

# "The Hypnotic Selling Secrets Revealed" On-Demand-Training Follow-Along Cheat Sheet

Listen FREE at: [www.HypnoticSellingSecrets.com/webcast](http://www.HypnoticSellingSecrets.com/webcast)

Please print this cheat sheet so you can follow along.

## First, What *is* Hypnotic Writing?

*Hypnotic Writing* is a form of “waking” trance.

A waking trance is a concentration of attention.

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

Joe Vitale’s personal 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.”*

*Hypnotic Writing* achieves this state by the correct use of words to create mental experiences. In other words, you get people *so interested* in your website, or email, or sales letter, that *almost nothing else matters*. ..

...and if you do this right, your Hypnotic Writing will lead your readers to TAKE ACTION.

## Where did Joe Vitale learn Hypnotic Writing?

Joe first learned how to write “hypnotically” from two unusual sources.

First, he read some prolific authors such as:

- Jack London
- Mark Twain
- Shirley Jackson
- Milton Erickson
- Second, he read sales letters by: Robert Collier, Bruce Barton, and John Caples.

## The 3-Legged Formula for Marketing Success:

1. The LIST (or the traffic)
2. The OFFER (or the deal)
3. The COPY (or the *Hypnotic Writing*)

Out of the three, COPY is the LEAST important.

## The Great “Intimacy Secret”

This secret is one of the **greatest keys** to Hypnotic Writing because people buy from people they like.

When you write in your own style and allow your personality to come through, people will feel a sense of *intimacy* with you. Rapport is built and sales happen.

Case Study Example: [www.stupid.com/stat/MPEN.html](http://www.stupid.com/stat/MPEN.html)

## The 7 MOST hypnotic books of all time are:

1. *The Robert Collier Letter Book* by Robert Collier.
2. *The Art of Readable Writing* by Rudolf Flesch
3. *Unlimited Selling Power: How to Master Hypnotic Selling Skills* by Donald Moine and Kenneth Lloyd.
4. *How to Write a Good Advertisement: A Short Course in Copywriting* by Victor Schwab.
5. *Million Dollar Mailings* by Denison Hatch.
6. *Covert Hypnosis* by Kevin Hogan.
7. *How to Write Letters that Sell: Winning Techniques for Achieving Sales through Direct Mail* by Christian Godefroy and Dominique Glocheux.

## What does hypnosis have to do with writing copy?

Understanding Hypnosis helps you understand the mind of your reader.

The first step in writing hypnotically is to understand the mind of your reader. Their mind is absorbed with its own concerns. In order for you to make contact, **you HAVE TO enter their mind from where it already is**.

**Side note:** Famous Copywriter 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.

You need to begin your letter where your prospect already is in his or her head. This will build rapport with your reader.

## 7 Proven Ways to Write a HIGHLY Effective Hypnotic Headline:

Please visit this link: [www.HypnoticSellingSecrets.com/headlines](http://www.HypnoticSellingSecrets.com/headlines) to get this information.

## The 3 Secrets Joe Vitale Has Kept Under Lock and Key His Entire Life:

### 1. Don't do the WRITING.

When you sit down to write, don't have too much of an idea what you will write. You should have an *intention*, yes, but not a formulated plan. Type as fast as you can, **letting your unconscious mind direct what flows.**

Your unconscious mind contains the answers to virtually all our questions, so by writing in this manner you are able to have it do all the work.

Once you've dumped everything out on paper or into your computer, you can then go back and edit later.

### 2. Dialogue in your mind.

You should imagine you are speaking to someone. Tell them what you are writing about, and try to guess what their questions are and answer them as you write your copy.

### 3. Plug in hypnotic language.

Simply, take what you have written and look for places to replace a phrase with a hypnotic statement.

My *secret weapon* for an easy to access list of hypnotic words, phrases, commands etc. is the Hypnotic Writer's Swipe File. I personally use it every day.

## How Can a "Reminder" Help or Hurt Your Sales?

### Let's analyze a conversation:

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

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

Again stories contain triggers. Schank calls them “Reminders.” These triggers are reminders of previous thoughts and will cause people to mentally drift into an imagery experience that **MAY or MAY NOT** serve you.

So to benefit from this phenomenon, make people think about you and your product in a positive way. Keep people focused on what they get from your product, **and do it with a story that will remind them of their “wants.”**

## What are the two best ways to motivate people?

1. PAIN
2. PLEASURE

## How To Create Hypnotic Stories

What you want to do is remember a true story that happened as a result of someone using your product or service. It needs to be true so the FTC doesn't jump on you, it's easier to write, and so you can spread honesty, not lies.

Case Study Example: [www.HypnoticSellingSecrets.com/bpt.html](http://www.HypnoticSellingSecrets.com/bpt.html)

When you simply say, or state "my product works" or "my product is great," your readers are much more likely to dismiss the thought.

However, when someone else proves that statement *without* actually saying it, through a captivating story, the message goes directly into people's unconscious mind (right past their mental radar).

## The 5 Secret Laws of Hypnotic Persuasion are:

(from [www.HypnoticSellingSecrets.com/headlines](http://www.HypnoticSellingSecrets.com/headlines) )

1. ENGAGEMENT
2. CHOICE
3. EGO
4. REWARD
5. CURIOSITY

## The New Ultimate Hypnotic Formula:

Please visit [www.HypnoticSellingSecrets.com/formula](http://www.HypnoticSellingSecrets.com/formula) for this 9-step formula and diagram.

## **This deal is almost too good to be true...**

**Go to: [www.HypnoticSellingSecrets.com](http://www.HypnoticSellingSecrets.com)** to become a *Hypnotic Selling Master...* and get your hands on a steeply discounted copy of Dr. Vitale's brand new '*Hypnotic Selling Secrets*' home study course.

This special offer includes 30 CD's & DVD's (25+ hours of rock-solid, Dr. Vitale content), and 3 manuals (700+ pages) featuring Dr. Vitale's most powerful Hypnotic Selling Strategies, plus an amazing bonus critique from Dr. Joe Vitale himself.

**The DVD's alone are worth \$5,000. You'll see the exact same presentation others paid \$5,000 for at Dr. Vitale's recent Hypnotic Selling Secrets Workshop.**

**(IMPORTANT: This offer with the \$395.00 bonus critique may expire any day!)**

You'll get all the knowledge, information, and tools needed to make yourself, your clients and your family more money immediately, and over and over again, on every new project you work on FOREVER... THAT'S the true power of becoming a Hypnotic Selling Master!

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