in right away. We did NOT make this "crash course" for public use, so you must promise to keep them to yourself and NOT share with anyone who is NOT a family member, or a high ranking black belt you trust.

**The PRIVATELY produced and NOT for the public Killing Time crash course consists of...**

1. Video one, **"Killing Time, Terminal Retaliation: How-To-Kill a Terrorist is 2 Seconds or Less, Even If Totally Unarmed."** These technologies are deathblow technologies. They show how to make the terrorist think you are frightened to death, but you are only drawing them into your most effective range. They teach you technologies of "nothing is as it seems". They show secret blood strikes. Some of the techniques are notorious. If it comes down to a suicide mission and you are going to get it, ways and means of getting them first. Manners of turning the attackers into the victims. How to turn on your thirst for battle. Extinction technologies that are almost instant. Not for the general public. **A brand new guerrilla video.** Value, \$89. **NOT to be sold to anyone!**
2. Video two, **"Secrets of The Instant Street Terminator!"** Methods a 6-year-old skinny girl could easily use to defeat the hulk. Methods of using natural weapons. Technologies introduced

by bodyguards of the rich, famous, and of the royal families where terrorist attacks are much more common. **Total value \$89.**

3. Large Training manual, "**It's Killing Time**". These are the private notes of the Grand master. They have not been put to the computer, but are copies of his handwritten notes of "**how**" and "why" technologies must be done the way they are done to get the "fight and win" conditions you need. They are tough, and his claws are extended all the way through. This is NOT for the weak at heart. It's a roughhouse and it's your funeral if you don't do something if you get caught in these atrocities. **Value \$50. NOT** to be sold to anyone.

4. Training manual, "**Street Wise, Hard-Core Speed Fighting Secrets for Instant Self-Defense Even If Fighting Dirty Harry!**" Note. These technologies are for information purposed only. So please exercise common sense and the reasonableness of a sane man in the practice of these skills and in the acquisition of these technologies. **Value \$29.** (turn)

Only because American people have been slaughtered are we releasing these technologies. The terrorists are on the prowl, and they are looking for the extinction of our people. Hopefully the grim reaper is not plotting for our destruction. But without these technologies we are pathetic and powerless when facing them.

That is sickening.

Hopefully these materials will never be necessary. Hopefully neither you nor I will become one of their new victims. But if you do, you now have ammo for your gun.

The total package is worth  $\$257 + \$330 = \$587$ . YOUR price right now is only  $\$197 + \$17.50$  P&H. Our claws are out and we want to give you serious methods to wreck havoc on those bloodthirsty fanatics who are wantonly killing innocent people who can't fight back.

And, I want you to see this amazing "set" at my risk.

I am not going to ask you to trust me on this. I respect you too much for that. Instead I've arranged for a special copy of this "crash course" to be rushed to you today (it's already prepared for you and in my office). The Doc has PERSONALLY approved of this method: We want you to watch the tapes, at your leisure, and spend as much time with them as you like...for 90 days. At the end of those 90 days, you can either keep them, or send them back, in any condition, for any reason whatsoever. The choice is entirely yours.

In essence, if you are a thief you can rip us off. Even if you like the materials. Even if you study them, read the manuals and train from the videos. Even if your dupe off the videos and like them, you can still send them back. But you are an InnerCircle Member. We trust you. If you don't like them, send them back and we'll refund it all (minus P&H). We believe so strongly in this "**Sledge Hammer Blow, Crash Course**", and it's **FREE Bonus** product, "**Killing Time**" that we believe you'll feel the same way. So study these technologies. These give you the real edge.

Sincerely,

Jack Williams

Ps. there is one small "catch" to this offer It's small, but important. We went to great expense making these tapes, and even more by putting aside a set just for you. Our tiny office isn't "geared" for the mess this has created...so I need to put a strict limit on the time we will hold this set of special videos aside for you. Therefore you must place your order within 11 days of receiving this letter. That's not a lot of time, I know — to be safe, you should call (or write) right now, while you still have the letter in you hands. The entire \$587 package is only \$197+P&H.

Here's what you need to do immediately: Call my office, at 541-535-3188, and tell them you are an InnerCircle member and you want the "**SHB**" tapes, which stands for SledgeHammer Blows, plus the bonus tapes titled "**KTT**." You are in a unique situation, but you must act right now to take advantage of it. I hope you do. I also hope you never have to use what you learn. Peace.

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Are you still breathing?

Obviously that letter is packed with power.

A good exercise is to review it, even analyze it, and look for what makes it powerful. The more you understand about great sales letters, the more you will be armed to write great sales letters.



## CHAPTER 42

### THE WORLD'S MOST UNUSUAL WAY TO STRENGTHEN YOUR HYPNOTIC WRITING

Let me begin by asking you a question:

How can you improve your *Hypnotic Writing* — which means your hypnotic publicity, your hypnotic websites, and your hypnotic e-mail?

If you are like most people, you answered with one of the following:

- 1:** Have others read your writing and give you feedback.
- 2:** Just run your copy and see what happens.
- 3:** Hire an editor.

All three methods are valid. I've used them all, too. My favorite is the first. Nothing compares to handing your writing to someone and having them read it out loud to you. Whatever section they have trouble reading, you need to rewrite.

But I've talked about that method in my earlier books, such as *Hypnotic Writing* and *Advanced Hypnotic Writing*. Today I want to describe a new way to strength your writing.

Brace yourself. What I am about to tell you is going to shock you.

It's going to sound strange, controversial, and even ridiculous.

But since I'm sure you have an open mind, you will at least hear me out and give this new method a try.

This third approach to improving your hypnotic copy involves kinesiology, or muscle testing. There are numerous books about this field of study. Just today I was sitting in my easy chair, dog at my feet, reading Dr. David Hawkins' fascinating book, *Power vs. Force: The Hidden Determinants of Human Behavior*.

Sounds like a mouthful, doesn't it?



It is. It's a heady work about Dr. Hawkins' 20 years of research into the anatomy of human consciousness. His main tool throughout his intense study was simply this: A muscle test.

Yes, a muscle test.

The theory is that your body doesn't lie. If you can ask questions of your body, you can get accurate answers to anything you want to know about.

Yes, including your sales copy.

Maybe an example would be best here.

Go get a friend. Anyone will do. Now stand in front of your friend, so you are facing each other.

Have your friend stick out his or her arm, in the "pretend you're an airplane" position, but only using one "wing." Now place two fingers of your hand on that person's out stretched arm, about where their wrist is.

Tell the person to "resist" as you press down on his or her arm.

Do that now.

The person should have been able to easily resist your two fingers of pressure.

Ok. Now tell that person to think of Hitler as they resist and you press down.

Do that now.

Notice the difference? Your friend's arm should have gone weak and dropped as you applied pressure.

OK. Now tell that person to think of something or someone they love as they resist and you press down.

Do it now.

Notice what happened? That person should now test strong.

Thank your friend and let them go. The test is over.

What just happened?

You just sampled muscle testing. According to Dr. Hawkins, this is a valid way to test the correctness of anything you can articulate. In fact, the back cover of his books says, “What if you had access to a simple yes-or-no answer to any question you wished to ask?”

His theory is that all of life is interconnected — you, me, the neighbors, the other side of the planet, you name it — and that we can have access to ALL information through this doorway to knowledge: Muscle testing.

I am vastly over simplifying the method and his book to get to my own point, which is:

You can test any aspect of your hypnotic writing with muscle testing.

You can test each word, each sentence, each paragraph, and each page.

And every time a word or sentence tests weak, you can strengthen it.

Dr. Hawkins says he tested every sentence in his 311 page book.

Do you see where I'm going with this?

If he can test every sentence in a full-length book, you can test every sentence in your news releases, web copy, or email!

Hawkins has an entire chapter on muscle testing and the marketplace in his book. In it he writes, “The use of the simple kinesiologic technique we have described can instantly reveal whether an advertising campaign or given commercial is weak or strong.”

What I am doing is expanding on his work by suggesting that you can test your hypnotic publicity, hypnotic websites, and hypnotic email — the three legs of your *Hypnotic Marketing* campaign — BEFORE you ever push the green button to start any of it rolling.

“An ad that makes people go strong will always produce a positive feeling about the product rather than an aversion,” writes Hawkins. “Similarly, advertisers who buy time during TV programs that make people go weak will find their product unconsciously associated with these negative feelings.”

In other words, you want all aspects of your *Hypnotic Marketing* to test strong — so that people will be drawn to it and want what you are selling. And all aspects can be tested.

So let me now explain how this works:

First: I felt it was a hassle to try to find someone to do a muscle test with, even though that is Dr. Hawkins preferred and even prescribed method of getting answers. I went online, did some focused searching, and found a few ways to do a muscle test by yourself. Since I basically work alone, I need to do these tests alone. (I could bother my girlfriend, but she already thinks I'm strange.)

The best one-person testing method I discovered works like this:

Hold out your left hand, with your fingers spread apart, as if you were going to hold a softball or large grapefruit. Now take the thumb and index finger of your right hand and touch the thumb and pinkie of your left hand.

Are you with me? You should have your left hand wide open and your right thumb on your left thumb and your right index finger on your left pinkie. Got it?

Now all you do is try to squeeze the left thumb and left pinkie together as you try to resist. Go ahead and do that now.

You should have found it easy to resist.

Now think of something negative, (Hitler works every time) and try to resist as you also try to squeeze.

Your thumb and pinkie should have weakened.

Now think of something loving (your favorite pet should work) as you resist your own squeezing.

Your thumb and pinkie should remain strong and apart.

See how this works? I know all of this must seem wild to you. But hey, no one is looking and I won't tell. So let's keep going.

In the simplest way I know how to say it, you want your hypnotic copy to test strong. When it does, you should expect great results from it. When it tests weak, you have to revise your ideas until they are strong.

Let's look closer at language for a minute. In Dr. Hawkins' book he has a priceless chart where he lists strong words versus weak words. For example:

Abundant is strong while excessive is weak.

Beautiful is strong while glamorous is weak.

Giving is strong while taking is weak.

Inspired is strong while mundane is weak.

Kind is strong while cruel is weak.

Natural is strong while artificial is weak.

Optimistic is strong while pessimistic is weak.

Praising is strong while flattering is weak.

Responsible is strong while guilty is weak.

Serene is strong while dull is weak.

Timeless is strong while faddish is weak.

Truthful is strong while false is weak.

In short, you want to use words that test strong in all your sales copy. That means taking out all those weak words and replacing them with strong words. The more strong words you have, the more powerful your copy.

Follow?

Now you can test every aspect of your hypnotic writing using muscle testing. Here are some pointers are how to do it to arrive at accurate readings:

**Ask permission.** Always ask, "May I ask about——?" and test to see if you can. Sometimes you cannot, and you have to either skip the subject for the time being or try to locate the block with a thoughtful line of questioning.

**Avoid distractions.** Turn off the television, the radio, or anything that may influence your answers.

**Get clear.** Ask yourself, "I am clear to receive accurate answers?" before you begin testing.

**Stay focused.** Ask about specific aspects of your writing. Example: When you first begin, look at something as a whole, say a sales letter. Ask "This letter tests strong." If it in fact tests strong, you're done. If it doesn't, narrow your search. Ask "The first half of this letter tests strong." If it does, test the latter half. In this manner you can hone in on the areas that need strengthened.

I know this may seem like a crazy way to improve your sales, but most people of genius have done wild things to seduce their muse. Squeezing two fingers together seems pretty tame to me. But if it helps you get the results you want, why not go for it?

And now, before I wrap up this book with an ending statement, a poem, and a call to action, let me reward your efforts by giving you some really juicy bonus chapters ...





# Bonus --- Section

## BONUS #1

### *HOW TO CREATE A HYPNOTIC VIRAL MARKETING CAMPAIGN*

“There’s GOT to be a better way!”

My girlfriend was freaking out. She put up her own website and was feeling overwhelmed by all the marketing she needed to do to get people to it. Since she lives with me (you know, the so-called marketing guru), I easily supplied her with ideas, tips, steps, sites, articles, reports and more. I even narrowed it all down and advised her to read just one or two hand-picked books on marketing online.

In short, I didn’t help her any.

“Can’t you just give me three easy things to do?” she pleaded. “Isn’t there a fast, cheap way to get promotion for my site and get me some business NOW?”

Her intensity shook me. I took her out to eat and we discussed her site and what we could do to promote it. We had just returned from a Vegas marketing seminar, where Jay Conrad Levinson and Mark Joyner gave us at least another 100 ways to promote ourselves online and off.

Again, it was just overwhelming.

But also in Vegas, the day before the seminar, we had drinks with Paul Lemberg, an author and executive coach. My girlfriend told him about her website, and he suggested she create a “pass-along” image that could promote her site. It was a good idea. It planted a seed.

But nothing clicked for her, or me, just then.

Finally, over our dinner, I had an insight.

“I remember something I did way back in 1995 to promote one of my books,” I began. “The book was CyberWriting and this may help you.”

“Tell me, tell me.”

"I met a comedy writer for Jay Leno at one of my seminars in Houston," I began. "We hit it off. I spontaneously had the wild idea to ask if he could generate some humor which could have my book as the butt of the joke. In other words, I knew that if he could write something funny, the Internet would spread it for me. The humor would promote my book online. After all, jokes get passed around easily. I figured this could work."

"What happened?"

"He wrote something called 'The Top 10 Reasons to Read CyberWriting' and we sent it out to everyone I know by email."

"Yes? Yes? What happened?"

"That simple bit of humor got spread around the Internet within 24 hours. Virtually overnight my book became well-known and began to climb the best-seller list at Amazon."

"And your point is ... ?"

"Well, if you can create something so good that people will pass it along, you will get them to act as your agents," I explained. "There's even a website called PassItOn.com where you can see samples of what I mean. It's what Paul Lemberg was advising you to do in Vegas. What you are creating is a meme."

"A what?"

"A meme," I replied. "A meme is a symbol or phrase that represents a complicated idea. Jay Conrad Levinson's new book, called *Guerrilla Creativity* is devoted entirely to the subject of memes. He gives examples of memes, such as "Ho! Ho! Ho!" for Jolly Green Giant and "How do you spell relief?" for Roloids. They are hypnotic, in a way."

"So you're saying I need a picture that people can pass around?"

"Something like that. Maybe you can create a picture of a critter and make it so good that people will \*want\* to pass it around. You can put your website on it in small letters so every time someone sees your picture, they also see your website."

"What could I do?"

“Beats me,” I said. “I’m just planting the seed. You water it.”

“I could use SOME suggestions!”

“Oh. Well, it needs to be funny, or patriotic, or bizarre,” I began, not really knowing what to tell her. “The more unusual, the better. The more it touches the heart, the better. The more unique, the more hypnotic.”

Dinner was over. The very next day she received a photo of my sister’s cat, Snicker’s. It was a truly lousy picture. Half the cat was covered up by a blanket. The kitty’s eyes were bright red from the flash. Good luck making anything out of THIS picture, I thought.

But my girlfriend is smart. She’s a former Hollywood film editor. Her credentials on major movies, from *Ace Ventura 2* to *Evening Star*, are staggering. Besides, her website is all about taking regular pet pictures and turning them into art. That’s why her site is called MakeYourPetaStar.com.

So I stood back and let her work.

To my honest amazement, a few hours later she had created a picture so good that it took my breath away. I immediately decided to send it out to my own list of 3,400 people. I sent it to my webmaster. He took one look and decided to send it to his list, a well. In short, my girlfriend had created an authentic “pass-along.” She created *Hypnotic Marketing*.

Here’s the email I sent out to my list:

Subject line: Vote for this Spokescritter

My sister sent Nerissa a terrible photo of Snickers, her cat. A sheet covered half the kitty and her eyes were devil red from the flash of the camera. Yet Nerissa took that lousy picture and made this original one. I think it’s so good, and so inspiring, that I thought I would pass it along. If you felt like it, you are welcome to pass it along to your friends, too. This land is for all of us — our critters, too. Snickers gets my vote as spokescritter.

See [www.mrfire.com/photogallery/snickers.jpg](http://www.mrfire.com/photogallery/snickers.jpg)

Joe

Within one hour (one hour!) I had 15 personal replies, all thanking me for the picture. One fellow with his own newsletter and subscriber list said he would feature the image in his next newsletter! Many people said they were already forwarding the image to their family and friends. On top of that, Nerissa's website began to see traffic for the first time ever, and she also began to receive emails from people about the picture, her site, and her service.

Not bad for a quickly made hypnotic meme!

In fact, only \*one\* person complained. He said the idea was "weird." As it turns out, he's not a pet owner and probably not a pet lover.

Oh well, you can't please everybody — particularly on the Internet!

The moral: Consider creating a joke, phrase, or image — some sort of meme or "positive thought virus" — that just happens to promote your site. Then email it to you family and friends, peers and clients. If you've created a truly hypnotic meme, stand back! Traffic will be a-coming. If you haven't, no worry. Just create something else.

Hey, this is the Internet. ANYTHING goes and testing is FREE!



## BONUS #2

### THE 10 MOST DANGEROUS MARKETING BOOKS OF ALL TIME

I own one of the largest marketing libraries in the world. Many of these books are good. Some are outstanding. A select few are so powerful they should be banned.

In the last category, many of these truly awesome books are lost, locked away, privately printed, or only shared underground. Today I'm going to tell you what the top 10 most dangerous marketing books of all time are.

With these books at your side your marketing powers can become scary. I'm giving this list to everyone who buys my *Hypnotic Marketing* book as a bonus to help you develop the persuasive power of the gods.

*Dangerous Selling* by Elmer Wheeler. This is the least known book by the “sell the sizzle, not the steak” author of such classic books as *Tested Sentences That Sell* and *Sizzlemanship*. Wheeler was the Zig Zigler of his time. *Dangerous Selling* is his rare book on how to be more forceful with prospects to close more sales.

*The Magic Power of Emotional Appeal* by Roy Garn. If you've read most of my other books, you know I love this book. It reveals how to appeal to people's emotions so they will hand you money.

*How to Covert White Space Into Advertising that Sells* by Clyde Bedell. This oversized collector's item by a famous ad man teaches you a tested method for creating ads that pull orders. The before and after ads are mind-blowing.

*How to Write A Good Advertisement* by Victor Schwab. This 1962 work is actually “A short course in copywriting.” Worth gold. Memorize it.

*The Robert Collier Letter Book* by Robert Collier. This one is a legend. It actually changed my life as a copywriter. Before it I was an OK writer; after it I was a hypnotic writer. Find it.

*Advertising Copy* by George Hotchkiss. This is the book that helped John Caples, the famous copywriter, learn how to write ad copy that sells. Caples wrote his famous 1925 ad,

“They laughed when I sat down ... “ after reading THIS book. Though first published in 1924, it's still relevant and powerful today.

*Motivation in Advertising* by Pierre Martineau. This 1957 classic reveals the hidden motives that make people buy. A psychological masterpiece.

*Profitable Showmanship* by Kenneth Goode and Zen Kaufman. This 1939 gem explained how to make any business a “show business” by using circus and theatre techniques to grab consumers by the eyes, ears and nose.

*Theory of Advertising* by Walter Dill Scott. I'm a disciple of Scott. This 1903 book by him was probably the first work EVER published to explain how to use psychology for persuading people to shell out money. His later book, *The Psychology of Advertising*, is also fantastic.

*Psyching the Ads* by Carroll Rheinstrom. This 1929 goldmine took 180 ads and analyzed them. The insights are startling and priceless. Note: Do not get the reprinted edition, as the ad reproductions are lousy.

There are far more good books in my library on marketing. Anything by John Caples, Bob Bly, Joe Sugarman, Claude Hopkins, and David Ogilvy are all worth having. But the above ten books are the most powerful rare ones I know of.

## BONUS #3

### HOW TO CREATE YOUR OWN HYPNOTIC BUSINESS CARDS

Business cards are so important that I just spent hundreds of dollars, two months of my time, and a lot of sleepless nights creating a new one for myself — and \*I\* live in the Texas Hill Country, hardly see anyone any more, and have enough books and tapes circulating out there to act as “cards” for me.

In short, I don't even \*need\* business cards.

Why did I go through all the trouble?

I remember seeing P.T. Barnum's card when I was researching him for my book, *There's A Customer Born Every Minute*. It simply listed his name and where he was from. It was a simple calling card.

The thing is, he was one of the wealthiest and most famous men in the entire world — and yet he needed business cards, too!

You and I are the same. We need cards to leave behind and, with luck, intrigue people to call us. I had cards, of course, and I thought they were pretty good. But then my girlfriend, Nerissa, started a new online business and created new cards for herself. Her cards were the most impressive, original, colorful, and direct ones I had probably EVER seen.

In short, she shamed me into wanting new cards for myself — especially since I am a so-called marketing guru.

Below are the seven steps I took to create a new card. It may be a process you can follow for your own needs. If nothing else, it will show you the importance of this often-overlooked marketing tool.

- 1:** I thought about my message. What do I do? What did I want people to know? With little space to write on, a business card forces you to condense your business to one strong line. I went to my email list a few months ago and asked for help. More than a dozen people offered suggestions. I finally settled on calling myself “The World's First Hypnotic Marketer,” which seems to be my strongest claim to fame, particularly since one of my ebooks, *Hypnotic Writing*, continues to be a global best-seller, and my most recent ebook is titled *Hypnotic Marketing*.

- 2: I then read Dr. Lynella Grant's definitive 500-page guide, *The Business Card Book: What Your Business Card REVEALS About You...and How to Fix It*. Talk about a humbling as well as overwhelming experience. Grant's book is packed with samples, ideas, advice, tips, and more. Since the author is also on my email list, I wrote her and got some personal advice. I probably spent three weeks on this step alone.
- 3: I then had a phone session with Ann Taylor Harcus to help me remove any limiting beliefs I may have had regarding success. I didn't want to sabotage my own plans. One hour with her and I was clear about my business cards, myself, and my goals. She also helped me "charge" my new business cards with an energy designed to attract the kind of clients I wanted. This is very *Spiritual Marketing*, and will make sense if you read that book.
- 4: Once I had a feel for what I wanted to say on my card, I decided to add a new photo of myself to it. Friends who saw me in New York City on a recent trip said I didn't look at all like my old pictures. Today I'm called a "hipster" and "magical looking." Well, whatever. So I had Nerissa bring out her mini-DV video camera and shoot some video of me. She then used a non-linear editing system to grab frames from the video. Out of those shots, we found one we loved. But to be sure it was "the one," I sent several pictures to several friends and clients and asked for their vote. After all that, I chose one picture.
- 5: Now I needed a graphic designer. I didn't want a card that looked like it was done by me, or with a software program I bought at a discount store. I wanted a unique design and new image. So I went to elance.com, where freelancers bid on jobs posted by people like you and me. I posted a description of my job. Within 24 hours I had 17 bids from graphic designers, freelance artists, and even full-blown ad agencies. I settled on one, an ad agency out of Florida, and hired them to create my new business card using the elements I gave them.
- 6: The agency stayed in contact with me, brainstormed ideas for me, and showed me mock-ups of their ideas. This was fun. I had never worked with an ad agency before — though some had been my clients over the years — so this was a first for me. I was very impressed that one artist at the agency stayed in very close contact, emailing ideas, making changes, being sure I was happy.

- 7:** Finally, I needed a printer. While printers are a dime a dozen and can be found by the bag in any major city, I wanted one to do justice to my card and my new design. I asked around, asked for samples of their work, and finally settled on one my ad agency suggested.

I now have new business cards — ones that are striking, professional, and even hypnotic. I'm proud of them. The whole thing cost me less than \$250 total. But what a process to get to this end result!

In short, business cards are worth the time and trouble. If I think having impressive business cards is so important — and P.T. Barnum thought it was important — shouldn't YOU, too?

## REFERENCES & RESOURCES:

- ☀ Nerissa's new business is described at [www.makeyourpetastar.com](http://www.makeyourpetastar.com).
- ☀ *The Business Card Book* is available from [www.smallpotatoes.com](http://www.smallpotatoes.com).
- ☀ Ann Taylor Harcus' website is at [www.innerhealing.com](http://www.innerhealing.com).
- ☀ *Hypnotic Writing* is available at [www.hypnoticwriting.com](http://www.hypnoticwriting.com).
- ☀ Post your request for artists or designers at [www.elance.com](http://www.elance.com).
- ☀ The ad agency/creative team I hired is at [www.paoloroman.com](http://www.paoloroman.com).
- ☀ See my new business card at [www.mrfire.com/contact.html](http://www.mrfire.com/contact.html).



## BONUS #4

### *DANGEROUS SELLING — A NEW WAY TO INCREASE YOUR PROFITS*

One day a woman walked into an arts and crafts business and asked about a serving tray she had seen in the window of the store. The owner looked up at her and said, “Give me your name and address and I’ll send it to your house tomorrow morning.”

The woman stood there, stunned.

I was watching the whole scene and was truly hypnotized.

“Well, I’m just curious about it,” she said.

“I’ll send it to your house tomorrow and you can take a good look at it,” the owner said, politely but firmly.

I waited, thinking the woman was going to blow her lid, read the riot act to the store owner, or just walk out in a cold huff. Instead, the woman gave her name and address to the owner.

“You are very brave,” I said, after the woman left.

“I am?” the shop owner replied, smiling. “Not really.”

“But that woman was just looking,” I persisted. “She wasn’t interested in buying and you put a gun to her head, so to speak.”

“She would not have asked about the serving tray if she were not interested in it,” the owner explained. “I’ll send it to her house tomorrow with food on it, and a bottle of wine. She’ll buy it.”

“How do you know?” I asked.

“Think about it. She is already interested in the tray and said so herself. And she gave me her address. That right there is solid proof she really wants it. When I send it to her, she’ll feel obligated to me to consider buying it. When she sees food and wine with the tray, with my compliments, she’ll be nearly shamed into buying it. She’d have to be a royal witch to not buy at that point, and no royal witch would have submitted to my request for her name and address.”

"Lord, man, that is dangerous selling," I said, impressed.

"Just how much do you believe in your product is the real question," he explained to me. "If you know you have something valuable, and you meet someone clearly interested in it, why not be assertive and put it into their hands?"

I paused and considered what he said. I could see his point. I had to admit that I wasn't always as bold with my own selling. It made me consider that if I really believe in what I do, why not be politely forceful about it?

You can apply this method to online sales as well as off line businesses. It's a matter of showing your confidence in your goods by guaranteeing your work, being willing to send out product for examination first, and so forth.

And don't think some daring — or should I say confident — businesses aren't already doing this. One day I ordered an expensive magic trick from a website. They were new and didn't take credit cards. Yet they sent the trick to me without payment up front. Another time a company selling safe home products over-nighted a product to me so I could try it before I bought it.

"What did you come in here for today, anyway?" the shop keeper asked me.

"Oh, I was interested in those wooden book boxes over there on the shelf," I said, swallowing nervously.

"Give me your address and I'll send over a few for you to see," he said.

Did I give him my address?

Just take a look at these magnificent hand carved book boxes ...

## BONUS #5

### WHAT BERNICE TAUGHT ME ABOUT ADVERTISING

Bernice Fitz-Gibbon revolutionized department store advertising back in the 1940s and 1950s. She invented the famous slogan “Nobody but nobody undersells Gimbels” for Gimbels department store. She also created the slogan “It’s Smart to Be Thrifty” for Macy’s. Her ideas and copywriting helped both stores skyrocket sales. She was a genius.

Bernice is long gone, but she wrote a wonderful book back in 1951 revealing her story and her ideas. It was titled “Macy’s, Gimbels, and Me.” Bernice lives and breathes in that book. I call her “Bernice” right now because I feel I know her. All I really know is what she told me in her book. I thought I would pay homage to her and revisit some of her ideas.

Here goes:

- 1: **“A good headline should create a disturbance.”** Bernice wasn’t afraid to scare people to get their attention. She once wrote an ad for children’s shoes that scared the hell out of parents. The ad said that wearing the wrong shoes deformed children’s feet. Shoes sold.
- 2: **“Use short simple blunt words.”** Bernice told me, “Stylists should learn that ‘begin’ is better than ‘commence’ and that ‘happen’ is better than ‘transpire’ and that ‘sleep’ is better than ‘slumber’ and that ‘bloody’ is better than ‘sanguinary.’” How true.
- 3: **“Food interests all women.”** Bernice was writing in the 1950s, and was heavily focused on women as the housekeeper. She learned that women could never get enough food recipes. You could get attention for any product by tying it to food. Today she would see that men AND women are equally interested in recipes. She once wrote an ad that said a new pie “trembled as it was placed on the table.” People packed the restaurant, asking to see “the pie that trembles.”
- 4: **“You don’t have to be brilliant to write a good ad.”** Bernice said a little research can pay off in gold. She discovered that the human body has 210 bones. She wrote an ad for curved corsets that read: “There are 210 bones in the human body and ALL of them are curved.” Sales soared.

**5: “There are four rules for a good slogan.”**

Here they are:

- a. It should contain five to seven words.
- b. It should have a swinging rhythm.
- c. It should have the name of something that will identify the product.
- d. It should promote a universal truth and not just be self-serving.

**6: “There are four ways to make ads more enticing.”**

Here they are:

- a. Get urgency into your message.
- b. Be specific — don't generalize.
- c. Be easy, relaxed, informal.
- d. Be FRIENDLY.

**7: “Sometimes the smartest thing you can do is the opposite.”** Once the department store was selling dolls that could walk, talk, burp and do everything but scrub the sink. Bernice advised the company to go against the trend, and to create a an old-fashioned doll. She wrote in her ad: “... this is not the latest mechanical jerk in the doll business. She is simply ... meant to be loved.” They sold hundreds of this “new” doll.

Women aren't always appreciated for their contributions to any field, let alone marketing. Yet I've read of many, and met many, who are as brilliant as the more famous men in the same profession. Bernice Fitz-Gibbon is one of the greatest. She belongs in the same category as John Caples and David Ogilvy. I miss her.

## BONUS #6

### *HOW TO CREATE SALES AFTER CREATING RELATIONSHIPS*

I just received an email today that I want to share with you.

The subject line was, "Get publicity for your business using these tips ... in 48 hours or less!"

Here's the actual letter:

Dear Friend:

Sorry, this letter is late. I hope everyone's holiday was spectacular. Anyway, this letter is going to be quick and dirty and power-packed with tips you can use beginning next week. Let's get started.

First, get a copy of your local newspaper for the last 7 days and read the front page and second page of each section. Find a story that is similar, remotely close, or something that you have knowledge about. Once you do that contact the reporter via phone, email, or fax and ask if they are planning a follow up story. NOTE! Stories on the first two pages of its section are breaking stories, hot stories, or very important hence that's why they are on the front page.

Let them know that you can enhance their story by informing their readers that you \_\_\_\_\_ (fill in the blank). Here's what's going to happen. Either they will interview you on the spot or they will take your name and company information for future publicity. It's great!

Whenever a story comes up they will have your name and number ready to go. Your competitors won't have a chance. I recently did this with our local paper which has 80,000 readers and I got free publicity for my company. Plus family and friends called and said "We read about you."

That brings me to my second million dollar tip. Which is the celebrity quotient. When famous celebrities get in trouble with the law who do they call. They call Johnnie Cochran there are plenty of attorneys with more experience, talent, higher fees, lower fees, expertise, etc.

But Johnnie uses the CQ (celebrity quotient) to a "T". Once you get known you can charge higher fees because people expect you to be more expensive after all you are a celebrity.



You don't need to be as famous as Johnnie. All you need to do is be well-known in your city or community. After contacting your newspaper reporters and getting publicity you should contact every radio station and send them the same information.

If you ever listen to the radio and you hear "We have open lines next hour" This is your opportunity of a lifetime. It means that their booked guest has canceled or couldn't make it and they don't have a backup guest.

You will have a FULL HOUR of free promotion all to yourself. The radio stations will love you because they won't be put on the spot and they have to do something for that hour.

After customers, prospects, and employees hear you on the radio and read about you in the paper you will have instant CQ. They will think that you are really big time and will brag to friends about you.

Don't let it go to your head. What you are doing is building your business and what I have just told you can be done immediately. So, go ahead and get the past few issues of your local paper, turn on your radio and television and get some major publicity.

The media needs you more than you need them. Believe me I know. If you are nervous I have a special deal just for you. I will let you "test" drive what it's like to get free publicity to sell your products and/or services. That's right! It's Christmas time and I am in a giving mood.

You can participate in the name-your-own budget PR campaign. You tell me how much you can spend over 3 months and I'll tell you how much publicity you can reasonably expect to get. One story is worth hundreds or thousands in free advertising.

How big do you want your company to be? There are so many media outlets i.e CNN, CBS, Fox, NBC, ABC, MSNBC, Wall St. Journal, USA Today, Time, Newsweek, and so on. We can even send press releases to every newspaper, radio and television station in your state.

What would that do to your bank account? I'll tell you. You'd have to hire more employees, expand, and get a bigger building.

One promotion I sent out only 21 announcements to the media and I got interviewed by the USA Radio networks which has 1,400 affiliate stations so millions of people got my name and address and business information.

Please use these tips because they will work for anyone who wants free publicity. Your competitors are too busy trying to make a sale instead of using strategies that work better and faster.

Warmly,  
Robert Smith  
815-963-1497

Well, what did you think?

If that isn't a hypnotic letter, I don't know what is!

Not only does the author give you solid information in a friendly way, but he doesn't sell himself at all. Yet, note how you feel at the end of the letter: You want to contact him, hire him, or do whatever it takes to learn more about his publicity wisdom!

*That's* hypnotic e-mail, my friend!

In fact, while I had never heard of Robert Smith before his email arrived in my box (I must have signed up for his *PR Hot Tips* newsletter to get his email, though), after reading it I wrote to him and asked his permission to use his letter. He quickly agreed.

Robert Smith runs a PR and publicity firm based in Rockford, Illinois. He helps small businesses, entrepreneurs, and self employed professionals increase profits by getting free time and space on TV, radio, magazines, newspapers, trade journals, etc.

It looks to me like Robert is practicing "relationship marketing." He sends out friendly and informative emails which build his credibility. In the long run, he'll end up selling all of his readers *something*. Why? Because his readers will have learned to trust him.

That's a wise strategy in today's world.

So if you're looking for a safe, soft way to conduct *Hypnotic Marketing* online, look no further than Robert's letter.

It's friendly. It's informative. And it will lead to sales.

What more could you ask from simple email?

## BONUS #7

### *THE THREE REAL SECRETS TO SUCCESS TODAY*

“What do you owe your shift to?”

We were at breakfast. My friend sat across from me. He knew me 10 years ago. He remembered how I struggled, suffered, and squirmed through life. He sat today, in awe of my successes, my luxury sports car, my beautiful country home, my happiness — and he wanted to know my secrets to attaining them.

The thing is, his question made me uncomfortable. I don't really regard myself as a success. I have bad days. I have failed projects. Truth is, I'm just like you. I've struggled and at times I still struggle. I may have more or less figured out where the escalator is to get through life, but my life isn't by any means fitting for an episode of “Lifestyles of the Rich and Famous.” So I decided to dismiss my friend's question with a quick answer:

“It took me 25 years to become an overnight success,” I replied.

We both laughed. But he wouldn't settle for my answer.

“What are your days like now?” he asked me.

“Well, at night I sit on the front porch and count the cars that drive by,” I began. “Last night there were three cars.”

“So sad,” he said, smiling. He probably remembered when I lived in Houston and herds of cars roared by my house as loud airplanes soared overhead.

He probably also knew I was lying.

Many nights I sit and read books, or meditate, or do sessions with healers to help me continue clearing myself so I can continue to create dreams that impress people like him.

“During the day I float in my pool and work on my tan,” I continued, trying to bring humor into the situation. “Cleaning the pool is a daily chore.”

“What a life!” he exclaimed. “You aren’t the same person you were 10 years ago! I can remember when you cried as you drove to the job you hated at the time. What do you owe your changes to? How did you get here?”

He wasn’t the first to ask. Another old friend — one who knew me before my Nightingale-Conant tape-set was recorded, or any of my books were published — looked at me and asked, “How did you do all this?”

While I’m still moving and growing and working towards new successes, I don’t always stop to reflect on my current ones. My friends have helped me realize I have achieved \*something\*. And their questions have prompted me to explore the reasons behind my accomplishments. After several weeks of contemplation, here’s my reply to the (rephrased) question, “How did you achieve these miracles in your life?”

## 1. RUTHLESS HONESTY

Most of us settle for what we get in life. I was married for more than 20 years. I love my wife and still love her today as my ex. But I had to admit I wasn’t happy. I could have settled, however. I could have stayed in that marriage until I died and never once admitted I wasn’t getting all I desired. I was, as Thoreau said, “leading a life of quiet desperation.”

Ruthless honesty with myself led me to realize I wasn’t fulfilled. A knock from within myself — a knock as you or anyone else might get but which most of us ignore — told me to look for more. This wasn’t easy. Social taboos, family concerns, and my own brain made it hard for me to leave my long-term marriage. But I had to admit I couldn’t settle for a “very good” relationship when I could have a “great,” or even a “fantastic!” one.

I had to realize that my goal was to be happy — but my goal also included \*others\* happiness. I wanted my wife to be happy, too. I love Jose Silva’s philosophy: Set a goal that will help you and at least two other people. Yes! I wanted happiness and I wanted others to have it, too. As a result, my ex is happy with her new life as a single woman and we remain best friends. And I’ve met a wonderful woman who loves me as I love her. Life is good.

Ruthless honesty with my marriage began the process of my being ruthlessly honest in other areas of my life. It opened me up to consider miracles on all levels of being. It may not be easy to admit that you or I or anyone is unhappy, but facing reality as we see it is the first step to massive change.



## 2. COLOSSAL DREAMS

The day I saw a deep blue colored BMW Z3 2.8 Roadster was the day I found a colossal dream. Something in me awakened. I had been driving Saturns and loving them. I was the poster boy for those cars. They are reliable vehicles and I still endorse them. But I didn't want to settle on a good car when I could have a fantastic one.

My wanting that expensive luxury BMW sports car led to my creating something no one else had ever done before in history: I created expensive e-mail only e-classes. Within 5 months I raised \$68,000. How? Having the colossal dream stretched me to think of new possibilities, new solutions, and new miracles. Most of us are afraid to have big dreams. My friend Bob Proctor once told me, "A dream should scare you a little and excite you a lot."

The energy that rushes through you when you have a big dream is the energy that will help you manifest it. It will lift you out of your world view and into a new way of being. In that new "being" you will create the ways to achieve your dreams. And if you're \*really\* ruthlessly honest with yourself (step one), you'll know what your dream is. (Come on. Admit it. You know what you REALLY want.)

Confused? Good. That's the wonderful state of mind right before a breakthrough. My advice is to choose a big dream and let it take you for a thrilling ride. Then you'll understand!

## 3. MIRACULOUS MENTORS

I worked with Jonathan Jacobs, a healer out of Houston, for over ten years. He helped me dissolve limiting beliefs about my self and my world. Without him, I would probably still be stuck where I was, doing what I was doing, and never getting out of the rut.

Today I work with Ann Taylor H Marcus, an energy healer. Ann once told me I am one of the few people in the world who consistently seeks out mentors to help me. It's true. I'd still be living in a \$200 a month dump and driving a clunker if it weren't for my mentors. Mentors lead to miracles. Ann herself once told me she spent \$100,000 on personal growth. She told me that her own development was worth more than any other investment. I agree. Without it, you more or less grow at a snail's pace.



In my book, *Spiritual Marketing*, I talk about my dog, Spot. When I first had him, I put him on a three foot chain. I felt it was too confining for him, so I put him on a six foot chain. Well, Spot only went three feet on the six foot chain. He didn't realize he had more room to move until I put my arm around him and walked him the other three feet. Instantly he made use of all six feet.

I'm like Spot. I need someone out of "my box" and off "my leash" to show me that I can have, do, or be anything I can imagine. Jonathan and Ann — and an entire roster of other people — have served me as mentors, and helped me create miracles. If you want to go for — and get — your dreams, get a mentor.

I'm sure there is more to my, or anyone's, becoming successful. I'm always reading books, listening to new tapes, meditating, avoiding the news, thinking positive, and trusting my inner guidance. All of that helps me stay on a path to continued success.

But the next time a friend from the past walks up to me and asks me how I got from where I was to where I am, I'll tell him what I just told you:

- 1:** I am honest about what I REALLY want.
- 2:** I go after dreams a little bigger than what I think possible.
- 3:** I work with mentors to help me create miracles.

Maybe these three keys to success aren't so much unusual as they are not \*used\*. If that's the case in your life, you've just been issued a friendly challenge. Apply them today and see where you go in a month or two. I assure you, the journey IS the reward.

## EPILOGUE

### *THE HIDDEN SECRET TO GETTING RICH IN ONLY 79 DAYS*

Congratulations on finishing this book!

You are to be applauded for taking the time to learn these ideas. You are one of the few in the world who truly realizes the importance of educating yourself in order to become successful.

And you are now armed with one of the most powerful marketing strategies ever created.

The three steps you now own are explosive.

To review, here they are:

- STEP 1:** Create a practically outrageous event to drive people to your website. Be sure your news is NEWS. Be sure it contains an embedded command to get people to your site. Be sure you alert the media.
- STEP 2:** Create a website with such powerful copy on it that it closes sales, OR, create a website that is so information rich that people love it and return to it often, over time buying lots of your products or services.
- STEP 3:** Create hypnotic emails and consistently and persistently send them to your prospects. Develop an email newsletter. Build it. Stay in contact with your list. Send them irresistible offers.

That's it, my friend.

Those three steps can make you rich.

But remember, your own mindset is the hidden element in your success. If you doubt that these steps will work, they won't. If you believe they will work, they will.

It's that simple.

So if you *don't* believe this method will work, I suggest you look into your own thought processes.

Stand guard over your own thoughts. Think positive. Visualize success. Act with confidence. Read my book, *Spiritual Marketing*. It will help you explore any negative or self-limiting beliefs in the way of your achieving success. While you can buy the hardcover or paperback versions of it at Amazon, you can read the e-book version of the book absolutely free, as one of my gifts to you, by going to [www.mrfire.com/spirit/index.html](http://www.mrfire.com/spirit/index.html).

And as a parting gift to you, let me share with you the famous "Optimist Creed" by Christian D. Larson.

This creed was written in 1912. It's from Larson's book, *Your Forces and How to Use Them*. A shortened version of it is used today by Optimist International, a world-wide group of people who are focused on making a positive difference in the world.

You might want to print out this creed and frame it. Refer to it daily. Let it help you promise yourself that you will use *Hypnotic Marketing* to get rich — in only 79 days!

Go forth and succeed!

Joe Vitale

## PROMISE YOURSELF...

*To be so strong that nothing can disturb your peace of mind.*

*To talk health, happiness and prosperity to every person you meet.*

*To make all your friends feel that there is something in them.*

*To look at the sunny side of everything and make your optimism come true.*

*To think only of the best, to work only for the best, and to expect only the best.*

*To be just as enthusiastic about the success of others as you are about your own.*

*To forget the mistakes of the past and press on to the greater achievements of the future.*

*To wear a cheerful countenance at all times and give every living creature you meet a smile.*

*To give so much time to the improvement of yourself that you have no time to criticise others.*

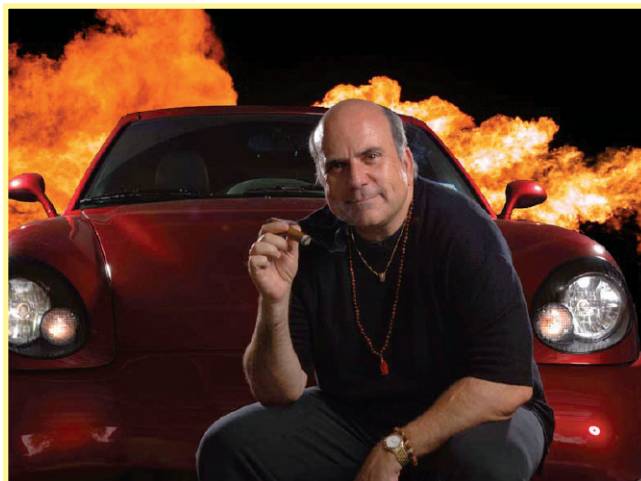
*To be too large for worry, too noble for anger, too strong for fear; and too happy to permit the presence of trouble.*

*To think well of yourself and to proclaim this fact to the world, not in loud words but in great deeds.*

*To live in the faith that the whole world is on your side so long as you are true to the best that is in you.*

## ABOUT THE AUTHOR

Joe Vitale is the world's first *Hypnotic Marketer*. He is the author of numerous books, including the best-selling e-books *Hypnotic Writing* and *Advanced Hypnotic Writing*. He wrote the only book revealing the marketing methods of famed 1800s circus promoter P.T. Barnum in *There's A Customer Born Every Minute!* One of Joe's early books, *CyberWriting*, pioneered Internet marketing.



Another book by Joe, titled *The Seven Lost Secrets of Success*, has been hailed as the greatest self-improvement book since *Think and Grow Rich!* Joe now lives in the Hill Country outside of Austin, Texas. He spends most of his time in his pool or driving his BMW Z3. His websites include:

- ☀ [www.mrfire.com](http://www.mrfire.com)
- ☀ [www.advancedhypnoticwriting.com](http://www.advancedhypnoticwriting.com)
- ☀ [www.createadvertisingthatsells.com](http://www.createadvertisingthatsells.com)
- ☀ [www.hypnoticwritingswipefile.com](http://www.hypnoticwritingswipefile.com)

Note: Joe works with a few select clients every year to create and implement a *Hypnotic Marketing* campaign for their businesses. If you are interested in this unique personal service, called *Guaranteed Outcome Marketing*, then read the short article explaining it at:

- ☀ [www.mrfire.com/articles/0037.html](http://www.mrfire.com/articles/0037.html)



## 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](http://www.NitroMarketing.com/products.html)

### TOP TOOLS FOR INTERNET SUCCESS

- ☀ **Nitro Affiliate Program** — [www.nitroaffiliates.com](http://www.nitroaffiliates.com) — 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** — [www.nitrowebcasts.com](http://www.nitrowebcasts.com) — 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** — [www.whatworksnow.com](http://www.whatworksnow.com) — 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...*

- ☀ [www.PowerfulOffers.com](http://www.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** — [www.hypnoticmarketing.com](http://www.hypnoticmarketing.com) — 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** — [www.hypnoticwriting.com](http://www.hypnoticwriting.com) — 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** — [www.advancedhypnoticwriting.com](http://www.advancedhypnoticwriting.com) — 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** — [www.magicwordsthatmakeyourrich.com](http://www.magicwordsthatmakeyourrich.com) — 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 —** [www.howisold400millionworthofproductsandservices.com](http://www.howisold400millionworthofproductsandservices.com) — 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 —** [www.psychologicaltriggers.com](http://www.psychologicaltriggers.com) — “Triggers” is a ground-breaking book that takes you deep inside the caverns of the human mind and reveals secret strategies you won’t read anyplace 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 —** [www.realnetprofits.com](http://www.realnetprofits.com) — 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](http://www.NitroMarketing.com/products.html)