

3-Step Hypnotic Marketing Formula Revealed Transcript

Kevin: Well, we want to welcome everybody. We have myself, Kevin Wilke, Matt Gill, and our featured guest, Joe Vitale.

Alright, so let's get into it. Matt can you tell everybody a little bit about Joe.

Matt: Absolutely. Absolutely. Now let me tell you this, let me set the stage here a little bit because this is a really, really big deal tonight that we've got Joe Vitale on the training with us. I want to set the stage and give you some of his credentials, so that you'll know just how valuable this information is that Joe's going to be sharing. Joe's the author of, wow, just far too many books to mention here. You can see a list of quite a few of them at HypnoticLibrary.com/. And those are some of his most popular online eBooks, and some information that we use and refer to in our business all the time, almost on a daily if not weekly basis, we refer to Joe's marketing information. He wrote also the number one best seller, Spiritual Marketing, which you probably heard of, and the number three best seller the Greatest Moneymaking Secret in History. You may remember that promotion when that climbed up to number three, that was a really big one. And then also the number one best selling eBook [Hypnotic Writing](#), which we're going to get into some of the details of that book and what's contained in it tonight. And some things that you can apply.

His most recent book, which was released called The eCode, Forty Seven Secrets for Making Money Online, and also Adventures Within, Confessions of an Air Wolf Journalist. Besides all of these books, Joe also has recorded the number one best-selling Nightingale Conan audio program, The Power of Outrageous Marketing. So, he's helped thousands and thousands of people rise and publish and promote their own books and he's considered an internet pioneer as well. His online marketing methods have made people literally, again, millions of dollars. His clients have appeared on Oprah, they've been interviewed on national news media, and they're written about in global publications. So, Joe certainly knows how to use words in a unique and compelling manner, that's why they call him the original hypnotic marketer. He's the president of Hypnotic Marketing Inc, and the world's first hypnotic writer. There's one little thing I want to mention that he has three words he can say to get everyone to give all this money to him. We're going to talk about that later on, too, and you'll find out those three little words.

So without any further ado, I'd like to introduce [Joe "Mister Fire" Vitale](#).

[Joe:](#) Thank you guys, it's great to be here. What took you so long to invite me? I've been here waiting for the phone call.

[Matt:](#) Well, we were going to keep the tactics private but we couldn't do it any longer.

[Joe:](#) Too many people bombarded you and said "Hey, you've got to release this information."

[Matt:](#) That's right, it's time.

[Joe:](#) You know, I'm sitting in front of my computer right now and I've got to say, which is what I'm doing most of the time, I got an email saying some people are listening to this webcast and they can't hear us. So I'm mentioning it in case anybody that's handling the technical details can boost the signal or whatever we need to do. Because the e-mail I'm getting says that they're not hearing you and they're not hearing me almost at all.

[Kevin:](#) Ok.

[Joe:](#) So,

[Kevin:](#) Good point. Well, we'll try and talk as loud as possible and maybe something that might help, who knows, is, turn up the volume on that Real player, as far as possible.

[Matt:](#) That may be something to try too. Crank the, there's a volume control on the Real Player itself, you might want to crank it all the way to the right, or up, on mine it's all the way to the right. That might help with the volume level. Alright, well, let's jump right into things [Joe](#).

[Joe:](#) Okay.

[Matt:](#) The very first thing we've got to, we've got to find out is, what exactly is this hypnotic marketing? We've got all kinds of questions... I've heard of it and, what is this thing though?

[Joe:](#) Well, hypnotic marketing is really an integration of all the different kinds of marketing I've been doing for the last twenty to thirty years. It's important to understand the key word is integration. I think there's a big mistake going on out there in the world that so many

people are online, and they're putting all their focus online, which is good, there is money on the internet. We all know that. I've helped many people make lots of money on the internet... but they are overlooking the gold that's in their own backyard. They're forgetting the media. They're forgetting the rest of the public. Something like sixty percent of the American public is not on the internet. So if you're not using offline methods, as well as online methods to reach these people, you're leaving a lot of money on the table. You're leaving money that could be in your pocket. So, hypnotic marketing is an integrated strategy that combines the best of the offline world with the best of the online world to create massive sales. That's it in a nutshell. Hypnotic marketing is an integration. It's a three-step formula for making dramatic sales using the world of the internet as well as the offline world.

[Kevin:](#) That makes a lot of sense. You mentioned there's three parts to it,

[Joe:](#) Yep.

[Kevin:](#) You care to break those down for us?

[Joe:](#) Okay. Well there are three parts to this. The three parts of hypnotic marketing: first is there's hypnotic publicity. And hypnotic publicity, I can define all of this as we get into it, so I guess I'll just do the three parts first of all.

[Kevin:](#) Alright,

[Joe:](#) There's hypnotic publicity, there's hypnotic websites, and there's hypnotic e-mails.

[Kevin:](#) Okay.

[Joe:](#) And all of these come together in a strategy to get the best possible results. This will make a lot more sense as I define and explain how these all work in harmony. We'll probably have to take them apart and do them one at a time, maybe doing hypnotic publicity first, but hypnotic marketing involves hypnotic publicity is step one, having a hypnotic website is step two, and then having hypnotic e-mails is step three. Now, that probably doesn't make a whole lot of sense until we start breaking it down. But does that at least try to give you a feel that there are three steps to this overall strategy?

[Matt:](#) Yeah. I think there's something that, probably a question a lot of our listeners have right now, and we might as well just knock it out right at the start. A lot of people think well, hypnotic, all this hypnotic

tactics, and techniques, isn't this kind of unethical?

[Joe:](#)

Okay, that's a great question. I can understand where somebody would think that hypnotic marketing, hypnotic writing, hypnotic publicity, all of these might sound like buzz words or brand names. And they might sound like they're either hokey or they're manipulative. The reality is hypnosis is real. I am a certified hypnotherapist. I've been trained. I've done this since I was sixteen years old. And that's a whole separate story in itself. But I've done hypnosis for the longest time, I've been writing for, I don't know, thirty some years. So hypnotic marketing, hypnotic writing is a combination of both. So I want you to realize that you can not force somebody to go into hypnosis and you cannot force somebody to buy your product or service. People have free will. We are not doing anything like Hitler, and trying to manipulate people to do something that would ultimately be harmful to them. So what we're doing with hypnotic marketing and hypnotic writing is giving ourselves an edge. What we're doing is using the principles of how the brain works, we're using the principles of psychology, the buying principles that cause people to part with their money, we're wrapping it all up into the conscious use of our direct marketing, our online marketing, and the written word, in order to lead to the result you want. Now, I would say that if somebody is trying to sell something to another person, and it's ultimately not in the best interest of that other person, they are unethical, and they are manipulating those people. I would also say, if you are trying to sell something that is truly, sincerely, a benefit to another person, and you can use every tool at your means, at your disposal, to help them understand the benefits to them, then you are doing a good deed to them and to society. If hypnotic writing and hypnotic marketing gives you that edge, then by all means, go for it. But there's certainly nothing in the way that I approach all of this that is manipulative or unethical. Anybody who's read my Spiritual Marketing book or, some of my older works, like the Seven Lost Secrets of Success, knows that a fundamental secret to my success, and I think the success of any successful online or offline campaign is in one word: sincerity. So if you're trying to manipulate people, it's not going to work. And if you think hypnosis is going to be some sort of mind control that you can force people to buy your product, forget it. You're going to go bankrupt trying to do that. It does not work. So I've given you a long explanation, but the reality is, in my opinion there's nothing unethical, nothing manipulative, this is simply a sharper way of communicating to help people get the things that you've always found that's going to be a benefit to them.

[Kevin:](#) Yeah. I think a good way to sum it up is, it allows you to make your customers make an easier buying decision.

[Joe:](#) Now, you should've been answering the question, not me. You just said in one sentence something that was better than I said in five minutes.

[Matt:](#) Well, that makes a lot of sense though the way you described it, [Joe](#). I mean, when you said that it's when you understand how the subconscious mind works, and you're figuring out a way to get them to obtain something that you have that's a benefit to them...

[Joe:](#) Yes,

[Matt:](#) And when [Kevin](#) said, make the decision easier, that really makes a lot of sense to me.

[Joe:](#) Well I think that's a good way to put it, is we're trying to simplify the process of communication in a way that leads to a sale. But I keep wanting to point out that there's nothing negative about this, because none of us are trying to sell anything that's going to be harmful to another person. That's not what I believe. There're thousands of people listening to this webcast right now, and I don't believe any of them on that call, on this particular evening are trying to sell something that's going to harm another person. So what we're trying to do with hypnotic writing and hypnotic marketing is find the clearest, simplest way to communicate our offer to people, so they grasp it quickly and buy it quickly. That's for the highest good of all concerned.

[Matt:](#) Exactly. Okay, well, yeah, it's just that term 'hypnotic' sometimes carries along some baggage sometimes. People misunderstand or misinterpret it.

[Joe:](#) Yeah.

[Matt:](#) I kind of wanted to clear that up here.

[Joe:](#) Well, we'll talk about hypnotic and some definitions of it as we go into this a little more. It'll become much more clear to people, because it's really just a state of mind. I mean that very sincerely, a state of mind, because hypnosis is a focused mind state. And in our hypnotic marketing, our hypnotic writing, our hypnotic publicity, we are trying to get people focused on what we're trying to communicate. So there're a lot of similarities, and hypnosis has stood the test of time. I mean, dentists are using it, the medical

community has used it since the 1950's. It's very reputable and what I've done is just blend it into the marketing arena and found ways to use it. But let's go into this in a little more detail and, see how it works.

[Kevin:](#) Yeah, can we go ahead and get into the - I think hypnotic publicity is the first one you mentioned.

[Joe:](#) Yeah, I love publicity. I absolutely love publicity. You can get hundreds of thousands of dollars of publicity and advertising time with one sheet of paper. I made one man a millionaire with one sheet of paper. I have a dear friend of mine in Las Vegas who now performs there every night. He's a Las Vegas headliner and he got national TV coverage when he was unknown, when it all began, with one sheet of paper. That is the power of publicity. So what I'm talking about here is creating a news angle and sending it out to the media to get the media to run a story on you that ultimately drives traffic to your website. Now, I'm going to try to explain this so you understand. Again, we're still focused on a three part formula. Hypnotic marketing is about three steps. And the first one is hypnotic publicity. Again, all of this is expanded in all of my books. I mean I've spent a lot of time researching this, experimenting with this, giving examples of this. So what I'm trying to say here is a Cliff-notes version, a very abbreviated explanation of how this works. So, hypnotic publicity, what you're trying to do is send news to the media, and that's radio, that's television, that's the newspapers, that is, that includes the internet. Any of the media that's out there, with the idea that they'll run the story on you and, now here's the way to make this work as a step one leading to a step two. Step one is it's publicity. They run the story on you. But, embedded in that story is a link and a reason to go to your website, which is step two in all of this. Hypnotic marketing is hypnotic publicity then going to your hypnotic website. So do you see how this works? The step first is hypnotic publicity. Send out a news release. Now the best way to get news is to either to invent news, or, and this is my favorite, tie your website or your business to current news.

[Matt:](#) Current events, yeah.

[Joe:](#) Tie it to current news. So what you would be doing is every day you'd turn on the news, and this may be a little depressing, because they don't usually broadcast anything good, but what you're looking for is what is hot in the news. Especially in your local community. Even more importantly, how can you comment on the news in a way that connects your business to it. Now, at first glance

this may seem impossible. But we'll go through some examples in a few minutes here that show that anybody, and I mean literally anybody, can do this. You have to start thinking like a reporter. One of the greatest ways, one of the easiest ways to get coverage for yourself is what I call tip sheets. A tip sheet is simply you giving out some tips on how to accomplish something that again ties to you, your product, your service, your business. So if it is, I don't know, horseshoes, or if it is on how to clean stains out of something, or if it is, you're selling an eBook on, oh I don't know, how to get a date, you would want to give tips, a tip sheet, on any of these. Like Five Ways to Get a Date on Halloween. Or, The Seven Different Kinds of Horseshoes That Are Out There. And I'm making all of this up. I mean, I don't know if there's seven kinds of horseshoes and I'm not looking for a date. So I'm making all of this up right now to give you the idea that coming up with a tip sheet is as easy as brainstorming what's relevant to your business. So you create a tip sheet. So if you are a, I don't know, I'll make up something, you're a tax attorney, you might come up with a tip sheet that says, Seven Ways to Save Money on Your Taxes This Year. Or Seven Reasons to Incorporate Yourself This Year. Again, remember I'm making all of this up. When I say the number seven, also remember I'm making that up. As you're thinking about a tip sheet for your business, if you can only come up with three reasons then, guess what, the headline is Three Ways To Do it.

Kevin: Right.

Joe: Or if you come up with fifty ways. Now, here's the million dollar tip in making this work with hypnotic publicity. Again, you're creating news or you're tying your business or service to current news. You're possibly creating a tip sheet. What you want to do is issue this one sheet of paper, this tip sheet, with only half of the tips you came up with, so that your news release might say something like, Twelve Ways to Accomplish Blah-Blah-Blah in 2004. But, you only give six of the ways in the news release. At the end of the news release it says, for the other six ways, please go to, www.yourwebsite.

Kevin: Now see, can you explain the subconscious need to find out the rest of those reasons?

Joe: Well I'll tell you what, the biggest need is, and this is one I rarely talk about this, I'm starting to talk about it more and more, because I'm so fascinated with this aspect of personality. Do you want to know what the big motivator is for most people?

[Matt:](#) What's that?

[Joe:](#) Okay. What I'm just doing right now is activating it. I am activating it. Is it curiosity?

[Kevin:](#) Yeah.

[Joe:](#) People want to know that, you know why trivia questions are so popular?

[Kevin:](#) The burning desire to find out that answer.

[Joe:](#) They want to find out the answer. But who cares? Do they really care how many times Homer Simpson showed up in a particular year? Or whatever the trivia was? Who cares? But what it's doing, is because of the nature of the human brain, we are not at ease until we figure out how many times did Homer Simpson say such and such in that particular episode. Or what is the big motivator? Why did [Joe](#) say that? What is the answer to the question? Or even do this, in your introduction to me, you said, "I can say three words that can cause people to hand over all their money to me."

[Matt:](#) Yep.

[Joe:](#) Don't you want to know what those three words are?

[Matt:](#) We're going to find out towards the end of the call aren't we?

[Joe:](#) Maybe.

[Matt:](#) Well, listen [Joe](#), I think that's a fascinating concept because I can't tell you how many crappy movies I've sat through and just suffered through because I can't stop watching it because I want to know how it ends up.

[Joe:](#) Right.

[Matt:](#) That's that same concept where you leave that cliffhanger in your publicity to drive them to your website to find out the rest of the story.

[Joe:](#) Exactly.

[Kevin:](#) Well, let me do a quick recap and make sure we're all on that same page here.

Joe: Okay.

Kevin: On the publicity side of things, you pay attention to what's in the news right now, current events or whatever, and if you find something that applies to your business, you have a tip sheet with the seven things...

Joe: Yes.,

Kevin: That your business applies to that current event. You fax that out, send a news release out to the media and you only include, let's say you have ten tips, but you only include five or six. That way they have to contact you to get the other ones.

Joe: Exactly. But even more specifically, not to contact you, I mean they're welcome to do that, but to send their readers to your website.

Kevin: Okay.

Joe: This is why hypnotic marketing as a strategy works so well. Typically, if people do publicity at all, and the average person is missing a wealth of opportunity by not doing publicity, so the average person sends out a news release, all they get is whatever news coverage they got with that new release. Which could be good, I mean you could just stop and brag about that. But I'm going for bigger game. I'm trying to help everybody listening on this call achieve the most remarkable dreams that they'd ever imagined before in their life. I'm talking about dramatic windfalls with sales. So in order to do that, let's not just do publicity. Let's do publicity and use it as leverage to send people to your website. This goes back to integrated marketing. Were using the offline world to drive traffic to the online world. So yes, if the reporters call me and they want a longer story based on my news release, I'll dance in the streets. That's wonderful. But if they also will put in there for the rest of this information, or for the other tip sheets or for whatever it is that's an extension of my article, and they say, go see my website, MisterFire.com or, TheHypnoticLibrary.com - my God, that's wonderful. Because they just drove traffic to our site.

Kevin: Let me just share an idea I had, so people can see how easy this is to apply. Just listening to you in these past few minutes, one of our businesses that we have is called NitroListBuilder.com and that's all about building an e-mail list, and a hot topic in the news right now is this new federal spam law that came out. So that means all these people are wanting to know how is this applying to list builders.

[Joe:](#) Yeah.

[Kevin:](#) So what we need to do is create a tip sheet.

[Joe:](#) Oh, absolutely,

[Kevin:](#) How this applies to list builders and get it out in the media so you'll recognize us as experts and the media draws all this free traffic to our site.

[Joe:](#) Brilliant. That is exactly what I'm talking about. Let me give a further extension, because there will be some people on the call tonight, because there's thousands of people listening from all over the world, and they're going to be sitting there thinking, okay, that's going to work for you, [Kevin](#) and [Matt](#), and maybe for [Joe](#), but how is it going to work for me, because I got a doll making website, or I'm creating music at my website. How is that going to work? Well, here's another tip. Humor befriends the media almost more than anything else you can think of beyond tying yourself to current news. So what if you came up with a Top Ten Reasons to Send Spam. And they were like the David Letterman thing, you start with the worst one and you end up with, the number one all time reason to send spam, and it's some kind of bizarre thing, you just kind of drink some wine, get dizzy some night, and come up with all these different things, and send them out. But you only send, again, five of them and say, "Hey, for the top ten reason to send spam, go see such and such list." Now that may or may not be appropriate for you, but what I'm suggesting is, take off the lid on your brain...

[Matt:](#) Yeah,

[Joe:](#) And start thinking in wild, zany. This is one of the reasons I love P.T. Barnum so much. That man was not afraid to take risks. We were talking before the call and I mentioned that, when he owned the American Museum in New York City, he hired the worst sounding band he could find to play music, if you can call it that, outside of his museum, with the idea that people would hate it so much they'd buy tickets and go in the museum.

[Matt:](#) That's fantastic.

[Joe:](#) And they did. So what I'm just suggesting here with my kind of bizarre idea, to come up with reasons or ideas that tie you to the local news. So the current news right now of course is the canned spam law, and if you can comment on that from a reputable place,

do so. And if you can fun of it in some kind of way that ties to you. So if you are a musician creating music of some sort, maybe you can create a song about the canned spam polka, I don't know. We could have fun, and you issue a news release about it, and people can go hear it. So again, I'm getting carried away because I'm getting excited, because I love publicity so much, but the whole point is, you create some reason for the media to tell the world about your website. That's step one, hypnotic publicity. Leading them to step two, your website.

[Kevin:](#) Well, before we move on to step two, you say there's two words that can get you on virtually any radio or TV show?

[Joe:](#) Yeah, this is another one of my curiosity things. I've gone on talks and I'll say, "What are the two words that can get you on virtually any radio or TV show... even on Oprah?" And of course, it's my mental tease. I'm engaging your brain at that point, and your brain has got this vacancy in it right now. It's going, well, what are the two words? What are they? And you would not even sleep tonight if I didn't tell you what the two words are.

[Kevin:](#) Yeah, we had to make sure we covered that, or else we would have people...

[Joe:](#) Well, let me, I want to make sure everybody gets this. At this point, if I stopped and said, you know, [Kevin](#) and [Matt](#), I'm not going to tell you those two words, you're going to have to go buy [The Hypnotic Library](#), or even better than that, you've got to come to my seminar next week in Austin, I'll tell you the two words there, you'd probably grit your teeth. You'd probably send me a few nasty messages. But some of you would buy [The Hypnotic Library](#) and get a ticket and come to my event, just because it would gnaw at you. That's the power of curiosity. Okay, well, the two words... I will tell you what they are, and before I do let me say one more thing. Notice your mental state right now before you know what those two words are and then notice your mental state after I tell you what the two words are. Because your mental state right now is you're probably in a heightened state of awareness. You're probably in a degree of a trance, you may not call it hypnosis, but I've got your attention. You want to know what the two words are that can get you on virtually any radio or TV show - even on Oprah. Yet, once I tell you what the two words are, your mind's going to relax, you're going to say, "Oh yeah, well, everybody knows that, or you would've thought, "oh that's clever," you might even chuckle, but you'll be ready for the next piece of information. At this point, and this could be a point in a conversation, this could be a point in an interview, this could be a

point in a sales letter, when you ask a question and you don't answer it, you have a massive opportunity to wedge in something you're trying to say. I just did it. I told you "You may buy the [Hypnotic Library](#), you may buy a ticket to my event." I used this openness in your brain, this power of curiosity to fill it in with something I wanted you to know.

[Matt:](#) Will you just tell us already [Joe](#)? Can you just tell us already?

[Joe:](#) Okay,

[Matt:](#) I'm about as heightened as I can be.

[Joe:](#) Alright, you're going to start screaming next. Alright. The two words are "call them." Call them. Pick up the phone and call the media that you want to be on. They are actively looking for stories. They are actively needing to fill up all the news. They're a hungry monster, they're looking for news night and day. In some cases 24 hours a day. Call them up and pitch them on your idea. Say, "I know the ten ways to make fun of, or ten ways to send out Canned Spam, or comment on Canned Spam, or I've got a song about Canned Spam and I'll come and perform it." You know, whatever it happens to be. Call them.

[Kevin:](#) Don't let Craig sing in any of the songs. I've heard his karaoke before.

[Joe:](#) Poor Craig. And he's going to be at my event and we were going to have him sing too.

[Matt:](#) That could definitely drive people into the event. All right, so we were going to move on to the next, part two of the Hypnotic Marketing collection there, the three part strategy.

[Joe:](#) Now did you want to talk about any of the examples of these because I know when we were talking beforehand and I know in the info you gave out to people - I don't know how you wanted to progress with that?

[Kevin:](#) Yeah, if you could quickly comment on those and then we can get on to the next part.

[Joe:](#) Okay, yeah. Because I do think it's important to realize that if people look at their, I think you called them cheat sheets that they got, the little notes that they were able to look at. When we were talking about hypnotic publicity first, if they go to example one,

which is lmediafacts.com/examples, they will see an eBook online that's a collection of news releases, including some I wrote that have already been tested. These are tip sheets, these are articles, these are people who tied their product or service to current news. Wild examples, all free, that you can model or you can be inspired by. Just study those, model those, learn from those. So that's example one.

Example two is at TerryLevine.com/Resource.html. Terry Levine is one of my dear friends, dear client, wonderful coach, best-selling author and we have sent out several news releases. And at the top of that page, there's a news release called, 'What is Wrong With Management Today?' That was a news release that we tied to current news.

She and I were brainstorming on the throne one day and I said – she had a new book on managing called, 'Stop Managing, Start Coaching' is the title of her book. And so I said, "Well why don't you create a tip sheet that's commenting on the state of management today?" because all the articles, all the news we were hearing about is that management really sucks and that employees are unhappy and turnover is terrible. So she wrote this tip sheet, "What is Wrong With Management Today?" And we sent out part of it with the idea that the rest of it would be posted on the website, which is where you can go look at it.

Now I wanted you to know the kind of result she got. She sent me an email that said from this one tip sheet, she was interviewed on three radio shows, her article appeared in Self Magazine, a national magazine; Shape Magazine, another national magazine, Redbook, everybody's heard of that, the Chicago Tribune, the Philadelphia Metro newspaper and Investment Professional Magazine, in Airline Magazine, Wells Fargo, the Biz Tips website, a meeting planners' magazine, a business journal read by financial experts in Boston, a newspaper for people from India living in the U.S. A trade journal, financial services personnel magazine, a magazine for healthcare professionals, and it led to an upcoming series of article for physicians in their journal.

All of this was pretty massive. I mean this is like a \$50,000-\$100,000 worth of advertising time and advertising space that came from one sheet of paper that led to people being aware of her, her book and her website. And you could see that one if you go to that second example.

[Kevin:](#)

That's pretty amazing. That's millions of people saw that.

[Joe:](#) I'll tell you while we're on the subject of hypnotic publicity, I want you to know that I have seen by God miracles happen from publicity. I'm going to quickly tell you this, years ago when my PT Barnum book came out, I had sent a news release out. I think the news release was titled, 'Are PT Barnum's Methods to Success Valid Today.' According to this author they are. And I think I gave something like five of ten different examples of how his methods are valid.

I didn't see very much as a result of that news release, but I know that news releases are like planting seeds. Sometimes it grows and shows fruit down the road, so I just let it go. Then one night, A&E Biography was airing a new show on PT Barnum. And that show was all about Barnum. It was a wonderful show and at the end of the show, the host held up one book – only one book – and said these exact words, "Are PT Barnum's methods to success valid today? According to [Joe Vitale](#), author of, "There's a Customer Born Every Minute," they are." My book got national TV coverage, became an overnight best-seller, went up the Amazon charts with me doing nothing but sending out one sheet of paper. The book was completely sold out around the country.

The publisher immediately had to scramble because they were a very conservative publisher, The American Management Association was not ready for such dramatic success. It took them a while to get the book back into print. That was from publicity. That was from one sheet of paper. And it also illustrates this whole market, the hypnotic marketing strategy, because that sheet of paper, that hypnotic publicity, sent people to Amazon, a website where they bought the book.

[Kevin:](#) Well [Joe](#), all I have to say is publicity is one of those things that me and [Matt](#) personally in the past haven't spent much time on. These past few minutes here, you like sold us.

[Matt:](#) I think almost everywhere this is one of the most overlooked ways to get free traffic.

[Joe:](#) Oh, there are so few people doing publicity. And it's amazing because I've written about this in several of my books. I think extensively in, '[Advanced Hypnotic Writing](#).' I think in some of the later eBooks that I have. All of the books that you have by me I touch on it and I explain and give examples. But hypnotic publicity, my God, it doesn't cost you anything.

You can send your news releases out over ImediaFacts.com, which is in example one which is ImediaFacts.com/examples. That's the same place I issue my news releases. You can target where your news release wants to go. So if you had a news release, for example, about my upcoming seminar next week and I only wanted to send it to the Austin newspapers, there's only a handful of them, I go to ImediaFacts.com, I'd select those newspapers, I'd send it out. It might cost me a dollar. I mean where are you going to get that kind of return on investment? This is amazing.

So anyway, we're spending a lot of time on publicity, but it's probably good because so few people know about it and so few people ever do it.

[Kevin:](#) Yeah, that was great stuff. We could stop the call now and you'd be good.

[Joe:](#) But you just got me warmed up.

[Kevin:](#) That's right. Tons of great stuff still to come, including those three words you can say to make everyone give you all their money.

[Joe:](#) That's right. Let's not forget those.

[Kevin:](#) As to part two, the hypnotic websites.

[Joe:](#) Yeah, hypnotic websites, there's two different kinds of websites that are popular out there. The one is the more information-rich website, where people go there because they've come to rely on you as a source of information. It's a clearinghouse. It's a resource center. It's a library. And the other kind of website is a direct-selling kind of website, where they go there just to buy a particular product. Both work, you just simply have to decide which one is going to be right for you.

What I'm trying to do with this hypnotic marketing strategy is hypnotic publicity first, sending people to your website. Now, by the nature of the strategy, the first thing they see on your website should be information. It should tie to what was in that news release. So in other words, if we gave The Ten Reasons to Send Spam as our news release, all ten of those reasons should be on the website as the first thing we see.

So the website needs to captivate people by fulfilling the curiosity we stirred up in them with our hypnotic publicity. Now I want to explain this by using an example, and that's the example three

that's given out on peoples' cheat sheets. It's called, Stupid.com/Stat/MPEN.html. There is what you'll call, what I think I would call, some pretty hypnotic publicity or hypnotic writing. I think I should back up and say I discovered Stupid.com, which is literally the name of the website. They are stupid and they're proud of it.

Now what they sell you are stupid gadgets and stupid things and people buy them because they want them. They want them. It ties into the three things that people will buy online, food, sex and money, or any parts of those. I mean they want fun, they want food, they want sex, they want money, they want anything that's going to give them that kind of thrill.

So to back up, I read a magazine called "Blink" a couple years ago, and Blink was a magazine that was sent out to subscribers of Earthlink, which is my Internet provider. And in Blink, now notice what's happening, Blink ran a story. They could only have gotten that story because of a news release.

Blink Magazine got a news release. They ran the story, so they were already activating step one, hypnotic publicity. I saw the story and I went to step two, their website at Stupid.com. That's where I saw this riveting, truly hypnotic wonderful piece of writing for the massage pen. Now some of the people who have heard me speak recently like in San Francisco and LA, I think I had my massage pen in both cases and I was showing it to people. It's actually a pen that writes, but on the opposite end of it because of a battery inside of it, there's a vibrating unit and you can put it against your temple or your arm or whatever is hurting and massage it.

So these people were creating a hypnotic website that was tied in to hypnotic publicity. Step one, they sent out a news release. I saw it in Blink Magazine. Step two, it drove me to the website where I got the rest of the information. And then of course a call to buy the darn thing. And when you read it at the Stupid.com/Stat/MPEN.html, you really want it. And a year or so ago, I think I bought something like 100 of these and gave them out as Christmas presents, all because of a news release.

[Kevin:](#)

Well [Joe](#), I got a quick story I'll share. When we were talking a few week's ago about what we're going to cover on this web cast, you told me that one of the examples was going to be Stupid.com, and I thought it was just a joke or something. I ended up going to that site later in the next few days and I want to say that's a pretty darn good site.

[Joe:](#) Yeah it is.

[Kevin:](#) Like it's so captivating. I read probably for like two hours. I just read through that site at all these different crazy products they have.

[Joe:](#) Wow.

[Kevin:](#) The shoe just draws you in, in that hypnotic style. And I ended up buying stuff too.

[Joe:](#) There's the real test. And I was going to ask you, did you part with some money? And you said you spent two hours there and spent money.

[Kevin:](#) Yeah.

[Joe:](#) So I think if people want an example – and we can talk about hypnotic writing as we get into this some more. There's just so much to cover. That's why I've got so many books. I've just got so much to say. You know you can't shut me up at some point. But the reality is if you want to study some examples of hypnotic writing, I would go to [Stupid.com](#) and explore it. And if you find a piece of writing there fascinating, read it and study it and ask yourself, "What makes it fascinating?"

Like I'm looking at the beginning – and I can't see it real well because I printed out the page from [Stupid.com](#) where they describe the massage pen – and it begins with, "Imagine having a teensy-weensy little masseuse that you carry around in your shirt pocket." Well the very word, "imagine" is a hypnotic word. You'll find it very often with stage hypnotists, or if you actually go to a hypnotist on a one-on-one type session to maybe stop smoking or to do any kind of healing work, one of the first words out of their mouth is "imagine." They want you to imagine being in whatever it is that they're going to describe. You imagine being relaxed. Imagine being at [Joe Vitale's](#) super summit. Imagine buying the [Hypnotic Library](#). And they're saying, "Imagine having a tiny little masseuse in your pocket."

So they are activating your brain by using what they know your brain does. Your brain works in pictures. So they're starting to get you to imagine. I mean that's a hypnotic statement. That's a hypnotic sentence right there, and it's the very first one on that page.

[Kevin:](#) Wow. Hey, I just had a brainstorm while you were covering that, [Joe](#).

[Joe:](#) Yeah.

[Kevin:](#) And this is taking that same concept and applying it to domain names. Just like when you are talking about Stupid.com, well just by the very name of the domain name itself, it's intriguing. You want to go find out what it's about.

[Joe:](#) Exactly.

[Kevin:](#) So hypnotic domain names could be a concept to take it even a step further. I mean the possibilities are endless, but something just comes to mind to say someone wants to promote one of your books, then they would join the [Nitro](#) affiliate program and get an affiliate link, and then they'd get a domain name called, "How I Hypnotized People Into Buying my Products.com" or something along those lines.

[Joe:](#) That's right. I love the way you're thinking about this, because you're stretching what most people would do and it becomes unusual. And I think that's a keyword. Unusual is probably just as powerful as curious because people want to know things that are new. They want to know things that are different. They want to know about things that are odd. That's why these reality shows on TV are popular and the Ripley shows are popular. We're fascinated you know. It's the old rubbernecker thing when we stop when there's a road accident. We don't want anybody to be hurt, but if somebody was, we want to see it. You know, we want to be there. So I'm thinking in unusual ways and coming up with unusual websites makes you stand out in the crowd. And if there is a crowd it's on the internet. And you want to stand out. So these are all parts of creating a hypnotic website. So I am glad you made that contribution because that's a nice distinction.

[Matt:](#) They could even use the concept we talked about earlier, the cliffhanger technique and you know, website.

[Joe:](#) Oh, the cliffhanger technique. You know, the website at [HypnoticWriting.com](#), I absolutely love the sales letter for that site. [HypnoticWriting.com](#), and this is talking a little bit more about, well it's still a website so we are in the right category. We're talking about hypnotic websites. I didn't write that letter. I think Mark Joyner wrote it for my first e-book which was "[Hypnotic Writing](#)". It ends with a cliffhanger. That first page ends with a cliffhanger! He

starts by talking, and I don't have it in front of me so this is from memory, he's talking about the one word that makes a difference in sales, and he's talking about a person that he had studied and somebody who really knows marketing and hypnotic writing, this, that, and the other. And the name of that person is It's a cliffhanger and it also activates that curiosity in you. You can't leave at that point. You've got to know what the rest of the sentence is! I swear, when I first read that sales letter, I was so persuaded I wanted to buy my own book. And, I told Mark, I said, "That was brilliant." I said, "I know it's for my book, but you just made it sound so good, I want to buy my book!" But that's the cliffhanger approach.

[Matt:](#) Yeah. This is something that you are very great at in all of your e-books that you offer. You give a lot of these unusual and very good, kind of like swipe files or actual examples that they can use in their writing.

[Joe:](#) Yeah. And a whole lot of those kind of things are in the one that is called, "[The Swipe File](#)", which I actually have right here. I printed it out, I'm opening it up right beside me. I mean, I have it in a 3-ring notebook. "[The Hypnotic Swipe File](#)". In my greatest contribution to this swipe file, because Larry Dodson put together most of this, and I added some to it and I wrote the intro to it. But I wrote the subtitle and here it is. "How to Get Gloriously Rich and Rule the Earth Using This Forbidden Collection of Hypnotic Words, Phrases, and Sentences to Command Minds".

[Matt:](#) It's full of swipe files! Words that I ...

[Joe:](#) I was afraid what you were going to say. You said "That's full of ...". I didn't know where you were going there for a minute. Let me tell you something about the swipe files. And I think it is appropriate to mention it here, because it helps you with publicity, writing hypnotic websites and hypnotic e-mails. It helps with all parts of this hypnotic marketing strategy. I love the swipe file. Larry Dodson and I have co-authored, I think, 7 books. You guys have all of them. And he and I have never met. We have never even spoken on the phone until a few months ago. We corresponded and wrote all of these books simply by e-mail, which in itself is time for applause and to say, "Long live the internet" because at other times that never would have happened. When he first showed me this, he wrote me an e-mail, very humble, saying he put together this swipe file and he wanted to know if I would write an intro to it. I looked at it and said, "Oh God. This is fantastic". He had headline words and hypnotic openers and

psychological copy connectors and embedded commands and hidden commands and mind grabbing words and lists of phrases, visual phrases, auditory phrases, kinesthetic phrases, and action words. I mean the list was just amazing. And I wrote back and I said, "Oh Larry. This is so good. Is there anyway I can become part of it?" And he said, "Oh, contribute some to it, add some more to the swipe file, put some of your own in it. Write an introduction to it and we'll be co-authors. Well, I openly admit it was his idea. He compiled most of this, but I also want to say I wrote the introduction to this thing. It's called "The Story of the Hypnotic Writing Monkey".

[Matt:](#) Yep.

[Joe:](#) And I wrote the introduction using the swipe file.

[Matt:](#) Cool.

[Joe:](#) And I want people who are on this call to realize I started to write an introduction and I had no idea what I was going to say. I didn't know where to start. So I flipped through the swipe file and I would come across a line like, "In two minutes you'll learn," and I would add a couple of words to it, and then I thought, "What do I say next?" And I went through the swipe file and would pull something out like, "Let your thoughts focus upon this," and then I'd fill it in with a few words. And then I'd go through the swipe file. It became the easiest, yet most powerful introduction I have ever written for any book. And I wrote it using this swipe file. So yes, when I say the swipe file is right beside me, I use it all the time. I use it to write my website and e-mails. That's the by-God truth.

[Matt:](#) That's classic right there. That's great. I think people will actually see a copy of that "The Hypnotic Monkey" that you wrote at the site, right?

[Joe:](#) I believe it's at the site. I'm not sure, well I know it's at my [MrFire.com](#). It's under the copywriting examples.

[Matt:](#) I'm pretty sure we have it at the site or it's one of the follow up messages...

[Joe:](#) Yeah.

[Matt:](#) ... at [HypnoticWriting.com](#).

[Joe:](#) Well, I believe everybody, anybody who is trying to sell anything should have this swipe file. And I'm not saying it because I am the

co-author. I'm saying it because I use it. This swipe file is worth gold. And the other ones that we, I think there was the "[Hypnotic Selling Tools](#)" which is a further extension of the swipe file. That also, I have pointed out, I use too. So I mean these are just gems. And again, Larry Dodson put them together. I just kind of added to it and got to bless it with my name.

[Matt:](#) You know, that's a great point that you mentioned just a second ago. This swipe file is something that you use in your everyday work.

[Joe:](#) Absolutely.

[Matt:](#) I mean, it's something we use as well. It's invaluable whenever you need to come up with the right wording to make a compelling sales letter or e-mail and you kind of get stuck or you want to crank it up a notch, just consult that swipe file.

[Joe:](#) Well it's a great brainstorming tool because you can just literally flip it open, I'm doing it right now, flip it open, drop your finger on the page and use whatever it fell on. Because that will be a useful statement and it will trigger another statement in your own head when you start using it. And so people really get the impact of how important the swipe file is to me. My computer, which I sit in front of most of the time, is full of e-books. I mean, it's got these e-books all over it. But, the e-books that I use, I print out and keep by my elbow. The swipe file is here in a beautiful notebook. I even spent extra money to have it in a nice, I almost printed the darn thing because I wanted it, you know, it's so valuable.

[Matt:](#) I bet it's pretty dog-eared though right?

[Joe:](#) Oh yeah. Because I also write on it, I make little notes. In fact, I have some notes right on the front here I'm trying to read. What did I write here? I was making notes to myself here because I'm using it so much that I even have another one that I take with me on the road, because if I go someplace and I just have my laptop, again I don't want to spend all my time reading online, I also print the swipe file out. Also, '[Hypnotic Selling Tools](#)' I print out, because that is an extension of the swipe file. I think my '[Advanced Hypnotic Writing](#)' has a lot of templates, and my 'Twenty-One Secrets for Creating Sales Letters'. I take that with me. You know, the truth of the matter is, I may have been doing this for a couple of decades or more, but I can't remember all of these insights. I can't remember all of these phrases. I can't remember all of these templates. And so I print them out. I keep all of this. I mean, I'm a book junkie so

I'm looking for the stuff that works and, thank God some of it's from me. I just have to print them out and keep them with me.

Matt: I've got a questions for you. Is it really true that you had a business card that says, "Ask me about the monkey" on it?

Joe: Yeah. I still have it. I got tired of people asking me about it so I'm going to change it to something else, but, yes I did. I made business cards up that said, and I think there's an example of it at my site, I think at MrFire.com, maybe under "contact" there's two examples of business cards, and one of them is the one that has "Ask me about the monkey" on it, in small letters at the bottom. And all of that is an activator. It's doing the old curiosity thing and the cliffhanger thing. People look at me and go, "Okay. What about the monkey?" And then I've got to explain, well you know it's a hypnotic command and it gets you to ask me about the monkey and from there I can tell you about all my hypnotic books and I think I got a little tired of explaining it, so I quit handing out the card.

Matt: Okay. Well, you have a great, some great stuff here on how to get your visitors to buy right now instead of putting it off until later or in many cases never buying.

Joe: That's a good point because this is all part of step two. We're talking about hypnotic websites. You've gotten people to the website because of your publicity, we hope. And when they're there, you know, what's going to make them buy right now? I think I learned a lot of this from some of the early e-books you guys published when Mark Joyner first came out with them, like my '[Hypnotic Writing](#)', and '[Advanced Hypnotic Writing](#)' and '[Hypnotic Selling Stories](#)'. One of the things I noticed Mark was doing with all of those is first of all, there is a real deadline. Usually, the next day when I was visiting the website, so if I'm looking at the website right now, if I went to AdvancedHypnoticWriting.com or HypnoticMarketing.com or HypnoticLibrary.com and today is what, the 6th of January? Usually the website will say, "You can get this at a dramatic discount if you buy it before the 7th of January." Of course, that is an automated function in most cases. But, what I found is if there is a real solid deadline it makes people a little uncomfortable in the sense that they need to take action and they know it. It makes them uncomfortable in a good way because it is saying, "If you want this product at this price, with these bonuses, you better do it right now because who knows what is going to happen tomorrow. The price will probably go up, you don't want to take that risk." So a real deadline helps motivate people to take

action. But, there needs to be a reward for that action. That is where there is usually a pile of bonuses. This is why, let me give an example, I think you mentioned in the introduction that went to number three 'The Greatest Money Making Secret in History' at [Amazon.com](https://www.amazon.com). I made that a noteworthy success because I went head to head with Harry Potter and Hillary Clinton. That was pretty tough to do because I was one guy sitting in front of my computer and those were two people with global empires behind them and I still managed to get to number three. The reason I was, was that I gave a deadline with a whole lot of bonuses. I gave what I call an ethical bribe. Actually, I think Jay Abraham came up with the term "ethical bribe".

But, the idea is that you pile on the bonuses and say, "Hey look. If you want the [Hypnotic Library](https://www.hypnoticlibrary.com) you can get it today or, you can get it in the next 72 hours..." So, first there has to be a real deadline, "...and you will get all of these bonuses." And, there has to be a lot of bonuses. You want to really make it juicy. In the case of my book I think I offered 10 bonuses worth a couple thousand dollars and all people had to do was buy a \$15 book. But, the catch was they had to buy it that day. Of course, it worked fantastically because I got that fantastic success and I don't even know how many copies we sold because it was so many of them.

We want to give a real deadline with a reward for action. We want to pile on the bonuses and the other thing we want to be sure to do to make sure people take action is to be sure that their objections are covered. Most of the objections are, "I don't have time for this." "I don't have the money for this," "I don't have any interest in this," "There's no proof that this will work," or, "There is no guarantee that this will work." Those are all things that you want to cover and that is kind of like one of my million dollar secrets. When I write a sales letter or a webpage I am mentally asking myself, "Am I covering everybody's objections?" If they have the objection of no time am I pointing out that it won't take much time to get the product or use the product. If they have the objection of no money am I pointing out that they can pay with a credit card or they can make a couple installments? If they point out that they don't have any interest, well, in that case if they don't have any interest I probably didn't do a very good job with my sales letter because I want to whet their appetite and make them interested in having this. Of course, with proof I should be giving testimonials. With the guarantee, there should always be a guarantee and a risk reversal guarantee so that people feel like you're taking all the risks, not them.

[Matt:](#) Good point.

[Joe:](#) So, those are the three things to encourage people to take action. Real deadline, cover the objections and pile on the bonuses.

[Kevin:](#) I just wanted to let everybody know that we're actually going to be showing you all of that in action in the case study that we're going to give towards the end. The [Nitro](#) case study is what it is called on your cheat sheet. We'll actually give you an example of those three in a real live campaign that we did in the past.

[Matt:](#) Let's move on to the third step in your hypnotic marketing formula which is the email part of it.

[Joe:](#) Alright. Emails, emails. I love emails. I absolutely am addicted to emails. I'm getting to where I send too many out but, almost nobody complains and I think primarily because I work extremely hard to make them hypnotic. Now, I think I should point out that when I say, "I make them hypnotic." What I'm really doing is always in the back of my mind I'm thinking, "These people that are getting my email probably just got another 100 emails at the same time they got mine."

[Matt:](#) That's right.

[Joe:](#) They are overwhelmed, they are overstressed, they are over busy. The phone may be ringing, there maybe a kid in the background screaming, they may be looking at their clock saying, "I've got to get out of here." Or, they may be thinking, "I've got to do something else." There is all kinds of distractions. So, I am, in the back of my mind thinking, "What do I need to say that is going to nail these people right to the floor and keep them there long enough for me to say my message?" That is tough, that is not something you do pretty instantaneously. Now, in a couple of my eBooks that you guys carry, I think the one called [Hypnotic Selling Stories](#), I reveal how I do this. It is really because I focus on stories. Stories are how people – this is another mental insight, another psychology of the human mind – stories are how people communicate, how people think and how people share and how people remember. This is documented, there is even a book called 'Tell Me A Story' by a psychologist pointing out that that is the way our brains work. We work in terms of stories.

So, one of the most terrific ways to reach a person's subconscious is to tell a story. I very often will tell one. One of my most successful campaigns was for an eBook called 'Seed Money' which

is an old book. It came out years ago as a printed book, it went through 53 printings, it sold a million copies since 1964, there are like 40,000 endorsements for it. The authors of it came to me and asked if I wanted to be the sole person to sell and distribute the book. I wrote a sales letter for it and I believe it is one of the ones that we give out as an example, if not it is at MrFire.com/SeedMoney.html, so it is on my website.

But, the whole nature of it is a letter. It even begins with “Dear Friend” and there is a quotation that says, “I hate this.” The next line says, “I was on the phone with Susan, a friend of mine. I could hear the frustration in her voice.” You begin with a story and not only do you begin with a story but you begin with the story in action. That is another one of my pet secrets right there. I don’t even know that I’ve written about this in the [Hypnotic Selling Stories](#) book, I hope I did, where one of the secrets to creating an email based on a story is to have the action in the story already moving. You don’t begin it by saying, “Once upon a time blah, blah, blah.” You don’t lead to the action, the action is already taking place when you begin this. That is why the opening words here are, “Dear friend. I hate this.” Well, immediately you’re thinking to yourself, “What? What do I hate?”

[Kevin:](#) Yeah.

[Joe:](#) The same thing happened with another email that I sent out years ago for Spiritual Marketing. This email is also on my MrFire.com website. It was a very brief email and it had the subject line, “I was nearly in tears...” Now, when you saw that you didn’t know if I was nearly in tears because I was crying or, if I was nearly in tears because I was laughing. You were certainly curious why was [Joe](#) nearly in tears, no matter what kind of tears they were.

[Kevin:](#) Right.

[Joe:](#) Then, if you go and read the letter, it is a quick story about how my sister read my spiritual marketing book. My sister had been on welfare, my sister who had been struggling, my sister who had been skeptical; she read my Spiritual Marketing book and went out and bought a new car. My own shock, my own disbelief, I was like, “I know she is just yanking my chain. She didn’t buy a new car.” Until, I looked at the picture which was enclosed in her letter. I wrote all of this as an email and sent it out. It was a story, it activated curiosity, it activated emotion and it caused my Spiritual Marketing to be the number one best seller at Amazon.com several times. Stories are the way to make emails very, very hypnotic.

Going back to the overall strategies of hypnotic marketing. First step you've got publicity that drives them to the website. The website has reasons for them to buy right now. But, the other thing you want to get going is you want to build a relationship. You do that with hypnotic emails. In order to make your email list make money in the short term and in the long term is you want to build a relationship with these people and become their trusted advisor and friend. You want to figure out ways to sell them high ticket items and you want to have backend items. You might even want to start considering having outrageous ideas that you can offer these people.

Again, when they come to your hypnotic website, like if you go to Stupid.com or you go to MrFire.com you're going to see opportunities to sign up for newsletters. I did it at Stupid.com, you probably did it when you spent two hours of your life savings there. Well, a lot of people do it at MrFire.com. They sign up. That is the time when you want to start sending out these hypnotic emails. They tell stories, they give information, they give tips, they build relationships and they work to developing trust so you can sell high ticket items and low ticket items.

For example, on my hypnotic emails category on your Tip Sheet, I think, it says, "Consider outrageous ideas such as the one at MrFire.com/0047.html." I'm pretty sure that's the letter I sent out or, that's the article that describes eClasses. eClasses is something that I invented about three years ago as a truly preposterous idea, truly outrageous. This was the idea to teach a class with email only and my very first class was on spiritual marketing. The book at that point was unpublished. I wasn't sure what I was going to do with it. But, I had this desire, I wanted to buy a BMW Z3 which is a luxury sports car, it's a hotrod. And, I thought, "What are the different ways that I might raise the money for it?" I played with the idea of hosting a seminar and I can do it on spiritual marketing. I thought, "Oh that's a lot of work. I don't really want to do it. It takes a lot for postage and printing and this that and the other." So, I talked myself out of it but I still had the dream, I still had the intention, I still had the goal, "I want this new car."

Then I thought, "Well, what else can I do? What about the Internet?" Then I started playing with this outrageous idea, this possibility. What if I took what I was going to teach as a seminar and I put it online but I would only send it out as an email. So there are five chapters in Spiritual Marketing, I'd call them lessons. Each week I would send out a lesson which was a chapter that was

already written. At the end of the lesson I would give people homework like write a sales letter, write an ad, write a news release. I would invite them to send it back, I would critique it again, by email.

I thought, "Wow. I wonder if people would go for what would be called an eClass." Then I started to play with the idea of what would I charge because I wanted a luxury sports car, BMW. I thought, "Oh boy. I'm going to have to make about \$30,000, \$40,000 to do this." I thought, "Well, how many people would I be willing to get if they all did their homework." Again, I'm making all of this up. I thought, "Maybe 15 people. 15 people who did their homework might be an okay class. Well, if I get 15 people then I would have to charge them \$2,000 each." Now, stop and think, I was going to tell people, "Hey I'm going to teach an eClass. For the next five weeks I'll send you an email, one a week. Then you do a little homework, I'll review it and I'll send you a critique by email and you've got to pay me \$2,000." Doesn't that sound preposterous?

Kevin: Preposterous, yeah. \$500 per email.

Joe: That's about right. Well, I wrote up a sales letter for it and I still remember sitting at my computer, my finger over the send key and I'm thinking to myself, "Oh boy. I'm going to send it to my..." at that point it was a tiny list, only about 800 names and I hadn't even done much with the list. "I'm going to send this out to them and these people might just fry my butt. They just might fillet me to death. They might get really angry." I thought, "You know, what if they actually do it? What if they actually sign up?" So, I sent out the email and I made \$25,000 in one day. I'm pausing for dramatic emphasis here.

Matt: That's amazing.

Joe: I then went on and taught several other eClasses. I've taught other people to teach eClasses. Tom Pauly made \$175,000 in one year teaching one eClass using the same method. The whole point of my saying this is that it came from an email and the email I sent out is on my website at MrFire.com. You can go there and explore it and study it. It was very simple. One of the reasons that it worked is that over time I had built a relationship with my list. They began to trust me and to feel that they knew me. This came from the hypnotic emails that I kept sending out and, remember they had gone to my website largely because of some publicity that I had done. The total hypnotic marketing formula was being utilized here.

So, when I finally announced, “Hey, I’m going to do this eClass and there are going to be five emails and you’re going to get critiques from me.” Instead of them flaming me, they sent me money.

Matt: That is phenomenal.

Joe: I’m encouraging people to think a little outrageously. Who knows what will be the next thing.

Matt: You kind of touched on something briefly but, I just want to re-emphasis that and kind of hammer it home which is using stories in your emails to your list. That really gets people wrapped into the message and to get down to the places you really want them to get to which is clicking through to the site or, taking advantage of a special offer or, getting involved in some form or fashion.

Joe: Yeah.

Matt: And that is really effective. A couple of places where people can kind of see that in action, see someone who is really doing it and doing it well of course, number one is they can join your newsletter at MrFire.com. Of course, you’re pretty much the innovator of that technique. Another person who does it really is Craig Perrine, he’s a real student of yours. I know he has devoured everything that I think you’ve ever put out, at least a dozen times. He really does a good job of that at NitroListBuilder.com. So, they can see that technique you described in motion there as well.

Kevin: I think you mentioned earlier that one of the most important things is how you open up your email.

Joe: Yeah.

Kevin: And start it out because, that is what draws people in.

Joe: There are five ways that I do this and I expand on these in one of my books, I don’t remember which one, that you guys carry, one of my eBooks. So, what are the five best ways to create hypnotic email openers? Well, the first is that I make it personal. So, in other words if I can send an email that says, “Dear [Kevin](#)” or, “Dear [Matt](#)” or, “Dear Craig” or, “Dear Mary” or, whoever happens to be receiving it, if I can make it sound as personal as I can make it, that will get their attention. Again, I’m talking about there is one thing to send a personal email one on one. If I’m sending you an email [Kevin](#), for example, it will say, “Dear [Kevin](#)” or, “Hey [Kevin](#)” or, “Hi [Kevin](#).” Then, I’ll go on to state whatever it happens to be. But,

you can use the same mindset when you write an email that goes to 100,000 people.

Now, I'm going to tell you one of my major tips that I've kept to myself for quite a while. This is one of the things that I do. If I'm going to write a single email that is going to go to 100,000 people, the very first thing that I do is pretend that I'm writing that email to one person and I will actually draft it to one person. I'll pick somebody I know and it might be a David or, a Mary or, a Melissa or, whoever it might be. I'll write it to them, "Hey Melissa. I've got this great idea and here it is," and I'll spell it out in a very conversational way. What I've found is that that paragraph, that email, whatever it turns out to be is very much going to be the email I send out to people because it is going to come across as personal to every one of the 100,000 who receive it.

[Matt:](#) That is pretty powerful.

[Joe:](#) This is one of my million dollar tips. Now, I'm a little awkward because I've revealed it. Now, everybody's going to send them to me. But, the idea is you write it as a personal email to one person and then you adapt what you wrote as the email you'll send to all 100,000. The reality is, and this is something I learned years ago with some of my first books back in the offline world, is that when people read your books, they read your articles, they read your eZines, they read your emails, they read them one at a time. They're not reading them in a crowded room, they're not reading them to each other, in most cases. They're reading them one at a time. So, if you can make it personal, if you can make them feel like, "This was just written for me." Oh my God have you up'd the odds of them reading every word, being hypnotized by everything you said, being lead into taking the action you're going to request them to take. This is massive.

[Kevin:](#) Let me just reword that to make sure everyone is crystal clear on that. Again, that is very powerful insight that you just gave. When you're writing an email making an offer or, writing your regular newsletter to your contact list, the mentality that you should be in when you're writing that is that you're writing a personal letter to just one of them. Don't have the mentality that you're writing to the entire list. That is a pretty cool tactic.

[Joe:](#) Yes. That is how it works, exactly how you just described and that will work for any kind of writing. So, the very first one is to make it personal. The very second tip in these Ways to Create Hypnotic Openings is to make it seem personal. This one is going to sound

a little more manipulative because it is going to be like a fake, a false personality because it may begin with something like, “I was about to call the other day.” That will get people to open it up so, you have to be careful that you’re not tricking them. If you can tie it into something that really happened, for example, we’re doing this webcast tonight so tomorrow or the next day if you guys were going to send or even if I was going to send a note to everybody who was on this webcast we could begin in by saying, “About the call the other night.” That is going to sound personal and seem personal and it is authentic because there was a call the other night. That is the second way.

The third way is to make it news worthy. This goes back to even why the news releases work. People want to know what is new. So, if you can begin it by saying, “Announcing” or, “At last” or, “Just released.” I’ve sent out several emails that began with “just released” because that implies that there is news. People want to know what is new. They want to be on the leading edge, they are curious. There is that power word again, curiosity. So, the third is make it news worthy.

The fourth is make it benefit orientated. And, of course, we all know that from direct marketing. People buy benefits. They don’t want to know features, they want to know the benefit. What’s in it for them? If you are sending something to a list of people who are definitely after weight loss products and you begin it by saying something like, “A new way to lose weight.” Or, “How to lose weight.” You’re starting to talk in terms of the benefits to those people. Now, the trick to making that work is you have to speak to them in terms of their benefits. So, keep in mind what the list is that you’re writing to and speak to the benefits or the needs or the problems of that list.

The fifth way is to make it curious. You’ve heard me say several times about the power of curiosity and I gave the example earlier of the subheading I used on an email that began, “I was nearly in tears.”

Matt: Yeah.

Joe: That opens the curiosity box and people want to know more. Those are five ways to create hypnotic email openers. There is more of that kind of stuff in some of my books. I think, gosh was it [Hypnotic Selling Stories](#)? [The Impulse Internet Marketing](#) might have some of that in it too. I’ve got so many books with you guys I can’t remember all of them or what is in them.

Matt: [Impulse Internet Marketing](#), that's a good one.

Joe: [Impulse Internet Marketing](#), that's one that hasn't gotten as much attention as it deserves because it was coming out in the transitional stage of Mark Joyner.

Kevin: That's a good one.

Joe: But it is colorful because there is a lot of Las Vegas stuff in there.

Kevin: Yeah.

Joe: We looked at the marketing tactics of Las Vegas and let me just say I love Vegas because I think it is a miracle. How in the world can you get people to go to the desert, spend all of their money, go home broke and they want to go back afterwards? That is Vegas, entertainment capital of the world.

Matt: The fact is if you can capitalize on someone's impulse to buy something than you're going to make a lot more sales.

Joe: Right.

Matt: You've got to know how to pull that trigger.

Joe: Exactly.

Matt: That is at [ImpulseInternetMarketing.com](#), that is one of my favorite books of yours I would say.

Joe: Oh, great. Thank you.

Matt: I've got to throw this in real quick. Joe, I've followed a lot of your products for a while. I know you're a big believer in serendipity. This email just rolled in, I'm on all of our follow up lists, and while we were talking the link to the Hypnotic Writing Monkey Story fell in my inbox. I think I need to give that link out.

Joe: Somebody wants you to give it out so go for it.

Matt: I think that is a sign. That is at [HypnoticWritingSwipeFile.com/HypnoticWritingMonkey.htm](#). I felt that I needed to give that out since it stumbled in.

Joe: That's good.

[Kevin:](#) Well, we just had a whirlwind hour right there. Let's give everybody a quick 90 second break. Everybody stand up from your computers, shake around, get the numbness out of your behind so we can go at it strong again. If you thought that that first part was awesome, this next part is actually the part that I was looking forward to on this call, the hypnotic writing. We've kind of touched on it already but there is so many great things we want to share with everybody, including and which I can't believe you let us give everybody was your actual checklist you use in your own writing.

[Joe:](#) I don't think I'm going to give it all. I'll give enough of it to get you going.

[Matt:](#) How many points are there?

[Joe:](#) There are 21 all together in the checklist that I use with my sales letters.

[Matt:](#) How many are you willing to share tonight?

[Joe:](#) I can tell you maybe 12 of them tonight.

[Matt:](#) Alright. Don't forget the \$2,600 bonuses we're going to give away and those three magic words.

[Kevin:](#) Yep. Everybody stay in because four people are going to get up to \$2,600 worth of stuff tonight.

[Joe:](#) Wow.

[Kevin:](#) I hope everybody had a chance to loosen up a little bit because we have, I'd say probably another 30 minutes left. We're going to have to go quickly through some of this stuff so we can get people through this and off to sweet dreams tonight thinking about everything hypnotic.

[Joe:](#) I imagine people's minds will be buzzing with ideas. Just talking about hypnotic publicity and all the potential there when you start to think out of the box. Then, starting to think about your hypnotic websites and how you can make them information rich and to put on ways for people to signup for newsletters and ways to get the rapport going and building relationships with them through hypnotic emails. By doing all of this over time you create this relationship where it becomes so much easier for people to buy from you because they trust you. They learn that you are going to be a

scout. That you're going to either create products or find products that they'll like and you'll tell them about it and it will be probably akin to, if not better, then when I announced my first eClass on Spiritual Marketing and made \$25,000 in one day from a small list and a wild idea. Taking a risk that I had to hold my breath over when I did it. I didn't know what would come from it.

[Matt:](#) Just wait to we get to this checklist of yours for hypnotic writing. That's some juicy stuff.

[Kevin:](#) Well, let's dive right into it, [Joe](#). What is hypnotic writing?

[Joe:](#) Good question. Hypnotic writing is actually a mental state. It is called a waking trance. A waking trance is a scientific term that is used in hypnosis. I think I mentioned earlier, I am a certified hypnotherapist. At the world's largest hypnosis conventions I was one of the speakers there and they asked me to speak on [Hypnotic Writing](#) and [Advanced Hypnotic Writing](#) which are the subjects of a couple of my books with you guys.

So, it is a focused state of mind. If people can imagine when they were on a long trip and they are driving and they're looking down the road and they're starting to forget where they are at. They might even miss their exit. They get into this focused state called highway hypnosis at that point. I discovered hypnotic writing when I would read so many passages of great books. I'm a fan of Jack London and William Saroyan and Mark Twain and Hemmingway; a lot of the greats. Rob Sterling, who I met when I was a kid, he wrote the Twilight Zone episodes. I use to read these people and I would wonder, how do they make me laugh? How did they make me cry? How did they make me scared? How did they manipulate my emotions? They weren't in the room. All they had was the same alphabet, the same English language that you and I have but they manipulated the words in such a way that it manipulated my emotions, it caused me to feel.

I would ask myself, "What is going on there?" I would study their writing, I would study a lot of the writing teachers out there and it started to dawn on me that the way that you use words, the way you communicate does effect how people perceive things. I've said many times that marketing is mostly perception. Hypnotic writing is a way of using words to influence people's perceptions. You're putting them in what is called a waking trance. You're narrowing their focus of attention so it is on whatever it is you're trying to communicate. I hope that doesn't sound too nebulous or too scary because if I just said the definition pretty well, that hypnotic writing

is a type of waking trance; you should be in a type of waking trance right now as you're listening to this. You should be so focused on this phone call and this webcast and everything that I'm saying that most of the outer world drops away. If you are in a room with dogs and cats and babies screaming and the TV blaring, then you are going to be distracted. But, for the most part, if you focused your attention on what I'm saying right now and what you guys are asking me, we are in a type of waking trance at this very moment. You guys can wake up now.

It is nothing unusual, it is nothing scary. It is really just focusing people's attention. When you read a magazine article and you go, "Wow. That's a fascinating story." They put you in a kind of waking trance. I watched Sea Biscuit the movie recently and I absolutely think it is a masterpiece. What a great, great movie. That puts you in a type of hypnosis. The rest of the world falls away and here you are back in the 1930s struggling and caring for these people and this horse. That is hypnosis. It is a focus of attention, a focused state of mind.

Kevin: That is a good point. That is a great point.

Joe: So I've been saying that there are seven traits of hypnotic writing and these are clues to how you can even create hypnotic writing.

Matt: All right.

Joe: Hypnotic writing is usually personal, it is active, it is emotional, it is sensual, it is commanding, it is curious and it is hidden.

Kevin: Wow.

Joe: What I mean by those - there is an article where I explain all of this and a lot of this is from [Advanced Hypnotic Writing](#), another one of my eBooks with you guys. A lot of this is explained at my website, I think there is an article at www.MrFire.com/0097.html But, the personal goes back to what we were talking about earlier. If you can use a lot of "you" and "I" and come across as, "I am only speaking to you." If the reader can feel that, that starts to lead them into a focused state of mind.

By active I mean that there is active writing not passive writing. This will probably take a little bit of time to explain but, in brief it is the difference between saying, "The door was shut by someone." And saying, "Joe slammed the door." One is passive and one is active and active writing is much more engaging. Active writing has

more verbs in it, active writing is more alive, active writing is more colorful.

Emotional is, again, this is going back to we want to move people's emotions. If we can tell stories about peoples troubles and triumph. Going back, even to the Sea Biscuit movie, struggle and triumph, a whole nation was captivated. I can even use the word hypnosis. The whole world was hypnotized by Sea Biscuit and the owner and the rider. That touched our emotions. So, emotion is part of the trait of hypnotic writing.

Sensual usual means it is activating our senses. It's not just talking about hearing it is also talking about feeling, it is also talking about seeing and sensing. It's activating the senses.

Hypnotic writing is commanding. Usually somewhere in a piece of hypnotic writing there is a command, sometimes it is hidden, that says, "Go do this." Very often it can be very subtle like in the email I mentioned earlier that I sent out that began with, "I was nearly in tears." The only command, the only call to action was the PS that said, "You can buy Spiritual Marketing at [Amazon.com](https://www.amazon.com)." But, that is all it took to make that particular email work. So, the command can be hidden or it can be overt. It can say something like, "Go buy my product." Recently I produced a tape set called Beyond Positive Thinking for Dr. Robert Anthony. I was the voice for it and I financed it because I so believe in it and people can read about it at [BeyondPositiveThinking.com](https://www.BeyondPositiveThinking.com). But, when I emailed out my sales letter for it I took a very commanding almost tough love approach. This was very unusual for me to do but I so believed in the product I wanted to shake people and put them in my trance to get them to realize that this would make a difference in their lives.

In the email I said, "I so believe in this product that I want you to either go buy it right now or, get off my list." Now, that is very tough love.

[Matt:](#)

Yeah.

[Joe:](#)

And, I'm using the words tough love intentionally because I was coming from love. I really believe in Beyond Positive Thinking. I know in my gut, the marrow of my bones, that this thing will make a difference in peoples lives. So, I thought, "How am I going to really get that across to people." I wanted to take the tough love approach. That was my command, "Go buy it or get off my list." The reality was two people got off my list. The rest, for the most part, went and bought it. I sold out within 24 hours of that program.

[Kevin:](#) Or at least gave it consideration.

[Joe:](#) They definitely gave it consideration.

[Kevin:](#) Because of your heavy words.

[Joe:](#) Yes. I was coming from a different angle.

[Kevin:](#) I want to let everybody know that we actually give that to you as example number five under Hypnotic Emails. You can see that email that you actually sent out.

[Joe:](#) Good point, good point. Another trait is commanding and another trait is curious. We've talked a lot about curiosity and the fact that hypnotic writing will usually activate it and make you wonder about something. You're probably even wondering, right now, about what is in Beyond Positive Thinking? Why did he say that you have to buy it or get off my list? Or, more than that even, you might be wondering what is in the [Hypnotic Library](#) and what are all the bonuses if you buy [Hypnotic Library](#) tonight? That is activating curiosity and I'm intentionally saying these things in a hypnotic way. I'm trying to give you a teaching lesson even as I speak.

Then hypnotic writing is usually hidden. If you read a piece of writing and you go, "Oh that was hypnotic." It probably wasn't. You should read it and go, "Wow. Where do I get this product?" Or, "Where do I get this service?" Or, "How do I get to this website?" You should be more captivated by the message in it than by the writing of it. So those are the seven quick traits of hypnotic writing.

[Kevin:](#) And then, I think to give all the listeners some links to some example websites where they could see it in action.

[Joe:](#) Yeah, the [HypnoticSellingTools.com](#), [BeyondPositiveThinking.com](#), [MrFire.com](#), [Hypnoticstories.com](#), they are all listed in the tip sheet. I think you can quickly look at one, the very first one, the [HypnoticSellingTools.com](#), even though my name is on it, I didn't write that letter, Larry Dodson wrote the letter. It's the one that begins with the headline, "1,739 little tools that make people buy." And his first line is, "Just ease back in your comfortable chair and relax." Well that's a very obvious direct hypnotic command.

[Kevin:](#) Absolutely.

[Joe:](#) Then he says, "As you begin to read these words on your screen,

you're starting to imagine your profits slowly and surely increasing to the point that you can afford anything you want." And, afford anything you want is bold. I'm not going to read all this letter obviously but, I would say that studying this letter gives you a sense of heavy-handed hypnotic writing. And, I say heavy-handed because it's a little more obvious, especially after listening to this phone call tonight, or reading any of my books, it's a little more obvious what's working here. So when he says, "Just ease back in your comfortable chair and relax." He's getting you to lean back in your comfortable chair and relax.

When he says, "As you read these words, you're starting to imagine," he's leading your mind to go in the direction of imagining what he wants you to imagine. Now remember what I said about Stupid.com and that massage pin, they began with the word "imagine." Well here he is saying, "Just start to imagine your profits slowly and surely increasing." So, there's a lot of pretty obvious hypnotic writing in this.

Then down below in the body of it, when he starts to list all the things that you get in this powerful eBook, he says things like, "800 hypnotic sentence starters that will bypass your prospects' conscious mind and persuade the subconscious mind to order your product." I loved the way he did it because he gives you the feature and the benefit in every sentence. I don't think too many sites do this; too many sites just focus on features. They'll say, "The eBook contains 800 hypnotic sentences, 440 mesmerizing copy connectors, 60 subconscious openers." Well those are features. People don't know what that means to them in terms until you tell them.

[Kevin:](#) That's why all the successful marketers have learned how to successfully sell the benefits as opposed to the features.

[Joe:](#) And that's the beauty of this letter and hypnotic selling tools, which is also a great book. He's telling you the feature and the benefit in the same breath. So if somebody wants to see that in action, study this letter.

[Kevin:](#) Do you want to give that address again?

[Joe:](#) It's HypnoticSellingTools.com.

[Kevin:](#) Which is a very, very popular book.

[Joe:](#) Yeah, this is another one of the great ones. And Larry's

responsible for that too. So that's a place where they can study hypnotic writing. BeyondPositiveThinking.com, I wrote the sales letter for that. That's my tough love approach; buy it or get off my list. And, of course, we talked earlier about HypnoticWriting.com. The MillionaireMind.net, I wrote the copy for that. There's a lot of hypnotic stuff in it. MrFire.com/Hypnosotires.html, I forget which one that is right offhand.

[Kevin:](#) That is for your [Hypnotic Selling Stories](#) eBook.

[Joe:](#) It is for the [Hypnotic Selling Stories](#). Okay, so that's the one that I used as a tease to get people to go to the actual website. I believe that's what was going on there. Those four or five examples are very clear, powerful examples of hypnotic writing that people can study.

[Kevin:](#) Cool. Well, why don't you tell us how the right question can bring in 317% more orders, [Joe](#). I think we're all wanting to know this one.

[Joe:](#) Yeah.

[Matt:](#) That's a pretty big claim right there.

[Joe:](#) Well, you know, there's a couple reasons why that works. And notice it says 317. It doesn't say 300%, or over 300%, it says something very specific. And I just wanted to point out that because specifics help build credibility and specifics are very hypnotic because people are learning to trust you. And in order for anybody to go into any kind of trance state, there has to be a state of trust pre-existing.

So when you say 317%, that sounds believable. It may not even be that amount. Hopefully it is, because I don't want people doing anything insincere, I want high integrity out there in the world. So 317% works because it's so specific. As for the question itself, questions people can't answer without reading your copy; pull them into a trance. So the question we just gave, "How can the right question bring in 317% more orders?" You don't know and you can't answer that question without reading whatever's below it. This is another one of my million dollar tips, that's one of my favorite ways to create a website or to write a sales letter or even an email, and sometimes even a news release; is to ask a question people cannot answer without reading your copy. That's how the right question can bring you so much more orders.

[Kevin:](#) That's very valuable information.

[Joe:](#) You know, even if you sent out a news release that said, "What are the top ten reasons to send SPAM?" Nobody knows what those are because you're making them up. They will read that to find out what you said. What are the best ways to get published? What's the easiest way to write a website? What's the most efficient way to get somebody to buy in a PS, in a sales letter? I'm just making these questions up. But they're all intriguing because they're open-ended questions. People can't answer them - it forces them to want to know more. And of course all those questions are answered in all of my books.

[Kevin:](#) Would you let me give all the listeners my own personal story related to this?

[Joe:](#) Okay.

[Kevin:](#) A few months ago, I like spent some time considering like what really makes me want to take action on something, what just forces me to like pull out that credit card faster than I can believe? And, what I realized is, if I'm reading a sales letter or reading email, if they mention just one very specific result or benefit that I would get from listening on that call or buying that product, that's the result that I want - Just like all these questions that we put on the web page for this web cast that got people to sign up. They had all these very specific things that they'd get by listening.

[Joe:](#) Yeah.

[Kevin:](#) And if you give them something that compels them so much that they have to find out what that one thing is, even if they are not interested in anything else, they'll buy it just to get that. And I found that so true for myself that it sometimes just takes one really good bullet point that catches people's attention and they'll buy it just for that.

[Joe:](#) Exactly. So I think the key to making those bullet points work is to promise a very specific result. That's it, a very specific result, something people want. Some benefit that they are looking for. Promise that and they'll buy whatever it is that you're selling just to get that one particular point.

[Kevin:](#) Yeah. If you look at all the bullet points in this key point section, they're all written that way. So that's a great example in action right here. Well, what's one thing that a letter must have to be hypnotic?

[Joe:](#) Well, you can probably guess by now that one of my favorite things is curiosity. Curiosity is absolutely captivating. And, throughout this phone call I've dropped little questions you couldn't answer, or we've teased people by saying those three words that I can say that will cause you to turn over all your money. I've eluded to my seminar and Mark Twain is going to be at my seminar; I don't think I've told you this.

[Kevin:](#) Oh, man.

[Joe:](#) Mark Twain is going to be at my seminar. We're going to have a mystery guest at my seminar who is going to help people create, print and publish their own book in that weekend. So they will go there with no book in their hand; they will create the book; have it printed, published, and they will leave three days later with a published book in their hands. Not a Kinko's Xeroxed copy – a printed, bound bookstore quality book.

So when I say things like this, aren't I generating curiosity? Aren't you wanting to know, "Now, [Joe](#), how are you getting Mark Twain to be at your event? [Joe](#), how are you getting people - you may have hundreds of people at your event – we don't know for sure at this point – how are you going to get all of these people to go home with each of them having their own published book?"

[Kevin:](#) That's a pretty big feat right there.

[Joe:](#) Well we're doing it at the Spiritual Marketing Super Summit. But more importantly, I'm activating your curiosity to captivate your attention as I tell you about it.

[Kevin:](#) Are you also going to have that mermaid there that I saw out in LA?

[Joe:](#) Yes. I am going to have my mermaid there.

[Kevin:](#) Wow!

[Joe:](#) I am going to bring my mermaid. Everybody wants to see [Joe's](#) mermaid.

[Kevin:](#) I've never seen one. I didn't even believe they existed.

[Joe:](#) Well most people don't either, but you know PT Barnum had a mermaid. And I thought, you know, I'm a disciple of PT Barnum, I need to have one. So when I had the chance to get one, I got it and I keep it and I will keep it in my room and water it and feed it

and at one point, bring it out and let everybody see it. So if you want to see a real mermaid, not some king of gizmo cartoon mermaid, but an authentic mermaid, January 15th through 18th in Austin, Texas, the [Joe Vitale](#) Spiritual Marketing Super Summit. And if you're curious, come and see.

[Kevin:](#) They can see it for the price of their tuition to attend the conference.

[Joe:](#) There you go. And of course, somebody tonight will win a tuition to go.

[Kevin:](#) That's right. Awesome. Now where were we? We got off track there with the mermaid.

[Joe:](#) Well you had asked me what's the number one thing a letter must have to be hypnotic and I answered it. Curiosity is the number one thing I believe they need to have.

[Kevin:](#) Well here's one more thing if you haven't already done this enough tonight, is you're going to tell us something that you never said before and that's your number one secret for making your letters sound so personal.

[Joe:](#) Well you know the reality is I did tell you that earlier when I mentioned about the emails and how I write them to one person. But I will tell you another secret that I've never told before and that is the other thing I do if I have any trouble at all writing. What I will do is talk out loud to myself, pretending that I'm talking to one person in gentle everyday conversation about whatever it is that I'm trying to say.

So if my idea earlier when I explained that you know, I'll write to one person and make that my model letter to send out to 100,000 people. If for some reason that one's giving me a little difficulty – and occasionally it does, my other backup secret is I'll just sit here and I'll talk to myself. I'll pretend I'm talking to [Kevin](#) or [Matt](#) or David or whoever it happens to be that I conjure up in my mind, and I'll say to them what I'm trying to express.

Now, if for some reason that doesn't work because it is a little bit awkward to talk to yourself and pretend you're having a conversation, the other thing I'll do is I actually call someone. I'll call someone and express what I'm trying to write. And I'll listen to myself as I'm talking to the person. I'll call them up and say, "Look, this is what I'm trying to write, I'm trying to say this." I'll pay attention to myself because I'll say things in everyday conversation

that I may not have said in my writing and then I'll go back to the computer and write what I said. So the first thing I do is talk to myself and the second if needed, I'll call someone.

[Kevin:](#) Oh, that's a great tip.

[Joe:](#) Yeah.

[Matt:](#) I'm going to have to start using that one myself.

[Kevin:](#) Well I think we're there. We're to you personally writing a hypnotic writing checklist. We got you to give 12 of them tonight.

[Joe:](#) Well I'll see if I can explain these. Now this is a 21-point checklist that I have been using for years. I want to openly say this is not my checklist, this is from Christian Godefroy, who is a copywriter from Switzerland and you sell one of his books. I forget what it's called, "How Do I sell Letters That Sell," I believe is the book. You might check on that.

But these 21 principles, and I'll only give part of them, are from Christian, and he is a fulltime copywriter. He has sold millions of dollars. I learned these from his book. I have studied with him. I know him. I trust him. I love what he does. And I use these myself.

Now the first one is very obvious. When I say a headline has to capture the right audience, everybody that's writing sales letters should know that the headline is the make it or break it point. That if you don't capture people with the headline, they're gone. So, that headline needs to hypnotize them, make them curious, snare them, start a story, promise a benefit, and relay news, anything along those lines in order to capture the right audience.

The second thing, and it also relates to the headline, is the design of the headline has to be easy to read. Now, this is something I'm always astonished by; people try to get fancy with their type of - they're trying to do too many weird things with their headline, making it look odd, making it look fanciful, making it look unusual. and what they're doing is killing readability. Readability rules. So the headline design needs to be simple and direct, that's step two.

The step three needs to be that the headline creates a promise or curiosity, meaning that the headline needs to convey something that people want to know more about, either because they're curious, or either because it promised to give them more of what

they wanted. And again, that should be obvious, but so many headlines are empty. They don't really say anything, so the headline doesn't give anybody a reason to keep reading. So by now, after listening to this length of the call even this evening, you should know that the power of curiosity; the power of focusing on benefits.

The fourth is the letterhead or logo. And of course on a website, what we're talking about is the letterhead or logo that's on the website, which in most cases is the banner at the top or the banner that could be at the bottom. And all we're suggesting there is that it needs to build trust. It needs to be something that if people have been seeing it over time, like if I keep going to [Amazon.com](https://www.amazon.com), Amazon, and I keep seeing the Amazon name, over time I trust Amazon. If people keep going to [NitroMarketing.com](https://www.NitroMarketing.com) and they see new products by [Nitro Marketing](https://www.NitroMarketing.com) and every time they see [HypnoticLibrary.com](https://www.HypnoticLibrary.com) or anything by [Nitro Marketing](https://www.NitroMarketing.com) and they see the name, they've learned to trust it because the letterhead, the logo, the name is constantly there. Another hypnotic technique is repetition. So these letterheads, the logo, the banners are repeating and pounding into peoples' brains this whole idea of your name which builds trust.

Then the fifth thing is the opening paragraph. It needs to be captivating. I love one word paragraphs, dialogue paragraphs, and one sentence shocking statements because I need to ensnare that person. I need them to be captivated by the first line before they'll go to the second line. So the opening paragraph is step five.

Step six is the offer. At some point pretty quick into the letter, I need to be conveying what I am selling. I need to give people a sense that I'm offering something they're going to be interested in because they're going to feel like they wasted their time or they won't spend any time trying to find out what I'm offering.

The seventh is the advantages. I got to focus on what am I offering these people, why are they going to buy it? You know this goes back to the benefits to them. If they're answering the question, "Okay, I got a new book," or, "I got the [Hypnotic Library](https://www.HypnoticLibrary.com)," why should you have it? And we want to list all the advantages to buying it.

The eighth in this 21-step formula is positive language. Now, I'm known for my enthusiasm and my sales letters and it's largely because I only endorse things I personally believe in. And I think that should be the case with everybody. I don't want to hear about

people selling things that their heart isn't into. I think it will sabotage their best efforts. So the eighth principle is to have positive language. You want to be enthusiastic as you're expressing yourself in your letters or your email; your publicity; your website, because that enthusiasm is contagious and it leads to selling.

So number nine is you want to emphasize important passages. And you can emphasize passages with subheads, with bolds, with underlines, with italics. There's where you can be a little bit fancy with a little bit of type graphics. But you don't want to go overboard and make it too hard to read because, again, readability is king here. You want to be able to communicate. But you also don't want to be afraid in step nine to emphasize important passages.

Number ten, I love number ten. This is a phrase that Christian Godefroy came up with and it's called the ego meter. And the ego meter is a reminder to focus on your reader. Another little mantra that I've had for years that's a reminder to me when out of focus on my reader and not on me, is the statement, "Get out of your ego and get into your readers' ego." If you can stop focusing on what you're trying to sell and instead focus on what people are trying to buy, meaning if you can instead focus on what they're going to get from your product, on how they're going to benefit from their product, then your ego is not in it and your focus is more on their ego. So number ten is to watch the ego meter, focus on your reader.

Number eleven is readability. And readability, I love readability. This goes back to the Rudolph Flash, who was one of the first people to create a readability formula, which I have mentioned in my writing software, called, "Hypnotic Writing Wizard." The readability of your writing should be along the lines of using a lot of short sentences, simple words and active phrases. And we talked a little bit when we were talking about the treks of hypnotic writing I said that hypnotic writing is usually active. And I mentioned using active sentences. Well that's all part of making your writing more readable – short sentences; short words; simple words; active writing will make your writing a breeze to go through. You don't want people reading your stuff and stumbling over hard words or foreign phrases, or scratching their head and wondering, "What was he trying to say here?" You want it to be readable.

And the last tip that I'll give you of all of these tips because 21 would take too much time to go through and we've already done a marathon here – number twelve is the structure of your letter. Your

letter should look inviting. I've seen too many letters that were wall-to-wall text, or too many websites that were wall-to-wall text and it's not inviting. It doesn't say, "Come and read me." It says, "Run away from me." So if you look at a really good novel, for example, most of the current ones are going to have a lot of dialogue, a lot of skinny paragraphs, and a lot of large type. And so what they're doing is making the structure of the writing a breeze for you to read. It's making it inviting for you to read. You want to use the same concept on your websites; your emails; your news releases and so forth. You want to make the letter inviting. You want that to kind of say subliminally to the reader, "This is easy, come and read this. You're going to be rewarded by spending your time with my words." So those are the twelve turbocharged steps to go through on the 21-step checklist.

[Kevin:](#) Wow, that's awesome, [Joe](#). Thanks for sharing that. I know that it's a little more than half of the 21 parts. But that's all some very valuable information there.

[Joe:](#) I explain them in one of my books that I think is "The [Advanced Hypnotic Writing](#)," or one of the other books that comes in the [Hypnotic Library](#). When I go through all of these 21 parts and I give examples of how to use it, and some sales letters I wrote that follow the structure. I mean anybody that follows these 21 points is going to create a sales letter or a website that is dramatically different than anything they've ever done before and probably dramatically better than anything their competition has ever done before.

[Kevin:](#) That's great. We need to quickly move on because as we mentioned, we're over time already.

[Joe:](#) Yes.

[Matt:](#) If I could only nod my head in agreement to one thing, is when you talked about make an offer and tell what you're selling. That's one thing that I think a lot of people are confused why they're not making money, but they don't ever clearly explain what the offer is.

[Joe:](#) Exactly.

[Matt:](#) And that's something a lot of people, they beat around the bush and they don't really make an offer in their marketing, their emails, or their website. And someone has to guess what you're offering then.

[Joe:](#) Well you know, this leads to what I want to point out, that you had

asked me earlier - what is a buying trance? And you asked me this earlier today, not on tonight's call. But a buying trance, for example, is when you get a person focused on your message because it interests their wants, it interests their wants. It interests them. That's a buying trance. So when you say that a lot of people are not getting to the point or they're not specifying what their offer is, or they're not telling you what they're selling, they're not putting people in the buying trance because the people reading that don't have a clue. They're in a confused state.

[Matt:](#) That's right.

[Joe:](#) And they're not going to stay with you, they're going to leave. You have not held their attention. If you hold their attention, which again, is a form of hypnosis, and you tell them in terms of what interests them about your product or service, you start to take them into what I call a buying trance, where they're now listening to you because it's in their best interest to listen to you and they're getting closer to saying, "Hey, I want that. How much is it?"

[Kevin:](#) There's one last thing you got to share with us.

[Joe:](#) Okay.

[Kevin:](#) And I think that you gave a good example of this in action when you talked about the Sea Biscuit movie because if you pay attention to that movie, all four of these were the same part of that movie. But what are these four emotions in every human being?

[Joe:](#) Yeah. This is all from an old book called "The Magic Power of Emotional Appeals," which I actually love, an old, old book. And I've written about this in some of my stuff that you guys have in the [Hypnotic Library](#). And I explain what these four emotions are in greater detail in the [Hypnotic Library](#).

The four emotions: self-preservation, romance, money, and recognition. These are the four key motivators. Now I mean there are other ones, in my "[Advanced Hypnotic Writing](#)," I talk about sixteen motivators and we have Maslow's hierarchy of need and all of this is talked about in my eBook. But these are the four really kind of hot buttons.

When you talk to people about self-preservation, which might include just feeding them because they're starving, or it might include housing them because they don't have a home, or helping them to get a job; these are powerful persuaders. So if you can

think in terms of, and we won't have time to explain all of this, and think in terms of your people, the people that are listening to your website, listening to anything that you're doing online, they want to know how to preserve themselves, self-preservation. They want romance; they've wanted that since the beginning of time. They want money, which implies security and well being and power. They want recognition. Oh, there have been so many studies that show that people want recognition. They want to be rewarded; they want to be recognized more than they want money even.

So, self-preservation, romance, money and recognition are four hot buttons that you can put people in the hypnotic state, the buying trend, get them to part with their money, befriend them, just by using these states – these emotions.

[Kevin:](#) Well it's been one amazing call so far, [Joe](#). It's really past our expectations. So I want to thank you for everything you have done.

[Joe:](#) Oh, thank you. I've enjoyed it. As you can see, I can get very fired up and carried away. There is just so much here though. Even though we've been on the call for two hours or so, I keep feeling like, "Oh there's so much more to say, there's so many more insights, there's so many more tricks, there's so much more knowledge." I mean that's why I have so many books with you. But you can't get it all in the phone call, you just can't do it. You've got to get something like a library, the hypnotic library, and get all of the information and spend time digesting it, practicing it, learning it, living with it, breathing it, and using it on your own work. I mean it's an investment; it will pay off over time. But the part of me that goes a little sad is the part that realizes I can't tell you everything in two hours.

[Matt:](#) As much awesome information that you've covered already, we've barely just touched the tip of the iceberg and what's inside all the products that you've written. And I could say firsthand because I've read each one of those hypnotic branded products that you have. And there's so much more, we wouldn't have a chance to cover I think, if we did one of these every night for a week or a month.

Thanks so much [Joe](#). You really over delivered tonight. You provided tons of practical information that people can use right now and as always, you're just a class act and we really just enjoyed speaking with you.

[Joe:](#) Oh, I appreciate that. Thank you.

[Kevin:](#) But, before you leave you've got to tell us. What are the three magic words that will get anybody to hand over their money?

[Joe:](#) Gosh. Do you see how powerful curiosity is? It has kept you here for two and a half hours and you're not going to let me go unless I tell you what the words are.

[Kevin:](#) That's right.

[Joe:](#) Anyway, the words work much better in person than they do over the phone. When I've spoken at a couple of conferences I've done this and I'll begin by telling them, "I've got three words that if I say them it will cause you to give all of your money to me." After teasing them for a long time I'll whip out a squirt gun and say, "Stick them up. Stick them up." But, it works better in person.

[Matt:](#) That definitely would make me hand my money over.

[Joe:](#) But, I think the greater lesson here is the curiosity factor made you want to know.

[Matt:](#) Absolutely.

[Joe:](#) That's it.

[Matt:](#) Alright [Joe](#) we better let you go.

[Joe:](#) I want to thank everybody for spending their time. Have a good night.

[Matt:](#) I enjoyed it. Thanks and take care [Joe](#).