

# **Confidential Class Manual**

## **The Hypnotic Writing Master Course**

### **How to Seduce the Mind of the Buyer with Your Words**

**By Dr. Joe Vitale**

*Author of Hypnotic Writing, Advanced Hypnotic Writing, Hypnotic Selling Stories,  
Hypnotic Marketing, The Attractor Factor, The Seven Lost Secrets of Success,  
and way too many other books and audios to list here.*

***“Words were originally magic and to this day words have retained much of their ancient magical power.” – Freud, 1915***

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## **What Is Impossible?**

A few minutes ago I read about a woman who has six children, 35 grandchildren, 75 great-grandchildren and 10 great, great-grandchildren -- who jumped from an airplane to celebrate her 93rd birthday. That's a woman who thinks big.

I believe in the impossible. I think you can have, do, or be anything you can imagine. That's the subject of my forthcoming book, titled *The Attractor Factor*. It's also, for the most part, the way I live my life.

I love to think big. I also love to read about people who set "impossible" goals, and then achieve them. Whether it's Roger Bannister breaking the four-minute mile, or NASA sending a man to the moon, or Bruce Barton writing a fund raising letter that pulls a 100% response, or a 93-year-old woman skydiving, all of it proves we have no known limits. None.

What we have, instead, are mindsets, or mental models. Yoram Wind and Colin Crook, writing in their mind expanding book, *The Power of Impossible Thinking*, declare, "Mental models shape every aspect of our lives."

For example, I am currently reading C.K. Prahalad's book, *The Fortune At The Bottom Of The Pyramid*, and love the true stories of people and companies helping the poor in places like Brazil and India. These people are not thinking small.

For example, Aravind Eye Hospital in India grew from an 11-bed facility to the largest eye care facility in the world. They see over 1.4 million patients and perform over 200,000 sight-restoring surgeries each year. Two-thirds of its patients are served at

no cost - and those who pay, pay an average of just \$75. The hospital was modeled on the management style of McDonald's -- only it gives fast care for low (or no) money.

Here's another example:

Casas Bahia grew from one man selling blankets and bed linens door-to-door to the largest retail chain in Brazil. They sell electronics, appliances, and furniture. With its emphasis on serving the poor customer, its low prices, and credit determined by payment history rather than formal income -- 70 percent of Casas Bahia customers have no formal or consistent income -- Casas Bahia grosses over US \$1 billion, and has invoked total loyalty in its customers.

I don't feel most of us think big enough. Not even close. To help s-t-r-e-t-c-h your mind, read Prahalad's book mentioned above, and read *The Power of Impossible Thinking*, by Wind and Crook.

Wind and Crook explain that our mental models of the world are what stop us, or help us. Thinking there is no profit in helping the poor is a limited mental model. The people in Prahalad's book have moved beyond limited thinking.

With all of this in mind, what do you want to accomplish from studying *this* material? What's your "impossible" dream? What would you want, if you knew you could not fail? Whatever it is, write it down here:

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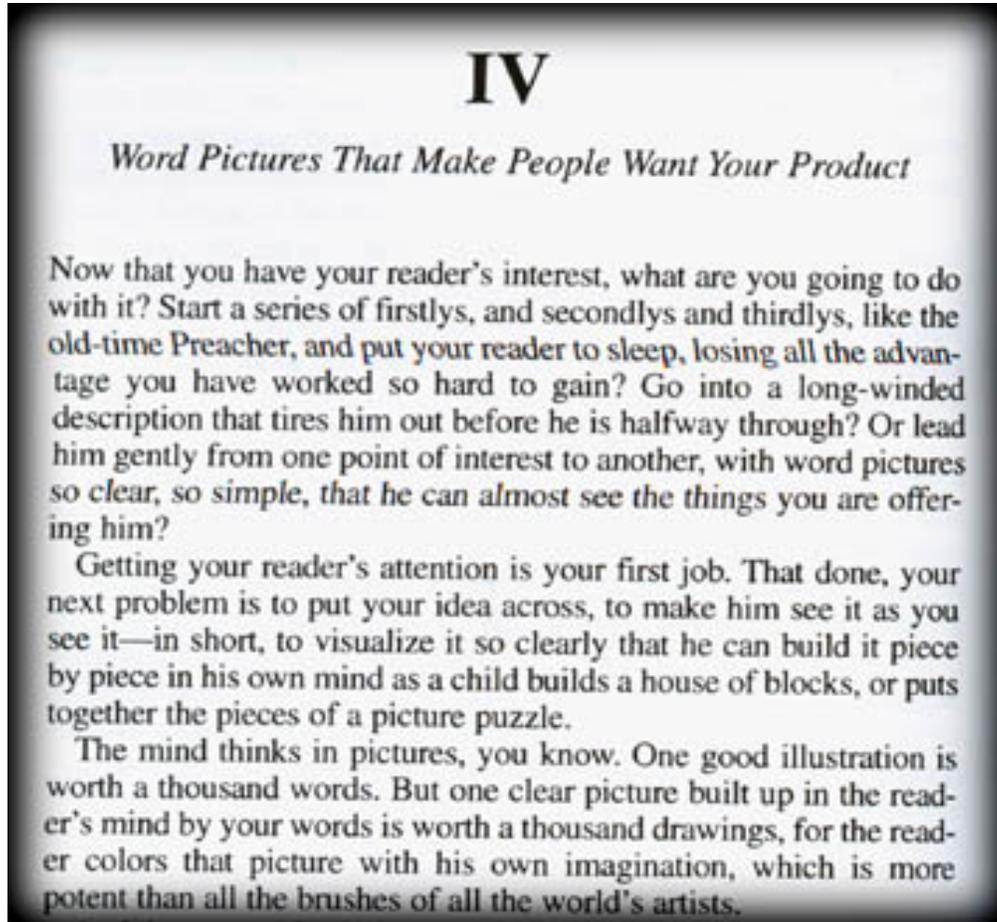
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## Robert Collier's Clue

Robert Collier, writing in his famous *The Robert Collier Letter Book*, said:



## **A Disclaimer**

I've been writing for almost forty years. I've been teaching writing for over twenty years. I've read hundreds of books on writing, written a dozen or so myself, and have taught and spoken about writing for decades.

Still, I don't know it all. Neither can I put everything you need to know into one book, even if it is a manual I've worked on night and day for months, that's based on my entire life's education and experience to date.

That said, please know that I strongly advise you to read other books on writing. A few treasured classics are listed in the back of this manual. Many articles by me can be found on my main website at [www.mrfire.com](http://www.mrfire.com). And a search for books on writing at [www.Amazon.com](http://www.Amazon.com) will keep you busy for years with the pages and pages of titles it will return to you.

If all you want to know is Hypnotic Writing, then by all means read this manual, the books listed in the back, and invest in two other key sources:

1. My Hypnotic Writing Wizard software. See

<http://www.HypnoticWritingWizard.com>

2. My entire library of hypnotic e-books. See

<http://www.HypnoticLibrary.com/g.o/10386>

I've made this manual as easy to follow as humanly possible. I've distilled the Hypnotic Writing method into something you can understand, and implement.

The rest is up to you.

Ready to get started?

## A Beginning...

*“My aim is to put down on paper what I see and what I feel  
in the best and simplest way.” -- Ernest Hemingway (1899-1961)*

### **Pull Up A Chair and...**

I'm considered the creator of Hypnotic Writing. While it's true that I wrote the first book on the subject (ok - and the next 7 books on the subject), I have to confess that I learned how to write “hypnotically” from two unusual sources.

I used to read Jack London, Mark Twain, Shirley Jackson, and Ernest Hemingway, and marvel at their ability to weave words in such a way that they moved me to laughter, fear or tears.



(Jack London)

How did they do that? We have access to the same alphabet and same vocabulary as those masters, yet they wrote classics and most of the rest of us write garbage.

What's up here?

And then I would read sales letters by Robert Collier, or Bruce Barton, or John Caples, and wonder how they used the same language but caused people to shell out their hard-earned money – often during tough economic times.

How did those famous copywriters do that? How did they write to persuade?



 (Robert Collier)

This obsessive curiosity of mine led me to investigate both kinds of writing. I studied literature throughout college and for years afterwards. I minored in English and American literature. I loved Nathaniel Hawthorne, Melville, London, Twain, Saroyan, and others.

I wrote fiction, plays and poetry, trying to adapt what I was learning. I did pretty well at it. I was published a fair amount. And I saw a play I wrote, *The Robert Bivens*

*Interview*, produced in Houston in 1979. It won an award, too, in the first Houston Playwright's Festival.

Years later, I studied copywriting. I read everything I could get my hands on, from in-print marketing books to out-of-print collectibles. *The Robert Collier Letter Book* changed my life. The works of John Caples opened my eyes.

I spent time practicing what I was learning, writing sales letters that sometimes bombed, but more often broke all records – some of them on the verge of being miraculous. My letter for Thoughtline, an old DOS program, is still being talked about today. (You'll find it in my first e-book, *Hypnotic Writing*.)

The result of this foot in two worlds experience led me to create what I later coined, "Hypnotic Writing."

That didn't happen overnight, of course. It took well over twenty years of cooking within me before the recipe was ready. And it wasn't until I read the book, *Unlimited Selling Power*, before everything came together for me.

That's when I wrote a book that became the beginning of a movement. I used to sell that book in the back of the room at my talks in Houston, way back in the 90s. That book later became my first e-book. It's now sold in the tens of thousands online. The title is *Hypnotic Writing*.

Generally speaking, Hypnotic Writing is any writing that holds your attention. Hypnotists call it a "waking trance" (which I'll explain in a minute). John Burton, in his advanced book, *Hypnotic Language*, writes: "All communication invites the receiver into a hypnotic trance."

Note he said *invites* a person into a trance. You can start writing something and bore people, which is a trance you don't want to invite people to experience.

You can start talking to someone and that will invite them into a trance, too, but if you are boring, their mind will not stay with you.

My definition of Hypnotic Writing is:

*“Hypnotic Writing is intentionally using words to guide people into a focused mental state where they are inclined to buy your product or service.”*

The kind of writing I do in my business of copywriter and marketing consultant usually means I'm writing to sell. That means Hypnotic Writing is any writing that holds your attention long enough to get your money.

I don't mean that to sound blunt. I'm a results oriented kind of guy. I think you want to know how to write to sell, too, else you wouldn't be reading this very expensive manual.

So let's be honest with each other. You want to know how to write the kind of words that make people buy your product or service. You aren't trying to start a cult or sell snake oil. You believe in your product or service. You want to help people and you want to make money as you do.

Right?

Me, too!

I want to help you write persuasively. You've paid me – by buying this manual – and I'm going to reveal my secrets, all of them.

Let's get started.

## **What is Hypnotic Writing?**

Recently I spoke at the world's largest hypnosis convention. Two thousand professional hypnotists from all over the world came to hear me describe Hypnotic Writing. I told the crowd that Hypnotic Writing is a form of *waking hypnosis*.

This is not magical or mystical. It's no different than being absorbed in a good movie. Or being riveted by a good book. Or driving down the highway for hours and being "zoned out." In each instance you are in a waking trance.

A waking trance is a concentration of attention. You are focused on something before you, to the exclusion of virtually all else. Whenever you read a fascinating book, you are engaged in a mild trance. Because your eyes are open, this state is called a waking trance.

In 1956 an anonymous hypnotist, writing in his famous mail-order course, *Dynamic Speed Hypnosis*, declared: "Anything you do which makes your listeners react because of MENTAL IMAGES you plant in their minds is WAKING HYPNOSIS!"

Just replace "listeners" with "readers" and "waking hypnosis" with "Hypnotic Writing" in the sentence you just read and you have a good working definition of Hypnotic Writing. It would read like this:

"Anything you do which makes your readers react because of MENTAL IMAGES you plant in their minds is HYPNOTIC WRITING!"

Of course, the kind of Hypnotic Writing you and I want to do is focused on making a sale. That's why my definition is:

*“Hypnotic Writing is intentionally using words to guide people into a focused mental state where they are inclined to buy your product or service.”*

Again, Hypnotic Writing is a form of *waking hypnosis*. It is characterized by a focus of attention. It is a trance state where you are wide awake but focused on something you are reading.

Hypnotic Writing achieves this state by the right use of words to create mental experiences. In other words, you get people so interested in your website, or email, or sales letter, that almost nothing else matters. And if you do this right, your Hypnotic Writing will lead your readers to take action.

All of this will make sense as I walk you through some of the secret steps and insights of how to create Hypnotic Writing.

But first, let’s look at an example of Hypnotic Writing...

### **Take This Test**

Below is a picture of a massage pen.



Basically, it's a regular pen – it writes – and the tip of it (shown above), also has a massaging head on it. Press it against your skin and you get a massage. I know that isn't much to go on, but how would you write a paragraph to sell this pen?

Write it here:

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Now, here is how one website describes the massage pen:

**Product Description:**

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

Rugged metal construction

Attractive design

Patented massage function

Replaceable ink refills

Batteries included

Well, is that Hypnotic Writing?

I don't think so.

It's got the facts, but it doesn't have any reason, or benefit, for you to care about the facts. Result: Boredom.

Now, here is how the lively copywriters over at <http://www.Stupid.com> describe the exact same massage pen:

**IMAGINE you had a teensy-weensy masseuse to carry around in your shirt pocket. Any time you desired, you could order your mini- masseuse to soothe your tired muscles and rub away your tensions. Now imagine this tiny masseuse had a pen sticking out of his head and ran on batteries.**

**Well, you're not likely to come across a miniature, pen-headed masseuse -- but here's the next best thing. Introducing the world's first MASSAGING PEN!**

Is that Hypnotic Writing?

You bet!

Before you go on, note your observations about the "stupid" description.

Why do you think it was hypnotic?

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### **The Great Intimacy Secret**

You should notice something about the “stupid” web copy you just read.

You should note the same insight about these very words you are reading right now.

In fact, you should notice this characteristic in virtually all Hypnotic Writing.

What am I talking about?

Intimacy.

As you read those earlier words from the stupid.com site, you probably sensed a personality behind the words. As you read these words here, by me, you probably get a feel for my personality.

This secret is one of the greatest keys to creating Hypnotic Writing. People buy from people they like. When you allow your personality to come through, people feel a sense of intimacy with you. They begin to trust you. And like you. Rapport is built. And sales happen.

All of the great copywriters that I can think of wrote in their own voice. They didn't try to be someone else. David Ogilvy wrote like David Ogilvy. Dan Kennedy writes like Dan Kennedy. Joe Vitale writes like Joe Vitale. I don't try to be Dan or David and they don't try to be me.

This lesson is of enormous importance. What it means is this: Forget trying to imitate any writer you admire. (Note: Studying other writers is a wise way to learn how they wrote. I just don't want you to *become* another writer.) Forget trying to please English teachers. Erase everything you ever learned about "how to write."

From now on, you have my permission to write in any way that feels right to you.

If your style is to use slang, then use slang.

If you are from a different country, let that uniqueness come forth.

If you like to tell funny stories, then tell them.

Your style is your voice, and your voice will create an intimacy with your reader that is profound.

Now note: I am not advocating being mindless in your communication. I'm going to teach you my persuasion formula in this manual. By writing in your own style, by following my formula, you will create Hypnotic Writing. It will just be *your* Hypnotic Writing. Not mine. Not anyone else's. Yours.

I can't stress this enough. What people want is a new voice. They want to read words from a trusted new friend. That can be you.

Here's a million dollar secret: Many great copywriters call a friend and tell them about the product or service they want to sell. They record the call. They then play it back, listening for the ways they described what they were selling.

Why did they do this?

When people think of writing, the inner pressure gets turned on. All their past education comes rushing in, almost drowning their creative voice.

But when they speak, they are loose. Mark Twain said, “If we were all taught to speak the same way we were taught to write, we’d all stutter.”

Hypnotic Writing comes from being loose. It comes from not editing yourself as you write. It comes from trusting yourself, being yourself, and expressing yourself.

It comes from being *you*.

### **What’s More Important than Copy?**

I don’t want you to get hung up on writing. It’s important but it’s not *that* important. Let me explain it this way:

There are three keys to the success of any direct marketing campaign:

- 1. The list (or the traffic)**
- 2. The offer (or the deal)**
- 3. The copy (or the Hypnotic Writing).**

Out of the three, copy is the least important.

For example, just this past week I completed an e-book on RSS and Blogging, new technologies online. I mentioned the e-book in my recent newsletter. Even though the website for the e-book isn’t done, and the sales letter isn’t up, so many people rushed to the site, ready to buy the e-book, that my sweet coauthor gently said, “Ah, Joe, maybe we should rush things along.”

I thought about it and said, “Just throw something up online, saying we don’t have a sales letter yet, but if you can’t wait and want the book right now, click here.”

She did. You can take a look at it on the next page:

The Stampede Secret - Microsoft Internet Explorer

File Edit View Favorites Tools Help

http://www.stampedesecret.com

AFFILIATES ORDER NOW! CONTACT US

# THE STAMPEDE SECRET

How to Get More Targeted, Smart, Affluent, Hungry Traffic Than You Can Imagine Using Blogs and RSS Feeds

**A Word From Joe Vitale...**  
I admit it. I didn't know what "RSS" meant, either, but the very day my site carried RSS on it, by following the directions in this ebook, my subscribers tripled!  
www.mfire.com

**A Word From Laura Childs...**  
If you're ready to position yourself at the start of the newest boom and generate huge amounts of traffic in the process, you need this report!  
www.smartzville.com

Some testimonials from the pre-launch...

"The Stampede Secret" may be the most important, useful and exciting book I've ever read about the nuts and bolts of attracting traffic to your web site. I went from not knowing what an RSS reader was, to having one of my very own in just minutes. Information powerful enough for a guru, presented so simply even a newbie can understand and profit from it!"  
-- Pat O'Bryan, Founder and President, Milagro Research Institute  
[www.InstantChange.com](http://www.InstantChange.com)

**Well, our sales letter isn't done yet, but so many people are ready to buy "The Stampede Secret" right now that we thought "The hell with it, we don't need it."**

**If you can't wait, and the testimonials already have you ready to buy, just click [here](#) and volia! You'll have the ebook in less than five minutes.**

**And if you are one of those who needs a sales letter, come back in a week and we'll have a good one for you.**

"I love this -- The Stampede Secret! For a low-tech girl like me, this is a treasure trove of information. To be perfectly candid, two days ago I didn't have the faintest idea what an RSS feed was - now I'm implementing it on my site!"  
-- Jillian Coleman  
[www.GrantMeRich.com](http://www.GrantMeRich.com)

"This book is packed with tremendously useful information! Using the very clear and concise step-by-step process Joe and Laura describe, I got my RSS feeds up and running within an hour! This book can save you hours of research learning the technical details, but even more important is the weeks of trial-and error you'll save in learning how to get a stampede of traffic to your site!"  
-- Bryan Caplovitz  
[www.speakermatch.com](http://www.speakermatch.com)

"Joe Vitale and Laura Childs' book is packed with great step-by-step advice for anyone just starting down the path of RSS. Whether you're an ezine publisher trying to deal with the spam filter problem, a website owner trying to get more traffic or anyone trying to find a better way to keep track of news, events and other info online, this is the book for you. "  
-- Bill Hibbler, The Master Site Reviewer  
[www.MasterSiteReviewer.com](http://www.MasterSiteReviewer.com)

"With the rise of blogs and RSS, much material has already been written to cover the subject, but not anything like this. This e-book is for internet marketers, by internet marketers, teaching you step-by-step how to market with blogs and RSS and blow your competition out of the water. RSS is the new wave of internet publishing that just could blow e-mail publishing out of the water. With this e-book, you'll be at the top of the pack again, doing things most internet marketers haven't even started thinking about. Do you want this power? And it comes with step-by-step instructions anyone can understand! If you're serious about winning the internet marketing game, this is the e-book you need to read and implement today!"  
--- Rok Hrastnik  
[www.marketingstudies.net](http://www.marketingstudies.net)

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I then sent out this quickly written email:

**Subject: This has GOT to be the wildest thing I've ever seen.**

All I did was \*mention\* how to create a stampede of traffic with a new RSS tool, and people drove to the site at <http://www.stampedesecret.com> to order.

The thing is -- We weren't live yet. We didn't have a sales letter up, or even the ordering system turned on.

I told Laura -- my coauthor -- to just slap something up on the site, turn the ordering switch on, and let's open for business today.

I'm going to go out of business as a copywriter when people want something so bad they don't even need the sales letter for it, but if you can't wait either, go see -- <http://www.stampedesecret.com>

This one will go down in the history books.

Go for it.

Dr. Joe Vitale

President, Hypnotic Marketing Inc.

Author of way too many books to list here

See [www.MrFire.com](http://www.MrFire.com) or [www.Amazon.com](http://www.Amazon.com)

Member BBB Online 2004

As you can see, there isn't much copy, but what's there is designed to create excitement and curiosity, two key ingredients to Hypnotic Writing.

The result of our "no sales letter" marketing campaign?

I tested the above letter to one of my smaller lists. We made one sale almost instantly. (Laura was so excited she nearly called me to scream “WE MADE A SALE!”)

Of course, I’ll eventually put a full scale sales letter on the site. When I do, I’ll mention that people were so eager for this new e-book that they didn’t even need a sales letter to encourage them to buy it.

But the truth is, a sales letter is essential. Why? Here’s a quick answer: When people went to the site and then clicked “order,” they were suddenly faced with the price of the e-book: \$97. Most people aborted right then and there.

A good sales letter will *prepare* the reader for the price, and then give it in a soft, convincing way. That’s why you need a sales letter. It does the persuading. A “no sales letter” site means *no sales*.

My point here is this: Copy is important, but it’s not *the* most important element of your results matrix. You need a terrific offer, and a list or traffic that wants that offer. Writing copy after that should be a snap.

Remember: **List/Traffic + offer + copy = Success!**

(Check <http://www.StampedeSecret.com> to see what sales letter we finally used.)

## **How I Learned the Secret of Hypnotic Writing**

Few people know this, but I learned a lot about writing hypnotic copy from reading magic catalogs.

I've been interested in magic since I was sixteen years old. Inspired by Houdini, I wanted to be Harry Excello, the world's greatest escape artist. I used to let my brothers tie me up in the basement in Ohio. I always broke free. I knew Houdini's secrets. I could do what he did. One day I even considered being tied up and thrown off a bridge in my home town, left to struggle under water while I worked myself free from my binding.

That's when I turned to card magic.

I invented a few tricks and saw them published in magic magazines while I was still a teenager. But my father never approved of magic, and I let my interest hide under a mental rock for almost thirty years. Today I'm back into it. I've met Lance Burton, Peter Reveen, Mark Levy; and famous entertainers like Kreskin use my marketing ideas.

I love reading magic catalogs because they are usually wonderful examples of hypnotic copy. In short, they sell the sizzle, not the steak. They focus on the benefit, not the feature. They always hide the secret. They always sell the dream.

These are important lessons.

One description might say, "Watch your audience explode in laughter when you produce a duck from your bare hands. No experience necessary. Easy to do."

That's hypnotic. It focuses on what you the magician want – to be the popular entertainer with no hard work to accomplish it.

Let me give you a longer example and dissect it for you:

*Welcome to the DENNY & LEE MAGIC eNEWSLETTER*

=====

*SCOTT ALEXANDER "FINAL ANSWER" BILL IN LEMON*

*I have been waiting for this to be finished for quite some time now. Scott Alexander, the manager of our Denny & Lee Magic Studio in Las Vegas, has created quite a name for himself with the release of his two DVDs, Midnight Show and 10 O'Clock Show, That was your FIRST introduction to Scott Alexander.*

The above sets the credibility level high. He's done DVD's before. He's the manager of a magic studio. This is no arm-chair magician. This is a pro. This copy creates trust, a very powerful ingredient in Hypnotic Writing.

*Now he has released his version of the Bill in Lemon. These will be ready to ship in about two weeks. Due to the limited number of pieces in the first run, we are taking pre-orders for these units as they are sure to sell out very quickly. That's where being a subscriber to our "newsletter" pays off. These units will NOT be sold in every basement dealers "internet office."*

The above milks the famous scarcity principle to the hilt. When something you want is hard to get, then you REALLY start to want it. When Gene Schwartz's famous book on advertising, *Breakthrough Advertising*, showed up on eBay, it sold for \$900.

Why? Because it was rare and dearly sought. Years ago I wanted a hard to get book on the bullet catch, a dangerous act in magic. The harder the book was to find, the more I wanted it. I almost became obsessed. When I finally found the book, I was disappointed. It wasn't so hot after all. The above copy is letting you know this item is going to be rare and hard to get. That's hypnotic, as it pulls your psychological strings.

*This is a highly professional piece of apparatus exactly as used in Scott's professional program. Invented by a pro, performed by a pro, sold by a pro. Everything in made in the U.S.A. under high quality specifications. No imported junk!!*

Sad to say, many of the gimmicks in magic are junk. They're poorly made. They break. Denny & Lee know this, so they are letting you know this piece of magic apparatus is going to be first-class.

*Without question, Scott Alexander has created the finest solution for the classic Signed Bill In Lemon ever devised. It's got it all. It's very easy to do, totally practical, fools everybody and the audience goes wild!*

You should catch on to what this copy is doing here. It is painting a mental picture of you performing this effect and being the life of the party. "The audience goes wild" is a phrase all magicians want to experience. It appeals to your ego. Talk about hypnotic. Appeal to your reader's ego and he/she will do virtually anything you ask. Think of the power this gives you!

*It's the classic effect...a borrowed, signed bank note is vanished or destroyed and appears inside of a lemon. "The Final Answer" is designed for professional use. It meets and exceeds all of the test conditions.*

*Yes...the signed bill really does end up inside of a real lemon!*

*Yes...the lemon can be in the audience before the bill is borrowed and signed!*

*Yes...the audience can choose any lemon from a bowl of lemons!*

*Yes...the lemon can be sealed inside of a zip lock bag and never touched by the performer!*

*Yes...the spectator can actually cut the lemon open!*

Two things going there:

First, they are answering all your questions. As you'll learn later in this manual, anticipating objections and concerns, and answering them at the right moment, are key to Hypnotic Writing.

Second, they are getting you into a "yes" mindset. Look at all the "yes" statements. As you'll soon see, you can't create a hypnotic state without agreement.

*First, let's talk about the gaff. It's been honed to perfection through countless hours of fine-tuning by Scott, Thomas Wayne and Bob Kohler. Although it appears to be a common object, nothing could be further from the truth. In reality it's a precision made piece of machinery designed for stealth. Manufactured to our exacting specifications by master craftsman Thomas Wayne, you will marvel over the precision and gasp at the*

*application. Objects this clever are usually reserved for James Bond!*

A “gaff” is a device, gimmick, or trick. The copy here is letting you know, again, that this is high-tech stuff. And the association to James Bond is clever. Most people think of 007 as the collector of cool gadgets. It’s very hypnotic to lead a person’s mind to the right association you want them to make.

*This diabolical gaff will give you the power to load a signed bill into a lemon, orange or other fruit option completely undetected inches from the spectators eyes. It's as fast as a rattlesnake bite and just as deadly.*

I’m not crazy about the image – rattlesnakes are not my idea of a good time -- but it does convey speed.

The copy goes on from there, explaining more about the effect, etc.

Why so much copy? Well, this magic trick sells for four hundred dollars. Yes, \$400. (If you want it – I believe they have one and only one left -- see <http://www.dennymagic.com>.) As you’ll see later in this manual, one of my secret principles is: *The higher the cost, the more copy you’ll need.*

Again, magic catalogs can be a great resource for learning hypnotic copy. They teach you to focus on *what people get*. Whenever you write copy, ask yourself, “What does the reader want?” Focus on giving *that* to him/her.

But before we go much deeper into copywriting, let’s peek behind the door that says “Hypnosis” on it.

## **What is Hypnosis?**

Recently I interviewed Dan Kennedy, famous marketing consultant. During the course of our chat, Dan said, “You can’t go very far in business without learning a little hypnosis.”



(Dan Kennedy)

I was surprised. Not because of the statement, but because of who said it. I never realized Dan knew the importance of hypnosis. The truth is, understanding hypnosis helps you understand the mind of your reader.

People are self-centered. That’s not negative. That’s reality. They walk around in their own trance. Their bundle of experiences, beliefs, thoughts, and actions create a unique world where they live, move, and breathe. Each of us, in short, is in a hypnotic state. We’ll never admit it. But we’re in it.

The first step in writing Hypnotic Copy is understanding the mind of your reader. That mind is *not* focused on your writing. That mind is absorbed with its own concerns. In order for you to make contact, you have to enter that mind where it already is.

All good hypnotists know this. In order for any hypnotist to lead you into a state of relaxed awareness – which is what hypnosis is – they have to meet you where you are mentally.

They have to make what's called “an agreement” with you: You agree that the hypnotist can relax you, and the hypnotist can then do it. Without this unspoken agreement, hypnosis is not likely to happen.

Famous copywriter Robert Collier said you had to meet the reader where their thoughts already are. You can do this with a headline that speaks to their problem, or to their dream. What you need to do is begin your letter where the prospect already is in his own head. This is a way to create agreement with your reader. It's a way to build rapport.

Collier wrote, “Your problem, then, is to find a point of contact with his (the reader's) interests, his desires, some feature that will flag his attention and make your letter stand out from all the others the moment he reads the first line.”

Again, this will become clearer as you go through this manual. For now, I want you to realize that the more you can meet your reader on the mental level where they are already preoccupied, the more you can create Hypnotic Writing that moves them to where you want them to be: Into a *buying trance*.

But before I explain how to persuade people through your words, let's stop and take a look at a formula or two for persuasion and influence.

## **What You Can Learn From the Enemy**

The above title is designed to get your attention. In reality, there isn't an enemy. But there are certainly people who don't like advertising and marketing. They think we are brainwashers. To protect us, they design formulas to help us become aware of how ads work. That's good news for you. Their formula for protecting yourself from the influence of copy is the exact formula you want to use to *create* hypnotic copy.

For example, Hugh Rank is the author of a privately printed little book titled, *The Pitch*. It's published by The Counter-Propaganda Press, so you get a sense of where his mind is at. His book is designed to help you "understand the basic pattern of persuasion in advertising." Rank's book is well worth getting. But since it was published in 1982, it may be hard to find. Fortunately, he put a website up at <http://weberve.govst.edu/pa> where you can learn the essence of his "warning."

For educational purposes, I've reproduced the basics of his formula on the next page. The idea is to become aware of this formula and use it. Rank spells out how to create the structure of Hypnotic Writing. In short, he says:

Step 1: Get attention.

Step 2: Build confidence

Step 3: Stimulate desire.

Step 4: Create urgency.

Step 5: Ask for the order.

I'll let you study Rank for the rest of the story.

# The 30-Second-Spot Quiz ... a "fingertip formula" useful to analyze ads

Ask these 5 questions:

based on "The Pitch" from Persuasion Analysis by Hugh Rank | <http://webserve.govst.edu/pa>



## 1. What ATTENTION-GETTING techniques are used *within* the ad?

Anything unusual? about:

**Senses?** (motion, music, sounds, visuals, graphics)

**Emotions?** associations with sex, nature, fun, pets, family (see Audience-Centered list, 24, in center column) >>>

**Thought?** humor, news, stories, questions, advice, lists & displays, lead-ins, demonstrations, claims & promises, "breaking rules"

TV programs (& other media) function as the **external** attention-getters designed to "deliver the audience" to the ads.

Most ads now are targeted at **specific** audiences which you can **infer** by when and where the ads appear.

=====>  
**Multiple, simultaneous** attention-getters, product claims, and emotional associations (see #3) are common. Don't restrict your analysis into **one** category.

## 2. What CONFIDENCE-BUILDING techniques are used?

Do you recognize (from past repetition) the **brand? logo? the company?**

Are any **confidence words** used? (e.g. *trust, safe, honest*).

Are any **nonverbals?** (*smile, soothing voice, friendly, sincere look*)

Do you **know, like, or trust** the **presenters?** - the actors, endorsers.

Are they "**authority figures**"? (someone expert, wise, caring, protective); or are they "**friend figures**"? (someone you'd like, or like to be, *on your side*)

## 3. What DESIRE-STIMULATING techniques are used?

Who is the "**target audience**"? Are you?

What's the basic **benefit** sought? **Protection, Relief, Prevention, or Acquisition,**

Is the ad **product-centered?** (12 common claims: *Quality, Quantity, Efficiency, Scarcity, Novelty, Stability, Reliability, Simplicity, Utility, Rapidity, Safety.*)

Is the ad **audience-centered?** (appealing to emotions, using the **association technique** to link (1) the product with "good things" (2) **already liked, or desired** by (3) the target audience?

24 common needs, desires often suggested in ads: **basic needs** (Food, Activity, Surroundings, Sex, Health, Security, Economy); **certitude, or approval** needs (Religion, Science, "Best People," "Most People," "Average People"); **space or territory** needs (Neighborhood, Nation, Nature); **belonging** needs (Intimacy, Family, Groups); "**growth**" needs (Esteem, Play, Generosity, Curiosity, Creativity, Completion).

## 4. What URGENCY-STRESSING techniques are used?

If an urgency appeal, what **words** are used? (e.g. *Offer Expires, Rush, Now, Deadline, Last Chance, One Day Only*)

Any **nonverbals?** (e.g. *ticking clock, staccato sounds, quick tempo in music, countdown*).

Not all ads use **urgency appeals**, but always check for them.

If no urgency appeal, is this "**soft sell**" part of a **repetitive, long-term ad campaign?** (e.g. Of a *standard product, famous brand, or established store?*)

## 5. What RESPONSE-SEEKING techniques are used?

Are there specific **triggering words** used? e.g. To **buy?** (*buy, choose, select*); To take the **1st step?** (*Visit, Come in, Ask your Doctor, Call 1-800, Click*); To **use** the product? (*Drink, Taste, Experience, Enjoy*); to get the **benefit?** (*get, protect, prevent, relieve*) Most ads will use common verbs, but...

If **no specific response** is sought, is it part of a "**soft sell**" for a standard consumer product? Or a store?

Or, if the ad is **not about a consumer product**, is it a "**feel good**" -- an "**image-building**" ad: public relations to make us "feel good" about an **industry** (e.g. *defense contractors, energy, oil, pharmaceuticals*) or a specific **corporation** to get favorable public opinion **on their side** in any controversial issues (e.g. taxes, government regulations, upcoming legislation)?

**Persuaders always seek some kind of response!**

**Try it:**  **1. Hi -- 2. Trust Me -- 3. You Need -- 4. Hurry -- 5. Buy**

©Hugh Rank, 2004 | For more about language in ads and political persuasion: **Persuasion Analysis** | <http://webserve.govst.edu/pa>

## **The Two Ways to Cause Action**

As you probably already know, there are two ways to cause people to take action. One is pain and the other is pleasure.

These are known throughout history. They are the two primary human activators. In short, you can get people to move with a board smacked across their butt or a juicy carrot dangling in front of their face.

Most people in marketing and psychology agree that the first motivator---pain—is more powerful than the second. While I agree, I think that is a disservice to mankind.

Why add to the misery in the world? I say let's make a difference and focus on pleasure. Let's make people happy. I think that is a sounder way to help people, as well as help you.

Can you imagine how wonderful life will be for all of us if we focused on our wants---our desires, our pleasures, our goals---and not our pains?

But let's start with the basic formula for persuading people, which traditionally includes the pain motivator. Starting here will give you a better sense of how to use my revised system later, which I'll explain in a moment.

This strategy is probably 2,500 years old, and goes back to Aristotle and the ancient Greeks. The great orators of that time spoke to, persuade people. Aristotle gave them a formula for doing just that.

Here it is:



(Aristotle)

- 1. Exordium.** A shocking statement or story to get attention.
- 2. Narratio.** You pose the problem the reader/listener is having.
- 3. Confirmatio.** You offer a solution to the problem.
- 4. Peroratio.** You state the benefits of action on the solution.

This should look a little familiar to you. It's very similar to the classic advertising formula known as *AIDA: Attention, Interest, Desire, Action*.

Because of both of those formulas, most of my sales oriented writing follows along the easy path of answering these questions:

- 1. Are you getting attention with your opening?**
- 2. Are you stating a problem the reader cares about?**
- 3. Are you offering a solution that really works?**
- 4. Are you asking the reader to take action?**

In short, and in a very simplified version, here is Aristotle's formula in a modern dress:

- 1. Problem**
- 2. Promise**
- 3. Proof**
- 4. Price**

Not much to it, is there?

Let's look at each step and see what secrets it holds...

Problem:

Begin your writing with a headline that calls out the audience you want by focusing on their problem. For example, if you sell something to cure, say heel spurs, than use a headline such as---

**“Got heel spurs?”**

Or say you are selling a weight-loss product of some sort. You might use a headline such as ---

**“Want to lose weight?”**

What you are doing is “rounding up” the people who will want to buy from you by focusing on their problem or issue.

Again, say you are a massage therapist with you own site. Your headline at the top of your website might be...

**“Stressed? Want to release your tension in 30 minutes or less?”**

By now you should grasp what I'm doing here. I'm simply asking myself, “What is the problem my visitors are having?” Whatever it is, I create a lead headline at the top of my website that speaks to it.

That's step one: Focusing on the problem.

Promise.

You got their attention with step one. Now mention your promise. Using the “heel spurs” headline from earlier, a follow-through might be...

**“New herbs reduce or remove heel spurs in 30 days.”**

And the second example from above, on losing weight, might read...

**“New non-diet approach relies on your mind, not your food, to lose weight fast.”**

And the massage therapist example might read...

**“My hands have eased 3,500 bodies just like yours. I can help you, too.”**

As you can probably gather, what you are doing in this second step is explaining how you solve the problem mentioned in the first step. This will keep people reading. If you truly focused on their problem, you will be putting them into a “waking trance” with Hypnotic Writing.

### Proof.

Next, you need proof. We live in the age of skepticism. People are used to going to websites and hearing wild claims or unsubstantiated claims. Their guard is up. Not only that, but the FTC is watching you. They want proof, too, that you can deliver. So step three in my formula is to focus on your proof, or your evidence. These can be in the form of a guarantee, testimonials, or anything else you can think of to convince people you are being honest with them. An example might be...

**“Your heel spurs will disappear in 30 days or you can have all your money back.”**

**“11,500 people healed of heel spurs so far.”**

**“Research shows people lose an average of 33 pounds with this new plan.”**

**“You will feel so relaxed from my massage that you will fall asleep on my table.”**

And so it goes. Again, what you are doing is proving your promise. This is where you bring in your evidence that your promise will work.

### Price

Finally, you need to ask for what you want. If you want people to sign up for your newsletter, say so. If you want them to buy your product, say so. If you want them to call you, say so. People want to be led. But they won't take action unless you spell it out for them, and tell them the price for doing so. Examples might be....

**“If you don't take care of those heel spurs today, where will you be tomorrow?”**

**“Order our special herbs right now for only \$19.95.”**

### **My Updated Formula**

Philosopher Vernon Howard once said, “If we believe in the necessity of trying to win over others, we will also believe in the need for wearisome scheming.”

Let's not scheme. Let's not try to win people over with our interests in mind. Instead, let's focus on what *they* want. Let's focus on their pleasure, not their pain. The more you can deliver the good that people long for, the more people will be almost hypnotically drawn to you and your writing.

Remember, I said I don't think we need to add to the bleakness of the world. So I'm going to be bold and say let's delete step one altogether. If you focus on "pain," you surely get people's attention. You are speaking to their greatest concern.

Have you noticed how often ads on television and in newspapers focus on pain to get your attention? The method works. But I don't want to add to the pain in the world. Since a basic truth in psychology is people get more of whatever they focus on, I don't even want to mention their pain.

There's an article on my website at [www.mrfire.com](http://www.mrfire.com) about this whole subject. I'm going to reproduce it here because it so relevant:

**"The Greatest Motivator Isn't What You Think**

**-- or,**

**What I Learned From Drew Barrymore and Adam Sandler on Valentine's Day"**

**by Joe Vitale**

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

It's Valentine's Day as I write this. Nerissa and I just returned from watching the new movie, "50 First Dates," starring the beautiful Drew Barrymore and the funny Adam Sandler. Besides being a hilarious movie in a beautiful setting with a heartfelt message of true love, it also caused me to have an "a-ha" right in the middle of it.

Somewhere around half way through the movie, as Adam is again reminding short-term memory loss victim Drew that he loves her, I suddenly realized the power of the greatest motivator of all time.

But let me first set the stage.

Most psychologists, direct marketers, and anyone who persuades for a living will tell you there are only two basic motivators: Pain or Pleasure. You either go toward what you want or away from what you don't want.

The standard argument is that pain is more powerful. I've tended to agree, but also stated I would not focus on pain for idealistic reasons. I simply don't want to spread pain in the world. Focusing on it causes you to feel it. I don't want to contribute to the misery many feel. So my stance has been to focus on pleasure as a motivator in my sales letters and websites.

Most marketing experts agree that pain is the best trigger to focus on in any ad or sales campaign.

They love to find a prospect's basic problem, and then rub their noses in it. They figure the pain would make the person buy or change.

The most common example they give is the insurance salesman who tries to sell you home coverage. If he focuses on pleasure, you will put off buying. If he tells you your house is on fire, you will buy. Pain causes immediate action.

So, like everyone else, I "knew" pain was the greater motivator. I simply focused on pleasure because it is a more noble route.

But then I saw Drew Barrymore and Adam Sandler in their new movie and suddenly I felt awakened, energized, and validated.

Here's the film's plot in a nutshell:

Adam is in love with a woman who can't remember anything from the day before, due to a head injury in an auto accident the year before. Every day is a new day. And every day Adam has to win her over again. Every date is new. Hence the title, "50 First Dates."

At one point in it, as Adam was again wooing Drew, I suddenly realized what I was really seeing.

I saw pleasure was the greatest motivator of all.

Adam was pursuing Drew every day, despite the pain and the odds, because of his growing love for her. He was going after pleasure. The pleasure goal was so powerful it erased every pain he might experience.

In short, all the marketing experts who say pain is the greatest motivator have forgotten the power of our driving force in life: Love.

People will scale mountains with luggage on their backs, swim upstream in a hurricane, and battle armies and all odds in order to fulfill that hard-wired emotion in us to love and be loved. Love rules.

All the examples we were given were unfair. Someone trying to sell insurance and resorting to pain hasn't figured out the real pleasure button to make someone buy. They've been too lazy to search for the pleasure trigger. Focusing on pain was simply an easy cop-out, a handy approach.

It's the same with all the massive ad campaigns that fail. Trying to get someone to quit smoking or stop drugs because of the pain they depict in the ad is the wrong approach. If we suddenly focused on the pleasure someone would have when they stopped smoking or taking drugs, we'd be moving in the right direction.

This is so obvious to me after watching the movie.

Our goal as marketing and business people isn't to tell people what's wrong with them or to remind them of their pain, but to help them imagine and then experience the pleasure they long to have.

It's noble, yes, *and* it works.

Love moves everyone.

Love is the great motivator.

Love is the great pleasure trigger.

According to my friend Kevin Hogan, author of *The Psychology of Persuasion*, love isn't an emotion but a mindset. And as a mindset, it is actually stronger than any emotion.

In short, you're dealing with the most powerful motivator of all time.

Reveal what there is to love about your product or service and you'll give people authentic reasons to do business with you. Call it Love-Based Marketing. You won't sell everyone with it. You'll sell only those who are a match for your offer. That, in the end, is all you want. Then you're happy and so are your customers.

Just like Drew Barrymore and Adam Sandler, you'll find a match to write home about.

And you might make a little money along the way, to boot.

I have to confess that since writing the above article, my thoughts have changed a little. For example, I think gently reminding people of the pain they are in may be a wise and even loving thing to do. After all, if they are suffering and are in denial about it, a little Zen whack may be in order.

I also know that sometimes you want to mention the pain upfront because that is where the person's mind is at. In other words, keeping Collier's advice in mind, if someone has sore feet, the best headline of all for them may very well be, "Sore Feet?"

I would still want to test that headline against one based on pleasure, such as "Want foot relief?" or "At last – No more foot aches!"

The point is, I want to focus on the positive for idealist reasons, but I'm enough of a realist to know sometimes people need to be reminded of their pain in order to nudge them in the direction of their pleasure.

Eugene Schwartz, one of the greatest copywriters of all time, wrote in his famous book, *Breakthrough Advertising*:

*"A copy writer's first qualifications are imagination and enthusiasm. You are literally the script writer for your prospect's dreams. You are the chronicler of his future. Your job is to show him in minute detail all the tomorrows that your product makes possible for him."*

Ah, yes!

Show your reader his or her dreams.

*“You are literally the script writer for your prospect’s dreams.”*

*That’s focusing on the positive.*

### **Motivation Without Pain**

So let’s try creating a basic hypnotic message with just the other three steps:

**1. Promise**

**2. Proof**

**3. Price**

Here’s how it might work:

#### **Promise:**

In step one, you “round up” your audience by focusing on what they want. An example might be....

**“Want to play the guitar fast and easy?”**

#### **Proof:**

You then go to step two and offer proof. An example might be....

**“Amy’s Stripped Down Guitar Method promises to teach you how to play your favorite song in one weekend flat.”**

#### **Price:**

Finally, in step three, you ask for their order by mentioning the price.

**“For only \$19.99, you can be playing the guitar at the end of this weekend.  
Just click here...”**

There you have it. You created a basic hypnotically written message and didn't cause people to feel bad at all. Your final piece of writing might look like this...

**“Want to play the guitar in one weekend flat? Amy's Stripped Down Guitar Method e-book shows anyone how to do it, guaranteed or your money back. Click here to pay \$19.99 and download it right now.”**

Not bad for a few minutes work.

But is that good enough?

And how do you apply this to your website, anyway?

Just keep reading...

## **What about Your Website?**

You're intelligent enough to know the above formula will help you easily create a short piece of very simple Hypnotic Writing. That might be fine for an ad. Or even a postcard, telegram, or of course an email. But what about a full-scale website? How do you apply my 3-step hypnotic formula to create your own hypnotically written website?

The answer should seem obvious. It's certainly simple. All you do is expand on each of the three steps in my peace-loving formula. In other words...

1. Promise. Your headline can be short and sweet. But why not a secondary headline under it? That works, too.
2. Proof. Your proof can be testimonials, a guarantee, scientific studies, quotes from authorities, a statistic, or anything else that helps convince people of your promise.
3. Price. Your call to action can be several reminders to buy now, as well as how to buy, where to buy, and when to buy. You want people to act now, not tomorrow, so your price might include bonuses for acting right this minute. "Order now and get 3 e-books for free."

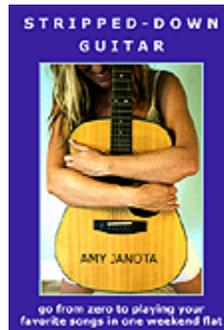
You can see an example of how the three-steps have been used to create a full-blown website at <http://www.strippeddownguitar.com/>

I'm using it as a model as I know the author of the site, and helped her create it. If you look at the site closely, you'll find she uses longer copy to expand on each of the

three points in my formula. I'll show you some excerpts right now, in case you can't get to her site at the moment.

Promise:

## How to play any song you love on the guitar -- in one weekend flat!



**Find out how to amaze your friends, your loved ones, and most of all, YOURSELF by singing and playing SONGS YOU LOVE in as little as one weekend--even if you've never touched a guitar before, are "tone deaf", and suffer from major stage fright!**

Proof:

I promise, after just **one weekend with STRIPPED-DOWN GUITAR**, you will be inspired and thrilled with how satisfying the guitar can be! And once you've gotten a taste of **IMPRESSING your friends and family** by performing your favorite songs, you will be **completely STOKED!**

Playing guitar **STRIPPED-DOWN style** is **CLEAR, CONCISE**, and geared to give you **QUICK RESULTS** that will keep you engaged and excited about your developing skills.

In **STRIPPED-DOWN GUITAR**, I reveal secrets like:

- my one-weekend, **step-by-step "stripped-down" method** to start playing the guitar
- the **two guitar accessories** a beginner cannot do without
- the best place to find the **chords to your favorite songs** on the Internet
- the most important **secret to choosing your first song** to learn

- finger by finger instructions for **making the most common guitar chords**
- the indispensable secret for actually **getting your fingers to learn faster**
- the **number one thing you need to know about guitar tab sites** that I had to learn the VERY hard way
- the most important technique for **freeing up space in your brain** to learn more quickly
- the little-known fact that can make **a decent singer out of anyone** and the one secret that can have **you singing any song better... instantly!**
- the four indispensable **techniques for overcoming stage fright**
- how to deal with an unsympathetic audience member

**... so you can capture the magic of being a musician, even if you never dreamed you could!**

Price:

[Click to order STRIPPED-DOWN GUITAR now!](#)

**Your satisfaction is assured through our no risk, you-can't-lose, 100%, no-questions-asked, iron-clad money-back guarantee.**

**If for any reason, you aren't thrilled and satisfied with your purchase, just contact me directly within 30 days and I'll refund 100% of your purchase price.**

What I'm saying is don't decide now if **STRIPPED-DOWN GUITAR** is right for you.

**Try it out for one full month - risk free.**

If it doesn't help you **overcome any stumbling blocks** to learning to play great songs on the guitar, if it doesn't **guide you step by step** through picking a song, learning it, and honing it for performance, if it doesn't **take you by the hand** and teach you exactly how to get your fingers working and how to get your voice out there -- even if you've been labeled "tone deaf" or never thought you could play -- if it doesn't make progress on guitar **easier than you ever dreamed possible**, and if it doesn't **inspire** you to keep on learning and playing, then I don't want your money... and I'll gladly give it all back.

**You have nothing to lose!**

So, how much is this tremendous experience going to cost you? Well, the regular price for **STRIPPED-DOWN GUITAR** is \$39.99. However, for a limited time, we are running an introductory offer and **you can have it at a discount** for only \$19.99. **That's 50% off - but you must [act now!](#)**

Plus, because you *download* the course, you can have this information immediately, and get started learning to play the guitar **today!** And...

## **It doesn't matter if it's 2 in the morning!**

[Click to order STRIPPED-DOWN GUITAR now!](#)

Amy successfully covered all three steps in my formula---Promise, Proof, and Price---with words that are easy to read. If you are at all interested in learning how to play the guitar fast, you'll buy Amy's e-book.

But, how much copy is too much?

### **How Long Is Too Long?**

By now you can see that you can make your website or sales letter pretty lengthy just following the 3-step no-pain formula. This doesn't mean you want a website or letter that runs on forever. But it does mean you can take your time to share your message. After all, people will read any amount of words on a website, *as long as they are interesting to them*. And that's the trick that makes millionaires out of paupers.

Keep in mind that as a general rule, *the more you tell, the more you sell*. That means don't be afraid of long copy (*copy means words* in marketing lingo). Websites with long copy (lots of words) tend to do better than websites with fewer words. But again, they can't just be any words. As you know, if you bore people, they will leave your site in a nanosecond. Boredom breaks the trance.

My own rule of thumb is this: *The more money you are asking for, the more words you should write*.

If you are only asking people to sign up for a free newsletter, a few well chosen words may do. If you want them to buy something under ten dollars, again, a few well

chosen words may be enough. But if you want someone to buy a \$15,000 exercise machine---as the people over at <http://www.QuickGym.com> want you to do---you have a lot of explaining to do. That will take some words. They better be hypnotic words, too.

The point is, the length of copy at your website will depend on what you are selling. If people are familiar with your product or service, you may not have to say much. If people easily understand why your price is what it is, again, you may not have to say much. But if you have to explain your product, or your price, do so with as many words as you need.

Your guiding principle should always be to focus on the interests of the people visiting your site or reading your sales letter. Again, people will read long copy----they read books, articles, and newspapers, for example---*as long as it is interesting to them*. If people aren't reading your website copy, then you haven't written to *their* interests.

Let's take a closer look at how to interest people.

## **How People Think**

As I mentioned earlier, the average website (or sales letter) is terrible. They are written by people talking about themselves and begging you to buy from them. In order for you to be different, you'll need to write in the way people think. You'll need to create Hypnotic Writing in my favorite of all forms: The Story.

Once upon a time Roger Schank, writing in his thought-provoking scholarly book, *Tell Me A Story*, stated, "We do not easily remember what other people have said if they do not tell it in the form of a story. We can learn from the stories of others, but only if what we hear relates strongly to something we already knew." Elsewhere he writes, "People think in terms of stories."

In short, if you want to create Hypnotic Writing that follows the basic 3-step formula I've taught you, then the best form may be through a story.

I love stories. My most successful articles, books, websites, and even audiopackages, all include stories. Stories are a powerful way to get your message across. People don't usually defend against a story. And, as Schank pointed out, people actually *think* in stories.

If you remember one definition we gave earlier in this Special Report--- "Anything you do which makes your listeners react because of MENTAL IMAGES you plant in their minds is WAKING HYPNOSIS!"---then you can easily see that written stories are a terrific way to create mental images that lead to a waking trance.

When people read your story, it takes place in their head. This is a powerful place for you to be. You are in a person's operating control panel. The more you cause them to think in terms of mental images, the closer you get to causing them to take action at your website. In short, stories are a potent tool.

But, how do you create a story composed of Hypnotic Writing that actually moves people to action?

Let's look at that next...

## **How to Create Hypnotic Stories**

This is easier than you might think. What you want to do is remember a true story that happened as a result of someone using your product or service. It needs to be true because, again, I'm trying to spread honesty and good will across the Internet and everywhere else. It also needs to be true so the FTC doesn't jump on you for fabrications in your promise. And finally, if it's true, it's easier to write.

For example, I recently recorded Dr. Robert Anthony's powerful material, *Beyond Positive Thinking*, which I think is the Holy Grail of self-improvement wisdom. When I was creating the website to promote the CD set – which you can see over at <http://www.BeyondPositiveThinking.com> – I asked Dr. Anthony to give me a few stories of how people used his famous material to get results in their life. One of the stories he gave me is now on the site. Here it is:

### **The Story of Ramon by Dr. Robert Anthony**

Many years ago I met a man named Ramon. In fact, I dedicated an entire chapter to him in my book *Doing What You Love - Loving What You Do*. Ramon is one of the most successful businessmen in California as well as one of the most spiritually evolved beings I have ever met.

I met Ramon because a friend had given him a copy of *Beyond Positive Thinking*. Ramon buys EVERY self-improvement tape album sold. He has all of Nightingale-Conant's products, plus more. He never plays the radio in his Rolls

Royce. Instead, he listens to personal development programs on his 60-minute ride to and from his office – even though he is ALREADY a successful multi-millionaire.

Ramon told me, ‘Your *Beyond Positive Thinking* recordings are the best EVER PRODUCED BY ANYONE. I should know, I own all of them!’

He was so impressed at how they could help other people, he would buy 25 sets at a time and put them in the trunk of his Rolls Royce. Anytime he met someone whom he felt needed help he would give them a set free of charge. He frequently called me to tell me of the "miraculous" results they had with the tapes and how it changed their lives.

Over the years he bought over 300 sets from me and to this day says that he has never found anything more powerful to change lives than *Beyond Positive Thinking*.

As you can see, that story silently communicates an almost hypnotic message: *Dr. Robert Anthony’s recordings work.*

Had I just come out and said “Dr. Robert Anthony’s methods work,” you could dismiss the thought. You might think I am just trying to sell you something. But when someone else proves the statement without actually saying it, through a captivating story, then the message goes right into people’s unconscious mind. You slipped in past their mental radar.

Of course, someplace on your website you might declare “Dr. Robert Anthony’s methods work.” That’s fine. Declarations can be hypnotic, too. That’s why hypnotists say, “You are getting sleepier and sleepier” and not “Are you getting sleepy yet?”

Commands work. But what I am advising you to do here is to *also* create a story that conveys the same message. This way you are speaking to people’s conscious as well as subconscious minds.

I learned about the power of stories from Jack London, Mark Twain, Robert Collier, Shirley Jackson, and from the greatest hypnotist of all time: Milton Erickson.

Erickson was an eccentric, highly skilled therapist. He used the patient's problem to solve their problem. If someone walked in complaining of a nervous tick, Erickson might use that tick in some hypnotic way. He might ask the person to see if they could speed it up, or slow it down. Erickson, in short, helped people regain control.

My favorite story is when Erickson needed to write an article about a complicated subject. He put himself into a self-hypnotic, mild trance. When he came out of it, there were comic books on his lap.

Apparently he had gotten up, still in his trance, pulled some comic books off his desk or waiting room table, and put them on his lap.

But why comic books?

Erickson thought about it and realized comic books use illustrations, dialogue, and short statements to communicate. And the old great hypnotist realized that was how he was to write his article: With the simplicity of a comic book.

What I just told you is a hypnotic story. It was entertaining, educational, and even hypnotic. It conveyed several messages. Some you got consciously. Some you got unconsciously.

Do you see the power in a story?

Let me share with you one of my popular articles on the magic power of a good story:

## **How One Hypnotic Story Brought 15 Automaton to My Door**

*by Joe Vitale*

In 1844 the great circus promoter P.T. Barnum bought an automaton from the famous magician, Eugene Robert-Houdin.

An automaton is a mechanical device that imitates life. Think of them as early robots. In the middle of the eighteenth century, automatons were all the rage: Mechanical ducks and elephants, pictures with moving parts, even human androids that could write, draw, and play musical instruments. They were haunting, magical, intricate, detailed, and usually meticulously crafted out of watch parts, metal and wood.

The one Robert-Houdin created was a life-sized figure able to write and draw, and even answer simple questions. He once displayed it before the King of France. Barnum heard of it on his tour in Europe with General Tom Thumb and bought it. But that legendary automaton was lost in one of Barnum's many fires.

I spoke to a few people who still build automatons---which is an almost lost art today---to see if someone could rebuild the one Robert-Houdin made and Barnum owned. Most said it would cost about a quarter of a million dollars and take well over a year to complete.

I passed.

But then one day a month or so ago I got a call from a potential new client. He was a delight to talk to. He performs magic, runs a speakers bureau, and was familiar with most of my books. During the course of our lively conversation he floored me by announcing that he inherited a few automatons.

I couldn't believe it.

"You what!" I blurted, almost too excited to speak.

"I have some automatons my best friend made," he explained. "He left them to me in his will."

"How many do you have?"

"Oh, I dunno, maybe fifteen."

"Fifteen?!?" I mumbled, truly shaken to the core that he had any automatons let alone over a dozen of them.

"I have one that does mind reading and another that levitates," he said. "They all do something different."

You can't imagine how stunned I was to hear about this. It was like finding the Holy Grail of Automatons. While these particular devices are all modern and no where near as valuable as the one made by the great magician Robert-Houdin, ANY automaton today is a rare and collectible item.

I was intrigued.

And I wanted those automatons.

"How much do you want for them?" I asked.

"I could never sell them," he said. "I inherited these from a man who lived to be ninety and treated me like his own son. I've got them in storage."

At that point I did something naturally and instantaneously. Right there on the spot I weaved a hypnotic story that changed my life --- and his.

Here's how it went:

"I understand how you feel," I began. "About twenty years ago the landlord I had at the time knew I was into music. He heard me play the harmonica and knew I had an interest in learning to play the guitar. One day he just gave me a guitar he had for over fifty years. He just handed it to me. But he said one thing I never forgot: 'You can give it away but you can never sell it.' I promised him I would keep my word. I still have that guitar today. I'm never going to sell it but I will give it away when the right person comes along."

Well, that hypnotic story did the trick. The prospect on the phone heard my story and in his mind he heard the phrase, "It's okay to give the automatons to Joe but you can't sell them to him."

All we had to do from there is negotiate a fair arrangement so he could feel comfortable giving me the fifteen automatons. After a week of going back and forth, we agreed that I would help him with some specific marketing in exchange for his collection.

I now own those automatons.

Later, once the deal was done, I asked him what made him change his mind about parting with the rare items.

"It was your story about your landlord," he explained. "That really got to me. I could easily imagine my friend who gave me the automatons being okay with me giving them to you but not selling them to you."

Hypnotic stories can work wonders. Whenever you want to persuade someone, consider telling a story about someone who did what you want the person you are persuading to do. The story can seep in easier than a direct command. And the results can be miraculous.

Look at me --- I'm now surrounded by automatons. I'll soon be opening "The Joe Vitale Museum of Automated Life and Other Curiosities."

Stories are powerful for another reason, too. The following might be considered Advanced Hypnotic Writing, but I want to discuss it to give you a sense of the power you hold in your hands when you create a sales letter or a website with hypnotic stories and Hypnotic Writing.

## **Reminders as Triggers**

Have you ever truly analyzed a conversation?

What typically happens is someone talks to you about an event in their life. They are sharing their story.

That's simple enough. But what happens next is you look through your memory banks for something similar to what you just heard. You might then say, "Something like that happened to me once, too!" And then you take your turn in the conversation.

As the person listens to you, they are doing the same thing. They might even get so excited when a thought or memory occurs to them, that they interrupt you and tell their next story.

What is happening here?

Roger Schank, writing in *Tell Me A Story*, says, "The question to think about is how, after someone says something to you in conversation, something comes to mind to say back. Even the simplest of responses have to be found somewhere in memory."

In short, stories contain elements---usually specific words---that *trigger* memories in people. When I tell you about my experience of having lunch today, and mention that an attractive young blonde-haired woman waited on me and seemed to flirt with me, I am setting you up to drift off, mentally, from the conversation.

The word "lunch" might remind you that you haven't eaten yet, and now suddenly you're thinking about food. Or my mention of the attractive young woman might remind you of sex, and suddenly your mind is off in a naughty place.

Where *did* your mind go, anyway?

Again, stories contain triggers. Schank calls them “Reminders.” These triggers are reminders of previous thoughts. Those triggers will cause people to mentally drift into an imagery experience that may or may not serve you.

If you want people thinking about food, mention lunch. If you want people thinking about sex, mention the attractive young woman. But also be aware of what is happening here. Your words are causing activity in the other person’s mind.

This is what happens when anyone has a conversation. One sentence said by one person leads to a reminder in the other person, which leads to their saying something. The next person then hears a reminder, and makes their statement. Two people in rapport and talking a mile a minute are two people experiencing reminders.

All of this is good news for you and your Hypnotic Writing. You want to consciously control your visitor’s mental experience through your Hypnotic Writing. Again, use stories to convey your message. But keep in mind that the words you use within those stories will trigger reminders.

You want people thinking of you in a positive way, so refrain from any negative reminders. Keep people focused on what they get from your product or service, and keep them focused with a story that reminds them of their wants.

As you read this manual, you will start to remember stories that have influenced you. But let me show you a longer example right now. This one reveals how I used a story to make a point and then led people to what I wanted them to learn. Notice how the story upfront in this article helps prove the fact that hypnosis is real.

Here it is---

## **Buying Trances: The Real Secret to Hypnotic Selling**

*by Dr. Joe Vitale*

I couldn't snap Billy out of his trance.

It happened over thirty years ago. I was a teenager fascinated by the powers of the mind. I read about spirituality, psychic phenomena, UFO's, past lives, present problems, the magic of believing, and yes, even hypnosis.

And that helps explain why I had my best friend, Billy, in a deep trance in the basement of my parent's home in Ohio. I had regressed him from the age of 16 back to the age of four or five. I had no business doing it. But I was curious and Billy was game.

It was a remarkable morning until something truly terrifying happened.

I snapped my fingers---the prearranged command to wake Billy up---but he stayed in the chair, smiling, eyes closed, and laughing loud and hard.

"How old are you?" I asked, wanting to check his age level.

"Seventy-two, how old are you?!" he replied, laughing like a wild, untamed, truly obnoxious child.

You can't imagine my fear.

"When I slap my hands together, you will awaken," I commanded.

Billy laughed long and loud.

I slapped my hands together.

Billy laughed louder and longer.

I'm panicking now. I'm barely sixteen years old. I have my best friend in a trance, regressed to a young age, and I can't bring him out of it. I could see my parents' rage. I could see Billy's parents' rage. I could see myself locked up, still a teenager, all because I practiced hypnosis like other kids played baseball or monopoly.

I waited. I held my breath. I snapped my fingers. I slapped my hands. I perspired. Billy wasn't coming out of his trance. He was locked into another time period. And I was responsible.

Some kids borrow the neighbor's car and wreck it. I borrowed my best friend's mind and put it in park.

What was I going to do?

I don't recall how much time went by before I decided to call for help. I remember going to the phone book and desperately searching for a hypnotist to call for help. I found one in Cleveland, Ohio, a hundred miles from my home. I called him, got him on the phone, and acted as cool as I could.

"Doctor, my name is Joe, and, well, I've been learning about hypnosis. I was just wondering, what would happen if you put someone in a trance and they, well, er, ah, you know, never came out of it?"

There was silence on the line.

Then I remember the voice bellowing at me.

"Are you practicing hypnosis there?!"

"Oh, no," I lied. "I was just curious what would happen if, you know, you put your best friend under, regressed him, and he wouldn't come out of it. Is that a bad thing?"

"Is your best friend there now?"

The hypnotist was on to me.

"Well...yes."

"Will he come to the phone?"

"He won't do ANYTHING I ask," I said. My voice was cracking now. I was scared and it showed.

"Don't worry about it," the hypnotist advised me. "He'll either naturally awaken shortly, or he'll fall asleep and then wake up."

"But he thinks he's five years old," I added.

"YOU KIDS HAVE TO STOP PLAYING AROUND!" he roared.

"But I want to be a hypnotist someday," I explained.

"GET TRAINING FIRST!" he blurted.

"Okay, okay, I will," I said. "But what do I do about Billy?"

"Put him on the phone."

I went to Billy, somehow got him to get on the phone, and the hypnotist said something which helped Billy awaken. To this day I don't know what he said. And since I haven't seen Billy in nearly twenty years, I have no idea how old Billy really thinks he is. I understand he's now a State Trooper in Ohio, so I imagine he's stable and well. Still, I'm staying in Texas.

I learned something profound that day in my parent's basement when my life stopped for an afternoon.

I learned that trances are powerful. They are real. And we are all in them.

That's right. You're in a trance. Yes, right now. So am I. We may not think we're five years old, but we think we are writers, or marketers, or salespeople, or some other "trance." As long as we believe the trance we are in, we will play it out perfectly. When we wake up, we'll just be in another trance. Even the "I'm now awake" trance is just another trance.

Stay with me here. Whether you disagree or not, there's a valuable lesson here---one that can help you increase your sales and your profits.

In short, your prospects are all in trances. If you merge with their trance, you can then lead them out of it and into the "buying trance" you want them to be in.

I'll repeat that:

"Your prospects are all in trances. If you merge with their trance, you can then lead them out of it and into the "buying trance" you want them to be in."

Let me explain with an example:

Say you want to sell a new software program on how to incorporate your business. How would you do it? The average person might send out a sales letter that says "New program makes incorporating a snap." That approach would get some sales, especially from people already wanting to incorporate.

But a more hypnotic approach would be to run a headline such as this:  
"Tired of paying too much in taxes? Read this surprising way out of the maze!"  
This new approach would merge with the existing trance in a business person.

In other words, they are in the "taxes suck" trance and the "small businesses get screwed" trance. Agree with them. Merge with them. Accept that trance as your door. Then lead into what you want to sell by tying it back to their trance.

Let's break down this process into 3 steps:

- 1. What do your prospects believe right now? (Current trance.)**
- 2. Agree with their beliefs to merge with them. (Rapport.)**
- 3. Lead their beliefs into your offer. (New trance.)**

That's it. That's the real secret to "hypnotic selling."

What? Oh. You want another example? Here goes:

Say you want to sell a pair of pants. How would you use our "Hypnotic Selling" 3-step process to move them?

*1. What do your prospects believe right now about pants?*

A little research would help. Let's say they believe all pants are the same. They are in the "all pants are alike" trance. That's their current trance, or mind set. You would not be very wise to argue with it. Instead, accept it and go to step two.

*2. Agree with them.*

In person, on the phone, or in your headlines, say something that lets your prospects know you are in the same trance. Use statements such as "I thought all pants were alike, too" or "No pants are different--so why even look at this pair?" This creates rapport. You can't sell anyone without creating rapport. So, step two is a way to meet people where they are. Consciously join their unconscious trance. Then go to the next step.

*3. Now lead them into your offer.*

You might say something like, "Why are people saying these pants are different? Here's why." This is taking them into a new trance---a trance that says

"Some pants are different"---a buying trance. Because you acknowledged the trance they were in, and merged with them, you are now in a position---a very powerful position---to sell them.

There are numerous ways to find people's trances, merge with them, and then lead them into a "buy from you" trance. I won't be able to go into all of them in this short article. I'm just giving you the tip of the iceberg here. But before I end, let's look at possible existing trances your prospects may be in when you call, or send them a sales piece. They include:

"I'm worried about money" trance

"I'm lonely" trance

"I'm afraid of people" trance

"I'm sick and tired of my job" trance

"I'm fed up with my kids" trance

"The world sucks" trance

"I'm hungry" trance

"I need to lose weight" trance

"I want to meet someone special" trance

"I wonder how I can make more money" trance

"I wish my kids would listen to me" trance.

And so it goes. You'll notice that each of these trances is self-serving. That's the nature of people. They are interested in their well-being first. They are pre-occupied with their own needs, desires, pains and more.

Any inward state is a trance. Naturally, everyone is in one trance or another when you call them or write them. Your job is to note it, merge with it, and lead them out of it.

Here's one final example to make this process clearer for you:

Let's say you want to sell a music recording. We'll make it a classical CD.

**Step 1:** *What trance are people already in?*

You can imagine they come home from work, find your sales letter in their mail, and are NOT in the mood for it. Your headline might say, "Just got home from work?"

**Step 2:** *Create rapport by acknowledging their trance.*

You might write, "Since you just got home from work, are probably tired and ready to toss this mail in the trash, wait one second before you do it."

**Step 3:** *Now introduce your new trance.*

Maybe write: "Imagine putting on a CD that fills your mind with soothing, relaxing, healing music...the kind of heavenly sound that helps you drift far, far away from your day..."

To end this article, let me remind you of what Billy taught me when I was a kid: Everyone is in a trance and everyone can be brought out of it. The idea is not to ignore this quirk of human nature, but to use it for the well being of all you touch---including your own profit!

Just don't age regress any of your prospects!

Again, that example proves that stories can be the finest form of Hypnotic Writing you'll ever create. So look for stories. Record them. Write them down. And add them to your sales letters to bring them to life with Hypnotic Writing.

But what about just transforming your existing copy into Hypnotic Writing? How do you take your existing sentences and add to them or actually rewrite them to give them more power? How do you do *that*?

Well, let's see...

## **How to Change Average Writing into Hypnotic Writing**

Let me tell you a secret:

Whenever someone hires me to rewrite their sales materials, I run a “Copy Translation Service” in my head. What I do is read each sentence of their site as though it were written in a foreign language. The foreign language is “Ego Copy.” It was written by the person who owns the company and is usually full of fluff. What I do is translate that Ego Copy into “Reader Copy.” That means I take their line and turn it into a line that speaks to the reader’s interest. An example might help:

Nearly every sales letter you read will contain a “we” statement. It’s usually something like, “We have been in business 5 years” or “We love to make donuts” (or whatever they make).

All of those are Ego Copy statements. That’s a foreign language to your readers. It doesn’t appeal to your readers at all.

What I do is translate those Ego Statements into Reader Benefits or Reader Copy. I might turn “We have been in business 5 years” to “You can rest assured you will get your item from us on time and to your satisfaction, as we’ve been doing this over 5 years now.”

And I might turn “We love to make donuts” to “You’ll love our mouth-watering donuts because our passion for making them energizes every one we create for you.”

Do you see the difference?

Most writing focuses on the person who did the writing. What you want to do is focus on the interests of the person reading your words. In short, get out of your ego and into the reader's ego. Speak to *their* interests.

Let's look at some basic tips on how to transform your current words into Hypnotic Writing. The following are excerpts from my e-book, *The Hypnotic Writing Swipe File*, which you can learn more about at <http://www.HypnoticWritingSwipeFile.com>

### **31 Hypnotic Headline Words**

You can generate headlines for your sales copy fast simply by using words from this list. Simply take words from below, add them to your product or service, claim or guarantee, and watch how easy it is to write a hypnotic headline.

*announcing astonishing at last exciting exclusive fantastic fascinating first free  
guaranteed incredible initial improved love limited offer powerful  
phenomenal revealing revolutionary special successful super time-sensitive  
unique urgent wonderful you breakthrough introducing new how-to*

**Example: Announcing: Astonishing Guaranteed Free New Way to Find Love Now!**

And since we're on the subject of headlines, let me state that marketing gurus and other peers of mine are finding that when they remove the banner at the top of their website, they get twice as many sales. Get that: *Twice as many sales!!*

Why? It seems that the banner distracts from what really does the engaging and the selling: The headline.

Again, what sells---what motivates people to take action---are words.

## **30 Ways to Write a Hypnotic Headline**

Here's one of my biggest secrets:

I write the headline first. The headline becomes an anchor for my entire message. It sums up what I want to say, holds my own passion, and builds curiosity. I may change my headline later, but I always begin with a working headline to get the steam going.

The following 30 ways to write a headline are worth gold. They are from my book for the American Marketing Association, titled *The AMA Complete Guide to Small Business Advertising*. I spent years researching all the ways you could write a headline, and then created this set of 30 templates. This will make headline writing a snap for you.

You're going to need at least one main headline on your sales letter or website. But you'll also need headlines throughout the body of your writing. These sub-headlines help convey your message, keep people interested, and continue to build desire.

You'll also find that because there are three kinds of readers – word-for-words, skimmers, and jumpers – you need sub-headlines to appeal to all of them. So when you look through the following, feel free to create as many headlines as you can for your product or service. You may need them all.

Headlines will make or break your ads. John Caples said a good headline can pull up to *19 times* better results for the same ad. Advertising pioneer James Webb said a top headline can bring in as much as *50 percent more* inquiries and sales. Ad genius David Ogilvy said five times more people will read your headlines than will read your whole ad.

“We pick out what we wish to read by headlines,” wrote Claude Hopkins, arguably the greatest advertising man in history, in his famous book, *Scientific Advertising*.

Often a headline is all a reader will glance at — and I do mean *glance* at—before rushing through the rest of the newspaper or on to the next website. On average, most people will spend only *four seconds* per page! If your headline does not catch, trip, and stop your audience, you have lost them and you have lost a sale!

Here are 30 surefire ways to create a terrific headline or improve an existing one:

**1. Lead with these opening words.**

**At Last!**

**Announcing!**

**New!**

Note: the hint of excitement and “news” in the above words. Other good opening words include **Introducing** and **Finally**. Legally you can only use the word **New** if your product has been developed or improved within the last six months. If you have just invented a new device, certainly let the world know.

**2. Round up your audience.**

**Plumbers!**

**Housewives!**

**Sore Feet?**

This type of headline is “calling in” your target audience. If you are selling a book for lawyers, you might open by saying “Attention lawyers!” With this approach you are certain to get the ear of the exact crowd you want.

**3. Promise a benefit.**

**Free from backache in 10 minutes!**

**Buy One Shirt—Get the Second FREE!**

**Land a job in 2 Days with New Method!**

Benefits are why people buy. Decaffeinated coffee is a feature; “Lets you sleep better” is a benefit. If people have a back problem, they do not want to buy a pill; they want to buy relief from their pain. “Free from relief from their pain. “Free from Backache in 10 Minutes” tells them a cure is available. Sell the relief, not the prevention.

**4. Make it newsworthy.**

**Major Breakthrough in Car Safety**

**New Formula Restores Hair**

**Seven “Lost Secrets” Discovered**

People devour news. Reveal the newsworthiness of your product or service and you will get attention. A new product is news. An old product with new uses is news. Arm & Hammer baking soda (which also started as a small business) has been around for decades, but the company keeps thinking of new ways for us to use its product—from brushing our teeth to putting it in the fridge to eliminate odors—and *that’s* news.

**5. Offer something free.**

**FREE to Writers!**

**FREE Report Explains Tax Loopholes**

**FREE Book on Car Repairs**

Your free item has to be appropriate to the audience you are after. It may be free, but if they are not interested in it, they will not write or call you. Also, your free item has to be *really* free—with no catches or conditions—for you to be legally safe. Any small business can create a free item that is relevant.

**6. Ask an intriguing question.**

**What Are the Seven Secrets to Success?**

**Do You Make These Mistakes in English?**

**Which Gas Filter Will Boost Your Car's Performance?**

Questions are a powerful way to involve readers. But your question has to be an open-ended one that hints of a benefit. If you ask a question that can be easily answered with a “yes” or “no”, you run the risk that your readers will not look beyond the question. But if your question is intriguing, it will pull readers into your copy to learn the answer.

**7. Lead with a testimonial.**

**“This is the most powerful weapon I’ve ever seen!”** (Clint Eastwood)

**“These two books made me the wealthiest man alive.”** (Malcolm Forbes)

**“Here’s why my race cars beat all others.”** (Mark Weisser)

There is something about quotation marks that captures people's eyes. If your quote is intriguing (as are the fictional ones above), they will force readers to read your copy. (Always use real testimonials from real people and always get their permission first.) Anyone who has ever used your product or service can give you a testimonial. And headlines put in quotes will get more attention—dialogue has life, and that attracts people.

**8. Create a “how to” headline.**

**How to Get Your Kids to Listen**

**How to Tell When Your Car Needs a Tune-Up**

**How to Win Friends and Influence People**

Because people want information, they are easily drawn to “how to” headlines that promise a benefit they are interested in. If you are selling washing machines, you might conjure up the headline “How to Pick the Right Washing Machine for Your Needs.” You can add sparkle to virtually any headline by adding the word “how”. For example, “I Cut Hair” is a weak headline, but “How I Cut Hair” is more interesting.

**9. Quiz your readers.**

How Smart Are you? Take This Quiz and See!

What Is Your Networking IQ?

Are You Qualified for Success?

People love quizzes. Use a question headline and then let the body of your ad be a quiz. For the ad to work, of course, it all has to tie in to what you are selling. The ad

about your networking IQ, for example, is selling a book called *Power Networking*. If you are running a mechanic's shop, you might ask, "Is Your Car Healthy? Take This Quiz and See!" Your whole attempt is to somehow *involve* readers with your ad. A quiz is one way to do that.

**10. Use the words "These" and "why" in your headline.**

**These Boats Never Sink**

**Why Our Dogs Cost More**

**Why These Skis Are Called "Perfect"**

When you use the words "these" and "why" in your headline, you tend to create an attention-grabbing statement that will draw readers into the rest of your ad. If you just said, "Our skis are perfect", few would be interested. But when you say, "WHY these skis are called perfect", you generate curiosity—one of the most powerful motivators around. Simply add the word "why" to an existing headline to make it more engaging. "Buy Plumbing Supplies Here" is boring but "Why People Buy Plumbing Supplies Here" is interesting.

**11. Use "I" and "me" headlines.**

**They Laughed When I Sat Down at the Piano—But When I Started to Play!**

**I Finally Discovered the Secret to Easy Writing!**

**Everywhere I Stick My Nose I Make Money**

First-person headlines will work if they generate enough curiosity and hold a benefit. Everyone interested in playing the piano, for example, will be drawn to the first

headline (one of the most successful headlines in history). “You” and “yours” in a headline do not always work because they signal a selling message and people become defensive. However “I” and “me” in a headline can deliver a selling message in a palatable way. Here’s a good example: “I Wanted to Help People So Here’s Why I Opened My Own Insurance Agency!”

**12. Put your product name in your headline.**

**How Gymco Vitamins Make Runners Lightning Fast**

**The Fiskin Ladder Saved My Husband’s Life**

**Thoughtline Helped Me Discover the Secret to Easy Writing**

“How to Cure Warts” is good, but “How Vitalism Cures Warts” is better. Since not everyone will stop and read your ad, putting your company name in the headline helps deliver some of your message. But do not make your company name the *focus* of your headline. Instead, write a riveting headline and slip your name in it.

**13. Use the word “wanted”.**

**Wanted—Nervous People**

**Wanted—Safe Men for Dangerous Times**

**Wanted—Executives Ready for Sudden Profits**

“Wanted” is a word loaded with curiosity. Lead with it and people are compelled to find out why you want nervous people (maybe for a seminar on overcoming fear) or why you want executives (maybe to offer them your new management program). Be sure

to ask for the target audience you want. If you are offering something to attorneys, you might write a headline that begins “Wanted—Attorneys”.

**14. Use the word “breakthrough” in your headline.**

**A Breakthrough in Alarm Systems**

**Doctor Offers Breakthrough Hair Loss Formula**

**Wanted—Attorneys Ready for Breakthrough Success**

“Breakthrough” implies news. It suggests that your product or service beats all other existing systems. A similar impact can be obtained with “record breaking” or “revolutionary”.

**15. Set your headline in upper and lower case.**

**HEADLINES IN ALL CAPS ARE HARD TO READ**

**Headlines in Upper and Lower Case Are Easy to Read**

Got it?

**16. Use as many words as you need.**

**It Floats!**

**How Often Do You Hear Yourself Saying: “No, I haven’t read it; I’ve been meaning to!”**

**Who Else Wants Beautiful Furniture?**

Headlines can be long or short. As long as they get the attention of your appropriate audience, arouse curiosity, and encourage people to read your ad, any length

goes. You do not want to waste words, of course. But you do not need to limit yourself, either.

**17. Feature your offer.**

**Arrow Shirts at 50% Off**

**Oil Change Special**

**Join for Six Months—Get Next Six Months Free**

You have to be clear about the uniqueness of what you are selling for this to work. What are you offering that is head and shoulders above your competition? Focus on that.

**18. Ask “who else?”**

**Who Else Wants to Write a Book?**

**Who Else Used to Say Singing Was Hard?**

**Who Else Wants a Fail-Safe Burglar Alarm?**

“Who else” is an involving set of words. It suggests that someone else got what you are offering and that it is possible for the reader to achieve or have, too.

**19. Use a guarantee.**

**Guaranteed No-Stains-Ever Rug!**

**Guaranteed to Go through Ice, Mud, or Snow—or We Pay the Tow!**

We live in the age of skepticism. Your ad should always run with a guarantee (more about that later). But if you can say your offer is guaranteed in the headline, it will help to convince readers to look at your entire ad.

**20. Admit a weakness.**

**We're Number Two. We Try Harder.**

**This Chef Makes Everything Except Salads!**

You will gain credibility if you confess you are not perfect. Too many ads claim to be the magic bullet to all your ills. That is not believable. If you say you are *almost* a magic bullet, people will tend to believe the rest of your claims.

**21. Focus on positive end results.**

**Whiter Teeth in 10 Days**

**35 Pounds Slimmer in 30 Days**

Do not paint a negative picture thinking you will make a sale. People buy hopes and dreams. Do not sell “fat loss”, instead sell “Perfect Health!” Do not try to scare people into buying toothpaste by yelling “Yellow Teeth Are Ugly”, but instead sell the end result people want: “Whiter Teeth!” Again, people buy cures. But be believable. If your headline sounds like a stretch, people will not trust you. “35 pounds slimmer in 30 days” is believable; “35 pounds slimmer overnight” is not.

**22. Warn your audience.**

**WARNING to Doctors!**

**Warning: Do Your Kids Play This Stereo?**

**Small Business Owners Be Warned!**

You can grab your target audience with a warning to them. A warning promises information and invokes curiosity.

**23. Be careful with humor**

Not everyone has a sense of humor, not everyone agrees on what is funny, and few people buy because of a joke. A slogan in advertising is, “People don’t buy from clowns”. Small businesses that attempt to sell people with their humor usually flop. Why? You are not selling humor, you are selling your product or service. Do you want people to laugh or buy? If you insist on trying humor, try to make the punch line the same as your sales message. Here is an example: “Used Car Prices So Low It Hertz”.

**24. Make it easy.**

**Plumbing Problems Cured Easily**

**Easy Way to Solve Roof Leaks**

People want results fast and easy. If you or your product can make their life easier, say so.

**25. Be careful with reverse type.**

You can use reverse type (white letters on a black background) for your headline but *do not* use reverse type for the rest of your ad. Too much reverse type is far too

difficult for people to read. Using it in a headline, however, can increase the number of people who will see the ad.

**26. Dramatize the benefit.**

**Stop Sleeping Like a Sardine! Now Sleep Like a King!**

**“Sound Pillow” Lets You Sleep with Neil Diamond!**

People want action. They crave it. Show the excitement your product or service can give by dramatizing the benefits. A headline for large beds that reads “King Size Beds Are Roomy” is boring, but “Stop Sleeping Like a Sardine! Now Sleep Like a King!” is almost impossible to avoid.

**27. Use proven clichés.**

**JUST ARRIVED—New Accounting Method!**

**ADVICE to Homeowners!**

**THE TRUTH ABOUT Shoe Repair**

David Ogilvy, in *Confessions of an Advertising Man*, lists the following as proven headline clichés: Free, New, How To, Suddenly, Now, Announcing, Introducing, It’s Here, Just Arrived, Important Development, Improvement, Amazing, Sensational, Remarkable, Revolutionary, Startling, Miracle, Magic, Offer, Quick, Easy, Wanted, Challenge, Advice To, The Truth About, Compare, Bargain, Hurry, Last Chance. Ogilvy also says you can strengthen a headline by adding emotional words, such as, “Darling, Love, Fear, Proud, Friend, and Baby”.

**28. Reveal a hidden benefit.**

**“How to Get Enthusiastic Applause—Even a Standing Ovation—Every Time You Speak?”**

This headline by Ted Nicholas sold a publication for speakers. One of the hidden or side benefits of reading the publication is learning how to get a standing ovation—something every speaker wants. Try to reveal the hidden benefit in your small business. Ask yourself: “What will people get as a result of using my product or service?”

**29. Give reasons.**

**Three Reasons Why You Should Write a Book**

**Seven Reasons to Call This Doctor Today**

**Nine Reasons to Use This Maid Service**

Reasons involve readers with your ad. To learn more, they have to read the rest of your copy. The trick to making this work is in targeting your prospects. If you are an accountant, give reasons that tie in to your service. If you are a baker, give reasons why your food is better.

**30. Use a before-and-after-statement**

**The Wrong Way and the Right Way to Buy a Used Car**

This is a common way to show how your business can make a difference. If you own a gardening service, you might use a headline that suggests you transform gardens from jungles to parks. What you are doing here is comparing what people have (their problems) with what you can give them (the solution).

### **How to Test Your Headline**

Here is one way to find out if your headline will work—before you spend a cent to run it! Ask yourself: Can this headline be used for any competitor’s ad, letter, or website? Imagine placing your headline on a competitor’s copy. Will the headline still work?

If so, change YOURS.

### **63 Hypnotic Openings**

These will easily help you start any writing almost without thinking. They are prompters, mind joggers, and brain stimuli. Just read them and fill in the blank with whatever comes to mind. For example, in your opening sentence tell your readers what they will learn or what feelings they will get from reading your words.

*As you start reading the beginning of this article you find yourself...*

*As you sit there and read the beginning of this report you start to feel...*

*As you read every word of this report you will become (amazed, stunned, etc.) at...*

*As you analyze each word of this document you will shortly feel a sense of (calmness, joy, etc.)...*

*As you scan every word of this web page you will begin to discover new ways of...*

*After you read this short article, you will feel...*

*Can you imagine...*

*Picture yourself five years from now...*

*Just picture...*

*Just imagine...*

*Remember when you were in high school...*

*Imagine what it would be like if...*

*Wouldn't it be amazing if ...*

*And in those early years of existence...*

*Imagine what it would be like if you could...*

*See yourself....*

*Remember the smell of...*

*And you begin to notice...*

*Do you remember hearing...*

*Can you recall what a (insert word) feels like?*

Tip: Use statements at the beginning of your writing that your prospects already know to be true. This creates trust right away. Trust leads to sales---and to getting people to do anything else you may want them to do. For example...

*You probably know...*

*You're intelligent enough to know...*

*Of course you've heard that...*

*Everyone knows....*

*You probably already know this...*

*Rare thinking people like you already know that...*

## **178 Psychological Copy Connectors**

Copy connectors are ways to weave your sentences and paragraphs together to end up with a website that compels people to take the actions you want.

Tell your readers what they're thinking or feeling as they read your words. Most people will actually start thinking or feeling it because you brought it up. Only induce thoughts that will attract them to buy your product.

*What if you...*

*Little by little you begin...*

*And as you absorb this information, you'll...*

*And as you are thinking about..., you become really interested...*

*Are you beginning to see how...*

*As you read each word in this letter,...*

*Have you noticed yet that...*

*Now I would like to help you experience...*

*Wouldn't it be amazing if...*

*And you will sink deeper and deeper...*

*And you will start to feel better and better about...*

*The further and further you browse toward the end of this report, slowly your problem...*

### **Using the Tips**

As you can imagine, how you use the above tips is up to you. But let me give you some pointers.

For example, you might have a line on your site that says, “My e-product gets results.”

You could rewrite that to say, “The further and further you read into this website, the more you will realize that my e-product gets results.”

See the difference?

The first line --- “My e-product gets results” --- is bland. The average website contains that kind of limp writing.

The second line -- “The further and further you read into this website, the more you will realize that my e-product gets results” -- is Hypnotic Writing. It conveys a command, and an assumption. Combined, they help lead to action.

Go through your website – go through all your writing – with this in mind. Look for places to rewrite, add phrases, or in any other way grab and hold your visitor’s attention. Remember, to create Hypnotic Writing, you have to focus on the interests of your visitors, not you.

Right?

## **Hypnotic Quiz**

Would you like to have a little fun right now?

Here's a brief quiz to help you realize how easy it is to add the above phrases and sentence starters to your writing: Go through this manual---that's right, the one you are reading right now---and see if you can spot all the times I slipped in a hypnotic phrase.

Wouldn't it be amazing if you spotted every time I put a hypnotic twist on a sentence?

Clues:

"Wouldn't it be amazing" is a phrase from the above list in this manual.

You probably know that I've used Hypnotic Writing throughout these pages.

"You probably know" is also a phrase from the above collection.

Are you beginning to see how easy this is?

"Are you beginning to see how" is also from the collection of phrases above.

Now review this manual and maybe highlight or underline all the places you spot Hypnotic Writing phrases.

Why not do it right now?

### **My 3 Biggest Secrets**

Before I reveal my Hypnotic Writing formula, let me confess something few people know. The following are the main reasons I'm able to write hypnotic copy. They'll probably surprise you. Brace yourself.

#### **1. I don't do the writing.**

Shocked? What I mean is, I command or *request* the writing from my unconscious. This may startle you, but some of the greatest writers of all time did not *think* through their writing. Instead, they wrote it almost by dictation. In other words, they listened to something within and just wrote.

Ray Bradbury would write a story every day, never knowing what he would write until after he wrote it.

Jack London disciplined himself to write 1,000 words every morning, whether he knew what to write or not.

Richard Webster, a friend and prolific author, writes 2,000 words every day – because he mis-heard the amount of words Jack London wrote.

Eugene Schwartz, the famous copywriter and author of *Breakthrough Advertising*, would set a timer and write in 33 ½ minute spurts.

Eric Butterworth, a famous Unity minister and prolific author, would write what he called gibberish every morning, knowing that after he started this spontaneous writing, it would soon take form and become his next radio sermon, weekly column, or book.

Dan Kennedy writes for one hour every morning, no matter what. He's one of the highest paid copywriters in the world.

What all of these writers are doing is keeping the door open to their unconscious. They are allowing creativity to visit them. They are letting the muse know that they are available to receive new information.

I've learned to trust my unconscious. This is actually very hypnotic. Hypnotists know that the unconscious contains the answers to virtually all our questions, and has access to more than what we consciously know. This is why doing your homework in the research phase is so critical. You are feeding your muse, so to speak.

So, my first big secret is that when I sit to write, I do it without much of an idea of what I will say. I have an *intention*, yes, but not a formulated plan. I'm doing that right now, as I type these words. I'm just typing as fast as I can, letting my unconscious direct what flows. I know I'll edit this later. As long as I know what is exciting, or unique, about the product or service I'm copywriting about, I'm fired up enough to start my draft.

That's my first secret.

## 2. I dialogue in my mind.

My second secret may seem bizarre. What I do is imagine I am speaking to someone, telling them what I am writing, and I guess what their questions are. In short, I talk to myself -- or at least talk to an imaginary reader in my mind.

In traditional selling, this is called paying attention to the objections and answering them. It's true in Hypnotic Writing, as well. You want to cover all the bases,

answer all the questions, give all the details, so your reader is well equipped to make a decision.

Dan Kennedy's tip is to think of all the reasons someone can possibly *not* buy your item. Whatever they might say, address it in some convincing way. For example:

Not enough money?

Offer a payment plan or send it with no payment required up front.

No need for the item?

List the various ways they might use it.

No belief in you?

Offer testimonials, a guarantee, and anything else you can think of to prove your case.

I admit I'm doing a type of psychic mind reading act when I practice this second step, but I also confess that this is one of the biggest reasons my letters are so successful. I'm constantly re-reading my letters, asking myself, "What is the reader asking here?" I then address it.

Far too much copy doesn't give enough information. I love buying stuff from catalogs and off the Internet. But when the catalog description doesn't answer all my questions, I don't buy. My friend Winston Marsh, Australia's famous marketing guru, says that when people are thinking about buying, they become information junkies. They want long copy. They want answers. My job is to anticipate their questions and answer them.

That's my second secret.

3. I plug in hypnotic language.

This is where I shine. What I do is read my writing with my famous Swipe File at my side. I look for places to replace a phrase with a hypnotic statement.

You've already seen some of this at work earlier in this manual. I often go through a letter a dozen times, reading it over, looking for places I can rewrite into a hypnotic statement. The Swipe File is my crutch and secret weapon here. I think anyone serious about writing persuasively needs to have the Swipe file. I'm not telling you that because I wrote the Swipe File (with Larry Dotson). I'm telling you that because it's the truth.

I can write about any product or service with the name of the product or service in my mind and the Swipe File in my hand. I won't be as hypnotic as I would be after doing research first, but the point is this: The Swipe File gives me power. Get it.

And that's my third secret.

But that's not all...

### **How Much Is That Doggie In The Window?**

When I was in college, long, long ago, in another time and place, far, far away, I took care of a stray dog I later named Spot.

Yes, I really named her Spot. She was part Beagle and part Dalmatian, and she really had spots on her.

Well, my father would make fun of Spot, calling her a mutt. My father made fun of most of the things I was interested in, so this wasn't unusual behavior for him. Still, it irked me. I loved Spot. I thought she deserved better respect.

So one day I made up a story. I told my dad that I had gone shopping at the grocery store, and of course left Spot outside to wait for me. I then said that when I came out of the store, an old man was standing there, staring at Spot.

"Is this your dog?" the man asked.

"Yes," I replied, wondering what Spot did while I was away.

"You have a rare dog," he said.

"I do?"

"Yes, this dog is a breed not seen much around here. This dog is probably worth a thousand dollars."

"Well, he's not for sale," I said, and left with Spot.

I told my father that simple story and from that moment on, he looked at Spot differently. He would play with Spot, feed Spot, and occasionally say nice things, such

as, “That dog is pretty smart.” Years later, when I left college and my home, I left Spot with my family. My father took care of Spot until she died.

Now remember: The story I told my dad was fiction. It never happened. I told it to my father to do one thing and only one thing: *Change his perception.*

Before the story, Spot was a mutt.

After the story, Spot was a collectible.

Perception is everything. I’ve often said that marketing is nothing but altering perceptions.

If that’s true, how do you make it happen?

## **How to Change Perception**

Whenever you write your sales letter, you may need to change the reader's perception in order to get them to buy your product or service.

Don't think for a minute that I would encourage you to lie, cheat, steal, or in any way mislead your reader. That's un-ethical and illegal. I lied to my father some thirty years ago because that's what my limited mental resources knew to do at that time. You don't need to lie to your customers. Not ever.

So, how do you change the perceptions of your readers?

You do it by putting things into perspective *before* you state them.

Say your product costs well over one thousand dollars. *Before* you tell them the price, prepare their mind for what you are about to say.

You might point out that if they bought your product at a retail store, it would cost five thousand dollars.

You might point out that if they had to create this product on their own, it might cost them ten grand.

You might point out that if they spent all the time and energy to create the product that you did to create it, that it would have cost them thousands of dollars, months of work, and many sleepless nights.

In short, pave the way for your price by making it look small compared to something more expensive. Again, don't lie. Tell the truth. Think about what it would

take for your reader to make or acquire or even do without your product. Describe all of that. *Then* tell your price.

This secret is known as *contrast*.

Scott Plous, in his book, *The Psychology of Judgment and Decision Making*, says, “For example, real estate agents sometimes exploit the contrast effect by showing buyers a run-down or over-priced property before the home that is under serious consideration.”

At the risk of confusing you, let me bring in a little deeper psychology to prove my point. John Burton, in his heady book, *States of Equilibrium*, says people do not move toward success (pleasure) or away from failure (pain). He writes: “Rather, we move toward or away from the states of mind that we *associate* with success or failure.”

What does that mean?

It means your reader has a mental concept about your offer, your price, and your product. All of those concepts are perceptions, not reality. They are mental associations based on how you described your product, price and offer. You can influence and even change your reader’s perceptions – their reality – by how you describe your product, price, and offer. You also influence how they will feel about your product, price, or offer by what you say *before* you ever describe your product, price, or offer.

Again, when you paint a picture of life without your product, and then you paint a picture of life with your product, you’ve drawn a contrast and set up a perception. You can influence how your reader feels about your product this way.

My father mentally associated a mixed breed stray dog as a mutt. When I gave him a new view – that Spot was actually a *rare* breed worth lots of money -- he altered his perception and ultimately his behavior. I sold him (so to speak) on Spot.

Remember, when you are writing, you have the power. You can influence how your reader perceives your message by how you describe your message and what you compare it to.

This is Hypnotic Writing at full throttle.

### **The Mind Is Easily Tricked**

One of the secret principles you'll learn is the idea that the mind is easily tricked by optical as well as literary illusions.

You're probably familiar with optical illusions. There are numerous books and sites showing pictures that can be seen in a variety of ways. One famous image looks like an old woman -- until you stare a little longer and suddenly see the profile of a young woman in the same image. Here it is:

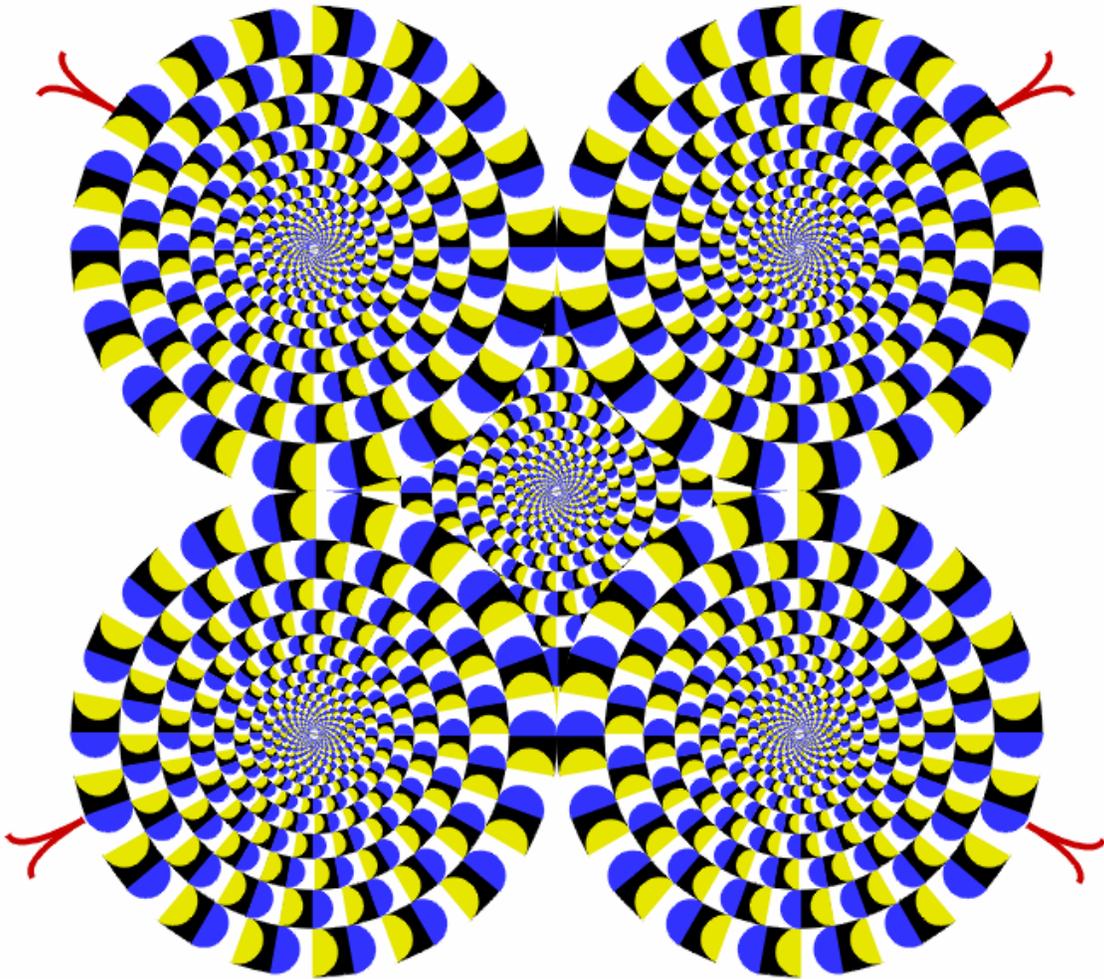


Which do you see – an old woman or a young girl?

Both are there.

But maybe you've seen that famous illusion. Well, let me blow your mind. Look at the illustration below:

Is the image moving?



Actually, it's not moving at all.

Your mind is making you think it is.

That's an optical illusion.

Something similar can happen with words. After all, words are images, too. They are subject to the blind spots in our brains. For proof, read the following.

Aoccdrnig to a rsceearcehr at Cmabrigde Uinervtisy,  
it deosn't mttar in waht oredr the ltteers in a wrod  
are, the olny iprmoetnt tihng is taht the frist and  
lsat ltteer be at the rghit pclae. The rset can be a  
total mse and you can sitll raed it wouthit a porbelm.  
Tihs is bcuseae the huamn mnid deos not raed ervey  
lteter by istlef, but the wrod as a wlohe.

Fascinating, isn't it?

I'm *not* advocating misspelling words or intentionally misleading people. I'm demonstrating a principle. Your mind is vulnerable. It can see things that aren't there and miss things that are there. This is important information. It's what allows magicians the ability to fool us.

So, how does this secret help you with your sales letters, ads, emails, websites and any other writing you do?

Here's how: You can consciously weave your words in such a way that people fill in the blanks. In other words, you can help them imagine buying your product or service without asking them to get it.

This is the sport of hypnotic writing. Here's an elementary example:

"Imagine driving this sleek car down a country road."

What did you see in your mind?

Most likely you imagined a sports car.

But why a *sports* car?

The word "sleek" led your mind to create a visual.

That image came from your mind, not mine. I gave you a prompt and your mind leaped to a conclusion. Minds are like that.

Also, in the paragraph before that example, I planted the word "sport" in your mind. Did you notice it?

It's where I wrote, "This is the sport of hypnotic writing."

The word "sport" was already in your consciousness, and was easy to bring up when I asked you to imagine a "sleek car."

I was talking with my friend Kevin Hogan (author of *The Psychology of Persuasion* and many other books about influence). He says that if you can actually get your customer to see themselves doing or using whatever it is your product does, you win big. The trick is, they have to imagine *themselves* with your product.

All of this may be tricky to grasp. Let's look at one more example:

I went to the MSN home page and saw a headline that read, "See a Ferrari laptop." I like sports cars, so I clicked. Imagine my surprise when I saw a picture of a laptop computer, not a convertible. My mind highlighted the word Ferrari and let me slide past the next word.

I could go on and on. For example, sometimes I end a letter with "Stop buy and see us." Few note I used the word "buy" instead of "by." The mind sees it as "stop and

buy."

I learned this subtle hypnotic method when a friend of mine out of town ended an email with the words, "Take Car." He meant to say, "Take *Care*." He slipped and wrote "Take Car" as a way to speak to my mind and urge me to drive and see him.

In short, these "mind gaps" can be cause for confusion, or for communication.

The idea here is to use this principle to control how your reader pieces together your offer in your sales letter. What you tell them and how you tell it to them will create a picture in their mind, which creates their perception, which *is* their reality.

I remember an episode of *The Simpsons* where the unsophisticated bar owner, trying to seduce his date by offering to take her to dinner, said, "They have steaks there as big as toilet seats."

His description ruined the moment. Associating a steak with a toilet seat made the steak very unappealing.

When I was growing up, my father used to say he was proud of being bald. He would explain, "Grass doesn't grow on a busy street."

His description created the impression – the perception – that bald people are thinkers.

But then one day someone told my dad, "You know, grass doesn't grow on concrete, either."

This new description created a new perception.

Which is real?

Both are.

When you are composing your Hypnotic Writing, be careful to lead your reader's mind where you want it to go. Again, how you describe your offer, price, or product will determine how they perceive it. And their perception *is* their reality.

Trevor Silvester, writing in his book, *WordWeaving: The Science of Suggestion*, said: "We can never know reality."

Chew on *that* for a while.

## **At last! The Vitale Hypnotic Writing Formula**

Now that you've learned an overview of some of the philosophy and psychology behind how I write copy that sells, let's get into my specific formula in a hands-on way. *This* is The Joe Vitale Hypnotic Writing Strategy. *This* is how I write copy. *This* is what can transform your copy from whatever it is right now to Hypnotic Writing.

Are you ready?

First, here are the overall steps:

- 1. Intention: Directing Your Mind**
- 2. Research: Feeding Your Mind**
- 3. Creation: Unleashing Your Mind**
- 4. Rewrite: Sharpening Your Mind**
- 5. Test: Training Your Mind**

Now let's look at each step:

**1. Intention means state your goal or desired outcome for your writing.**

What do you want to achieve? Be specific. You don't want to write a sales letter. Anyone can do that. You want to write a sales letter that pulls in a certain number of orders. Whatever your intention, write it down. This programs your mind with a target.

When David Garfinkel, a terrific copywriter, was writing a challenging letter, he called me for some advice. I gave him one tip: "Ask yourself what it would take to get a 100% response."

Now, getting a 100% response from any copy would be a miracle, but it happens. Bruce Barton wrote a letter in 1925 that pulled a 100% response – everyone answered and everyone sent in money. (You can see the letter in my book, *The Seven Lost Secrets of Success*.)

So, what is your intention with the writing you are about to create? Go ahead and jot down your intention here:

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While you're thinking about your intention, let me reveal a new way to direct your mind to help you create powerful Hypnotic Writing. I've never discussed this secret before. Ever. You're reading an exclusive news bulletin here.

Noah St. John is a dear friend, author of *Permission to Succeed*, and creator of a method he calls "Affirmations." Now, affirmations are traditionally positive statements

used to program your mind. “I am now wealthy” is an affirmation. “I now write hypnotic copy” is also an affirmation.

But Noah says those are limiting statements that don’t engage the mind. Instead, he advises asking “why” questions. An example might be, “Why am I now wealthy.” Or, “Why do I now write hypnotic copy?” He calls them *afformations*.

Noah says the why questions awakens the mind and causes it to seek out answers to make the question’s hidden statement come true. So when you ask “Why am I now at my ideal weight?”, you direct your mind to find the reasons and the method to achieve your ideal weight.

With all of this in mind, use a why question to help you create Hypnotic Writing. You might ask, “Why did my sales letter get a 100% response?” Or maybe, “Why am I now a wealthy hypnotic writer?”

You get the idea. Set an intention for your writing in any way that feels best for you. The idea is to direct your mind to achieve the results you desire.

Why not set an intention for your next piece of writing right now? You can build on what you wrote earlier, or try an “afformation” type of question. Write it here:

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## **2. Research means you have to do your homework.**

I never write a letter for a product or a service until I've studied that product or service. You have to read all the literature, all previous marketing pieces, talk to customers, use the product, etc.

When Tony Robbins' office wanted me to promote his new audio series called, *The Edge*, I asked to see it. Even though Robbins is world famous and known for his high quality material, I needed to see the material to absorb all I could about it.

You never know where you'll get an insight. David Ogilvy found the headline for one of his famous ads by reading the technical manuals for the car he was advertising. The headline is now legendary: "At 60 miles an hour the loudest noise in this new Rolls-Royce comes from the electric clock."

Dan Kennedy once told me a copywriter's job is to pull out of the company owner what he can't or won't say. Talk to the people who sell the product. Talk to the owner. In conversation, they may say something you can use in your copy.

This is the "feeding your brain" part of copywriting. You need to soak up all the facts before you can write a word of copy. Otherwise, you're writing fiction.

My own little secret is that I look at a product or service looking for what is exciting about it. Since excitement is contagious and excitement sells, I assume that once I find the excitement in a product or service, I can then radiate my own feelings of excitement, through my words, out to my readers. Those readers then turn into buyers.

Another secret is that I try to come up with a working headline based on my research. The headline acts as a "thought handle" for me. It anchors the basic message of



### **3. Creation means production.**

I tend to create rough first drafts at lightning speed. This is the step where you create your first draft. Not your *final* draft, but your *first* draft. My secret is to turn off the editorial part of my mind so my creative side has free license.

In my software program, Hypnotic Writing Wizard, we included a function called “Unconscious Directed Writing.” It’s a way to turn off your inner editor. Choose that function in the software and the screen goes blank. You then type, without stopping, for whatever specified time you set. When you’re done, you click escape and the screen comes back and your writing was saved.

The idea is to disconnect the editor from the writer. You need both functions, but not at the same time. This is a major secret to writing hypnotically. The more you can ignore – for the time being – that voice in your head trying to rewrite your words as you write them, the greater the odds of you producing a quality first draft.

Again, the secret to this step is to write spontaneously. The basic rule is: *Do not stop writing!* Later, in the next step, you can do all the editorial revisions you want. For now, just write:

Write a first draft for your sales letter here:

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**4. Rewrite means there are no great writers, there are only great re-writers.**

While I urge you to write your first draft as fast as humanly possible, without checking to correct anything or look up anything, I also urge you to review your work, later, in this rewriting stage.

This is where you polish your gem. This is where you change passive words to active words, lame sentences to hypnotic ones. Rewriting is where you become a word sculptor and redesign your copy, moving words, sentences, even entire paragraphs.

There are secrets to doing this, of course. Here are a few of my favorites:

1. Use Stephen King's advice. Make 10 copies of your sales letter. Hand them to 10 peers (not family members). When their feedback comes in, look for the majority votes.
2. Whenever you see a comma, see if you can change it to a period. People often write sentences way too long. Rather than using commas to set off clauses in a sentence, try using a period and creating several shorter sentences. This will make your writing "move."
3. Write in active language. Passive language is boring. Active language is hypnotic. This is a major secret, even though it's been written about by everyone from E.B. White, in the famous 1918 book, *The Elements of Style*, to me. For example: "The book was read by me" is passive, while "I read the book" is active. Here's a tip: Look for the helping words *with, is, was, are, or be*, as a way of spotting passive sentences.

4. Pretend someone will pay you \$1,000 for every word you take out of your letter. Edit ruthlessly.
5. Rearrange paragraphs. Most great writers are word sculptors. They move paragraphs around like chess pieces on a game board. Pretend you are the Michelangelo of words. Rearrange your writing to make the most sense.
6. Have a dialogue with your reader. This is one my greatest secrets. I practice my psychic skills when I write copy. I am always wondering, “What will be on my reader’s mind at this point in the letter?” I then address his or her question at that point.
7. Insert hypnotic commands. This is also one of my biggest secrets. I go through my draft and add, change, or rewrite current statements into true hypnotic ones. This is where I rely on such tools as the Hypnotic Writer’s Swipe File, which I absolutely love.
8. Read your writing out loud. This can be very revealing. When you speak your words, you are forced to slow down and become more aware of them. But here’s an even bigger secret: Get someone to read your writing to you. This can make any errors, awkward sentences, or anything else glaringly obvious. If the person reading your writing stumbles, wrinkles their brow, or seems confused, take note of where they are at in your writing *and fix it*.
9. Ask yourself, “Where will someone probably skip a section in my writing?” Trust your intuition. If you sense a paragraph may be boring,









## **THE SECRET CHECKLIST**

The following is Christian Godefroy's secret checklist for sales letters (or any copy), with my commentary on each point. This is priceless stuff. I rely on this list for all my copy. The main points are from Godefroy's famous but out of print book, *How To Write Letters That Sell*. The comments below each point are mine. Here goes:

### **1. Headline**

This should come as no surprise to you or anyone else. A good headline can make or destroy sales. (I could easily have titled this section, "Give me 5 minutes and I'll show you how to write hypnotic headlines.") The point here is this: If your headline conveys a benefit of interest to your key audience, then your letter has a massive chance of being read. (Not acted upon, just read.) But use a weak headline and your letter dies. One way to write headlines is to simply brainstorm them. Sit down and write 25 headlines. By doing so, you will unearth one that could be the zinger that works.

### **2. Headline design**

Fancy type won't get you more readers. Use as simple a design as possible. Times-Roman is the tried and true font of all time. Handwriting font could work. Anything that is readable could work. Just don't get artsy. Simple and direct is best. Again, follow the pros. Use what famous copywriters use to write their sales letters: Simple headline design.

### 3. Promise/Curiosity

If the headline creates curiosity while promising a benefit, you have a winner. Put some sizzle in that headline. Every good headline should arouse curiosity while promising something the reader wants. (Again, think of your reader.) Curiosity is probably my favorite hypnotic technique. Why? Because it opens the mind to receive more. When I ask you, “What was Homer Simpson’s middle name?”, I activate the curiosity button in you. Even though you don’t really care, your curiosity is sharpened. “What was Homer Simpson’s middle name?” you ask yourself. You’ll not rest until I tell you – and during that time that you are wondering what the answer is, your mind is open for me to install whatever I want. Heh heh heh. Isn’t Hypnotic Writing fun?

### 4. Letterhead/Logo

Your letterhead or logo should fit the product or service. If you look un-professional, you won’t be taken seriously. To put more emphasis on your headline, you can move your letterhead to the bottom of the last page of your sales letter. But you should have a letterhead, as it helps convey trust in you and your offer.

Online, your letterhead is your banner. Again, you can put your banner at the top of your site, letting your headline get all the attention at the top of your site.

### 5. Opening paragraph

Make it captivating. I like to begin with questions. Or a story. Anything to snare readers. Keep in mind that people are busy. They don’t at all care about you. Your letter

has to trip them. It has to interrupt them. A great headline and a great opening line can grab their attention. I spend a LOT of time on the openings of my letters. How long? Maybe DAYS.

## 6. Offer

What are you selling? What's the deal? Once you have the attention of your reader, you have to keep it. Your reader will want to know right away---almost instantly---what your offer is. Tell him.

Kevin Hogan, friend and persuasion expert, says people go through an eight minute cycle when considering buying something. They are oscillating between saying no, forget this, and yes, I want this. You need to spell out your offer early on in your copy, so people can insert the facts in this mental process.

## 7. Advantages

Why buy? If your reader is still with you, they will want to know the advantages of having your product or service. This is a good place to paint a story, as Collier suggested. Get your reader FEELING what it would be like to have or do what you suggest. Give them emotional and logical reasons to buy whatever it is you are selling. Pile on the advantages.

## 8. Positive language

Be enthusiastic. Up-beat. Show your excitement. This is the secret trick of John Caples, myself, and other copywriters. We pump ourselves up. We get excited. And then

we show that excitement in our letters through enthusiasm for what we are selling. Again, this only works if you sincerely believe in what you are offering. If you don't believe in your offer, your reader will smell a rat. Get readers saying YES through questions that make them agree with you. Bring good news.

### 9. Emphasis on important passages

Attract attention to important phrases or paragraphs by using sub-headlines throughout your letter. This breaks up your letter to make it easier to read. You might also underline key passages. Or use caps sparingly. Sometimes handwriting in the margin of your letters can emphasize important sections. Dan Kennedy is known for his “busy” letters. He does that intentionally. It draws attention to certain parts of the letter, and makes it look unusual.

### 10. Egometer

Focus on your READER. Need I say more? The more you can use the magic word "You", the more your reader will like it. A good test is to count the number of times you use the word "you" in your sales letter. The more "you's", the better. (Notice how many times I used the word "you" in just this paragraph? It helps involve you in my writing and makes you feel like I am writing to you and only YOU.) Appeal to your reader's ego!

### 11. Readability

Short sentences and simple words will help make your letter hypnotic. You're writing

for people who want things simple. Don't confuse them or try to impress them. Be conversational. There's a readability formula in Hypnotic Writing Wizard that may be helpful. You might also use the famous Rudolf Flesch formula.

## 12. Structure

Your letter should look inviting. If you have long paragraphs of dense type, you won't look inviting. Only some of your readers will read your letter word-for-word. Others will skim it. Structure your letter to please both.

## 13. Personal aspect

Your letter should read as if you wrote it ONLY for me. One smart way to write a sales letter IS to write it to just one person. Write it to a friend. Later, take out your friend's name. You'll have a personal letter that should at least feel like it was written for whoever picked it up. Don't be afraid to show your own personality, either. Tell me why YOU love your product or service in a way that interests me and makes me want it, too.

## 14. Interest boosters

These are everything from engaging sub-headlines to incomplete sentences to questions to story beginnings. In other words, throughout your letter there should be interest boosters plugged in to keep people reading. Do you know what I mean? While you are reading this very paragraph, I snuck in an interest booster with the question, "Do you know what I mean?" What you are doing is finding ways to keep people focused and

interested in every word of your sales letter. Make sense?

### 15. Page breaks

I like to break paragraphs to force people to keep reading. I might get near the end of a page and write something like, "And now for the biggest..." and leave it at that. The reader then HAS to turn the page over to finish the sentence. People don't like unfinished anything. They'll turn the page over.

### 16. Proof

Back up your claims with testimonials and a strong guarantee. Writing sales letters is making pleas to strangers. You need to convince them that you are legit. Do that with quotes from previous customers. And add to it with a powerful guarantee. Make your guarantee even MORE powerful by putting all the risk on you. Instead of "Guaranteed for 30 days" say "Guaranteed for life!" If you believe in your product or service, why wouldn't you give a strong guarantee? Show confidence in your offer. I'm a big fan of testimonials. So add all you can.

### 17. Conclusion

I like to put a spell on readers. I sometimes end my letters with a question, such as: "Will this program work for you? You'll never know unless you reply right now, before it's too late." The idea here is to leave people ready to ACT. And TELL THEM WHAT TO DO. Say "CALL ME" if you want them to call you.

### 18. Gift

Your reader is selfish. He or she won't act easily. You have to offer an ethical bribe to encourage action. Just yesterday I received a sales letter about a new vitamin supplement. Along with the offer, they said they would send me a free work-out radio if I replied within ten days. That "free" radio cast a hypnotic spell on me. It's called the "psychology of the second interest." It means people will often do what you want in order to get the free thing you are offering. It works. Use it.

### 19. PS

I've renamed "PS" to mean "Powerful statement." It's your opportunity to restate your key point or main offer. Many readers will jump to the PS just to see your summation. Use the PS to your advantage.

### 20. Number of lines per paragraph

Your paragraphs should be very short, less than 6 lines each. Again, people are busy and want things quick and simple. Even if you are writing to CEO's, your letter should be breezy.

### 21. Dynamism

The overall look and feel of your sales letter or website needs to be of excitement. Your letter should move, flow, run, sprint. There should be a sense of urgency. A sense of "WOW!" If you have a product YOU believe in, that dynamism should be there naturally.

There you have it. Those 21 key points can literally transform your sales letters from so-so to hypnotic. Read over the check-list. Memorize them. Use them.

It's one of your most powerful tools in writing hypnotic sales letters.

But it's not my only secret checklist.

## **A New Hypnotic Copy Checklist**

The following list is from my book, *The AMA Complete Guide to Small Business Advertising*, written for the American Marketing Association. After you have written your first draft, and polished it, use the following to check your writing's potency.

Note: You'll see a new question, the last one, about graphics. I think graphics are not used wisely enough in copy, off line or not. Graphics can help get attention, demonstrate your product, and reinforce your selling message.

1. Does your opening pull readers into the ad with fast, compelling, strong reader interest? Does the opening begin with a BANG?
2. Does the copy move along at a swift, easy-to-read clip, generating desire all the way? Is it boring?
3. Is the copy written in the conversational style of the person who is going to read it? Have you spoken on the same wave length as your readers?
4. Is the copy visually attractive and inviting, using short sentences, short words, short paragraphs, bullets, subheads, and other visual aids.
5. Does the copy overcome objections and answer all questions? Is the ad a complete selling argument?
6. Does the copy include proof and create believability with testimonials, specific details, and a guarantee? Can your prospects read this and remain skeptical?

7. Does the copy end with a powerful call to action—a request to fill out a form, call, or visit your business? Do you tell readers what to do?
8. Is the copy written from the viewpoint of what the readers will get? Do readers know how their lives will be improved?
9. Is it clear what you are selling? Is there one central offer?
10. Does the copy reveal what is new, unique, or different about your small business? Can your competitors also use this copy?
11. Is there a deadline or some other logical reason for a reader to act *now*? Can your prospects read this and put the ad aside to respond later?
12. Are there plenty of reasons to buy? Since people want to buy, have you convinced them *why* they should?
13. Does your copy follow and complete what your headline begins?
14. Have you reminded your readers of what happens if they do not buy?
15. Have you tightened the copy so you say what you have to say in the fewest words possible? Have you let others edit the copy for you?
16. Is this the best you can do? (Are you being honest?)
17. Have you included a graphic that gets attention? Is it appropriate? Does it demonstrate the product or service? Does it reinforce your message?

## **The 5 Secret Laws of Hypnotic Persuasion**

I've never revealed these secret laws before. They will help you create truly riveting Hypnotic Writing.

Here they are:

### **1. Engagement.**

The more you can engage your reader, the more inclined they'll be to buy your item when you ask for the order. Ask questions. Ask them to complete a task. Make your site interactive. Do you know what I mean? 😊

### **2. Choice.**

Give people a choice that are win-wins for both you and him/her. One item offered to buy or not buy is not a good choice. Two items to buy – to choose between – gives the reader a sense of control. “Do you want this now or later?” implies they *will* want it.

### **3. Ego.**

Stroke their ego, but sincerely. Don't lie. Don't mislead. We all want flattery. You. Me. All of us. Pet a dog and he'll follow you home. You're smart, so you already know this. 😊

4. Reward

Reward people who do what you ask – such as buy from you. Give them bonuses, premiums, unexpected extras. This creates value, removes buyer’s remorse, and strokes the ego.

5. Curiosity.

What’s the most powerful psychological tool any Hypnotic Writer can use? I use this one every day. I might make a call to a friend and say, “Guess how much the most expensive Mercedes-Benz in history just sold for?” I won’t tell them until I’m done saying whatever I called to say. My question opens their mind – engages them, yes – but also locks them onto my every word. At the end, I’ll tell them a 1929 two-seater Mercedes-Benz just sold for over four million dollars, thereby completing the story. (A true story, too.)

See how many places you can use the above secret laws in your writing.

Make some notes here:

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## **The 7 Most Hypnotic Books Of All Time**

Jay Abraham, famous marketing strategist, interviewed me, Dan Kennedy and Jay Conrad Levinson one night. Jay asked each of us what our two favorite books were. I took a breath. Jay heard it.

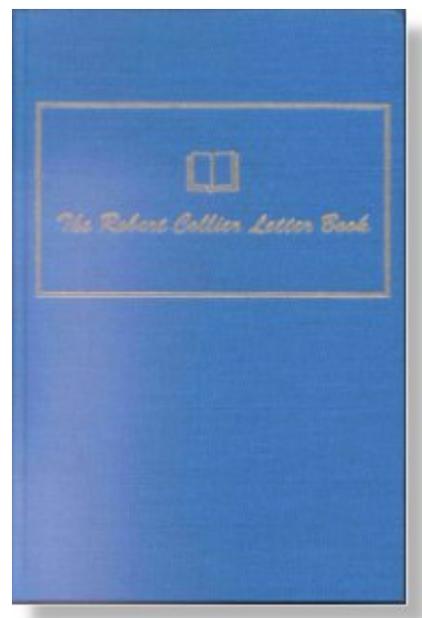
“Books are your life, aren’t they?” Jay asked me, knowing I’m a bookaholic with a giant collection of treasured works.

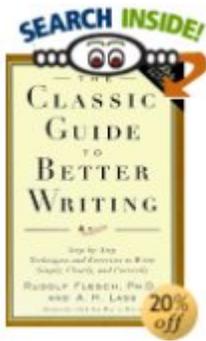
I found it hard to reply then, just as I find it hard to narrow the list down to a handful of books that I think are the most hypnotic of all time, at least for the purposes of learning how to write hypnotically. Nevertheless, I’ve done it. The list is below.

If you are serious about becoming a powerful Hypnotic Writer, then you need to study these books – at least these – as if they were handed to you by a super power, a god, or the source of life itself. These books changed my life. Whatever it takes for you to get them, *get them*.

***The Robert Collier Letter Book*** by Robert Collier. I was an average writer before reading this book. I was a Hypnotic Writer after it. More professional copywriters say this book changed their writing talents for the better more than any other book. You can get this masterpiece, in hardcover or paperback, from Collier’s family. See

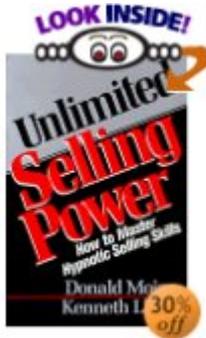
<http://www.RobertCollierPublications.com>



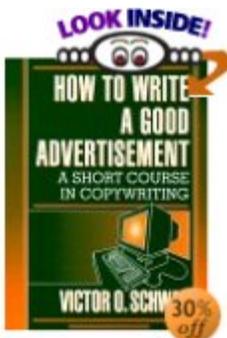


***The Art of Readable Writing*** by Rudolf Flesch. This book opened my eyes. Flesch taught a simple method of communicating. Basically, write as you speak. He also invented the famous Readability Formula, which is a way to test how hard, or easy, your writing is to read. While this original book is now out of print, a wonderful new edition is available

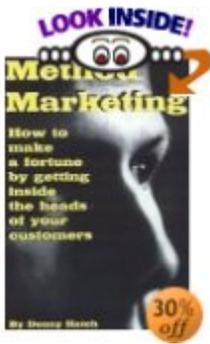
with the title, *The Classic Guide to Better Writing : Step-by-Step Techniques and Exercises to Write Simply, Clearly and Correctly*. Amazon and book stores sell it.



***Unlimited Selling Power: How to Master Hypnotic Selling Skills*** by Donald Moine and Kenneth Lloyd. This is the book that triggered my idea to write *Hypnotic Writing*, way back in 1990. This excellent work explains *conversational hypnosis*, which is very close to Hypnotic Writing in style and technique. Amazon and book stores sell it.



***How to Write a Good Advertisement: A Short Course in Copywriting*** by Victor Schwab. This 1962 gem is still valid today, no matter what you are writing. This basic course taught me the key elements of how to sell with words. It's still in print, usually available from Amazon, book stores, or from <http://www.MPowers.com>



**Million Dollar Mailings** by Denison Hatch. A beautiful hardcover book revealing the inside story on 71 successful direct mail letters. A terrific way to become a great writer is to study great writings. Get this one and lock yourself in a room with it. Also get Hatch's other book, **Method Marketing**, which reveals how to get inside the heads of your readers.

Brilliant stuff. At Amazon, or from book stores.

**Covert Hypnosis** by Kevin Hogan. Get this little known resource to understand hypnotic language patterns and much more, from body language to unconscious influence, all by a well-known and highly respected persuasion expert. Only available from

<http://www.KEVINHOGAN.COM>

**How to Write Letters that Sell: Winning Techniques for Achieving Sales through**

**Direct Mail** by Christian Godefroy and Dominique Glocheux. I love this book. It breaks down the process of how to write persuasive letters so anyone can do it. The examples are worth gold. His 21-point checklist is priceless. The only bad news is this book is now out of print. You might search eBay, Amazon, or [www.abebooks.com](http://www.abebooks.com) for a used copy.

It's worth the hunt.

**Other books to read:**

Anything by John Caples.

Anything by Dan Kennedy.

Anything by Bob Bly.

Anything by Joe Sugarman.

Anything by Joe Vitale. ☺

**More Resources:**

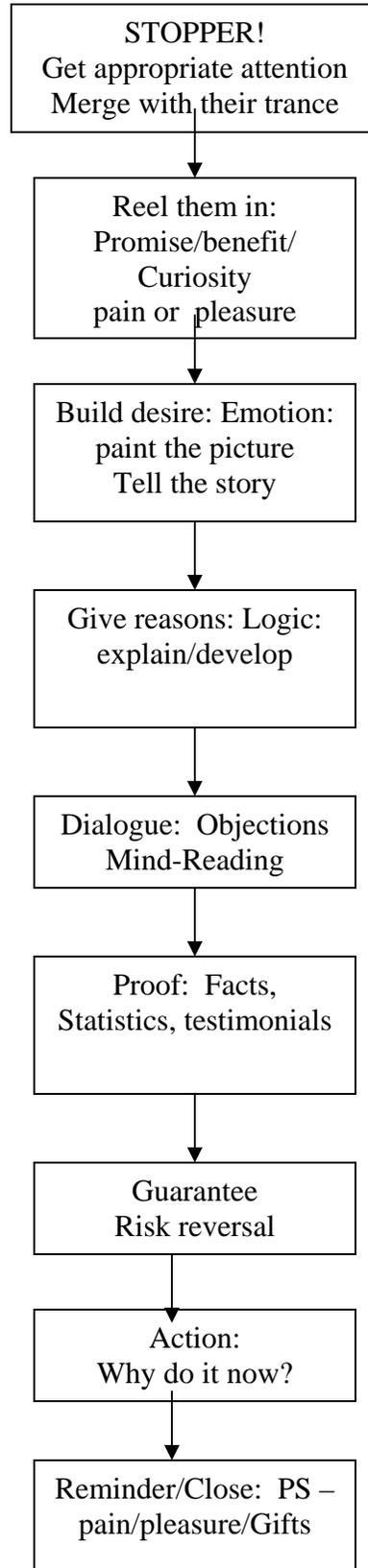
*The Power of Outrageous Marketing* by Joe Vitale. The Nightingale-Conant bestselling audio package includes books, workbook, and more. See <http://www.nightingale.com> to hear audio excerpts online and/or to order.

*Power Persuasion* is a terrific course on NLP and persuasion by hypnotist David Barron. See <http://www.changework.com/adcopy/persuasion.htm> I love his course and have bought multiple copies of it to give to students, clients, and friends.

*How to Think like Joe Vitale* is an online audio program where NLP expert Tellman Knudsen figured out what makes me tick as a copywriter. Fascinating stuff, if I say so myself. See <http://www.nlp-expert.com/thinklikejoevitale.html>

*Hypnotic Writing Wizard* is a Windows-based software program designed to help you write sales letters, ads, news releases, speeches and even entire books using Hypnotic Writing methods. Get all the details at <http://www.HypnoticWritingWizard.com>

**The Vitale Hypnotic Formula:**



## **Your Challenge**

As I completed this manual, marketing guru and friend John Reese just broke all previous sales records and made over \$1,000,000 in 24 hours online.

His true story is inspiring and instructive. You can read an entire report detailing his incredible success at <http://www.mrfire.com/trafficspecial.zip> And if you haven't seen his product yet, see <http://www.trafficsecrets.com/jvitale>

My point in bringing John into the picture is this: Miracles happen all the time. Records are broken. The bar gets lifted. And the adventure continues. Who knows what record will be broken next – and by whom?

Your Hypnotic Writing skills can do magical, miraculous, and maybe even impossible things. I once wrote a sales letter that pulled at 91% response. Bruce Barton once wrote a fund raising letter that nailed a 100% response. (Both letters are in my book, *The Seven Lost Secrets of Success.*)

The potential for you to do better than me, Barton, or even John Reese is there.

I've given you the tools. You have the hammer, the nails, and the ruler.

Now the question is this:

What are you going to build?

The choice is yours.

Do good things.



### **About Dr. Joe Vitale**

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

His latest books include *The Greatest Money-Making Secret in History*, *Adventures Within*, *The E-Code*, and *How to Attain Your Desires*. Look for his new book in March of 2005: *The Attractor Factor*.

He also created a software program to help you write sales letters, ads, news releases, speeches and even entire books using his Hypnotic Writing methods. You can learn more about it at <http://www.HypnoticWritingWizard.com>

You can sign-up to receive Dr. Vitale's free monthly e-newsletter, "News You Can Use!" at his main website at <http://www.mrfire.com>