

32 MARKETING STUNTS

1. You create a group of 8 people to experiment in distance healing using ho'oponopono or *The Secret Prayer* formula. (Reference Lynne McTaggart newest book, *The Power of 8*.)
2. You issue a news release that Dr Joe owns a guitar with the face of someone mysterious in it (I do) – maybe Jesus. Ask people to identify who it is.
3. You hypnotize myself (or someone else) and get them to channel the wisdom of Abe Lincoln on how he would handle issues today.
4. Award cash to the best photo of my book *The Miracle* used in a creative way.
5. You create a list of the most loved celebrities of all time. Or maybe a list of the secretly most spiritual celebrities.
6. You hold a séance online and contact the spirits of dead presidents (or marketers, or saints, or gurus, or ?).
7. Organize an instant crowd or “flash crowd” via social media for a fake event (or a real one).
8. You leak a rumor that you will be in a movie with Bruce Willis in 2018. Or, there's a movie being made about *The Secret* (for real) and leak a rumor that you're starring in it (not real).
9. You hold a contest for the best P.T. Barnum (or Dr. Joe or your-name-here) look-a-like. Or look-a-likes for the top teachers in the film *The Secret*.
10. To combat global warming, urge people to put blocks of ice on the street to cool the planet down. Ask people to film the ice melting and how passer-bys respond, and post these on social media. Start a “Cool the Earth” or “Make the planet cool again” movement. Or just, “Be cool, it'll save the planet.”
11. You hand out t-shirts to homeless people with a phone number for them to get help. Or to promote the site www.OperationYES.com
12. You hold a “hands across America” event where people pay \$10 each to attend and all money goes to charity. (This was done in 1986.) Could be done in a country that needs help more than America.
13. You announce an award for the first person to use principles to become an Awakened Millionaire.

14. You ask for a list of the Top 10 Reasons The Secret and LOA sucks.
15. Invite submissions (film clips and pictures) from people sharing how their cat or dog uses the law of attraction.
16. You ask everyone to turn their portable fans on and face them in the direction of the next hurricane to help send it in the other direction.
17. Announce that you have real magical skills not like the fictional Harry Potter and you will prove it in an online event. Maybe challenge Potter to a “magic duel” online and promote heavily right up to it.
18. Invite people to submit stories of the best results they ever got from being in a mastermind.
19. Ask for the best law of attraction song and say winner will get it recorded in a studio. Or take the top 10 songs and produce the album.
20. You hold an international “Turn Off The News” weekend. (This idea was from Chuck.) Idea is to urge people to turn within and meditate or socialize or anything except watch mainstream programming.
21. You organize a race of electric cars to see which is fastest. Or to see which goes the farthest without needing a charge.
22. Ask your hometown to rename the city to your name.
23. Create a “Pokejoe” game/app like “Pokémon” but insert your name.
24. Create a national Law of Attraction day.
25. Create a membership site on the astral plane. People sleep and meet.
26. Create a children’s group of LOA singers, performers. Or it can be a bikini-clad group. (Spice Girls.) Or it can be singing penguins. (Chipmunks)
27. Give a celebrity an award for best work in promoting spirituality in the world. Maybe Melissa Etheridge for her song “Uprising of Love.”
28. Announce a new form of music called Woo-Woo-Shout (opposite of Gangsta Rap) and invite videos of people demonstrating Woo-Woo-Shout.
29. Hold a Clearing Festival where instrumental music as well as hard rock music is played with the intent of clearing people of blocks and beliefs. (Chuck has a band and can participate; I have my Band of Legends, etc.)

30. Announce you discovered a portal into the 4th Dimension and sell tickets to enter into it or put the portal on eBay.
31. You announce you created a fragrance that attracts money.
32. You say you will turn off the Internet unless everyone online tunes in to your Facebook TV show on your birthday and hear your demands.

- *Dr. Joe Vitale*
- *November 3 2017*