

Hypnotic Self-Writing

When You Have to Sell Yourself to Yourself

By Dr. Joe Vitale

Author of the #1 Bestseller, *The Attractor Factor*, and way too many other books to list here.

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Dedication:

This book is dedicated to Suzanne Burns.

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The Introduction:

This manual combines the strategies of self-help with the hypnotic power of copywriting. Self-help is basically you overcoming your problems or bettering yourself without the help of others. And copywriting is, well...selling.

Many people will purchase products that will allow them to reach their particular goal or solve their problem quicker or easier. For example, someone that wants to lose weight might buy a diet plan.

Let me ask you a question though.

When is a person the most excited and motivated to change their life?

Give up?

It's the time when they read, hear or watch an ad for a product that will help them improve their life.

And when they purchase the product, they feel as though they are taking a step forward to reaching their goal. That's why it feels so good to purchase product after product.

The problem and let down is most people aren't mentally prepared or motivated enough to follow through and use the product successfully.

How many times have you bought a product that you thought you were going to use to solve your problem and once it was delivered or you brought it home you weren't excited or as motivated as much about it as when you were reading the ad for it?

That's the main purpose of this manual is to combine the excitement of you buying a product and mentally preparing and motivating yourself to use it to reach your intended goal(s).

Basically, you will learn to write your own personal self-help ad for the product that will mentally prepare and motivate you to use the product successfully.

Copywriting + Self Help = Success.

Yes, you are going to become a copywriter for the product you bought. The sales letter will be targeted to you personally. You know yourself better than any business does, right?

And the great thing you can use this system for almost any 'goal or self-improvement oriented' product:

- self-improvement products (overcoming shyness, quit smoking, motivational, etc.)
- business improvement products (info-products, software, traffic systems, etc.)
- health products (diet plans, exercise equipment, etc.)
- 'how to' informational products (get better grades, improve memory, etc.)
- and the list goes on and on...

You are going to learn how to write a sales letter that will sell yourself your dreams instead of some business that just wants to only sell you the short-term excitement in order to persuade you to buy.

Once you have your personal self-help sale letter written, you can read it everyday or just when you need a little extra motivation to complete your goal(s).

The Pre-Question Exercise

Before you begin to write your self-help sales letter, you are going to need to answer a few questions. This will be an outline for your ad copy. We are going to use an imaginary person to take you through the whole copywriting exercise.

1. What is your name?

Jessie Hunt

2. What is your specific goal?

I'm overweight and I want to lose 20 pounds so I can fit back into the old jeans I wore in college.

3. In what time frame would you like to accomplish this goal?

3 months

4. Do you have specific product that will help you reach you goal?

The XYZ Diet Plan

5. List 3 to 5 specific benefits that you will get from accomplishing this goal. (Start your statements with I or I'll). For example:

I'll have more stamina to play a whole game of volleyball.

I won't be self-conscious around other people.

I'll be able to fit into my old clothes.

I'll have more energy to play with my kids.

6. List 3 to 5 features you like best about this product.

It's easy to swallow.

I only need to take one pill a day.

It has no side effects.

7. List 3 to 5 limiting beliefs that seem to have always stopped or discouraged you in the past from reaching your goal of losing weight.

I don't have enough willpower not to overeat.

Diet products or plans never work.

I'll just gain all the weight back like before.

So, in summary Jessie is overweight and wants to lose 20 pounds in 3 months using the XYZ Diet Plan so she can fit into the old jeans that she wore in college.

Now, it's time for her to write a self-help sales letter.

Step #1 - Write the Pre-Headline

The pre-headline comes before the main self-help headline. I guess that's kind of self-explanatory but if I didn't say that, there would be some confused people.

For the pre-headline you are going to ask yourself a 'Yes' question so you agree that you have a problem.

The template:

Are you tired of (your problem)...?

The pre-headline:

Are you tired of being overweight? (yes...you say to yourself)

This pre-headline will make you interested in reading the rest of the self-help ad.

Step #2 - Write the Main Headline

The main headline is one of the most important parts because it will state the specific overall benefit that you want. It will gain your attention like it is suppose to.

But instead of just directly stating the benefit, we are going to make you live it in your mind, like you already have the benefit.

To accomplish this, we are going to use a mental trigger word at the beginning of the headline.

There are many like Imagine, Visualize, Picture, etc.

The template:

Imagine (your specific goal)...

The main headline:

Imagine Losing 20 Pounds in 3 Months So You Can Fit Back into Those Jeans You Wore in College!

Step #3 - Write the Sub-Headline

The sub-headline will back up the main headline's benefit.

The template:

And finally you can make that dream a reality by using the proven (the product)...

The sub-headline:

And finally you can make that dream a reality by using the proven XYZ Diet System.

So, so far we have:

Are you tired of being overweight?

Imagine Losing 20 Pounds in 3 Months So You Can Fit Back into Those Jeans You Wore in College!

And finally you can make that dream a reality by using the proven XYZ diet system.

Step #4 - Write the From and Date Lines

The From Line can be from you since you are actually writing it or from a close friend or loved one that will benefit from you accomplishing your goal.

For example, maybe you have a husband that wants you to lose weight just for health reasons. By using his name in the From Line, that will give you extra support or peer pressure to motivate you to reach your goal.

The Date Line can be the date you started writing this ad and it will also give you a time frame to go by when 3 months is up.

The template:

From:...

Date:...

From: John Hunt

Date: July 23, 2008

(Remember in this example the subject is Jessie Hunt, John is her make-believe husband).

Step #5 - Write the Salutation

The salutation is really just a Dear Friend or Dear (whoever). But since this is a self-help sales letter for you, it's going to be your name. Why? Because as you may know, your name is the most important word in your own mind.

The template:

Dear...

The salutation

Dear Jessie, (since that's the person's name in this example).

Step #6 - Write the Opening Statement

The opening statement will state that you understand the situation and help is on the way.

The template:

I know you are struggling to (your main goal) or you wouldn't be reading this. But help is on the way.

The opening statement:

I know you are struggling to lose weight or you wouldn't be reading this. But help is on the way.

You can follow the opening statement by saying you found a product that will help you reach your goal.

The template:

I found a simple, easy solution called the _____ (the product you are using to accomplish your goal).

The following opening statement.

I found a simple, easy solution called the XYX Diet Plan.

So, so far we have:

Are you tired of being overweight?

Imagine Losing 20 Pounds in 3 Months So You Can Fit Back into Those Jeans You Wore in College!

And finally, you can make that dream a reality by using the proven XYZ diet system.

From: John Hunt

Date: July 23, 2008

Dear Jessie,

I know you are struggling to lose weight or you wouldn't be reading this. But help is on the way.

I found a simple, easy solution called the XYX Diet Plan.

Step #7 - Write the Specific Benefits

You simply list and bullet the 3 to 5 benefits you wrote down at the beginning of this exercise. I made you begin them with I or I'll so when you read them you'll actually be saying a positive affirmation. It also reinforces the rewards you will get from accomplishing your main goal of losing weight. Plus, you can add an explanation point at the end to help you get excited about your goals.

The template:

Just imagine having all these benefits:

- * (list benefit)!*
- * (list benefit)!*
- * (list benefit)!*
- * (list benefit)!*
- * And much more!*

The benefit list:

Just imagine having all these benefits:

- * I'll have more stamina to play a whole game of volleyball!*
- * I won't be self-conscious around other people!*
- * I'll be able fit into my old clothes!*
- * I'll have more energy to play with my kids!*
- * And much more!*

Step #8 - Write the Product Features

You simply list and bullet the 3 to 5 features you wrote down at the beginning of this exercise. It will reinforce how much you like using the product to accomplish your main goal.

The template:

And the best part of the (product name) is:

- * (list feature)!*
- * (list feature)!*
- * (list feature)!*
- * And much more!*

The feature list:

And the best part of the XYZ diet system is:

- * The pill easy to swallow.*
- * You'll only need to take one pill a day.*
- * The pill has no side effects.*
- * And much more!*

Step #9 - Write the Myths

You simply list and bullet the 3 to 5 limiting beliefs you wrote down at the beginning of this exercise. The reason that many people don't reach their goals is because they have limiting beliefs or negative self-talk. But we are going to sell your limiting beliefs as myths or mis-conceptions to dispel them.

The template:

3 Myths About (your main overall goal):

Myth #1 - (the limiting belief)

Myth #2 - (the limiting belief)

Myth #3 - (the limiting belief)

Now

3 Myths About Losing Weight:

Myth #1 - I don't have enough willpower not to overeat.

Myth #2 - Diet products or plans never work.

Myth #3 - I'll just gain all the weight back like before.

So, so far we have:

Are you tired of being overweight?

Imagine Losing 20 Pounds in 3 Months So You Can Fit Back into Those Jeans You Wore in College!

And finally you can make that dream a reality by using the proven XYZ diet system.

From: John Hunt

Date: July 23, 2008

Dear Jessie,

I know you are struggling to lose weight or you wouldn't be reading this. But help is on the way.

I found a simple, easy solution called the XYX Diet Plan.

Just imagine having all these benefits:

- * I'll have more stamina to play a whole game of volleyball!*
- * I won't be self-conscious around other people!*
- * I'll be able to fit into my old clothes!*
- * I'll have more energy to play with my kids!*
- * And much more!*

And the best part of the XYZ diet system is:

- * The pill is easy to swallow.*
- * You'll only need to take one pill a day.*
- * The pill has no side effects.*
- * And much more!*

3 Myths About Losing Weight:

Myth #1 - I don't have enough willpower not to overeat.

Myth #2 - Diet products or plans never work.

Myth #3 - I'll just gain all the weight back like before.

Step #10 - Write the Testimonials

There are three ways to go about getting testimonials for your self-help sales letter. The first is to use actual testimonials from the product's sales letter. You want to pick ones that would really inspire you to succeed.

The second way is to write testimonials for people who you are highly influenced by and/or already have the results you want. Simply, people you want to model.

Since this example is for losing weight, you can use a testimonial about someone who is in really good shape. It could be a professional athlete, personal trainer, attractive movie star, famous dancer, etc.

Another good testimonial is from a family or friend who will be positively affected by you losing weight, i.e. a spouse, your kids, a close friend, etc. Just imagine what they would say and write it or ask them to write 'a look in the future' testimonial to help motivate you.

I Can Run Faster Around The Bases...

Hi,

I use the XYZ diet plan to get in shape for the 2007 baseball season. During that season I hit 50 home runs. Even my teammates notice how much faster I can get around the bases.

Thanks,

Jon Do

Professional Baseball Player

You Have So Much Energy Now...

Dear Mom,

I'm so happy because you have so much more energy to play with me now. You've taught me how to play volleyball. You take me swimming more often since you can wear your old swim suit now. I'm grateful that you found the XYZ diet plan.

Love,

Lucy

You can take a small portion of each testimonial to use as a small header for the main testimonial (like the examples above).

Step #11 - Write the Guarantee

In a normal guarantee, a business would guarantee the customer they will be happy with the product or their money back. On our self-help guarantee, you are going to guarantee yourself that you are going to do something you have been dreaming about doing for a long time but you are being held back from not reaching your goal.

The template:

My Benefit-Back Guarantee

I guarantee (a benefit).

The guarantee:

My Benefit-Back Guarantee

I guarantee that when I lose my first twenty pounds, that I'm going to run in my first marathon.

Step #12 - Write the Price

Obviously, you can't buy your goal, but you can list the price it will cost you if you don't reach your goal.

You just write one of the worst things you fear happening if you don't reach your goal.

The template:

The Price of Not (your major overall benefit).

(A description of a bad thing you fear most that could happen if you don't reach your goal).

The price:

The Price of Not Losing Weight.

I'll gain even more weight and begin to have health problems that could put me in the hospital, increase my health insurance premiums and possibly die.

Step #13 - Write the Call to Action

On many website sales letters, there are usually worded order buttons. But you can have one on your self-help letter too. They usually have the phrase 'order now' or 'buy now.'

You could use a motivating phrase as your self-help order button like:

Lose Weight Now!

Other ideas are: “*Do it Now*,” “*Make it Happen*,” “*Live Your Dreams*,” “*Believe in Yourself*” or anything that will push you to accomplish your goal.

Plus you can add the order button phrases to a few different places on your sales letter. You can use the same one or a few differently worded order button phrases.

Step #14 - Write the Bonuses

Many businesses sell products that come with bonus products to entice you to invest in their main product.

You are going to write one or more bonuses that will entice you to invest in you reaching your goal. Create ones that will reward you along the way to reach your goals at different levels along your journey.

The template:

Get (no.) Bonuses For (your major overall benefit).

Bonus #1 ...

Bonus #2 ...

Bonus #3 ...

The bonuses:

Get 3 Bonuses For Losing Weight:

Bonus #1 Candy Bar - When I lose my first 10 pounds, I will get a candy bar of my choice.

Bonus #2 Hot Fudge Sundae - When I lose 20 pounds, I will get a delicious hot fudge sundae.

Bonus #3 Cream Stick - When I lose 30 pounds, I will get a tasty maple cream stick.

Step #15 - Write the Closing

At the end of your sales letter you want to briefly summarize the benefits or offer of you reaching your goal. You can also give yourself a sense of urgency by using a limited time offer. The limited time offer could be the time amount in which you want to reach your goal.

An easy way to do it is to use the pre-headline, main headline and sub-headline as a template for your closing.

Pre-Headline: *Are you tired of being overweight?*

Main Headline: *Imagine Losing 20 Pounds in 3 Months So You Can Fit Back into Those Jeans You Wore in College!*

Sub-Headline: *And finally you can make that dream a reality by using the proven XYZ diet system.*

An example of the closing:

Finally, you can make your dream of losing 20 pounds a reality by using the proven XYZ diet system.

But this is a limited time offer. You only have three months to fit back into those jeans you wore in college. If you're tired of being overweight, start now and in three months' time you will feel better that you did.

Step #16 - Write the Signature

At the end of your ad, you will want to sign it to make it sound more official. Anytime we sign anything, it will make it seem more important, like a contract.

You could also make it more official by having a witness sign and date below your signature as an extra motivator to help you reach your goal. When other people know what goals we are trying to accomplish, it's not as easy to quit because you don't want to let them down or have them look at you as a failure.

To My Success,

Your Name _____

Date _____ Witness _____

Step #17 - Write the Post Script

Many people who read sales letters almost always read the post script since it's usually an important reminder. You should pick one of the most motivating reminders in your sale letter to list under your post script. It could be a benefit, guarantee, bonus, limited time offer, etc. Plus, you can always list extra P.S.'s if you want to add a couple more.

For example:

P.S. Remember, I guarantee that when I lose my first twenty pounds that I'm going to run in my first marathon.

The Conclusion:

Below is the example of a full self-help sale letter you could create for yourself. Just use the same steps above. You could even add graphics or pictures on your sales letter that will help you see the results of your benefits you can get from reaching your goal. In this example we could have used athletic, healthy skinny people, people smiling people using exercise equipment, healthy fresh foods, etc.

Once you have your personal self-help sales letter written, you can print out a few copies and post it in places where you can read it everyday or just when you need a little extra motivation to complete your goal(s).

The Sample Self-Help Sales Letter:

Are you tired of being overweight?

Imagine Losing 20 Pounds in 3 Months So You Can Fit Back into Those Jeans You Wore in College!

And finally you can make that dream a reality by using the proven XYZ diet system.

From: John Hunt

Date: July 23, 2008

Dear Jessie,

I know you are struggling to lose weight or you wouldn't be reading this. But help is on the way.

I found a simple, easy solution called the XYX Diet Plan.

Just imagine having all these benefits:

- * I'll have more stamina to play a whole game of volleyball!
- * I won't be self-conscious around other people!
- * I'll be able fit into my old clothes!
- * I'll have more energy to play with my kids!
- * And much more!

And the best part of the XYZ diet system is:

- * The pill is easy to swallow.
- * You'll only need to take one pill a day.
- * The pill has no side effects.
- * And much more!

3 Myths About Losing Weight:

Myth #1 - I don't have enough willpower not to overeat.

Myth #2 - Diet products or plans never work.

Myth #3 - I'll just gain all the weight back like before.

Check Out These Testimonials:

I Can Run Faster Around The Bases...

Hi,

I use the XYZ diet plan to get in shape for the 2007 baseball season. During that season I hit 50 home runs. Even my teammates notice how much faster I can get around the bases.

Thanks,

Jon Do

Professional Baseball Player

You Have So Much Energy Now...

Dear Mom,

I'm so happy because you have so much more energy to play with me now. You've taught me how to play volleyball. You take me swimming more often since you can wear your old swim suit now. I'm grateful that you found the XYZ diet plan.

Love,

Lucy Hun

Your Daughter

My Benefit-Back Guarantee

I guarantee that when I lose my first twenty pounds that I'm going to run in my first marathon.

The Price of Not Losing Weight

I'll gain even more weight and begin to have health problems that could put me in the hospital, increase my health insurance premiums and possibly die.

Lose Weight Now!

Get 3 Bonuses For Losing Weight:

Bonus #1 Candy Bar - When I lose my first 10 pounds, I will get a candy bar of my choice.

Bonus #2 Hot Fudge Sundae - When I lose 20 pounds, I will get a delicious hot fudge sundae.

Bonus #3 Cream Stick - When I lose 30 pounds, I will get a tasty maple cream stick.

Finally you can make your dream of losing 20 pounds a reality by using the proven XYZ diet system.

But this is a limited time offer. You only have three months to fit back into those jeans you wore in college. If you're tired of being overweight, start now and in three months time you will feel better that you did.

Lose Weight Now!

To My Success,
Jessie Hunt

Date: July 23, 2008 Witness: John Hunt

P.S. Remember, I guaranteed myself that when I lose my first twenty pounds that I'm going to run in my first marathon.

About the Author

Dr. Joe Vitale is the author of far too many books to mention here. Here are just a few of them:

He wrote the bestseller, *The Attractor Factor: 5 Easy Steps for Creating Wealth (or anything else) from the inside out*. It became a #1 bestseller twice, even beating the latest Harry Potter book.

He also wrote *Life's Missing Instruction Manual: The Guidebook You Should Have Been Given at Birth*. It, too, became a #1 bestseller and was picked up by WalMart.

Joe also wrote *Hypnotic Writing* and *Buying Trances: A New Psychology of Sales and Marketing*. Besides all of his books, Joe also recorded the #1 best-selling Nightingale-Conant audioprogram, *The Power of Outrageous Marketing*.

Joe's marketing methods have made people millionaires. He's been involved with every aspect of marketing, from traditional direct mail to publicity to infomercials. He is the president of Hypnotic Marketing, Inc. and is the world's first hypnotic writer. He created a home-study course called "Hypnotic Selling Secrets" -- and made \$450,000 in 3 days selling it online.

He's being called "The Buddha of the Internet" and, after his huge weight loss, "The Charles Atlas of the Internet."

Known for his outrageous publicity stunts, Joe received local and national media attention from the likes of The New York Post for "The World's First Canine Concert" (<http://www.canineconcert.com/>) in order to promote his bestselling book: *There's a Customer Born Every Minute - P.T. Barnum's Secrets to Business Success* book.

Joe is also one of the stars in the hit movie The Secret (<http://thesecret.tv/>). He was seen on Larry King Live on November 16, 2006 and March 8, 2007. On March 6, 2007, Joe was interviewed on ExtraTV to talk about "Hollywood's Latest Craze: 'The Secret.'" On November 19, 2007, he was a guest on CNBC's "The Big Idea" with Donny Deutsch: <http://blog.mrfire.com/> (11/20/07 post).

He was also featured in Newsweek's March 5, 2007 issue, story titled: "Decoding 'The Secret.'" He was a Keynote Speaker at the prestigious National Speakers Association Convention in San Diego, CA in July, 2007.

In addition to "The Secret," Dr. Vitale has been featured in the following films: "Try it on Everything," "The Opus," "Leap!" and "The Compass." Also, coming soon to a theatre near you: "Breaking through the Barriers" and "The Meta-Secret."

Dr. Vitale discovered that there is a "missing secret" to success. He says many people do everything right but still don't get great results. Why not? He says there are counter-intentions you need to clear. He's created several ways to do just that, from his new Miracles Coaching program (www.MiraclesCoaching.com), to the incredible method explained in his book, *Zero Limits*.

Dr. Vitale's style is inspiring and informative. He doesn't speak so much as to inspire. His mission is to help you achieve your dreams.

For access of Dr. Vitale's marketing expertise, sign up for his complimentary newsletter "News You Can Use!" at his main website at www.mrfire.com

For thoughts, news, riffs and reviews by Dr. Joe Vitale ("Mr. Fire!") about marketing, publicity, selling, hypnosis, copywriting, books, fitness, metaphysics and anything else he cares to comment on, including healing, humor and the Internet, be sure to visit his blog at: <http://blog.mrfire.com/>

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