

The Hypnotic Selling Secrets Revealed Webcast Transcripts

**Featuring Kevin Wilke, Matt Gill
& Special Guest Dr. Joe Vitale!**



Kevin: Welcome, everybody, to tonight's webcast training with Dr. Joe Vitale where we are going to go into the Hypnotic Selling Secrets revealed. This is going to be a pretty amazing webcast. We did a lot of work with Dr. Vitale to put together some amazing content to share with all of you and give everyone on this call a chance to pick his brains for the next ninety minutes just like ten other people paid \$5,000 each to pick his brains a little over a month ago.

Matt, do you want to give a brief introduction on Dr. Joe Vitale?

Matt: I'd love to. Also, I wanted to mention to everyone that is listening tonight that as promised, we will be giving you a \$197 gift at the end of the webcast. So, stay tuned. Not only are you going to get a lot of valuable training on Joe's Hypnotic Marketing Secrets, but you are going to get a free gift as well. So, it's a double win/win situation.

Dr. Vitale, who is joining us tonight, I really think needs no introduction, but I'm going to do a little bit of one anyway. I am willing to guess that most of the people tuning in are familiar with Joe. It's pretty hard not to have been touched by some of Joe's teachings. Wherever you look online, there are some real key students of his that are doing some great things.

It's really obvious when you come across someone applying his techniques because they stand out. It really grabs you and pulls you into whatever that person is doing online. Before you know it, you are just so involved and just wrapped up in what they are telling you. And that's really what Hypnotic Marketing is all about.

Dr. Vitale is the author of way too many books for us to try to mention here. You can see a number of his eBooks online at www.HypnoticSellingSecrets.com. It lists most of his most popular ones. He is well known for "Hypnotic Writing." He's got a number one bestseller, "Spiritual Marketing." There are several other bestselling books such as "The Greatest Money Making Secret in History." As I said, there are really way too many to list here.

Besides all of his books, Joe also recorded a number one bestselling Nightingale Conant audio program, "The Power of Outrageous Marketing," which is incredible as well.

Joe has literally helped thousands upon thousands of people write, publish and promote their books. And he is considered a real internet pioneer online with the things he is teaching. His marketing

methods have made people millionaires. His clients have been seen on “Oprah,” interviewed in national news media, written about in global publications. Joe is the president of Hypnotic Marketing, Inc. and is recognized as the world’s first hypnotic writer.

Without any further ado, I would like to welcome Joe “Mr. Fire” Vitale.

Joe: Thank you. What a nice introduction! I appreciate that. I am smiling. That was very warm and friendly. I can’t believe you’ve rounded up ten thousand or more people for this call. My word! That’s an accomplishment in itself.

Matt: We are so excited to have you tonight, Joe.

Joe: Didn’t people have anything else to do tonight?

Matt: Nope. I’ll tell you, people are literally beating down our doors here. The web page is loading so slowly. Like you said, over ten thousand, I think it is probably close to twelve thousand.

Kevin: Everybody wants to know these hypnotic secrets that you are going to share tonight.

Joe: I don’t know that I ever said I would share them. But since so many people came to the party, I won’t be a spoilsport. So, yeah, let’s do it.

Kevin: I think everybody has been hearing how, by making these hypnotic changes into their marketing, the amazing results it produces for people in such a short amount of time. Something I found pretty exciting is the wide range of industries this is used for. I think you have listed some that range from pig farmers to real estate agents to website owners to even nuns.

Joe: Yes. Probably anything that you can think of that somebody does or somebody sells at some time or another over the last thirty years of my teaching, speaking, coaching and consulting with people, they’ve all learned this and applied this.

I know you’re curious about the nun and that is true. That is true. There is a nun on my mailing list, a wonderful person, Sister Mary Elizabeth. Narissa and I went to Rome, Italy a few months ago. She heard that I was coming and arranged for us to have lunch with her.

We went to the Vatican. We went to the place where the nuns are living. And they had this wonderful, multi-course meal for us. They brought out homemade wine. I hadn't had a drink in three years, but I drank that day. It was so wonderful. And I asked them, "You are so wonderful to me. What can I do to thank you for this incredible lunch, this incredible day?"

Sister Mary Elizabeth said, "No, we are thanking you." I said, "For what? What did I do?" They said they had been using my Hypnotic Selling and particularly the hypnotic writing method to write the fundraising letters that raised the money they needed to help homeless and starving children around the world. And their calling was to go into some of the most despicable, horrible poverty areas and help the people, the kids in particular.

She was using hypnotic writing in the fundraising letters. I couldn't believe it. But she sat right there and told me. This was a nun. I'm not going to call her a liar.

That's just an example. I had a massage today and was telling the therapist there about all of these principles. And the idea is it doesn't matter what you are selling. It doesn't matter if you've got a product online. It doesn't matter if you are offline. It doesn't matter if you are a therapist, an accountant or you are a nun in Rome.

You can find ways to apply these methods, these secrets, these principles which I have already tested and used over and over again. The littlest things can get you the most dramatic results. And the nun is just one example.

Matt: I'm glad that you brought the nun up. Wait. Did you just suck us in with a hypnotic story right off the bat?

Joe: Well, yes. Hypnotic storytelling is one of the things, if we have any time because there is so much to cover this evening, I'll talk a little bit about. I've written a book about that that is part of the Hypnotic Selling Secrets package.

But yes, storytelling is truly a wonderful way to bypass the conscious mind and go right into somebody's unconscious. Everybody has got these mental filters up. They've got their radar up and you can get through that with a really good story.

By telling you a story about a nun, wow, you couldn't resist that. It was like it was charming. It was different. It was authentic. It was true. And unconsciously, you are thinking, "Well, if a nun could do

this, how come I can't do this?" or "Why wouldn't I be able to do this?" So, that's a good observation.

Matt: What I was going to say was, I'm glad that you brought up the nun story because I want to ask you a very direct question and I want a very direct answer.

Joe: Alright. Let me sit down and get my seatbelt on.

Matt: A few people have asked this question. I wanted to bring it up right off the bat and just address it. The question is the use of this hypnotic selling. Is it ethical or is it unethical? Since you mentioned the nun, I thought, well...

Joe: You probably answered it yourself with the nun's example. She is certainly not doing anything unethical.

Probably with anything in the world, you can use it for good and you can use it for bad. I, of course, am only giving people enough ammunition to make a difference in their bottom line results. I am not teaching people how to start a cult, for example.

In the Hypnotic Selling Secrets package, there is an audio presentation from my \$5,000 weekend a month or so ago, by a guy who was raised in a cult. He talks about what to look for in a cult, not to start one, but so that you can learn the principles of persuasion to help you in your life and in your business.

So, the way I look at this is that I am talking to the average Sue and the average Joe. The people listening to this call... There are ten thousand or twelve thousand people that are tuning into this right now.

These are people like you and me. They've got a product. They've got a family. They've got bills. They are trying to make a living. They've heard you can do it offline. They've heard that you can do it with the right methodology online or offline and all they want to do is sell their product that they believe in. That's who I am talking to.

If I were in the business of helping people start a cult or to do things that were illegal or immoral, then you can really call me on the carpet or even arrest me. But, what we are talking about here are using subtle but proven, effective, little mental techniques to help you get an edge in your bottom line. That's all this is really about.

You have a product you believe in. You know that there is an audience out there that really needs it, that really would love it, if you could only reach them, if you can only communicate with them, if you can only persuade them that it's in their best interest to have it. That is what hypnotic selling is all about. It is helping you communicate better to the people who are most interested in your product anyway.

We are not trying to rule the earth. We are not trying to ruin lives. We are actually trying to uplift mankind through these methods which, if I have more time tonight I will talk about what I mean about this noble cause behind all of these principles.

I really do want to uplift mankind. I really do want people to make the money that they want to make selling the product they believe in. So, this is kind of a long-winded answer, but the bottom line is, hey, a nun is using this for good. You can use this for good. It is not unethical. It is in how you use it. Use it for positive reasons.

Matt: Would this be accurate to say then if there is someone listening and they have their own product or service which they really believe in and they think their target audience could really benefit from that service, then applying your hypnotic selling techniques obviously helps them accomplish that goal even better. So, I wouldn't see any problem in doing what they are doing even better.

Joe: You know, really what we are coming down to is being a better communicator because a lot of the people on the call right now might have a website, or maybe they have a retail business. Maybe they've got a business card. Maybe they've got a Yellow Pages ad. Maybe they've got a flyer. Maybe they've got a brochure. Maybe they've got a sales letter, a website or a newspaper article that they've written.

And what I'm trying to point out is if you are not getting the results you want, it's highly likely that you are not communicating in a very persuasive way. This audience that needs your product doesn't know what you are trying to offer them. And they don't know it because you haven't communicated it with crystal clear clarity.

We may have time to go through a couple of examples to really nail this home so people really understand what I'm talking about because when you look at your website right now or at your Yellow Pages ad or whatever it happens to be, you probably think it's pretty good. You probably think, "I did my best. I read a book and I used a software program and I wrote it. It looks pretty good."

But the bottom line is are you getting the results you want? Are the people looking at it and not calling you? Are they looking at it and not buying? Are they looking at it and not clicking the “Order now” button? If that is the case, these principles are for you because we are helping you become a better communicator.

Matt: Joe, why don't you just jump right in and share what is Hypnotic Writing and this Hypnotic Selling?

Joe: Well, it's important to realize that I am a Certified Hypnotherapist and hypnosis the real deal. It's been used and sanctioned by the American Medical Association since the 50's. I've spoken two years in a row now for the National Guild of Hypnotists up in New Hampshire when they have their annual meeting and thousands of hypnotists come from all over the world. And they all ask me the same thing since I am considered father or mother or creator of Hypnotic Writing.

I say, “What is it?” Basically, hypnotic writing and hypnotic selling and hypnotic storytelling is a form of what I call “waking hypnosis.” A waking trance is basically you are in a concentrated state of attention. A waking trance is a concentration of attention.

And I give examples of this in the manual that I wrote that comes with the “Hypnotic Selling Secrets” home study course. A good example is you watch a movie that is so captivating that if the phone rings you either don't hear it or you ignore it, or if the dog is barking or your loved one calls you, you just don't hear it.

Or if you are reading a book that is really holding your attention, you are turning the pages and can't wait to find out what the ending is. Maybe it's a great murder mystery of some sort or you are even in what is called “highway hypnosis” when you are driving for a long time down a road in the evening, you keep looking at that white line in the middle highway, you keep driving and before you know it, you've missed your exit or before you know it an hour has passed. You think, “Who was driving?”

Well, you were driving. You were watching the movie. You were reading the book and your eyes were open. This is really an important distinction because most people think hypnosis is when your eyes are closed. Certainly, it does happen that way and it can be easier to happen that way because the eyes will shut out some of the distractions that you may have around you so you close them.

But hypnotic writing is a form of “waking trance.” That is really it in a nutshell. It’s a concentration of attention.

Kevin: And you are saying you can make this happen with just the words you write?

Joe: Absolutely. Anything you do which makes your readers react because of mental images that you plant in their minds is “waking hypnosis.”

Now, it’s important when I said “mental images,” that you use words to conjure up those mental images. So far, we haven’t been talking very long but probably as you have been listening, you’ve conjured up some mental images.

When I talked about going to Rome, you might have had a picture in your mind of the Coliseum or maybe the Vatican. When I said I met a nun over there and she served us all this food, homemade wine and things like that, images formed in your mind and on some level, you are in a type of waking trance.

This isn’t as purist as I would like it to be in this definition, but to answer your question, you can create hypnotic writing that puts people into a waking trance by the use of your words. And this has been my big discovery, my big claim to fame and what I’ve been talking about, teaching people and it’s the big aspect of the home study course. You can do this.

Let me tell you my definition of hypnotic writing. Hypnotic writing is intentionally using words to guide people into a focused mental state where they are inclined to buy your product or service.

I want to read that again because it is so important and I worked hard on coming up with this definition.

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

Notice I say, “inclined to buy” and not “ordered to buy.” This goes back to the whole ethics question that we are not manipulating people. What we are trying to do is communicate with people and persuade them in their own best interest that this product or service would be for them. It’s only going to work if your product or service is genuinely for them.

Again, I can keep talking and so forth. I will let you ask some questions. But, yes, we can all do this.

Matt: How do you make that happen?

Joe: That's the million-dollar question. Isn't it? Storytelling is one way of doing it. I guess we should back up for a second. Let me tell you where I learned hypnotic writing because I think this will be insightful.

I learned it from two distinct sources. The first is from the field of literature. When I was in college thirty-some years ago, a big fan of Jack London, Mark Twain, Shirley Jackson and Ernest Hemmingway, I would marvel at their ability to write things that grabbed my attention and held it.

Jack London, of course, was the author of "The Call of the Wild" and "The Sea Wolf." He wrote a great book that influenced me called "Martin Eden." He was a socialist and wrote a lot of socialistic writing. But he was always creating this kind of writing that you couldn't stop reading because he kept pulling you in or building curiosity.

Shirley Jackson, Mark Twain and Ernest Hemmingway did the same thing. I used to wonder, "How did they do that?" They are using the same alphabet that is available to us. They are using the same words available to you and me. They are using the same dictionary that any of the twelve thousand people on this call can go and buy right after this call.

How did Jack London, Mark Twain, Shirley Jackson, Ernest Hemmingway, William Saroyan and all the other greats weave those words to make me laugh or to make me cry or to make me be fearful? They pushed my emotional buttons. So, I was fascinated by that.

And then, the other half of the equation is when I got into direct mail and copywriting and the advertising type business. I was reading Robert Collier, Bruce Barton, John Caples, David Ogilvie and a whole list of other ones and I used to wonder, "How are these guys able to use the same words but get people to part with their money?"

Bruce Barton and Robert Collier, for example, wrote sales letters during the Great Depression. You are talking about 1929 and the

early 1930 years where people were starving and the unemployment was sky rocketing. There were soup lines out there that people would stand in, in order to get a warm meal. It was a horrendous time. Yet Robert Collier, Bruce Barton and other copywriters would write letters that would make millions of dollars. How did they do that?

That is where I started to really study both if this. I would wonder, "How are the literary people pushing my emotional buttons? How are the copywriting people able to push my buying buttons?" And they were all making it work.

Out of that synthesis, out of me studying both of these, has come this concept of Hypnotic Writing which led to me doing Hypnotic Selling. All of it stems from going back to the use of words, which goes back to what I keep saying, that if you learn a few little things, you can make a difference in your bottom line sales because you are learning to communicate better.

Matt: Before we dig into the meat of your hypnotic strategies, why don't you go into your three-legged formula?

Joe: I think it's important that we talk about this three-legged formula for success in any kind of marketing. This is something, when I did my closed door, private \$5,000 weekend a month or so ago, I made a big deal out of this because the people came there to learn about Hypnotic Writing. But I wanted them to know that you have to have this full formula, this whole concept, this whole strategy in mind in order for this formula to actually work for you.

So, the first step in my three-legged formula is to realize that you need a list or you need traffic. In other words, you need customers.

The second part of this is you need an offer; you need a deal. What's the deal that you are making to people? What's the offer that you are making to the list or the traffic?

And the third part of the formula is the copy, the words or the hypnotic writing.

You need all three of these to work. Now, this is really important. I want all the people who are listening to really grasp this because if you are looking at your business, whether it's online or offline and you are wondering, "Well, how can I make some money or why aren't I making money," there are three areas to look at.

One is do you have a list? Have you built your own in-house list or have you rented a list or do you have traffic coming to your website? That needs to be there. Those are your customers. Without customers, nothing is happening.

Number two is you need to have an offer, a deal, some sort of bargain that they can't get anywhere else. And this goes to the idea of what are you selling these people. What is your main claim? What is your main offer? What is your main product?

And then the third thing is your communication. It's your copy. It's your hypnotic writing.

Now, out of these three, the copy, the hypnotic writing, is the least important. I'm not saying it is not important. I'm saying it is the least important. So, if there are people that are coming here thinking, "Well, all I need to do is learn Hypnotic Writing and then the sales are just going to come in," then I would say that is delusional thinking that we are not in touch with reality.

It's not bad. I am just saying that is a common thought. And what you want to realize is if you really want to make money online or offline, you need all three: the list, the offer and your hypnotic writing.

Matt: Those really all work together. It's critical to have all three components.

Joe: If you have any one of them missing, you are not going to have the sales that you want. You might have a list and you might have an offer. But, if you don't communicate that to them, which is the copy, then there is not going to be an exchange of money.

Or you might have an offer and you might have a great piece of copy to describe the offer, but if you don't have a list to look at it, you are not going to make any money.

All of this can be looked at in taking it apart as segments. But, the only way that this works so that your cash register rings and you can actually brag about making money online or you are finally making money in your business, is to have all three of these working together. That's the big secret.

Matt: That really makes a lot of sense, Joe.

Joe: Well, that's good. I didn't want you to argue with me.

Kevin: When I was studying your manual, when you first made it available to us, one thing that really caught my attention is this next part, the “Great Intimacy Secret.”

Joe: I’m glad you brought that up. I’m a little hesitant to reveal it on the call because I know people are getting this training tonight for free and I feel this is really worth a lot of money. But I can give you a taste of what I’m talking about. It’s explored more in depth in my manual and, of course, in the home study course.

The whole idea is this secret is one of the greatest keys to hypnotic writing because people buy from people they like. Now, that is a clue. People buy from people they like. So, when you write in your own voice and allow your personality to come through, people will feel a sense of intimacy with you. Rapport is built and then, sales can happen.

So, what I am talking about here with the “Great Intimacy Secret,” going back to those great writers I mentioned, whether it was Mark Twain or William Saroyan or Robert Collier, for example, Bruce Barton or any of these guys or any of the ones that you know, they usually had a feel in their writing that made it feel like they were only writing to you. This is that “Great Intimacy Secret.”

It’s a little bit of a challenge to do only because the way most of us have been taught to communicate has made us a little wooden in our expression. Most people, when they sit down to write anything, start thinking about their spelling, their punctuation, their grammar. They’ve got an editor yelling in their head or whispering in their ear that is critiquing their work and it is making it difficult for their personalities to come through.

But yet, the great writers who are able to communicate in the most memorable ways, and I think this is one of the traits people notice in my own writing, tens of thousands of people may get an email from me but they almost always read it feeling as if Joe wrote it to that person reading it. That is the “Great Intimacy Secret.”

Now, I won’t be able to explain exactly how to do that because that takes too long and I talk about it in the manual and the home study course, but that gives you a taste of it. And, in fact, here is a little exercise. I would advise the people listening to start paying attention to this.

There are some great writers out there and when you read their work, notice if you sense their personalities. Notice if you feel like, "Wow, it feels like they just wrote this as a letter and only to me." Because when that feeling is taking place, they are working the intimacy secret and the better you work the intimacy secret, the higher your results will be because this goes back to the secret I just mentioned. People want to buy from people they like.

When you let your personality come through, they start to know you a little better. They start to feel like, "Oh, I can trust this person. I know what this person is like. I know what their life is like, their personality is like." And so, rapport is being created that way.

In any good selling situation, you want to buy from somebody you like. You know that in your own experience. So, you want this to shine in your writing and in your selling. That's the intimacy secret.

Kevin: People had an opportunity to put this manual to use for them. This is one of these sections in the manual that had the greatest impact on them. It has produced a lot of breakthroughs for people.

Matt: A couple of people that we heard from said that when they started, they lose that inhibition and they start to inject their own personality and flair into their business, instead of being so concerned with being proper and highly professional, just being themselves, that was when they started noticing the difference.

Joe: This is really a million dollar secret and if people really want to walk away from tonight's free training with a couple of million dollar tips, this is one of them.

Stop trying to sound like somebody else or to write like an English teacher that was programming you a long time ago. And instead, write in your own voice.

Another tip for you to realize what your own voice is, is to look at how you write an email to one other person. So, in other words, if you sat down later and were going to recap tonight's call, it's an hour and a half later, the call is over. You go into Hypnotic Selling Secrets and you buy the product. Then, you write to a friend of yours and you say, "I've just heard the most amazing call." How do you talk to them?

Notice how you to write to that person because most likely you are very loose, you are very unstructured. But your personality shines and that is what you want to do in all of your writing, whether you

are writing one person who is a friend of yours or you are writing to five hundred people you have on your mailing list or five hundred thousand people you might have on your mailing list. Let your personality shine. This is the “Great Intimacy Secret.”

Let your personality shine. This is the great intimacy secret.

Kevin: Yes, the one recommendation I have for everybody is when you’re going through the manual later on tonight, study this section. It’s early on in the manual, so you’ll probably get to reading it later on tonight when you download it. This has amazing impact on you.

Joe: Oh, if they get the Hypnotic Selling Secrets do they get immediate access to the manual, is that what you’re saying?

Matt: Kevin used the assumptive close there.

Joe: Well that’s good. That was a hypnotic technique. But I didn’t know. They do get the pdf file immediately when they order, is that what you’re saying?

Kevin: Yes, so they can put it to immediate use while they’re waiting for the package to arrive.

Joe: Wow, that is so cool. I’ve got to brag for a second. I’m going to selfishly do this. The manual is something that I feel is maybe the greatest piece of writing I have done in the last 10 or 15 years. I worked on it very hard. And of course, I never knew I was going to do this webcast. I never knew I was going to create a Hypnotic Selling Secrets home study course.

When I wrote the manual it was for the 10 people who went to my closed-door seminar a month or so ago and paid \$5,000 each. I wanted them to get their money’s worth. And I wanted this manual to be something that exceeded anything I had ever done before in my life.

I didn’t want it to reproduce past books. I didn’t want it to be the same as hypnotic writing and advanced hypnotic writing, or any of my eBooks that are already out there. I wanted this to be an extension.

I turned my brain inside out in order to write this. And again, I’m bragging a little bit, so allow me this. But I asked Joe Sugarman, who’s one of my friends and one of my idols. Joe Sugarman runs

the BluBlocker Corporation. He's a direct mail genius, copywriter extraordinaire. He's written a lot of books.

You need to have all of his books. He read the manual and it took him about a week to get back to me. I thought oh, I guess he doesn't like it. And I started to – you know how your mind goes in these negative directions. As good as I am about watching my thoughts; I started thinking Joe Sugarman didn't like my manual.

But he writes back and he says, "Your new perspective is pure genius." And I looked to say am I hallucinating? It's on the HypnoticSellingSecrets.com page right now.

Matt: Let me read this. There's no need to pat yourself on the back. You can put your arm down, because there are so many testimonials here from very credible people that I highly respect, about your manual, that it speaks volumes.

Here's what Joe Sugarman said, who is one of the most highly regarded copywriters and sales people that I think arguably has ever lived – definitely who's alive right now.

After reading your new Hypnotic Selling Master Manual, here's what he said, "Joe Vitale weaves a lively, insightful and powerful series of principles that will guide you into writing copy that hypnotically draws your customers to exchange their hard-earned money for your product or service." And then what you said, he goes on to say, "His new perspective is pure genius." And I tell you what, that gives me goose bumps.

Joe: Well, thank you for reading the whole thing there. I don't even know how to say it, because Joe is an idol, a friend, somebody I deeply respect and he does not give testimonials. He does not write fluff. He's not going to say he likes something if he doesn't really like it. So for him to come back with these strong words – to say they made my day or blew me away are understatements.

The whole point is, I worked very hard on the manual and I'm very glad to hear that all these preliminary reviewers have made little changes because of it and saw bottom line quick results. That's very gratifying.

Kevin: I think we give a link right here to an example of where people can see the intimacy secret at work with the massage pens. I encourage people to check that page out and read it with the

thought in mind of what are they doing that's different from everybody else?

Joe: Let me talk about that real quick, why people love that particular page. I don't have the page in front of me, but I've almost memorized it. And it's something I talk about from time to time and I do explain it in depth in the manual and on the videos that are in the Hypnotic Selling Secrets course. In the home study course I do talk about all of this.

But what I basically do is – and just imagine me doing this, for all those listening. I hold up a pen and I explain it's a massage pen. On one end it's a standard pen. It has the little ink area so you can write, and you write your checks, write your bills, write your notes, whatever you want to do. On the other end is a vibrating unit. So it's a pen, but it's a massage pen.

And then I ask people, "How would you describe it? If you were going to sell it to somebody, how would you describe it?" People listening right now, you don't have to write it down, but just in your own mind, if you could imagine a massage pen, how would you tell somebody else about it?

Then what I did in the manual – and I did this on the home study course, I then showed what a couple of websites were doing and they listed nothing but the features. They would say, "stainless steel construction, comes with a battery, massage unit on one end, blue ink on the other end, five inches long" whatever it happens to be. There was no juice to it. There was no color. There was no benefit. It was a technical description.

And then I tell people to go to the site, which everybody should be looking at right now, it's stupid.com/stat/MPEN.html I think. They click through it on the cheat sheet, right?

So they should be looking at a very lively, colorful, personality-driven description at stupid.com. And the big joke here is that stupid.com is not a stupid website. This website knows how to practice the intimacy secret. When you read about the little masseuse that you can carry around in your pocket, you have a feeling that somebody is writing to you. There's a personality here. They've got you smiling and at the same time it gets you visualizing.

Remember that hypnotic writing works a lot on mental images. It gets you visualizing using this thing. And this is a key element of

hypnotic selling. You want people to start to visualize the product. Well there's a perfect example. The Boeing engineer example of just listening to specs for the pen isn't going to sell anybody. But stupid.com has been there for years and they sell those pens all the time. There's a real clear example of the intimacy secret at work.

Kevin: Great. I think the next topic we'll just quickly go over, because we have so much to cover, are your seven most hypnotic books of all time.

Joe: Wow, we are running out of time quick, aren't we. Oh boy. Well, again, there's just so much information. That's why we've created a home study course.

The seven most hypnotic books of all time. First, the *Robert Collier Letter Book*. The *Robert Collier Letter Book* has changed more copywriters lives than any other copywriting book out there ever. It's still in print. You can get it at [Robert Collier publications.com](http://RobertCollierPublications.com).

The second book is called *The Art of Readable Writing*, by Rudolph Flesh. Rudolph Flesh was big in the '50s and '60s. His book is still in print. I think there's a different version of it in print, but if you search for his name at Amazon you'll turn it up. I'm a disciple of Rudolph Flesh and *The Art of Readable Writing*. His big argument was a lot like what I'm saying, to drop that editorial voice inside of you and start to be more you in your writing.

Third most hypnotic book, *Unlimited Selling Power*, by Donald Moine. That book really opened my eyes to the concept of hypnotic writing and hypnotic selling. [Unlimited Selling Power](#) is definitely one you want to get. It's still in print. You can get it at Amazon.

Fourth book is, *How to Write a Good Advertisement*, by Victor Schwab. This book has been in print since the 1960s. It's a very basic book about copywriting. In fact, I think the subtitle is *A Short Course in Copywriting*. Melvin Powers, who is one of the old time direct marketers, he's still alive. He's probably 90 years old, but I bought a bunch of those books from him a while back, so they're still in print. You can get them from him or from Amazon.

Fifth book, *Million Dollar Mailings*, by Denison Hatch. *Million Dollar Mailings* is a collection of proven responsive direct mail letters with commentary on all of them on why they worked. You want to study great copywriting in order to become a great copywriter. There are sales techniques and principles and insights in that book, so you want to get it.

Number six is a very little known book by a dear friend of mine, *Covert Hypnosis*, by Kevin Hogan. You would get it at www.KeinHogan.com. *Covert Hypnosis*, it's a bit of a strong title, but there's nothing unethical about it. Kevin is a very famous hypnotist and hypnosis trainer. In fact he trained me and certified me in hypnosis. He is a genius at what he does. *Covert Hypnosis* talks about influencing the mind through things like stories and language. Great book.

Seven is, *How to Write Letters that Sell*, by Christian Godefroy. That's a book that I talk about. I even excerpt part of it in my manual and talk about a little bit in the Hypnotic Selling Secrets home study course. All of this is talked about in the Hypnotic Selling Secrets home study course, so if you didn't get the books, as long as you got the course, you'd be getting the essence of this material.

And of course, buy anything by Joe Sugarman, Dan Kennedy, John Caples, Bob Bligh and of course, Joe Vitale.

Kevin: The new home study course that you just released contains quite a few of the books that you've written – your entire hypnotic branded eBook series that covers just about any topic of marketing of online business – how to write hypnotic endorsements, stories, joint venture proposals.

Joe: I think they're all listed at HypnoticSellingSecrets.com somewhere down there. This package is so humongous. We're not going to be able to list them all. Virtually everything I've ever written is in this. All of the eBooks that I've ever put together with you guys are in here.

I think one thing we need to mention, and I wasn't planning on it, but I've got to point this out, my very first ever book – my first book from 22-23 years ago, it is totally out of print, there are no copies available. If you found one on eBay or somewhere like that, you'd probably pay \$1,000 for the book alone. It was called *Zen and the Art of Writing*. That book was my baby that I wrote 25 years ago. It was in print 22-23 years ago and has been out of print for two decades. I think you guys – didn't you retype it or hire somebody to input it?

Kevin: We had it transcribed from the Xerox copies you sent.

Joe: Yes, and that's part of the package. That's a collector's item. I'm still proud of it. I looked at it recently and thought, boy, I was onto

something here. I talked about creativity techniques. I talked about NLP 20-some years ago, when people were first learning about it. I talked about accelerated learning and using music and using meditation and clustering – a lot of things I don't even remember are in that first book. That book is part of that gigantic package. When you started listing all of my different books, I wanted to make sure we did mention that one, too.

Kevin: Yes, for sure. There's several rare manuscripts you sent over that we had retranscribed. I've got to tell you, it's really hard to fit everything onto 30 disks. It was a real chore. That tells you how much is on there. It could have easily been double.

Joe: That's why it's a home study course. People can take their time with it and learn it at their own pace.

Kevin: It touches every topic of marketing you could ever need to – articles, joint venture proposals, endorsements, how to use selling stories that we talked about, hypnotic traffic tools and then the always popular swipe file. That's so cool.

Joe: Oh I love that. I wish people knew just how much I relied on my own swipe file. In all sincerity, the hypnotic writing swipe file is a gold mine to me alone. I'm at my desk and I have a printed version of it to my right. I can look at it right now. I actually bought a very nice binder for it, printed it out and put it in it.

I also have the eBook version of it online, so that I can open it up at any time. I review it. When I'm writing something, a sales letter or an email or a website, I'll go jump through that swipe file. I can just pick out words and it will prompt me to write something else or to change something else.

I'm trying to find the right words to say just how priceless the swipe file alone is. All professional marketers know the value of a swipe file. This is the one that Larry Dodson and I put together and it's the one I keep at my elbow. I absolutely love it.

Kevin: Everyone that gets your course gets a printed version of that.

Joe: Oh, it comes in print. Oh cool.

Kevin: It's a really sharp, perfectly bound manual.

Joe: I want one of those.

Kevin: All right, we'll see what we can do. But let's press on here. What in the world does hypnosis have to do with writing copy?

Joe: I know some people ask that. The whole idea is you want to use hypnosis to better understand the mind of your reader. There's some arguments about this, but everybody is in a trance of one sort or another. We've all got our eyes open, but on some mental, belief collection level, we all are in a trance.

So understanding hypnosis helps you understand the mind of your reader. I think that's the first step in writing hypnotically. You've got to understand the mind of your reader. Their mind is absorbed with its own concerns. They don't care about you. They care about themselves.

So, in order for you to make contact with them, you have to enter their mind from where it already is. Maybe on some levels it sounds obvious, but on other levels it should sound like a breakthrough piece of news. Because what do most of us do when you're trying to sell something? You walk up to somebody virtually, maybe through your words or you do it in virtual reality. You walk up and you just start talking about your product or service.

You haven't aligned yourself with where they're already at. The famous copywriter who I so admire, Robert Collier, said you have to meet the reader where their thoughts already are. You can do this with a headline that speaks to their problems or to their dreams. But you need to begin your letter, your website, your email where your prospect already is in his or her head. This will build rapport with your reader. This is where it all starts.

I keep telling people that what I'm talking about with the Hypnotic Selling Secrets package, all of this comes down to being a better communicator, thinking of your reader, thinking of your listener, thinking of the people that are going to buy your product or service. They don't care about it. They're in a state of hypnosis. You need to enter their trance and take them to your trance.

I'm not going to be able to explain that, because we don't have enough time. In the manual I talk about how to put people into a buying trance. There's nothing woo woo or unethical or mysterious about this, it really begins with what I just said. Meet the mind of the buyer, the mind of the reader where it already is. One of the best ways to do that is with a really good headline.

Kevin: Well, that leads us into our next area that we need to tackle. There's seven proven ways here that we're going to go over on writing an effective hypnotic headline. We have some examples here. Everyone that's looking at the cheat sheet, click on that link. If you're not there, you can go directly to HypnoticSellingSecrets.com/headlines to take a look at this while Joe points out some of the highlights, because we've got to keep moving along here.

Joe: Well, there's a lot of different ways to write headlines. I actually spent a lot of time researching all the different headlines that have been used over the last 150 years. I'm a bit of a research junkie and I have a giant collection of books. I've been looking around and I've got like 5,000 books in my office and many of them are very rare.

I did this, because I wanted to find out what are the proven headlines, or at least the headline formulas that worked every time. If we know what they are we can use them. In the home study course, in the Hypnotic Selling Secrets package and on the DVDs that come with it, I walk people through 30 different ways to write a headline. You can imagine, with 30 different ways you're bound to be able to write one pretty quick and a really good one.

Let me talk about seven of them.

Kevin: That's pretty comprehensive I'd say, Joe, 30 different ways.

Joe: Yes, and I worked hard on that to find out are there 31, are there 32 or there more? I only came up with 30. Then I looked at all those 30 and tried them out over the years to find out do these really work? And they do. They've stood the test of time. They were used in variations over the past.

They were used by me. They've been used by others. We won't be able to go over them all on this brief call, but some of them you'll see used today by some other people. The funny thing is, sometimes people use them appropriately and sometimes people use them in a misguided way and it backfires, it doesn't work.

So they really need to read the manual and understand the home study course to be able to use these right. But here are seven really easy ones. People should be looking at it if they clicked through on the link there on their cheat sheet.

The first is, lead with these opening words, at last, announcing and new. Now those words are powerful, because they imply news. People are always interested in whatever the latest thing is. That's why they're reading the newspaper. It's not so much to find out – to just occupy their time. They want to know what happened recently. What is really going on today?

The words at last, announcing and new are great lead ins to a bigger headline and they've been proven to work. Just imagine, you already have a headline and add the words at last or announcing or new in front of it. You probably will improve your headline. I can't guarantee that, because I don't know what your existing headline is.

The second one is one of my favorites. This is so easy. The second one is, round up your audience. So if you are only trying to speak to chiropractors – you've got a book that chiropractors should have, then your headline should be chiropractors. That's it.

Kevin: It seems kind of obvious, but I don't see a lot of people calling out their audience like that.

Joe: Well that is so simple to do. And you know why they don't do it? Its a fundamental mistake. A lot of people think everybody is their market. They think the planet is their market and that is not true. The planet is not your market. The vast majority of mankind isn't going to care anything about your products. The more you can be targeted, the more you can be focused, the better results you're going to get. You've got a project.

I'll just make up something. You've got a course for magicians on how to make money with their magic act and there are a lot of magicians out there. Well, your title could be magicians. Who's going to look at it? All the magicians.

Those aren't the only people that are going to look at it. Anybody interested in magic who thinks they're a magician or acts like they're a magician or was a professional magician will stop and look at the work, magician. That's the only audience you want.

A famous example is the headline that said "Sore Feet?" All that did was round up the people who had sore feet. And supposedly you're offering something that's going to relieve it. So I love that second tip. It's so easy.

Number three, of course, promise a benefit. Everybody should know about the power of benefits and I go into this in the home study course at great length. Because too many people are like the engineers who wrote the copy for the massage pen. They just list the features – comes with a battery, comes with blue ink, comes in a nice box. Those are features. Those aren't benefits. The benefit is what you do with the pen. Like use a massage pen to relieve stress at a moment's notice. That's more of a benefit.

Examples here are free from back ache in 10 minutes or buy one shirt get the second free. So promise a benefit.

Number four, make it newsworthy. In other words, new formula restores hair. Hey, I've been looking for that one for quite some time. Where's that ad at when you need it? That's another one that you could use.

Number five, offer something free. Free is still one of the most powerful things in the world. What did we tell people – or what did you tell people to get them on the call tonight? That tonight, at the end of the training, they would get a free \$197 or \$191 gift. People are waiting to find out what that is. Free is hypnotic.

Six, this is one of my favorite little tricks. Ask an intriguing question. What are the seven secrets to success? Do you make these mistakes in English? The headline, do you make these mistakes in English, that headline ran for 40 years – 40 years. Once they got to that headline and they knew it was working, they did not change it.

If you go and look at the website, HypnoticSellingSecrets.com, you'll see a question somewhere on that page. I don't see it right off. We'll have to come back to that.

All right, number six, ask an intriguing question.

Number seven, lead with a testimonial. Testimonials are powerful. We live in this age of skepticism and we have for the longest time and that's why we want to use testimonials everywhere we can. It's no accident that earlier I mentioned the testimonial from Joe Sugarman.

I was partly bragging, but that was also a sales technique, because I wanted you to realize I'm not the only one who thinks this is a pretty good book. We've got independent people who've got nothing to do with me, no stake in my business, no stake in Nitro

Marketing, saying this is a work of genius. So testimonials are a great way to write a headline.

And of course, there's 30 ways, but we don't have time. We're already moving pretty quick here.

Kevin: Gosh, Joe, I'm starting to understand why you call this the Master Manual. I'm pretty impressed with all the research and field testing that's gone into this. When you describe that it's pretty amazing.

Joe: Well thank you. I am very proud of it. I actually pulled out my manual earlier today and read it and I thought, jeez, this is good. So, I'm pleased anyway.

Matt: Was this the question you were looking for, would you like your brain replaced with Dr. Vitale's overnight?

Joe: I love using questions. And the other thing I was looking for, it's also on the Hypnotic Selling Secrets.com page. A lot of the bulleted points have been turned into questions. Like what does hypnosis have to do with writing copy? Here's a good one. What can you learn from an advertising alarmist? What are the two best ways to motivate people, how do you create hypnotic stories? How can reminder help or hurt sales? I can scan down and I can scan own and find others.

Now here's another million-dollar tip and I'm giving away one of my pet secret formulas here. I talk about it at length in the course and in the manual and the whole home study project. Turn all of your bulleted points in to questions – turn them into questions. Don't turn them into yes or no questions. Turn them into questions that people can't answer unless you get your product or service.

So in other words, on the Hypnotic Selling Secrets site there's a bulleted point. I'm just picking out one that's not a question. I says "How Mind reading can Help your writing. Well, if I was rewriting this letter, I would turn that into a question and say, How can Mind reading help your writing?"

In other words, I wouldn't ask, "Can mind reading help your writing? Because you can answer it yes or no and there's no involvement. Instead I want to ask a question that cannot be answered without going and buying the Hypnotic Selling Secrets.com home study course. How can mind reading help your writing? Do you see the difference?"

Kevin: Yes, that's pretty powerful. Let's press on here, Joe. What are the three secrets that you've kept under lock and key?

Joe: Boy, I wish I had an hour and a half to talk about these three alone. I'm going to tell you what the three secrets are and please keep in mind that on the DVDs that come with the Hypnotic Selling Secrets course, I go into these at length. The people who paid \$5,000 each who were sitting in the room who heard this told me it was the most breathtaking thing that they had ever heard before. Because I have to race through those, you might miss the power and impact of what I'm about to tell you.

These are the three secrets I have used my entire life. I've never revealed them anywhere before, until that \$5,000 weekend and until now. The first is, I admit that I don't do my writing. What I mean by that is, I obviously sit down and do my writing. I am sitting there and I'm the guy typing or if I'm writing in longhand, I'm the guy doing it.

But what I advise people to do is to have an intention for your writing. Because an intention will guide your brain to help you with your writing. An intention sets up a target. It acts like the radar that guides you in your communication.

After you set your intention, then you start writing as fast as you can, letting your unconscious mind direct what follows. Your unconscious mind contains the answers to virtually all of our questions, so what you're trying to do is to set an intention that directs your mind, then you feed your mind all the information you can and then you sit down and you start writing, totally unconsciously, totally freeform, knowing that you can always go back and rewrite it later.

Now a real quick example. Milton Ericsson, who's one of the great fathers of hypnosis, I mean, I'm a disciple of him. He was a great storyteller. One time he talked about needing to write a very difficult article. It was an article about a new concept in therapy and he wasn't sure how to express himself in it. So he put himself into a light state of hypnosis and just gave himself the command, "Show me how to write this article.." He was out for a few minutes. When we woke up he noticed comic books. There were comic books.

Now that wasn't unusual, because he had comic books in his office for some of his kids that were clients who came in. And so he noticed the comic books and he thought, why am I looking at comic books? What's this have to do with my article? And he realized that

his unconscious mind was telling him, write the article the same way that people write comic books. They write them simply and directly and with lots of visual imagery. He sat down and wrote his article with the simplicity of a comic book.

That's a very simple example, but my whole point is I direct my mind to do my writing. And again, I wish I had more time. Again, this is all explained more in the course.

Joe: When you are writing copy, a sales letter or an e-mail, you do not have the reader in front of you. You have to imagine that they are in front of you and you have to guess, "OK, what are they asking themselves right now? What are they objecting to? Why would they not buy?" So you guess at those. I call it my ESP marketing, because what I am trying to do is imagine what their objectives are and then I answer them. I am dialoguing in my mind.

You can see an example at www.HypnoticSellingSecrets.com. Jump to the very end of the letter where you see a p.s. and I say, "There are only five reasons not to get hypnotic selling secrets and your \$21,363 worth of bonuses package today." Then I list the five reasons. Those are the objections, and the only objections, I could imagine anybody ever coming up with. By listing them, and then knocking them out one by one, I am removing all cause for somebody not to buy this product.

To make a footnote, there is a famous psychologist from the early 1900s, Walter Dill Scott, who said that people will automatically do whatever you tell them to do unless they have a counter-belief inside themselves that would prevent them from doing it.

When I say, "Go and buy www.HypnoticSellingSecrets.com right now; it is only (whatever amount it is) and you will get 30 CDs, all of these manuals and \$21,000 worth of bonuses", which is mind blowing, you will buy it unless you have an objection. What I am trying to do in these five statements on the p.s. is dissolve these objections. That is my second secret. I dialogue in my mind.

The third is that I plug in hypnotic language later. I simply take what I have already written and I look for places to replace a phrase with a hypnotic statement. Again, what I am using there is the swipe file. That is my secret weapon. I will go to the swipe file and look for statements that I can use. Then in my rewriting, I will go back and replace what I call trite language with hypnotic language.

Those are my big three secrets and I truly wish I had more time because I am not really giving you adequate coverage. It is just that there is so much to it, and I explain it so much better on the DVDs and in the manual because I have more time. There were people asking questions so we could get more involvement.

Kevin: Joe, I just wanted to point out that the third item, plugging in hypnotic language into their marketing is what is producing amazing results for a lot of people that have already started to put this in action. The manual, which has a lot of hypnotic statements that you can use, as well as the swipe file allows you to make small changes to their sales letter or their e-mail for whatever marketing they are doing and they are seeing results immediately.

One lady changed one sentence and doubled the number of downloads she was receiving at her site.

Joe: That is amazing; but that is not unusual. What I keep finding out is that the people who are throwing up their websites or their yellow pages ad or even writing their own business card, are winging it. They do not really have an education in selling. They are winging it. They are going on a hunch, a feel, or a guess. They hope that it will work and they end up surprised when it does not.

It is the same thing with people who run advertisements and then say "Advertising does not work." Well, maybe it was the ad because advertising does work. Internet marketing does work. Yellow pages ads do work. It is a matter of using these little things that we are talking about, making these changes, and watching, almost standing back in awe, to see what the results are.

Kevin: Everyone is looking for a shortcut and there really is no shortcut to learning proven principles. If you really want one, this is one right here. You give them, in their manual and in their swipe file, phrases that are proven to work and by using those phrases and replacing the current phrases, they can get results.

Joe: Absolutely.

Kevin: Well, here is something I found very interesting in reading your manual because you went into a lot of detail about it. We will quickly cover it to point this out. How can a reminder help or hurt your sales?

Joe: I realize we are running out of time so I am going to sprint through this. Again, I wish I did not have to, but it is explained in the manual

and in the home study course. It is another thing that I have never heard anybody talk about. A lot of what we are talking about, no other marketers ever talk about; no other copyrighters ever talk about. I do not know if they do not know about it or if they just want to keep it a secret.

The concept of reminder, by which I mean specific words which trigger memories in people, is this. In my manual I start to talk about lunch, you might start to get hungry; especially if you have not eaten yet. Let me give you an example. I was talking to a friend of mine recently and I told him I sent out a news release that tied into this web cast tonight. He asked, "Well, what was it?" I said I had seen a Britney Spears TV commercial that looked a bit sexy and I wrote this headline in my news release that said, "Britney Spears Caught Using Hypnotic Selling Secrets in New TV Ad."

He loved it and we talked for a little bit and he said, "Joe. Can you start talking again?" I said, "What do you mean?" He said, "I went into a fog right after you said Britney Spears." That was the trigger that caused him to leave the moment. I tell people that you want to be very careful with your triggers.

Stories contain triggers which can be called reminders and what they do is cause people to go into previous thoughts. They can cause people to mentally drift into an imagery experience that may or may not serve you. What you want to do is be very careful about this phenomenon and you want to create associations in a positive way. You want to keep people focused on what they get from your product and do it with a story that will remind them of their wants.

Even when I just told you about Britney Spears, I took a bit of a risk, there are 12,000 people here and some of them are probably lusting Britney Spears right now. I still tied it into the home study course; you notice I still said that it was a headline that I used on a news release and I said, "Britney Spears Accused of Using Hypnotic Selling Techniques in New TV Ad."

So, I made it tie in and there was a little risk because some of you are not here now; but you will come back sooner or later. Hopefully you will mindlessly go over and buy www.HypnoticSellingSecrets.com because Britney Spears uses it. Why not you? That is it, real quick.

Again, I wish I had more time. The reminders, the triggers, the whole concept is so important and nobody else talks about it.

Matt: What are the two best ways to motivate people?

Joe: I hate answering this so quickly because I want to spend more time and I can't. There is pain, of course, and there is pleasure. Most people in marketing know that the pain motivator is usually more immediately persuasive, but I like focusing on the pleasure motivator for more idealistic reasons.

I think we live in a world that is full of a lot of pain. I do not think the world is bad, but I do think that all of us are carrying a lot of pain in us and we do not need to carry all of that around. I want to focus on pleasure. I want to focus on well-being. I want to focus on uplifting people. More often than not, when I am creating a selling argument, or a hypnotic writing piece of copy, I focus on the pleasure somebody will get.

This is a spontaneous example. If I were trying to sell the massage pen using the pain headline, it might be, "Do you have a headache? Try the massage pen". If I was trying to sell the massage pen using the pleasure headline, it might be "Bliss yourself out in thirty seconds or less with a pen in your pocket." Both of them could work. Both of them tap into the two best ways to motivate people, but I think the pleasure one, for more idealistic reasons, and this is me, not everybody is going to agree with this, and I would suggest that you test this, because the great god in all of marketing is testing.

Find out what works for you. People like Dan Kennedy say, "Hammer home the pain. The people are suffering. Hammer that home so they know they are suffering and then promise them the benefit; promise them relief." And that works. I tend to want to just go right to the relief. To answer your question, pain and pleasure are the two big motivators and it is your choice how you want to use those. Again, I talk about that more at length in the manual and the home study course.

Kevin: I just want to briefly comment on this because we have not spent much time on it and people might not realize how important this is. You actually briefly talked about this in one of your newsletters a while ago. I found it was very insightful for me what you said in your newsletter and then when I got your manual, you went into such more detail on the topic. I really appreciated that part of the manual and a lot of other people who have read the manual have said the same thing. It has really enlightened them on the whole aspect.

Joe: Thank you! You just made my day. I did not realize that. I think you are referring to the article where I talk about the greatest motivator of all time is not what you think. I talk a little bit about the movie I saw, 50 First Dates, when I had this “a-ha” experience where people will go through all kinds of hell in order to get the pleasure. Pleasure was the big motivator. Again, I talk about this at length in the manual and I talk about it in the home study package. I am glad. That is refreshing and reassuring to me that people are hearing what I was talking about.

Kevin: In the manual you actually go into this great in-depth case that has a whole concept which surprisingly it was a product in a totally different niche that nobody has probably really familiar with that I actually bought about a couple of months ago. I stumbled across that website because it was something that I was interested in and I was so captivated by that website, I had to buy it.

Joe: Are you talking about the guitar playing?

Kevin: Yes. After reading your manual, I know why. She used your hypnotic techniques.

Joe: She did. I actually know the author you are talking about and this is all explained in the manual. She told me she did. When I reviewed her website I said “Wow. You have a lot of hypnotic copy going on in here” and she said “I know. I studied all of your work.”

Kevin: That was an amazing sales letter.

Joe: I need to tell Amy. I hope she is listening.

Kevin: I actually sent her an e-mail after that.

Joe: Wonderful! Well I think you also raise another point that I want people to realize is that these are non-marketers who are using these principles. The woman you are talking about is Amy and she was selling a book on how to play the guitar in a weekend. She is not a marketer. She was not a marketer. In fact, when I first met her, she did not believe you could make a buck online. She thought it was all a hoax. She thought it was a big scheme out there that people are just lying about. Well, she is doing it and a lot of other people are.

I know people who are selling everything from magic tricks to socks to items that you probably have at a garage sale. I think the whole point here is that these principles are principles anybody could use

for any product, whether you are using it online or offline. It does not matter if you have previous experience because what I am doing here is taking you from kindergarten to a graduate level source in street-smart marketing.

That is the other thing I want to point out here, that I do not think I have said anywhere else or at any other time, is that I focus on street-smart marketing. I do not like to spend a lot of money on marketing. I do not tell people, "Oh, buy my course and then go take out a \$50,000 ad." I never tell them that. I tell them how to get business using free things. I tell them how to send out a news release, what I talked about earlier, which is a part of my course.

I give them all of these different ways to do it that does not cost an arm and a leg and in most cases, it does not cost anything. This is for newbies. It is for non-marketers. It is for people with any product or service. It does not matter if you are online or offline. You are going to be able to pick this up from any level of experience and learn.

Read the letter www.HypnoticSellingSecrets.com. Review everything that is being given. Notice that you get \$21,000 worth of product bonuses, today, if you order today. Realize that this is for you. This is for you. It is not for the other marketers. I do not care about the other marketers. This is for you.

Kevin: Something you are very known for is how to create hypnotic stories.

Joe: I love stories. It probably hearkens back to when I loved reading Jack London, Shirley Jackson and others. Of course, Robert Collier was very famous for writing story oriented sales letters. I like stories because it is a way to get in past peoples' radar.

When you sell your product or service your readers are more likely to miss that thought, but when somebody else proves the statement without actually saying it through a story, the message goes directly into peoples' unconscious mind. It goes right past their mental radar. That is what a hypnotic story is all about.

For example, at the beginning of this when I told you the story of a nun, I could have just answered the question, "Is all of this ethical?" and just said "Oh, it is ethical and I know people that are doing it". I could have just given you a straightforward answer that came from me. It is very easy to dismiss that thought. "It's Joe talking about his own stuff, so of course he is going to say it works."

However, if I tell you a story about somebody else, somebody you would probably respect whether you are a catholic or not, you would trust a nun, I would imagine, so I am telling you a story about a nun who is using these principles and doing it for good. She is helping homeless and starving children in poverty areas. That conveys to you the idea that, "Oh, hypnotic selling really does work" and "Oh, hypnotic writing is going to work for me because if this nun can do it, I can do it."

I never said those things. You concluded those things from my story. That is the power of a hypnotic story.

Matt: That is right. Another way of putting that is people naturally have this sales guard. They are so used to being pitched to, everywhere in today's society. Every single place they look, there is advertising. They are used to being sold to. They naturally have the sales guard that just pops right up whenever someone tries to sell them something. But when you read these hypnotic stories, you are all wrapped up in what the story line is and before you know it, you are convinced, yourself, that you need what they are talking about.

Joe: I wish we had more time to go into that. We have a specific example don't we, on the story? Is that site live so they can look at that?

Matt: Yes. That is Jeremy.

Joe: Yes. Jeremy. People can click on that and they should be looking at the early version of his website. I think it is www.BecomeTheJourney.com. I hope I have that website right for him.

Matt: If you click on that link in your cheat sheet that will take you to the pre-hypnotic version.

Joe: This is a wonderful teaching tale then.

Matt: There is a screenshot there of his pre-hypnotic sales letter before Joe got hold of it.

Joe: That is a great exercise for people. This is another \$1,000,000 tip. If you really want to learn about the principles of hypnotic selling, print out both versions. Print out this version, the first one, before Jeremy came to me, and look at the layout, look at the headline, look at that gigantic bold print paragraph on the second page where it begins,

“The biggest mistake many people make...” That is incredibly hard to read, but he had it up there on the website.

I know Jeremy. He is a great guy. He is a wonderful person. He has put up his own website, wrote his own copy; he did the best he could. Then he wondered “I am getting traffic, but not getting sales. What is wrong?” This is the state of the average person that is online. There are 12,000 people listening to this, or more.

This is the state of the average person. They wrote their own business card, their own yellow pages ad, their own advertisement, their own flyer, their own sales letter. They put up a website, maybe like Jeremy. They think it is good; and there are elements that are good. But they think it is good and then they wonder why it is not selling or they go into blame. Now, Jeremy did not do this because he is smarter than that.

A lot of people go into blame and say “Oh, internet marketing does not work or websites do not work. These engaging headlines do not work or advertising does not work.” They are putting the blame on the wrong focus. I met with Jeremy. I did not rewrite his site; I coached him. I simply talked to him a bit and said “Look, I would redesign it a little bit. I would change the headline. I would absolutely burn at the stake this gigantic paragraph that you have here. I would create some things differently.”

If you look at Jeremy’s new site, www.BecomeTheJourney.com you can see the before and click through and see the after. I don’t have his stats. Do either of you, Kevin or Matthew, have his recent commentary, because he sent us a really beautiful testimonial? This was a guy who made minor changes and went from almost no sales to two or three sales or more a day.

Matt: I would have to agree with you Joe that this is very representative, I think, of a lot of people that are listening right now. This before picture shows that Jeremy actually put a lot of work into putting all of these words together. He is very passionate about what he is doing and he is out there trying to make something happen. But what Kevin is about to talk about, these small little hypnotic changes that were applied to it, made all the difference in the world.

Kevin: What Jeremy said was that in the past month he has made more from his site than he has in the previous four months prior to that. By just going through the same process that people go through to get the spelling secrets course and learning all of these principles

and techniques, they could do the same thing at their site. They could use these hypnotic changes and achieve some great results.

Joe: They were very basic changes. In fact, I talked to Jeremy for an hour and I think an hour and a half later he had made the changes on his website. Then, within an hour or so after that, he was e-mailing me telling me about the conversions he was getting. The point here is that he did not do anything different with his traffic. He still had the same amount of traffic coming. Now, they are buying and are signing up for his auto-responder course, and they are leading to backend sales. Everything else was stable; he just made some changes, on a minor level, to some things on his website.

Matt: Just in case that does not sink in for someone, these changes that increased, when you extrapolate, multiply that out over a whole month and then over a whole year, that really adds up to quite a significant amount.

Joe: And that was just from his selling of one book and of course he is a coach. He is a wonderful coach who is doing his personal training online as well. It will lead to a lot of thing for him. He went from almost nothing to a couple of sales a day for a product that is also a credibility builder for him. Of course we can still tweak the website; we did not even do a massive overhaul. All we did, and this is so important, all we did was tweak the website. We tweaked it.

Matt: This is an awesome example. I hope people take some time to review this afterwards and really study the minor changes that were made that produced these impressive results. Well, let us quickly wrap up these last two items here.

Joe: Both of them are cornerstones of my whole Hypnotic Selling Secrets formula. The first one is the Five Secret Laws of Hypnotic Persuasion. I will race through them, and forgive me because we are not going to have the time to explain them.

The first is engagement. What I am talking about there is you have to engage people in order to persuade people. I like to use questions. I like to get people involved. I like to make things interactive. There are all kinds of ways to do that and I do not have time to do it here. What you want to do is engage people. You want them to be involved.

Number two is choice. Another fundamental law of hypnotic persuasion is to give people a choice; but the choice should be in your favor. Of course the classic example is to call someone up and

say “Hey, I would like to have an appointment with you. Would next Tuesday or Thursday work?” What you are doing is not giving them a chance to say no. Obviously, they can still say “No. I never want to have an appointment with you”.

By leading them to a Tuesday or a Thursday or by saying “Do you want to buy it now, or do you want to buy it later?” you are giving them a choice, but it is still a choice that is in your favor. It is the same thing with our package today. “Do you want to buy the Hypnotic Selling Secrets package today and get the \$21,363 worth of bonuses, or do you want to wait until tomorrow and buy it but not get the bonuses?” We are giving them a choice, but what kind of choice is it? You have to go buy it today to get this record breaking event package.

The third is ego. One of my all time favorite statements is, and I am going to have this tattooed on my arm at some point, “Get out of your ego and get into your reader’s ego”. Get out of your ego and get into your prospect’s ego. You want to stroke their ego. You want to speak to their ego. You want to think of their ego in every step of the hypnotic persuasion formula.

It is all about them. It is not about you. It is all about them. If you notice in this call, which I think we have been on for about an hour and a half, we have been focusing on you. I have talked a little bit about this package and the value of getting the Hypnotic Selling Secrets, but I have always talked about it in terms of why you should have it. It is not for me. It is for you.

Number four is reward. This goes back to offering bonuses or premiums. It is what is called the psychology of the second interest. People will often buy your main product or service in order to get the reward. In the case of what we are doing today and today only, I do not know if people realize it, but if they get the package today, this \$21,363 bonus package, which is good for today only, is probably the largest collection of premiums ever offered in the history of the internet. I have never heard of anything this gigantic. You spend a thousand bucks and you get \$21,363 bonus gifts. That is record breaking in itself. We are using that fourth principle, rewards.

Kevin: I also want to point out one thing. That is not just your standard bonus items. I believe over 80 people contributed their own products that they sell right now; and that is what we are giving away. They are actual products. These are not bonuses. These are other people’s products that they donated for you.

Joe: That is worth mentioning because there are 70 or 80 of them. Think about it; 70 or 80 people donated their products! Some of them are software, some are books, some are coupons and certificates; it is amazing.

The fifth is curiosity. Obviously I can play into that right now. I can say “What is included in the \$21,363 worth of bonuses? What are the bonuses?” If you go to www.HypnoticSellingSecrets.com and you click on the top where there is a moving arrow that says, “Click here,” you can see the entire list. Those listening, if you are not in front of your computer you are probably curious and curiosity eventually will lead you to that site to go look at it.

I love curiosity. I love to start and stop stories and keep people listening. We still have not told them what their \$197 gift is for being on the call tonight. One of the reasons people have stayed on the call is because they are curious. “What is that gift? What is the freebie and when are we going to get it?”

Those are the five secret laws of hypnotic persuasion. Again, just running through them feels like a disservice. The reality is that they are incredibly powerful and they are described in the manual and in the Hypnotic Selling Secrets Home Study Course.

Kevin: I know we have not done these things justice because I have read the manual and I know how much more detail you go into each one. One last item to cover is your own personal hypnotic formula.

Joe: I do not even know how to go through that. First of all, I am getting up and walking over to where I have the manual because it is in the manual and I do not have it in front of me. Then I am going to flip through the back. You know there was one speaker in my event, which we recorded, and he is on the Hypnotic Selling Secrets Course, who said this guy alone, this hypnotic selling formula, was worth \$5000 to him.

What I have done here is try to orchestrate a way to flow people’s brain through the selling process. I will go through it very quickly.

The first is you want to stop people by getting appropriate attention. This goes back to calling out your target audience. You do not want everyone’s attention. You just want the appropriate attention. You want your target.

The second block here is talking about reeling them in with a promise or a benefit, curiosity. You can focus on pain or pleasure. All are ways to reel people in.

The third is that you want to build their desire. You want to focus on emotion because people buy for emotional reasons and then, justify their purchase with logic. So build desire, paint a picture and tell a story.

The next block talks about giving reason. That is where you develop the logic. Too many people make the mistake of focusing on just emotion because they heard that emotion does all the selling. Well, that is not quite accurate.

Emotion does move people and persuade people, you have to give them logic because these people are going to have to justify their purchases to themselves, or maybe to a loved one. They are going to say, "Well, I just bought the Hypnotic Selling Secrets home study course." The loved one will say, "Why?" They are going to need to know those reasons. So, you want to give them the reasons there too.

The next block, we talked about that, is where I do the dialogue in my mind where I try to cover all their objections and dissolve those.

And the next one is to offer proof. We are in this age of skepticism. We want to give facts, statistics, testimonials. All of this needs to be woven into your presentation, whether it is a written presentation or a verbal one.

The next, of course, is a guarantee. We have to give a guarantee. And if you look at the guarantee on the www.HypnoticSellingSecrets.com, at the top it says, "I dare you use these Hypnotic Selling Secrets and not dramatically increase your traffic, your sales, your conversions and your business, guaranteed, or I will pay you \$1,000 out of my own pocket."

Matt: Now, that's a guarantee, Joe.

Joe: That's a guarantee. And it is also a risk reversal. That is what is in this block. When I say, "risk reversal," it means the risk isn't on you. The risk is on me. In fact, when you look at this sight and you really look at it logically, if you are getting all of this material, the thirty CDs, the three manuals, the other modules, all these past eBooks, \$21,000 worth of bonus material, you are guaranteed that all of this

is going to work for you or you will get your money back and \$1,000. It's incredible.

Matt: It's almost as insane as the bonus package.

Joe: It's truly off the chart. This is really a legendary moment. This is a history making moment.

Matt: Joe, do you know what I just figured out? In these sales letters for your course, you actually use the principles that you teach.

Joe: Excellent.

Matt: We don't have time tonight but I feel like we kind of need to do something for the people that weren't able to make it tonight because there were people writing in that can't tune in. They are obviously disappointed.

What I would like to do is a follow-up training where we dissect what went into creating an actual sales letter for your product. I'm not sure when we might be able to do that, but some time in the near future, hopefully.

Joe: Okay, we can always do that.

The last two blocks here are action. We want to get people to take action and we need to give them a reason to take action. For example, on our website, again using our own principles, at www.HypnoticSellingSecrets.com, it says, "If you don't buy this package today, you don't get the \$21,000 worth of bonus material."

There it is. That's the takeaway. You want to take action right now. Why do it now? There it is.

And then, of course, finally is the reminder, the close, the P.S. We want to focus on all that people are getting. And the P.S. is even in this letter. If you look way down at the bottom, you will see all the reasons why people might not buy, and then my taking away those reasons leaving them with even the question. I say, "What's left? Unless you are independently wealthy and have all the sales you want, you simply need to take action right now and grab this package and the \$21,363 worth of bonuses, but today only."

Then I go on to even remind them. There is no risk on them. The risk is on us, a 90-day money back guarantee and the whole works.

So, we are using this last module to hit home with a reminder and a close, and it is all done in the P.S.

So, again, we have done this so quickly but we've given a lot. There is a lot of million-dollar advice, million dollar tips and so forth that have been given in the last hour and forty-five minutes.

Matt: Goodness gracious, Joe. You've given so many great nuggets of information that people can really learn from. Imagine what is one twenty-five hours of Joe Vitale teaching in this master collection of thirty discs. People are going to be so lucky, the ones who get their hands on this today.

Kevin: I just wanted to briefly point out, there is something you have mentioned that I think is a great exercise for everybody to do. Print off this www.HypnoticSellingSecrets.com letter and sit down and read it tonight and then study it and how everything you've learned tonight is applied in this sales letter.

Joe: That's great piece of advice. And I want to tell people that first, go to www.HypnoticSellingSecrets.com. Second, print out the letter. And then, start studying it.

Now, let me give you something you can look at right away. You look at the headline, the one that says, "I dare you to use these hypnotic selling secrets." Note, there are quotation marks around it. Now, why? Most headlines don't have quotation marks around them. My research has shown that by adding quotation marks around a headline, you get 15% more readers.

Why is that? It goes back to the psychology of reading where people have learned over time that if they open a book and there is dialogue in the book, it is probably going to be easier to read, more inviting, more lively, more colorful, than if they opened the book and just saw wall-to-wall paragraphs.

So, we are harkening back to how we were all born, how we were all taught and how we were raised, that quotation marks mean somebody is speaking. This is alive and a hypnotic principle. It is unconsciously making you look at it. This is also an example giving you an edge.

Your headline right now on your website, your brochure, your ad in the Yellow Pages or wherever it is, probably doesn't have quotation marks around it. If you put quotation marks around your existing

headline, you will already improve it. And that is what we are doing here at Hypnotic Selling Secrets.

I would say, yes, print this out and study it. And ask yourself, “Why did Joe say that?” Or even at the beginning after we give the headline and there is a promise of a benefit, then I have these bulleted points:

- Jeremy doubled the sales from his website with three minor hypnotic changes.
- Michael increased his sales 200% with just two hours of changes.
- Carol tripled...

And so forth.

“Why did Joe use those?” There are a couple of reasons and I will tell you what they are right now. First of all, there are two or three kinds of readers and one of them is a skimmer. I talk about the three kinds of readers in the manual and in my home study course. I won’t have time here.

This captures those skimmers that are just scanning, rushing through the page and are just pulling out concepts and looking for benefits.

Also, these are real people. We’ve got Jeremy. I am not just saying, “A person doubled his sales.” Jeremy doubled his sales. This goes back to the intimacy factor. It sounds like I am telling you about real people and I am a real person talking to you.

Then, you look down and you are going to see lots of testimonials. Why? Well, I’ve already pointed out that these testimonials help convey credibility.

Then, you look underneath my picture where it says, “Dear friend, Let me ask you three intriguing questions.” Study those questions.

- How can small changes in your sales letters, emails and web pages put your visitors and readers into hypnotic trances so they whip out their credit cards and buy like piranhas on a feeding frenzy?

Notice it is an open-ended question. Notice you can’t answer it without reading this sales letter. Notice it is a hypnotic principle we have talked about on tonight’s call.

I can go on and on. This is probably worth an hour and a half of its own study. But, go through this. Look at everything. There is a box in the middle where we've got Jeremy looking like Hercules. And it says, "Same traffic, same sight but double the sales. Why?" Well, there we have another question. You can't answer it.

Then, I go on to tell a story. "Recently, a guy named Jeremy called me up and asked me to help him with his fitness website." That is the beginning of a hypnotic story.

Again, I've got to shut up at some point here, but I could go on and on. You guys don't invite me to talk very often so when I do, I kind of hog the floor and say, "No! Don't pull the hook out and take me off stage. I want to be here."

Matt: Here is another question for people. Why did people who paid \$5,000 to spend a weekend with you, a small handful of carefully selected people, leave there and say it was worth twenty times that?

Joe: One of the things that I do in my seminars as a way of getting feedback and making sure people get their money's worth is that several times during it, I will stop and say, "I want you to rate the event on a scale of one to ten, one being that you never should have come. You should have stayed home. Shoveling manure would have been more fun than this."

This is the best thing I have ever done in my entire life. People were yelling out, "It's a 20!" I would have been happy with a 9 or 10. If they had said it was a seven or eight, I would have then asked them, "Okay, what do you still need to get so that you get a 10, so that you are happy?"

They were yelling, "No, this is a 20!" These people were off the charts. We have a lot of their testimonials on the site.

Jillian Coleman Wheeler at www.GrantMeRich.com was one of the people who was in the event. She said, "I've got to say, I have been utterly clueless when it comes to writing sales copy. I've done it. Everyone in business has to, but up until now, it has always been hit and miss." She goes on to say more, which you can see on the site.

But, the point is, that is how most people are doing it, hit and miss. They are guessing. And I am saying, boy, you deserve better. Don't

you want your business to succeed? Learn these principles. They are not hard. They are not expensive. You can implement them almost immediately, like Jeremy implemented some of his in an hour or two.

Dave Laconte was one of my speakers at the event and he gave the testimonial, "I used a few Hypnotic Selling Secrets to rewrite in one day on email offer for one of my audio books that increased the sales by over 100%." Then, he goes on to talk about what he did with his website.

This is all on www.HypnoticSellingSecrets.com. Print it out. Study it. Really, you've got to get the package, and not so much because it is my package because I am donating my share of the profits from this. I am creating a non-profit organization to help the planet it self.

So, what I am saying is get this for you and get it today because today is the day, and the only day, where you can still get the \$21,363 worth of bonuses, which is record-breaking just in itself in the amount of a premium ever offered in the history of the internet. You've got to get that.

Kevin: Joe, I think everybody listening tonight knows how extremely valuable this package is. They know that it is going to help them. And, for everybody that is going to buy it right now, why don't you give them a plan of action to put it into immediate use starting tonight, starting tomorrow because they are going to be getting that manual immediately?

Joe: Guess what? I wrote such a plan of action. There is a quick startup guide that comes with the package and basically, it tells them what to do first, what to do second and I even wrote four ways to use the principles in the course to make your money back that you invested in the course almost instantly.

I wrote that. So, that is part of this package. You get a startup guide so you don't end up FedEx, UPS or whoever delivers this giant box with 30 CDs, DVDs and 3 different packages of manuals, modules and all these other things. There are so many things we haven't talked about.

Matt: There is so much in there that...

Joe: I've got to mention, I told you that Kevin Hogan's book, "Covert Hypnosis," is one of my favorite books. It is one of the top seven hypnotic books of all time. Well, Kevin and I did a spontaneous, off-

the-cuff, improvisational interview with each other on DVD at the hypnosis convention in August, just a couple of months ago.

We taped it. It is on DVD and it is part of this package. We sat down right on the convention floor, took turns and asked each other ten tough questions. Neither one of us is going to sell it because the quality was a little less than what we wanted, but we thought it would be okay as a premium.

This is in the package. This has never been seen before. This has never been shared before. And here you have the greatest persuader of all time, Kevin Hogan, with the Father of Hypnotic Writing, me, exchanging hard questions to each other about how to do business using these principles today. It was very intimate, very informal. You are right there on the convention floor listening to this darn thing.

There is another one I've got to mention. I'm looking at the website, www.HypnoticSellingSecrets.com, Jay Abraham interviewed me, Dan Kennedy and Jay Conrad Levinson about a year and a half ago. It was a real long interview and it was to help the world because people were suffering because of the recession.

Jay Abraham called us together and said, "Okay, let's tell people how to make money even in hard times." So, Jay Abraham interviewed me, Dan Kennedy and Jay Conrad Levinson. This was a call that has never been sold before. This is a call that I didn't even have permission to sell before. I had to ask Jay Abraham, "Is it okay if I make this part of the package with Hypnotic Selling secrets?" And out of the goodness of his heart, he said that we could use it.

Joe: So, that's another thing in here and there are so many.

Matt: There's no filler in here at all.

Joe: This is all protein.

Matt: Yes, this is all the cream of the crop training and that's why we've got a lifelong learning guide that accompanies this because people are going to be able to use this and reference for a long, long time to come. Like you pointed out, there's things in here that is not available anywhere else. There's rare "lost manuscripts" that you dug up and allowed us to reprint here.

Joe: Oh, that's right. I even forgot about that. You're talking about my one special report called *Power Ads*. That's a good one too. I studied an old course that I believe was from the 1920's and it was a version of salesmanship in print. It wasn't that one but it was on how to write ads that sell.

I analyzed it, took it apart, quoted from it and I reread that fairly recently and I thought, "Boy, there is really some good stuff in here", not because I was writing it but because I was quoting some of the people I was talking about. So, that is in here and of course, *The Think and Grow Rich* workbook, that the famous Pat O'Brien and I put together is in here. The book's Larry Dodson and I wrote are in here too.

Matt: All those hypnotic books are printed out in physical format and included in the swipe file. This like 700 pages or over 700 pages of printed material.

Kevin: Before we give out that \$197 gift to everybody tonight, I want to issue a challenge to the 10,000 on tonight's call to go get *Hypnotic Selling Secrets* right now, download the manual so that you get immediate access to it, start reading it and while you're reading it, always be thinking in your mind, "How can I apply this to what I'm doing right now?"

Then when ideas come to you, put them to use right away. Don't put it off, put them into practice at your site or in your emails, and track the results. Then, tell us what happened. We want to know. Here's the thing, the people we got this manual to, to test it out to see if this really works, got immediate results.

Matt: These are people in every field you can imagine, doing all kinds of business.

Kevin: We actually gave it to them on a Friday afternoon and by Saturday morning, people were already telling us amazing results. We posted a lot of them on the site that you can read right now, how it doubled their sales or their conversions, or tripled their optin rates.

Joe: And that was just having the manual?

Matt: That was from the manual only.

Kevin: That was on a Friday afternoon and by Saturday morning, people were already sending this in. By the time the weekend was over,

we had several dozen people. By the time the next week rolled around, we had over 50 people report these amazing results.

Matt: The key here is it doesn't take much at all. You see something, you take a piece of it, you plug it into what you are already doing, and you realize real immediate results.

Kevin: So, I challenge everybody tonight to get the course and to put it into use, like we said earlier, using kind of the shortcut method of replacing their current writing with these *Hypnotic sentences and Hypnotic* words that they are going to get in the manual, that they are going to get in the swipe file. That is a quick, easy way to start seeing results. You can even do that tonight.

Joe: That's a beautiful challenge too. In fact, I would love to hear all those. We ought to post a site where people can post them or establish an email where they can send in their results.

Kevin: When you place your order tonight, we will also include in there an email address where you can send them in to us so you can share these amazing results you're getting.

Matt: There's so much more that is not even advertised the members of your course are going to get, Joe. I mean, there's going to be implementation guides, implementation teleconferences, member forums where members can share what they found, what's working and share it with others. This is an incredible community of people that owe this product.

Kevin: We will have a calls where we dissect people's sites right there on the call so they can see how in 60 minutes or less, you can turn an average site into this *Hypnotic Sales* machine.

Joe: I just happened to glance at the website of *Hypnotic Selling Secrets.com* and I don't know this person but he wrote this testimonial saying, "I spent about an hour reading the manual and another hour making the copy changes, 200% increase in sales for two hours of changes."

Now, I didn't notice that before. This, Michael Hindel, I do not know this guy and he has just written a "200% increase in sales for two hours of changes". That's staggering.

Kevin: The great thing about this whole thing is when you get *Hypnotic Selling Secrets* today, the risk is all on us. It's like the headlines says on the site, put this to use, see the results and after putting

this use following the manual and everything else, if it doesn't work for you, return it and let us take on that risk.

Joe: On the website, there's three graphics. Is that what the product looks like when they get it? The one that says *Hypnotic Selling Secrets*? So, they are getting these beautiful, it comes in three beautiful cases, is what it looks like?

Kevin: And there are three manuals that go along with each case.

Matt: The part they get looks exactly like that, what you see online.

Joe: That's nice to know because sometimes people buy stuff, it comes real lose in a box, and it's not real impressive.

Matt: No, this is sharp high quality DVD. You are going to reference it for, more than likely, the rest of your life. This is digital stuff.

Joe: Eleven video DVDs, 17 audio CDs, two data CDs, three physical manuals, bundled together in three distinct components and then they are all broken down on the website so they can see what it is.

Matt: It's an incredible product. Like you said, they are going to be proud to display this product right there on their bookshelf and reference it often, is the key part.

Joe: You even have my complete audio set, *The Small Business Marketing ToolKit* that I did with Winston Marsh in Australia a couple of years ago. Man, that was a hoot to do. When we did that in Melbourne, Australia, and *The Small Business Marketing Toolkit*, that alone he still is selling for several hundred dollars in Australian. We went through the complete ways of people doing Guerilla marketing, so to speak, Shoestring marketing, Streetsmart marketing and it was fun because Winston is kind of a hilarious guy.

Matt: I was just going to say that is one training that is fun to go through.

Joe: It was like a live radio show.

Matt: You guys have a good rapport and you share a lot of excellent, excellent concepts.

Joe: And that's all part of this. In fact, the complete audio is part of this, *The Small Business Marketing Toolkit*, *Breakthrough Secrets*, oh, that's when my buddy, Craig Barine and I sat down and did the

interview. There's so much. I am kind of reminiscing as I look through this. So, I'm going into my own trance.

Matt: It deals a whole lot with breaking through mental barriers and stumbling blocks, roadblocks to achieve successes.

Joe: Well, Craig asked some great questions. He was really focused and he really wanted to know and we had this great rapport so we were just sharing what I don't think very many people in marketing talk about. That's that inner side of marketing, sometimes called "the spiritual marketing" side. We did it in real street-smart bottom line focused kind of way. Great questions and it came out well.

There's so much. I mean, I'm reviewing this myself and thinking, "Man, Joe, you've done a lot in your life." Gee, I need to get out more!

Matt: Don't forget the great advertising the DVDs and videos.

Joe: That's the one Mark Jorner said transformed his business. He and a few other people said they watched that in the early days a long time ago and it taught them about the right way to focus on marketing.

Kevin: Well, before we give away that \$197 to everybody, I just want to ask a favor of all the people on tonight's webcast and that is if you enjoyed the content we shared in this first 90-minutes, to scroll down the page you are on right now, *Hypnotic Selling Secrets.com/webcast* and you'll see a form there. Just share what you learned or share your experience tonight, what you got out of this training, this 90-minute training with us. We would be very appreciative of you doing that.

Matt: Since you brought it up, Kevin, everyone that shares their honest opinion of what they experienced in the review of this training, we'll send them a reply. Might not be right away but we'll get to it here this week and we will send you a reply with a thank you, a little gift from us.

Joe: I know this was being recorded. Are we posting it somewhere almost immediately so people can re-listen to it because I have also been receiving emails saying, "I couldn't get on", or "I kept losing connection."

Matt: We'll get this turned around and posted as soon as it is humanly possible. We hope people really understand that we did everything

that was possible to make sure that this went off without a hitch but unfortunately we are dealing with technology here and things just don't always cooperate.

Joe: You also had 12,000 people hitting it at the same time.

Matt: Yes, you really created a frenzy here with this training and with what you were doing, Joe. Our servers were literally hammered at 8:00 EST.

Joe: I heard them groaning over here in middle Texas.

Matt: Thank you so much, Joe. This is meaty stuff here.

Joe: Well, I'm trying to help people and I know that there a lot of good people out there just like Jeremy and just like Carol and a lot of the other ones who attended my seminar that I have worked with over the past. All they are trying to do is make a living, make some good money, sell something they believe in and they need some guidance.

I'm at the point where I just want to openly share it. I don't need to hide anything anymore in order to keep it to myself on a professional level. So, I'm just openly sharing all of this to make a difference for you and here it is. This giant package, which I want to set up myself and all the bonuses I want too, guys.....

Matt: You're the one who shared it all. We just compiled it, and prettied up the packaging. Thank you.

Thanks for sharing, what in essence, is your lifetime work almost. You've put a lot of hard work into it. It shows, is making a real difference as we studied some of the case studies tonight and it's awesome. It's awesome what happens when you apply these *Hypnotic Selling* principles to what you are doing.

Joe: Well, I had a blast so thank you again for inviting me. It is always great to do this. Let's do this one day soon. I'll have everybody who called in, 12,000 people, I can't get my head around that, 12,000 people tuned in. Thank you for making the time to do it. I know we went over but thank you. I know I did my best to make it worth your while so I hope it was.

Kevin: Do we need to give out the website for that \$197 gift?

Joe: Oh, we almost forgot that.

Matt: Thank you for sticking around. We went through a few minutes over. We also got started a few minutes late so it is rather longer than we planned. But thanks, everyone, for tuning in. I hope you really enjoyed what Joe shared tonight and as a thank you for tuning in, we want to give you this gift. You can download it at the following location: *HypnoticSellingSecrets.com/free*.

As a thank you, we have some bonus market training material, compliments of Joe, some of his own training and stuff that is actually sold for real money and I think you are really going to enjoy that. It will give you more of a taste of what Joe's got to share.

Again, we just want to highly encourage you to take us up on the offer that's made. We're shouldering all the risk, we are so sure it is going to work for you, that we've got an incredible guarantee.

And then the insane twenty-something thousand dollars in products that these business owners have contributed, real products that are selling right now and it is some great stuff. I think it speaks for itself. Be sure to study the sales letter, the offers, the bonus package, and make smart decisions.

Anything you would like to add, Kevin?

Kevin: I just want to thank everybody for tuning in and I want to thank you, Joe, for giving up 90 minutes of your time and some great information for everybody.

Joe: I really enjoyed it so I want people to go out there and use it. Study the letter, use the principles and watch the results and God speed to all of you. I love you. Thanks for tuning in.

Matt: Thanks, again, Joe. It was a lot of fun.

Joe: Good night.

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