

**The Most In-Depth Manual Ever Created in History
on How to Write Ads, Sales Letters and News Releases,
including Top-Secret Psychological Insights Revealing How To
Grab, Hold, and Shake Money out of People---
---with just YOUR WORDS!**

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Introduction: The True Confession of a Hypnotic Writer

Congratulations!

By investing in this e-book on "Advanced Hypnotic Writing," you've made the first step in not only becoming a copywriter of nuclear power, but possibly also becoming a hired writer who creates hypnotic sales letters, ads, and news releases for others---at big pay!

Is this exciting or what?

BUT FIRST, LET ME TELL YOU A SECRET...

Before we get into the meat of this book, I want to tell you something few people know.

My first e-book, "Hypnotic Writing"---the course that went online early in the year 2000 and stunned me and everyone else with all the sales for it---was actually written some ten years ago.

It was originally a spiral-bound manuscript that I sold in the back of the room when I gave talks and seminars. It was a nice money-maker for me. And countless people read it, used the secrets revealed in it, and went on to write sales letters and even books.

I've always been proud of it.

But I never published the book or ever intended to.

Over the years the president of Aesop.com, Mark Joyner, politely and persistently kept urging me to give him something, anything, to turn into an e-book to sell online.

I had never heard of Mark before. And I didn't believe an e-book of any shape, size, or form would sell. Ever.

So much for how smart I am.

Finally I sent Mark the text file for "Hypnotic Writing." He put it online, marketed it, and the results rocked my world in the most delicious way.

Literally overnight there were HUNDREDS of orders. In the first month alone I think I made about \$9,000---that's just MY share of the take---and that was all passive income!

And virtually every sale was due to one powerful sales letter!

(You can see it at <http://www.hypnoticwriting.com>.)

Orders still come in for that book, and I'm still excited about it.

The thing is, that book was written, as I said, some ten years ago. Since then I've discovered many tricks and tips, resources and ideas, to help myself or anyone else learn how to write sales letters, ads, and news releases that are truly hypnotic.

And that's what THIS material is all about.

It's part two of my first book. It's the advanced course. And it's what you are now reading!

Some of what you will learn in these lessons include---

- * How to write headlines in under 15 seconds
- * The number one secret for writing sales letters that sell
- * The Harry Reichenbach secret for getting in the news
- * The Kenneth Goode method for writing ads that get results
- * The top secret check-list used to pre-test sales letters
- * The 16 desires that motivate people--and how to use them
- * How to test your ads---before you run them
- * The 8 things people will always do
- * The 26 things people will always want
- * What books to read and what sites to see for more help
- * And much more!

What you are now reading contains many of the most closely guarded secrets for writing words that glue people to the page.

This material covers the gap over the last ten years. And I guarantee you're going to love all of it!

Now before we jump into the meat of the three sections of this book, let me explain what I see in your future...

HOW YOU CAN MAKE MONEY WITH THESE LESSONS

Here's how the exciting material you'll learn in these lessons can help you make a ton of money:

Copywriters can make anywhere from \$5,000 to \$50,000 (and up!) for writing a single sales letter!

Now stop and think about this.

Not only are you going to become a "Hypnotic Writer" by taking this course, but you will also become a highly skilled "Hypnotic Copywriter"-----a smoking gun for hire!

You will soon be able to write sales letters for yourself, but maybe even more importantly, you will soon be able to charge hefty fees to write sales letters for others!

Think of THAT!

And you'll also learn how to write news releases that grab editors, and after that you'll learn how to write ads that get results and make money!

Whew!

Ready to get started?

SECTION ONE: Hypnotic Sales Letters and the Power of Your Mind to Make Money

"Smart as any dog, human beings tend keenly to attune their ears---and their attention---only to that which selfishly concerns them."

-- Kennethe Goode, "Ten Points for Advertisers," 1940

Ch. 1: How to Write Hypnotic Sales Letters that Make People Easily Follow Your Commands and Do What YOU Want!

In this first section you will learn the psychological tricks to use in your sales letters (and any writing, for that matter) that make people take the action you want.

This is powerful stuff and shouldn't be shared with just anybody. I mean this in the most sincere way. The power to change behavior through the written word is awesome. Use it with wisdom.

In the following chapters I'll also explain why some sales letters achieve record-breaking responses (most bomb) and teach you how to write letters that are nearly impossible to ignore.

On top of all that, I'll also reveal the top-secret checklist I and a few other copywriters use to pre-test our letters. This alone is worth GOLD. It's a checklist virtually no one knows about.

I'm actually a little reluctant to share this tool with you, as it's been part of my secret bag of tricks for a long time. But have no worry, you'll get the entire checklist in this very lesson!

Are you drooling to get started?

THE BIG SECRET

There are actually two big secrets to writing hypnotic sales letters.

Both are books.

And both are out of print.

Now don't think I'm cruel because I'll mention two great books and both are out of print. Thanks to the net, I've found nearly every book I've ever wanted. So keep looking.

But I also have good news for you concerning these books...

BOOK ONE:

The first is "The Robert Collier Letter Book." This one changed my life. It's the secret reference book of many of the world's top copywriters. It taught me more about understanding people than any other single work. And since Collier was a genius at writing virtually anything, the book is a classic by a man able to reveal how he accomplished all he did. In short, get this book.

The bad news is the book has been out of print since the 1950s. You might search for a copy at . And from time to time various copywriters bring the book back into print through a limited edition run. So keep your eyes and ears open for it. (Also see the resources section at the end of this section for a lead on someone who may still be selling the Collier book.)

The good news is that I'll give you the essence of the Collier book in this lesson.

BOOK TWO:

The second book is not as well known as the first. It's "How to Write Letters that Sell" by Christian Godefroy and Dominique Glocheux. It was published in 1994 in England. I checked on it before writing this lesson and, to my sad surprise, the book is now out of print, too.

Again, look for it at . And again, I'll give you the essence of that book in these lessons, too.

MORE GOOD NEWS!

There are plenty of other good books out there, still in print, to help you.

- * Read **anything** by John Caples, for example. (We'll visit him in a later lesson.)
- * And read **anything** by Dan Kennedy. (See the end of this section for a recommended book by him.)
- * Also read **anything** by Joe Sugarman.

And at least two of my own books contain material on writing sales letters: "The Seven Lost Secrets of Success" and "The AMA Complete Guide to Small Business Advertising."

You can buy any of those in-print books at <http://www.amazon.com>.

And let's not forget my best-selling e-book, "Hypnotic Writing," which you should already have. It's not required reading but it's certainly recommended reading. Get it at <http://www.HypnoticWriting.com> .

As you'll see later, reading these classic books can make the job of writing hypnotic sales letters far far FAR easier.

In many cases all you have to do is follow what the authors tell you to do. It's a paint-by-the-numbers approach to writing.

But more than that, the books will give you insights into how to THINK as a hypnotic copywriter.

And that's part of what I want to convey to you in this chapter. We'll develop this idea in the next chapter. The fun is only beginning, my friend!

A "Hypnotic Writer" believes he or she can influence people with written words alone.

If you have that belief, you have power.

There's no reason not to believe words have power. Words start and end wars. Words start and end romances. Words start and end sales.

Words rule.

But you also need something else...

I've rarely taken on a project I didn't believe in. When I am convinced something will help people, my enthusiasm for my product or service gives me power.

And that power helps me write in a hypnotic way.

Here's proof:

In my first e-book, "Hypnotic Writing," I offer an example of a sales letter I wrote many, many years ago---maybe even 15 years ago. It's a letter for a software program called Thoughtline. If you have my e-book, you can look in it to see that letter.

But you don't need the letter in front of you to get my point here. Let me explain:

That sales letter is so powerful, I STILL get orders for Thoughtline because of it.

People actually read my "Hypnotic Writing" ebook, read the sales letter in it, and try to order the software described.

And here's the truly stunning fact:

Ch. 2: The Unusual Mindset of a Hypnotic Writer

I haven't sold Thoughtline in maybe ten years. Thoughtline is an old DOS program. It's been out of print for years. So there isn't even anything in existence to buy!

Yet countless people continue to read my sales letter for Thoughtline and continue to try to buy it!! They still send me checks!

Now THAT is the power of a sales letter!

It can get you so eager to buy, you don't even stop to see if the product is still in existence!

Just yesterday I received an email from a person who complained that he read my sales letter but couldn't find Thoughtline online. I had to remind him that the program is out of print, and my sales letter is in my ebook just as an example of a winning sales letter.

He was upset. He still wanted to buy the software!

Why?

What is the mysterious key ingredient that makes people want to buy even when the item is no longer around?

I call it sincerity.

I've found that when I truly believe in a product or service, and I'm not afraid to show my enthusiasm for it, then readers will "catch my fire" and want what I'm selling.

I still have to write well, of course, and engagingly. But my spirit will infect them. My desire will motivate them. And when you have that sincere belief in your product or service, it ALONE goes a long way in hypnotizing people.

So the first thing you must have is a belief in what you are trying to sell.

And the next thing you must have is the belief that you can sell it through a sales letter.

With that mindset, you are ready to begin hypnotizing readers.

So let's move on to the next chapter...

Ch. 3: "Give me 5 minutes and I'll prove YOU can write hypnotic sales letters, too!"

One of the easiest ways to write a hypnotic sales letter is to understand the following passages by Robert Collier, from his famous letter book:

"Hundreds of books have doubtless been written about the fine art of fishing, but the whole idea is contained in that one sentence: 'What bait will they bite on?' Thousands of articles have been written about the way to use letters to bring you what you want, but the meat of them all can be compressed into two sentences: 'What is the bait that will tempt your reader? How can you tie up that thing you have to offer with that bait?'

"For the ultimate purpose of every business letter simmers down to this:

"The reader of this letter wants certain things. The desire for them is, consciously or unconsciously, the dominant idea in his mind all the time.

"You want him to do a certain definite thing for you. How can you tie this up to the thing he wants, in such a way that the doing of it will bring him a step nearer to his goal?"

You might want to re-read the above paragraphs to be sure you install them in your mind.

What Collier stresses again and again throughout his book is the need to focus on your READER.

Think of what he or she wants and find a way to tie your own desires to the reader's self-interest.

Do that and you can get rich.

But HOW do you do that?

HOW YOUR MIND THINKS

What you have to do is appeal to people's emotions.

Find out what moves them, and push those buttons.

You'll learn more about those buttons throughout these lessons. For now, just keep reminding yourself that people buy for emotional reasons, and rationalize their buying with logical reasons.

One proven way to convey emotion is through story.

Collier wrote about the need to paint pictures in the minds of readers to involve them emotionally in your sales letters. Here's how he put it:

"The mind thinks in pictures, you know. One good illustration is worth a thousand words. But one clear picture built up in the reader's mind by your words is worth a thousand drawings, for the reader colors that picture with his own imagination, which is more potent than all the brushes of all the world's artists."

Are you beginning to understand the importance of emotion, story, and sincerity in writing hypnotic sales letters?

Let's deepen our exploration...

"GIVE ME FIVE DAYS AND --- !"

One way to learn how to write hypnotic sales letters is by studying winning sales letters.

This is one reason why I began this book by urging you to read certain books. Those books have

model letters, headlines, even sentences, that you can adapt for your own uses.

Collier even mentions this fact in his letter book. He says the following...

"The 'Give me 5 minutes' approach, for instance... You can use it to sell relief for Athlete's Foot, as in-- 'Give me 5 days, and I'll give you relief from itching feet.' Or a new dance step---'Give me 15 minutes and I'll give you the secret of dancing to the new slow-time music.' Or a new car---'Give me 5 minutes and I'll give you a new sensation in riding comfort.'"

Try it for yourself.

Pick something you want to write a sales letter for.

Let's say it's an insurance service. Your headline or key concept might be--

"Give me 5 minutes and I'll show you the best way to save on your insurance."

When I taught a class on how to write your own book, one of my headlines began---

"Give me six days and I'll show you how to write your very own book."

As you can imagine, you can use this one single headline as a way to generate headlines of your own.

Another famous headline that gets rephrased a lot is this one by John Caples, which first ran in 1925--
-

"They Laughed When I Sat Down At The Piano--But When I Started To Play!"

Every month I see some new variation of this one proven headline. In a recent magic magazine I even saw, "They laughed when I said I was going to be a magician---until they saw my first check!"

The whole idea behind this secret is to learn how to adapt proven headlines and sales concepts to your own sales letters. Again, find and read the above mentioned books to discover headlines and sales letters that have worked before. Then practice adapting them to your own needs.

The point here is that you need to know WHAT you are selling, and WHY someone should be interested in buying it from you.

Looking at old sales letters can help stimulate your creative juices as well as help you hone in on what it is you want to sell. It will also help you generate a hypnotic headline which, as you'll soon see, is a colossal part of what makes---or breaks---a sales letter.

MORE TESTED HEADLINES

Looking at tested, proven headlines can also inspire you. Here are a few for you to chew on. See if you can determine what makes them work:

"Check the kind of body YOU want"

"Is YOUR home picture-poor?"

"How a 'Fool Stunt' made me a star salesman"

"How I improved my memory in one evening"

"Why some foods 'Explode' in your stomach"

"When Doctors 'Feel Rotten' this is what they do"

"Girls...Want quick curls?"

"Play guitar in seven days or money back"

"They thought I was crazy to ship LIVE MARINE LOBSTERS as far as 1,800 miles from the ocean"

"Answer these questions and work out the date of your own death."

You'll notice most successful headlines "pull" people into the sales letter.

They generate curiosity, as in the the one about why some foods explode in your stomach.

Or they ask you a question. "Do you make these mistakes in English?" was a headline so intriguing it ran unchanged for FORTY YEARS!

Or they urge you to answer their questions (as in the headline about working out the date of your own death).

The key point is this: A headline has to "call out" your key audience (such as "Girls...") and at the same time promise them a benefit that intrigues them.

Do that and you're well on the way to starting a sales letter that is truly hypnotic.

You'll learn more about how to write headlines as you go through the other lessons in this course, and read the extra bonus articles by such great copywriters as Joe Sugarman and David Garfinkel.

For now, let's get into a specific formula to help you write your own hypnotic sales letters.

Ch. 4: "THEY LAUGHED WHEN I SAID I DISCOVERED THE SECRET TO HYPNOTIC WRITING, BUT WHEN I SHOWED THEM THIS SECRET CHECK-LIST ---!"

Brace yourself. I'm about to reveal some of the greatest material ever created on how to write sales letters that get results. Inside the book "How to Write Letters that Sell" by Christian Godefroy and Dominique Glocheux is a sales letter check-list. I think it's fantastic.

I've used it to test my own sales letters. What I do is run down the list and check my letter against what Godefroy and Glocheux say should be in a successful sales letter. It's very eye-opening. It reminds me to cover every point and every angle so my sales letters get the highest responses possible.

What I'm going to do here is go through that check-list and use every one of their 21 points as a kick-off place to talk about how to write hypnotic sales letters. In this way you will end up with their check-list, as well as my own guidance on how to create hypnotic sales letters.

This is VERY valuable, as I hope you can imagine. So **please** don't share this with anyone else! What you are about to learn are the little-known trade secrets of copywriting. With them, you have the power to create written persuasion beyond all comprehension.

Let's get started!

THE 21 SECRETS

1. Headline

This should come as no surprise to you or anyone else. A good headline can make or destroy sales. You learned a trick for writing headlines above. (I could easily have titled this section, "Give me 5 minutes and I'll show you how to write hypnotic headlines.") The point here is this: If your headline conveys a benefit of interest to your key audience, then your letter has a massive chance of being read. (Not acted upon, just read.) But use a weak headline and your letter dies. One way to write headlines is to simply brainstorm them. Sit down and write 25 headlines. By doing so, you will unearth one that could be the zinger that works. (Stay tuned! Later you'll learn how to generate headlines---in under 15 seconds!)

2. Headline design

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

3. Promise/Curiosity

If the headline creates curiosity while promising a benefit, you have a winner. Put some sizzle in that headline. Note how the "Five day..." approach promises a benefit. Every good headline should arouse curiosity while promising something the reader wants. (Again, think of your reader.)

4. Letterhead/Logo

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

5. Opening paragraph

Make it captivating. I like to begin with questions. Or a story. Anything to snare readers. Keep in mind that people are busy. They don't at all care about you. Your letter has to trip them. It has to interrupt them. A great headline and a great opening line can grab their attention. I spend a LOT of time on the openings of my letters. How long? Maybe DAYS.

6. Offer

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

7. Advantages

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

8. Positive language

Be enthusiastic. Up-beat. Show your excitement. This is the secret trick of John Caples, myself, and other copywriters. We pump ourselves up. We get excited. And then we show that excitement in our letters through enthusiasm for what we are selling. Again, this only works if you sincerely believe in what you are offering. If you don't believe in your offer, your reader will smell a rat. Get readers saying YES through questions that make them agree with you. Bring good news.

9. Emphasis on important passages

Attract attention to important phrases or paragraphs by using sub-headlines throughout your letter. This breaks up your letter to make it easier to read. You might also underline key passages. Or use caps sparingly. Sometimes handwriting in the margin of your letters can emphasize important sections.

10. Egometer

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

11. Readability

Short sentences and simple words will help make your letter hypnotic. You're writing for people who want things simple. Don't confuse them or try to impress them. Be conversational.

12. Structure

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

13. Personal aspect

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

14. Interest boosters

These are everything from engaging sub-headlines to incomplete sentences to questions to story

beginnings. In other words, throughout your letter there should be interest boosters plugged in to keep people reading. Do you know what I mean? While you are reading this very paragraph, I snuck in an interest booster with the question, "Do you know what I mean?" What you are doing is finding ways to keep people focused and interested in every word of your sales letter. Make sense?

15. Page breaks

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

16. Proof

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

17. Conclusion

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

18. Gift

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

19. PS

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

20 . Number of lines per paragraph

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

21. Dynamism

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

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

It's one of your most powerful tools in writing sales letters that are hypnotic. Now let's take a closer look at how to use the formula...

Ch. 5: How to Analyze Your Sales Letters with the 21 Points

A good way to learn the 21 points is by reading any sales letter with them in mind. See if you can spot each of the 21 concepts in the letter.

For example, read the sales letter at this site <http://www.killertactics.com/> (or read any sales letter, for that matter) and ask yourself why it works.

If the letter makes you want to buy, ask yourself WHY.

What was said in the letter to encourage you to buy?

And if you don't feel like buying after reading the letter, ask yourself WHY.

What was missing in the letter?

And note whether it's important that you read every word of the letter or not.

One day I received a giant 45-page sales letter.

That's right, forty-five pages long!

I didn't read every word of those 45 pages, but I ordered the product nonetheless.

Why?

Because by skimming the letter I was able to get a sense of what was being sold. And because the PS told me what the offer was, as well as the price. And because the 45 pages suggested that the product must be fantastic if someone took the time to write that much about it.

Again, study sales letters. Let them be your home work and training ground. See if they hit on all 21 concepts.

INSIDE A KILLER SALES LETTER

Let's take a look at yet another sales letter and see what makes it tick.

Go to

<http://www.mrfire.com/articles/0003.html> and print out and read the sales letter there. It's one I wrote years ago that still makes people eager to buy...

Got it in front of you?

Note how powerful the headline is. "New" and "Breakthrough" are key words in winning headlines. The lines below the main headline are also headlines. What I'm doing here is casting a spell on the reader, doing my darndest to seduce them into reading the next line, and then the next line, of the sales letter.

Note the strong opening line. "I'm sick of it!" is pure emotion. It's also curious. It makes you wonder what I'm sick of. It makes you want to know more.

And note that the letter quickly tells you what this whole letter is about: About my being fed up with marketing gurus who sell air, and about how I found something that truly works.

See how I'm building a foundation for my sales pitch?

See how I'm creating rapport with the reader? I'm telling him or her that I, too, have been ripped off by these greedy SOB's. And I'm suggesting that I'm not one of them, so you can trust me.

Also note how the letter is broken up into small paragraphs, making it readable, and that it contains many sub-headlines, keeping readers glued to my words and always wondering, "What's next?"

Note that I use bulleted points, too.

And note that when I start telling you what you will get from me, I describe it in terms of what YOU GET, not in terms of what I want to sell.

For example, when I say "Discover the tricks of creating Hypnotic Writing," I also quickly add, "You'll learn how to write letters, articles and books with my breakthrough system."

The first statement is the feature. The second is the benefit.

You'll see that I do that for each item listed.

And what do you notice about the price?

Before I tell the price in the letter, I draw a comparison. I tell you the entire collection should sell for \$1,000. This sets up a limit in your mind. It makes you feel the course is REALLY priceless.

And then, when I tell you what I'm selling the course for, the lower price seems reasonable and even a deal. Had I told you that price right up front, you might think it too high. But after creating a comparison, the price seems right and low.

Note, too, the use of "PS"s at the end of the letter.

And ask yourself, "Does this letter make me want to buy the product? If so, why? If not, why not?"

(Note: Don't try to order the product. I quit selling it long ago because it was such a hassle for me as a one-man show to handle all the orders. Sometimes a sales letter can work TOO well!)

Now use the 21 key points you learned earlier and see if my sales letter uses them all.

LENGTH?

How long should your sales letter be?

This question has been wrestled with for more than a century.

Truth is, people will read any amount of writing, AS LONG as it's INTERESTING to THEM!

People read 36-page sales letters and 700-page books. As long as the writing holds their attention, they'll keep reading.

I wrote a 32-page "bookalog" for Nightingale-Conant to sell my audio program, "The Power of Outrageous Marketing!"

Did everyone read it?

No.

Did everyone who read it, read every word of it?

No.

Yet the bookalog pulled a 4% response---considered excellent in direct mail---and Nightingale-Conant elected to keep sending the long letter out.

Why?

Because it works!

Your rule of thumb is this: Say what you have to say to make the sale---and then shut up!

If you're selling chewing gum, you may only need a postcard to sell someone on buying your brand.

If you're selling a new programming software, you may need several pages to convince someone of what you have and why they should buy it.

Again, whatever you write better be hypnotic.

Ch. 6: HOW TO WRITE HEADLINES--IN UNDER 15 SECONDS!

Since headlines are so important in sales letters (and in ads, as you'll see in lesson three), I'll offer a little more help here on how to write them.

You might use the following list of magic words as **triggers**. Read them and see how they stimulate you to think of riveting headlines.

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

Here's how it works:

Review the list. Then let your mind conjure up headlines. It's as simple as free-associating with the above list of words in mind.

For example, to sell this very course you are reading now, I might write something along the lines of....

"Announcing Breakthrough New Course Guaranteed to Reveal How to Write Hypnotically!"

As you can see, I got most of the words in my headline directly from the list above.

And I did it in under 15 seconds.

Try it for yourself right now.

Pick something you want to write a headline for. Then review the list and let your mind bring you a headline. Just pull out words and weave them together. Jot them down. You'll surprise yourself with the headlines you come up with.

And it's fun, too!

Ch. 7: How talking can help your writing

I've been thinking about what I've shared with you here so far, and I believe I need to tell you one more secret.

This tip is one of my own pet tricks.

It's how I write some of my best sales letters.

Here's how it works:

The first thing I do when I have a sales letter to write is be sure I know the product or service as intimately as I can. I read about it, use it, wear it, eat it, smell it, and sleep with it. I make it a part of me. This step could take a day or a week, depending on what I have to learn. If you already know your product or service, it may not take any time at all.

The next thing I do, after I'm sure I know the item I want to sell, is talk to someone about it. It's usually best to talk to someone who is in your target market, someone who would ultimately want or need your item if they knew enough about it. But that isn't really necessary. The idea is to talk to someone, anyone, in a way to see if you can get them interested in your product or service.

I talk to that person and pay attention to what they ask me, as well as to what I tell them. Conversation seems to release my creativity. As I talk to the person about my item for sale, I listen to my own sales pitch. A particular phrase, or a certain way of explaining my item, could be perfect for my sales letter.

Some copywriters call a friend on the phone and talk to that person about the product or service they want to sell. They tape the entire conversation.

Later, they replay it to locate the best lines for selling someone. In other words, you may find a great sales letter angle by talking to someone about what you want to write about. Either record your conversation or simply pay attention to it.

Whenever I've been stuck on how to write a sales letter, I've usually gone back to the basic idea of "talking it out" with someone. From there, my creative juices flow.

The second best way to get my creative juices to roll again is by reading winning sales letters. Again, get the books mentioned earlier, and see the resources section at the end of each of these sections for leads on where to find more sales letters to study.

Ch. 8: Embedded Hypnotic Commands that Make People Act

Let's talk about the power of words and sentences. To start this section, let me quote from the sales letter Mark Joyner used to get people to enroll in my first e-class on Hypnotic Writing:

"You don't know it yet, but in the next 5 minutes you are going to learn two things that will enable you to command someone to do something – anything -- and that person will do it without question. What's more, they'll think it was their idea, not yours.

Read these questions carefully.

Can you shut the door?

Is the phone ringing?

Do you have the remote?

Did you know you needed this?

What do these questions have in common? These innocent sounding questions are all commands disguised as simple yes or no questions. Typically, people will respond by acting as if you had just asked them to shut the door, answer the phone, hand you the remote, etc., without ever questioning it.

What does this mean to you? It means that there are ways of giving commands to people without their conscious awareness that they have received a command. Typically, they will obey your command as if they had received it directly, but without any resistance whatsoever.

Now, I can almost hear you thinking, "How else can I use this strategy to get others to do my bidding?" There are countless ways if you want to learn more.

Remember the old adage: Be careful what you ask for, you just might get it! With the art of persuasion, that adage takes on a whole new meaning. Just imagine -- if you wanted someone to do something, all you have to do is give the command – with the right words.

Joe Vitale popularized the art of written persuasion with his best-selling book, "Hypnotic Writing."

Let's look at another example. Read the following sentence:

"I wonder how quickly you are going to buy this product."

This seems like a harmless statement, but do you really know its impact? The person who reads it might consciously think it is a simple comment. But watch closely -- that sentence contains the embedded command:

" .. you are going to buy this product."

The bold print plays a role in how effectively that command gets communicated. A person will respond to a sub-section of a written sentence as a command, and will follow the command without realizing it consciously.

Are you beginning to see how powerful this is? Have you noticed yet that there's much more to words than you were taught in all those how-to courses on writing you ever bought? Are you curious to learn more? Well, you can continue to do just that. Fortunately, it's easy to just keep reading on...

If you were to ask me what the single most important skill is in business, that if you mastered it would single handedly account for more business than any other skill, I would tell you, without a doubt -- the ability to influence people.

Think of what you could do if you could increase your ability to ethically influence others, naturally, without sounding like you're making a sales pitch. How much more money and success could you create with that skill?

Is This Shameless Manipulation?

Of course it is. But maybe we should take a good look at our definition of manipulation.

When we enter a negotiation with another company or person, we have a specific outcome that we want to achieve. As the negotiation progresses, we use our logic and various strategies to attempt to move the negotiation closer to our desired outcome. When we accomplish that, we say the negotiations were successful.

Since manipulation is defined as attempting to consciously guide events to a specific resolution, then the use of written persuasion strategies is indeed manipulative. But then again, so are all normal business negotiations.

The ethical use of influence in the right hands could be extremely powerful. In the wrong hands, it could be lethal.

Let me ask you -- if you were a golf enthusiast, and you had the opportunity to have Tiger Woods give you one-on-one personal coaching, how much will your golf game improve as a result? Tremendously, wouldn't you think?

Now imagine you had the opportunity to have Joe Vitale, the grand master of hypnotic writing and the science of persuasion, give you one-on-one personal coaching, how much will your business improve as a result? How much will your life change? Massively, wouldn't you think?"

Mark's letter goes on from there. I just wanted to show you a few key paragraphs from it to make a few key points.

* First, did you notice how involving the letter is?

All those questions keep you interested, involved, and stuck to the page. Questions are a powerful hypnotic tool, don't you agree?

* Second, did you notice that Mark's point---that the questions he asked actually DO make you do the thing being asked---works?

In other words, whenever you ask a question in your sales letter, people mentally get involved with it and answer it. So if you ask something like, "Do you realize how powerful hypnotic writing is?", you get people thinking "Hypnotic writing is powerful."

* Third, did you notice how Mark gets you to imagine a scenario?

Whenever you get your readers to mentally see themselves doing what you want them to do, you

move them in the direction you want. It's one of the things you learned from Robert Collier: People think in pictures. Tell them a story so they can see those pictures. Get THEM involved and their emotions are involved.

There are other things to learn from Mark's letter. Everything from the personal, one-to-one tone of it, to the tight, short paragraphs, to how it raises an objection a reader may have and then answers it. (While I can't guarantee that Mark's sales letter is still online, you might find it at <http://www.hypnoticwriting.com/eclass.htm>.)
here!

Mark's letters, as well as any other great sales letters you find, are all worth intense study. So make that part of your assignment after reading this week's lesson: Go find and study winning sales letters.

ASSIGNMENT:

You guessed it: Write a sales letter! Just review the above lessons, keep the key points in mind, think of your reader, and dash off a letter to sell your product or service. Remember to review it and edit it and polish it to perfection. Also check it against the secret check-list you now have. Ready? Go for it!

RESOURCES:

* For a ten-tip sales letter by me on how to write sales letters, click on

<http://www.mrfire.com/articles/0028.html>

here off line!

* For sample letters by a master copywriter, click here <http://www.copycoach.com/samples.htm>

here off line!

* One of the strongest sales letters I've ever seen was written by Mark Joyner for one of my books.

Visit <http://www.HypnoticWriting.com>

here off line !

* Another powerful sales letter, also by the amazing Mark Joyner, is at

<http://www.trashproofnewsrelease.com/>. This letter makes use of software tricks to personalize the letter for each viewer. Brilliant!

Here off line!

* Get and read "THE ULTIMATE SALES LETTER" by Dan Kennedy. This book takes you by the hand through the 28 steps Dan uses to write super-powerful sales letters (and ads). He routinely get paid \$5,000.00 to \$15,000.00 as a copywriter, so his System is proven, valuable and effective. Best of all, with this book by your side, you can write powerful letters for your products or services - even if you think you can't write a grocery list. This is a "must have tool" you will use constantly, not a book to just read. Get it at www.amazon.com or at <http://www.kennedysite.com/index.html>.

* Here are Joe Sugarman's books with ordering information:

Vol. 1: "Advertising Secrets of the Written Word" (GET THIS ONE!)

Vol. 2: "Marketing Secrets of a Mail Order Maverick"

Vol. 3: "Television Secrets for Marketing Success"

\$39.95 each plus \$5 shipping from 1-800-323-6400

or FAX (702) 597-2002 or write to JS&A Group, Inc.,

3350 Palms Center Drive, Las Vegas, NV 89103.

Note: You can get the online version of "*Advertising Secrets of the Written Word*" when you order Psychological Triggers online for \$27.

* For a good quick tip sheet on writing sales letters, visit <http://www.smartbiz.com/sbs/arts/dun18.htm>

* Discover four approaches to writing sales letters at <http://www.mapnp.org/library/writing/letters.htm>

Here off line!

* For a great short article on how to write sales letters, click on http://www.office.com/global/tools/frameset?parameter=ob_tools/sales/sales_letters.html?id=0689

* For free articles on copywriting by the man who inspired me to become a copywriter, visit <http://www.bly.com>.

* For an unusual e-book from China on how to write with emotion, visit <http://www.mrchange.com>.

* A good book on persuasion is "Get Anyone To Do Anything" by David Lieberman. While he doesn't talk about writing, his psychological secrets are applicable to writing letters and ads. Get it at www.amazon.com

* There is no "one way" to write sales letters or anything else. For that reason, absorb all the information you can. One great course on copywriting is from David Garfinkel. Visit www.killercopytactics.com.

* I'm told the "The Robert Collier Letter Book" IS available as an audio and printed work from Carl Galletti. Click here to order it - <http://www.twipress.com/MarketingResources/GallettiBooks/copy.htm>

SECTION TWO: Hypnotic News Releases and the Power of the Media to Make You Rich

"I am indebted to the press of the United States for almost every dollar which I possess..."
-- P.T. Barnum, 1891

Ch. 9: How to Get Rich and Famous With One Sheet of Paper and a Mermaid

I'm not exaggerating. You CAN become rich and famous with any product or service---or even without them!---IF you follow the guidelines on how to get free publicity which I'm about to reveal to you.

And all it takes is a single sheet of paper!

Want proof?

Here's what Dr. Scott Lewis told me---

"Joe Vitale is a publicity master! With just one BRILLIANT press release he wrote for me, I landed an appearance on THE VIEW within 72 hours! I've since gone on to use his hypnotic writing techniques to write my own press releases and have appeared on INSIDE EDITION, EXTRA, FOX NEWS CHANNEL and many other top shows. This is one of the best investments I've ever made and easily worth 10X the price I paid!"

Whew! Is that a strong endorsement for "Hypnotic Writing" or what?

And the really good news is that you are about to learn how to get that type of fantastic publicity for yourself or your clients!

In this section I'll also include how to come up with news angles as well as where to send your releases once you have written them.

AND I will discuss the little known Harry Reichenbach tactic for getting into the news. (!)

Ready?

HOW TO GET PUBLICITY WITHOUT A MERMAID

A year or so ago I wrote a news release that helped make Jeff DeLong---barely 28 years old---wealthy. The headline read:

50 Ways to Leave Your Lover (or anyone else); Unusual cards don't greet, say Hit The Streets

Paul Krupin of the news bureau sent it out by fax and email. As a result, Jeff did twenty radio interviews the day his release hit. The Associated Press picked up the story at least twice and spread the word to the media nationally. The number of times the story was reprinted is impossible to tally. But as a direct result, Jeff's website sales at blasted to \$20,000 a week. (A week!)

What made his news release so successful?

1. There was news here.

I didn't have to dig too hard to see that Jeff's greeting cards were newsworthy in and of themselves. (You send his c-ya cards out when you **end** relationships.) Too many people send out news releases without any news. They are thinly disguised ads. Editors hate ads. They want NEWS.

2. We tied it to current news.

Valentine's Day was right around the corner. While Jeff didn't want to tie his release to that event, I knew that doing so would cause the media to grab his release. It helped make his news relevant. Whenever you can tie your product or service to existing news, you up the odds in being used by the media.

3. We distributed the release to select media.

Paul Krupin hand picked a list of media contacts. What you send out has to match the interests of those receiving it. Don't send artillery news to an anti-gun newspaper.

You can get publicity for virtually any product or service. The media is desperate for news. Provide it and they'll advertise your business.

But how do you find the right news angle?

I describe three ways for getting publicity in my new audiotape program for Nightingale-Conant, called "The Power of Outrageous Marketing." (To order it, call 1-800-525-9000 or visit <http://www.nightingale.com>.) In short, they are:

- (1) Have news,
- (2) invent news, or
- (3) tie your business to current news.

Jeff's release was an example of one and three. (His cards were news, and we tied it to Valentine's Day, which was current news.) Here's an example of number two: Inventing news.

When Barry Michaels in Australia hired me to write a release for his clothing store at , I had to hunt to find the news angle. I talked to him and learned that because he was getting bogus orders online, he started calling virtually **everyone** who contacted him. This turned out to be a breakthrough. Customers were in awe that a retailer in Australia would call them. Not only did Barry stop the bogus orders, but he increased his sales with this extra personal service. So I wrote a news release with this headline:

Retailer Finds Way to Turn Bogus Orders Into Profit; Australia teaches the globe how to make money online

Ch. 10: A Reporter's Tip and an Outrageous Insight

How do you get in the news?

According to reporter Dennis Stauffer, in his 1994 book "MediaSmart: How to Handle A Reporter" (available through <http://www.amazon.com>), it works like this:

"A news story is supposed to be true, but otherwise the criteria for what makes a good story are the same as in fiction. We look for strong characters (newsmakers), good dialogue (soundbites/quotations), and something novel and dramatic to tell (scandal/disaster/victory). We strive to somehow touch our audience by relating things in personal terms, and we try to present it in a way that will attract and hold someone's attention."

But that's not all...

Let's learn something from TV that you can add to your websites and/or to your news releases...

Are you adding a little outrageous creativity to your website to pull in more sales? A little spin can turn a profit. For example, cooking is cooking. But the programmers behind the cable TV Food Network know how to add zip to get viewers.

Consider these titles: "Two Fat Ladies" is, well, two fat ladies who travel around on a motorcycle with a sidecar and show you how to cook.

"Door Knock Dinners" knocks on some unsuspecting person's door, with a chef and camera crew, and says we're here to cook a gourmet meal for you and your family using only what is in your refrigerator, pantry, freezer, etc. This is all aired live.

And "Iron Chef" is a competition from Japan with interpreters. The iron chefs (4 of them) are the top chefs of Japan. Their chefs are brought into the "Kitchen Stadium" to compete with the iron chef of their choice.

It's dramatic, theatrical, and beautiful to watch.

Now consider: All of these popular TV shows are simply cooking shows. No big deal. But add a little outrageousness and you suddenly have something fun, different, and well worth watching. How can you do the same for YOUR business? If P.T. Barnum ran your business, how would he make it fun?

What you want to do is create a fun website that makes people WANT to visit it, talk about it, and then, in the end, buy whatever you are selling.

That's ALSO how you create hypnotic news releases.

I'll explain what I mean in the next chapter...

Ch. 11: Harry Reichenbach's Publicity Secret and the Loop-Hole in People's Minds

Harry Reichenbach was a turn of the century publicist. He pulled some outrageous publicity stunts during the early days of silent movies and then talkies. He even helped stop World War I with a publicity stunt involving toilet paper. (I explain the story in my best-selling audio program for Nightingale-Conant, "The Power of Outrageous Marketing! And yes, this is an embedded command to get you to buy my program!")

Harry's secret was to create bizarre events to capture news attention. He was clearly a disciple of P.T. Barnum.

One time Harry had an unknown movie star fill his pockets with pennies. He also made sure those pockets had holes in them.

Harry and the struggling actor then walked down the streets of Hollywood, headed for a director's home.

When they got there, the director looked out his window and was stunned to see a true mob of people following Harry and the actor. The director could do nothing but assume the actor was so popular, people followed him everywhere. The director hired the unemployed actor on the spot.

Truth was, it was all a stunt to get news. In the days of the 1920s, when pennies were worth picking up, it was easy to get a crowd to follow you by letting pennies drop behind your steps.

Today you might have to let hundred dollar bills fall out of your pants.

But the point is the same:

You have to think like Harry Reichenbach to get media attention these days. Even if you are simply promoting a book, or a new toy, or a service, you have to put a spin to it. You have to encase it in a larger story. You have to somehow, somehow, make it NEWS.

When you do, you've taken first step to creating a hypnotic news release.

HARRY'S REAL SECRET

Harry was successful in getting press coverage for his clients because he was able to create events that grabbed our minds.

You see, people want to be led. They seek something to fill their hours. They turn to television, radio, newspapers, and other media in a frustrated quest to engage their minds with something of value, something different, something unusual.

This is the loop-hole in the public's mind where you can engage them hypnotically.

And this is something very few people know.

This will take some explaining. So let me call in my friend Blair Warren, a writer, TV producer, and persuasion expert in San Antonio, Texas. Blair has written a book so powerful, he is afraid to release it to the public. He thinks it may fall into the wrong hands and give real power to the wrong people.

With Blair's kind permission, here is an excerpt from his "The Forbidden Keys to Persuasion: Book 1: Ulterior Motives and the Art of Engagement:" (The following is Copyright 2000 by Blair Warren and used here with his permission. Please do not reproduce it.)

"In college I became fascinated with applied psychology. I was eager to learn everything I could about human nature. While my classmates focused on learning enough to pass our exams, I listened for ideas I could put to use immediately. One topic that caught my interest was Abraham Maslow's Hierarchy of Needs. In it, Maslow placed human needs into five sequential categories:

1. Physiological needs (food, shelter, etc.)
2. Safety/security needs (protection of one's person, family and possessions, etc.)
3. Social needs (love, sex, friendships, etc.)
4. Self needs (self-respect, self-confidence, etc.)
5. Self-actualizing needs (personal growth, fulfilling of one's purpose, etc.)

In short, Maslow argued that people's needs in one category must be met before they can turn their attention to the next. This idea fascinated me, but understanding it had little impact on my ability to persuade others. While a therapist may have the time and skill required to apply it to a patient, it was too complicated for a lay person to put to practical use. Still, I had a sense that it held a very powerful, very practical principle, if I could only grasp it. In time, I did.

I came to believe there was a more basic "need" that lay behind those Maslow identified. But my

"discovery" was anything but new. Hitler was well aware of this need and in filling it for his followers, mesmerized a nation, slaughtered millions, and terrorized the world. Marshall Applewhite and Jim Jones used it to seize control of their followers and lead them to their deaths. And all around us, political and race-based organizations use it to whip their people into hate-filled frenzies. What these people, and all the master manipulators before them, know, is that people have a desperate need for mental engagement; to have their attention captured, focused and intensified.

While mental engagement doesn't appear on Maslow's scale and may not replace those needs he identified, it can override them. Just as physiological needs take precedence over safety/security needs, the need for mental engagement can override our physiological needs, if only for a while.

We can be literally starving and searching for food, when something comes along, distracts us, and before we know it, hours have passed without any sensation of hunger.

We can be in severe pain and without our being aware of it, something else comes along and captures our attention and the pain is gone.

We've all experienced situations like these, yet upon reflection they don't make much sense. Why would we put off something important like eating or seeking medical attention, for something less important?

Because we don't have any choice. The body may send signals to the brain indicating its needs, but the mind doesn't have to pay attention to them. What the mind must do though, is pay attention to something. And without proper mental discipline, the mind will focus on the most appealing option before it.

Every moment of every day, we want to be engaged in something. It often doesn't matter what it is as long as it can gain and maintain our attention. We seek entertainment, conversation, confrontation. We do crossword puzzles, work in the garden, listen to music. We cook, we clean, we rearrange. Even when we're exhausted and want to relax, we simply engage in something else. We swim, we go to amusement parks and we meditate. All this in an effort to alleviate the one thing few people can endure: Boredom.

The need for mental engagement is so fundamental that few even recognize it. But it's always there, lurking just behind our awareness, looking for something to "lock onto." This is why many of us are so easily distracted. Unless our current thoughts or activities are sufficiently engaging, the next best thing that comes along will pull us away, often without us even realizing it. And since it's through engagement that we experience and through experience that we are changed, those who engage us hold the keys to our hearts and minds, and from there, our actions."

Blair's words of wisdom are deep. Chew on them.

What I think he is pointing out is that if you can create an event--- a news story---that engages the public's mind, then you will have succeeded at grabbing the media and hypnotizing all of them into printing and airing your news.

And keep in mind that the phrase "an event" doesn't mean some expensive, orchestrated demonstration.

You can create an event by simply having a news angle that engages an editor's mind. (You'll see several news releases with unique news angles shortly).

The idea is to think of ways to grab attention. They don't have to be elaborate, they just have to be--as Blair would say--- engaging.

This was Harry Reichenbach's secret.

And this is true power.

Use it wisely.

Ch. 12: Hidden Selling: The Ultimate Secret to Controlling the Public Mind

You have to get out of your ego and into the "public mind" to be able to use Blair and Harry's secret.

So let's look at websites for a moment and see if we can apply a lesson from that area to the world of publicity.

I think the number one problem with people selling products on their websites is they can't get out of their need to make a sale. In other words, they are so focused on selling, they don't spend any time serving. In order to get news coverage, or to get people to visit and stay at your site (or to do anything else you want), you need to think of THEM.

I obey one main rule when writing copy for the online world: Get out of my ego and into my reader's ego. It's a basic marketing truth that shouldn't be violated anywhere. Yet it's violated every day online.

Let me explain.

One day I received the following email:

Dear Mr. Vitale,

Your name was mentioned on a site that I came upon while I was looking for informational material to market on the Internet. Can you PLEASE, give me some feedback on this. The site is www.Internetpowertools.com/d.cgi?ebookprofits-pw10031

Thank you for you time.

I took a quick peak at his site. If you did, too, you saw that his site is a sales letter. There is nothing in that headline to appeal to your ego in a way that is acceptable online.

Off-line that sort of hard-sell headline might work. On-line it won't. Why? Because it is too sales oriented. It looks and reads too much like an ad. If you think of your reader's ego, you wouldn't post something so heavy-handed online. Instead, you would give them information they want. Information they can use.

Think of it this way: Write your website copy as if you are writing a how-to booklet or a news release. Give facts. Give details. Give specifics. I might rather write this fellow's website as a special report on the rise of e-books in the new millennium. I might even give pointers on how to write your own e-books. In short, get out of your ego and into your visitor's ego. Appeal to their interests and they will eventually show interest in yours.

THAT's how you create hypnotic news releases.

Let's look at another example.

Hello Mr. Fire,

I am not a copy writer but I am trying to write a copy that sells my information product. Can you please check out my website and tell me what's wrong with the copy I have now. www.inetstart.com

Thank you for your time.

Did you take a look at his site? Same problem as the one before it. It's written by a person trying to make a sale. That means the copywriter was writing to his own ego, not to mine or yours. Again, to transform this or any other website, think of what your READER wants to see, not what you want to sell. Think about it. Don't you care more about what interests you, than what interests me?

I might rewrite this fellow's website by writing a news release or a special report on "The Top 10 New Ways to Make Money Online." I'd research the top ways, too, list them, explain them, and make what he wants to sell just one of the new ways to make money online.

It's the traditional way to sell anything with a news release: Simply plug your product or service within a story of genuine news.

Are there any examples of websites using this basic copywriting principle? Of course. But they aren't easy to find. Obvious examples are www.ebay.com and www.amazon.com. Both focus on YOU. When you look at ebay or amazon, for example, you don't detect an ego behind the sites. Instead, you can easily look around for what interests YOU. Again, get out of your ego and into your reader's ego.

I just took a moment from writing this chapter to browse some random sites. I went to www.etour.com and let it bring websites to me based on what I told it I was interested in. It's a marvelous tool. Sites I saw were one on new music releases. No ego here. This had a search engine for me to type in my favorite artist or style of music. Another site was on how to give CPR. Never know when it may be needed. Yet another site taught me how things operated. Type in anything, like engine or website, and an article at the site revealed how an engine, or website, works. Again, all useful information. No ego. No selling.

Which leads to the question: How does anyone make any money online when they have to create ego-less websites that focus on the visitor and do little or no selling?

The answer is this: It's called Hidden Selling.

It's what all good publicity people or "cause public relations" people do. They engage you in something you want to know about and sell you after the fact. It's the soft sell. It's what Hallmark Cards does when they fund a movie. You don't tune in to watch their commercials. You tune in to watch the movie they sponsored. As you do, you are also fed the commercials.

This is very hypnotic.

Good websites do the same. They offer you what you want, and sell you quietly, by focusing on serving you, not selling you. (Note: See my article at <http://www.mrfire.com/articles/0033.html> for more explanation of how this "Hidden Selling" concept works.)

This whole topic may need more space than what I have here to fully explain. The bottom line for me is this: You'll create better copy on your websites if you focus on your visitor's ego, not yours. Think of serving them, not selling them, and ironically, you will end up selling them.

This works with news editors, as well. If you want to woo them, think of SERVING THEM, not selling them.

They want news, not ads.

They are not all that different from the people going to websites:
They are looking for the unusual, the curious, the odd:

They are looking for NEWS

Ch. 13: How Watching TV can Get You a Million Dollars in Free Publicity

The tool you'll use to get publicity for yourself is simply one sheet of paper: A news release.

A news release is what it says: A release of news.

But few people writing them seem to understand that fact. Instead, they are sending out ads and calling them news. Editors get hundreds to thousands of news releases every day. (!) If yours is a thinly disguised ad, yours will get trashed.

So, how do you stay out of the trash can?

Let's take it one step at a time...

THE HEADLINE

Headlines can make or break your chances to get media attention. Re-read the headlines I came up with for Jeff, Barry, and myself in an earlier chapter. Aren't they all catchy? Don't they all signal news?

Want a tip on how to write headlines for YOUR news releases?

Listen to the commercials that try to get you to watch the TV news. You'll hear short teaser phrases such as, "Can your eyes be healed in 45 seconds?" or "Can this dog save your life?"

Another I heard was, "Meet the man who committed the crime that shocked our nation!"

Those teases are headlines!

And they are very hypnotic!

In other words, while you watch TV tonight, note how the teasers during the commercials lure you into watching the news. What they are doing is hooking you with spoken headlines.

You can follow the same principle when writing news releases. This works for ALL the media and is used by everyone from Oprah to Larry King to your local favorite television news station.

Start to think like a reporter and generate headlines for news releases for your (let's say) e-book. Ask questions such as --

- * What's the news in your ebook?
- * What's the news about you?
- * How does your book affect readers?
- * The world?
- * Your neighborhood?

Fish for the news and then turn that news into a one-page hard-hitting news (and news only) release.

This will all make more sense as you can continue with the next chapter and review the examples to follow.

So let's not stop here!

Ch. 14: THE STRUCTURE OF A Hypnotic NEWS RELEASE

Use your business letterhead. If you don't have letterhead, don't worry about it. What the editor cares about is your news, not you. A letterhead just adds some credibility.

Under it, on either the left or right, type the phrase "NEWS RELEASE."

Under that, type the name of a contact person (which can be you) and your phone number.

On the top of the page, on the opposite side, write the words "FOR IMMEDIATE RELEASE."

In the center of the page, maybe one-third down from the top, type a headline. Remember to make this sentence newsworthy.

A few lines below that, begin your release. Though it is okay to type the release single-spaced, editors are used to seeing it typed double-spaced. Keep in mind that a release is a NEWS source. Give your facts: who, what, when, where, how and why. And present them in order of importance.

Your following paragraphs should fill in details and complete the news story.

At the very end, give your name and address and say "For More Information Call (your number)."

HOW I WRITE A NEWS RELEASE

Now let's make all of this even clearer:

When someone hands me a book to promote, or any other product, I look for the "story" that it fits into. In other words, I don't want to write a press release to promote "a book" as that usually isn't much news, but I probe to learn how the book fits into a larger picture.

This is how I create hypnotic writing.

For example, let's talk about the fellow who got a call from a reporter eight minutes after he faxed out my release. His book is called "Fun Projects with Wooden Pallets." If I were like most publishers, I might whip up a release saying the book was now out and say a little about it. But I don't think that's very powerful. I prefer a double-whammy approach, which I achieve by combining the "new book" release with a "feature story" approach.

After some thought I came up with the following headline:

New Ways to Make furniture---and more---from Scrap

Note how that headline has a more "news feel" to it? It doesn't even mention the book. That, to me, isn't as important as what the book helps you do. In advertising we talk about features and benefits. The book is a feature; what you can do as a result of having the book is the benefit. I focused on the benefit.

The next thing I looked for was a killer opening line. I believe that the first line in your feature news release should be a grabber. If you don't hook the editors there, they probably won't go on to the rest of your release.

It's worth mentioning right here that your editors will decide to read your release---or not---based on your headline. If it intrigues them, they'll read on. But the next potential stopping point for them is your first line. In the case of the above client, my first line was this:

"You know those wooden pallets stacked up in and behind many businesses?"

That's an opening line that I still love. Why? It gets the reader nodding his or her head, saying "yes" internally, and puts them in a receptive mood. It also pulls the reader into the next paragraph. It makes you ask, "What about those pallets anyway?"

From there I created a story about how to use the pallets to create furniture---the news---and I quoted from the book and the authors, thereby plugging the book within the context of the feature story. Do you see the difference? Rather than focusing on the book, I focused on the story and mentioned the book within the story. Here's the entire release:

News Article from Awareness News Service
Contact: Joe Vitale
Phone: 281-999-1110 For Immediate Release

New Ways to Make Furniture--and More--from Scrap

(Silsbee, Texas. September 1, 1995) -- You know those wooden pallets stacked up in and behind many businesses?

According to "Fun Projects Using Wooden Pallets," (\$14.95 postage paid from Applecart Press, PO Box 612, Silsbee, TX 77656) a 115-page, fully illustrated new book by Don and Peggy Crissey of Silsbee, Texas, you can pick up those pallets, usually for no charge, and turn them into over a hundred easy, practical, and fun home projects, such as beds, chairs, fences, planters, toys, steps, and tables, to name just a few of their uses.

"There are over 460 million pallets made each year in this country," says Don Crissey, an engineer with over 20 years of experience in recycling everything from government surplus paints to ocean cargo containers. Crissey adds that 53 percent of these pallets are used once and then discarded. "What people don't realize is that half of the expensive hardwood cut down goes into making these pallets," explains Crissey. "That means there's some very fine and expensive wood in those pallets---wood you can use to make some beautiful furniture."

According to Don and his wife Peggy, a former retail shoe store display designer, a single pallet can fit in the trunk of most cars, and each pallet can be easily turned into any of over a hundred simple, fun, and practical do-it-yourself home projects.

"We spent three years picking up pallets and using the wood," said Don Crissey. "I've made everything we describe in the book, from benches to beds to utility cabinets. Our front lawn has planters, steps, and chairs sitting on it, and no one ever realizes they were all made from pallets!"

"Besides the joy of making these projects," adds Peggy Crissey, "It feels good to know you are doing your part to be earth friendly."

For a free sample of directions on how to make one project from a wooden pallet, send a self-addressed, stamped envelope to Don and Peggy Crissey, Applecart Press, PO Box 612, Silsbee, TX 77656.

To order the new book, "Fun Projects Using Wooden Pallets," by Don and Peggy Crissey, send a check or money-order for \$14.95 (postage paid) to Applecart Press, PO Box 612, Silsbee, TX 77656.
-- end --

Ch. 15: More examples of Hypnotic News Releases You Can Model

Another time an author called me about a book she had written on lawyer abuse. I liked her and the book, but had to search to find a way to create a feature release that I could plug the book into. After a few days I came up with the following headline:

Wife, Mother, Business Woman
Hauls Her Lawyers to Court---and Wins!
Reveals How to Prevent "Lawyer Abuse" in Surprising New Book

I like this headline because it sums up the entire release in just a couple of lines. The "wife, mother, business woman" suggests an unusual bit of news; this woman isn't just a housewife, but is living out several roles. "Hauls her lawyers to court" is obviously attention grabbing news. "And wins!" is the punchline. My subtitle, or headline under the headline, is my attempt to build even more enthusiasm for the feature release.

My next effort was to come up with a terrific opening line. I read through the pile of background material the author had sent me and came across a line that I turned into a lead I doubt few could read and forget. I wrote:

"Janice Tucker Hedlund wonders why juries are locked up at night and lawyers get to go home."

I then went on and wrote a release that told her story and plugged her book in the process. Again, I didn't focus on her book. I focused on the news and used the book for my quotes. This was a less "advertising oriented" approach to getting the editors attention. Since a common complaint among editors is that releases too often tend to look like thinly disguised ads, I wanted my release to look -- and actually be -- news.

Now here's the entire release:

NEWS from Awareness News Service
Contact: Joe Vitale
Phone: 281-999-1110 For Immediate Release

Wife, Mother, Business Woman
Hauls Her Lawyers to Court---and Wins!

Reveals How to Prevent "Lawyer Abuse" in Surprising New Book

(Laguna Beach, CA, July 7, 1995) Janice Tucker Hedlund wonders why juries are locked up at night and lawyers get to go home. "My husband and I spent eight years embroiled in lawsuits," Hedlund writes in her new book, "Help! I've Hired a Lawyer!" (\$14.95 from EmptyPockets Ventures, 412 North Coast Highway #380, Laguna Beach, CA 92651). "The last three of those years were spent suing our own attorneys."

After losing millions of dollars in legal fees on a series of twenty lawyers who weren't doing their jobs, Hedlund decided to fight back. She took three lawyers to court for legal malpractice, and won. "Stay out of the court room," warns Hedlund, a Laguna Beach wife, mother, and business woman. But she adds that it may be impossible for everyone these days.

"This country is run by lawyers. The government offices are filled with them. The major portion of the President's cabinet is made of attorneys. And almost every Congressman and Senator has a law degree."

Hedlund wrote her just published book, the first in a series of planned self-help titles, to help others from being abused in court. She calls her book "the first insider's guide on how to hire, deal with, fire and even sue a lawyer!"

Among her suggestions for checking out an attorney are:

1. Trust your gut. Hedlund says attorneys are taught to wear symbols of success, such as having a Mercedes-Benz, dozens of legal assistants, and a high rise office. "But when you ask for his client list and it can't be located, perhaps he's not as successful as you think or he's lost his clients to an over-enthusiasm for Ferraris."
2. Watch him perform. Hedlund suggests you attend a court room when your prospective attorney is about to appear. "Observe if the judge admonishes him for failure to show up last week, or for not presenting properly presented drafted motions or other problems."
3. Be cautious of retainers. "When the attorneys I hired saw me coming it had to have been Champagne City for them," Hedlund writes in "Help! I've Hired a Lawyer!" "I handed over retainers that could keep a family of four eating for years." Be sure you completely understand what you are asked to pay, and what you can expect to receive.
4. Ask for file availability. Hedlund says you should always have the right to walk in at any time and request to see your file. She once found notes in her files from her attorney saying she was "a real pain in the ass!" and another inviting an opponent to an expensive club at Hedlund's expense. These notes led to Hedlund suing her own lawyers.

"Help! I've Hired a Lawyer!" by Janice Tucker Hedlund, is available for \$14.95 from EmptyPockets Ventures, 412 North Coast Highway #380, Laguna Beach, CA 92651. The 149-page paperback offers a wealth of information for readers from all walks of life, lawyers included. It offers strategies, tips, tactics, and inside information on how to work with attorneys in a wide variety of situations.

-end-

Next, let me show you the example of one more release for yet another author.

Mike Knox wrote a riveting book on kids in street gangs. While the book is excellent, I knew I couldn't write a release on just it. I needed a bigger story. And since Knox hired me to write a release a month for three months, I needed three terrific stories. What I did was read his book and look for the news. After an hour I came up with the following headline:

Ex-Cop Reveals the 3 "Big Lies" that Pull Kids into Street Gangs
Tells How Parents and Schools Can Stop It in New Book

There's a chapter in Knox's book where he talks about the three lies that lead kids into gangs. I made that my focus, hence the headline. The sub-headline was my way of letting editors know a little more information about the book. As for my first line, here's what I wrote:

" After fifteen years on the Houston Police Department, Mike Knox had seen enough about kids in street gangs to write a book. And he did just that."

This sounds interesting. You have a cop with a lot of experience in a big city. It suggests he has a story to tell (as he "had seen enough"), and it has universal appeal, as it's about kids. Here's the entire release:

NEWS from Awareness News Service
Contact: Joe Vitale
Phone: 281-999-1110
Date: August 10, 1995 For September 1 Release

Ex-Cop Reveals the 3 "Big Lies" that Pull Kids into Street Gangs
Tells How Parents and Schools Can Stop It in New Book

(Houston, September 1, 1995) After fifteen years on the Houston Police Department, Mike Knox had seen enough about kids in street gangs to write a book. And he did just that.

"The police officer is the last and weakest link in this ugly web of gangs and juvenile crime," explains Knox, now a popular speaker on the subject of gang prevention and a special trainer to the police. "Parents and school officials have to wake up and take action now, before it's too late." Knox helped create the Houston Police Department's Westside Command Divisional Gang Unit in 1988. He has taught gang recognition and investigation at the Houston Police Academy, University of Houston, and the Houston Drug Enforcement Agency. He says youths are being drawn into gangs in an almost natural process. He wrote his new book to help blow the whistle on this process.

"There are three big lies which pull kids into street gangs," says Knox in his eye-opening new book, "Gangsta in the House" (now at book stores, or \$12.95 from Momentum Books, 6964 Crooks Road, Troy, MI 48098).

Lie #1: The gang will provide protection to the member. "Children are increasingly concerned about their safety in the community and in the school," writes Knox in "Gangsta in the House." He adds that many kids will choose to join the largest and toughest gangs simply because they are perceived as the safest.

Lie #2: Membership will garner the respect of the community. "Typically gang members will mistake fear for respect," writes Knox. He says that kids don't know the difference, but seek the recognition of being in a gang and being feared.

Lie #3: The gang will become a family. Knox says this is an illusion because gang members don't even trust their own friends. One of the reasons they use street names or monikers is so each remains anonymous.

What can adults do to help?

"Ultimately the parents' responsibility in this safety net is to reteach the child how to make good friends," writes Knox. "They must be willing to get back into their child's life and reteach him about

respect, friendship, and responsibility."

Knox's book, "Gangsta in the House," takes readers directly into the world of gangs, and begins with a riveting and uncomfortable description of a fictional drive-by shooting. The book is written in a conversational style and reveals what gangs are all about, why boys as well as girls are drawn into them, and what parents, teachers, and the legal system can do about them.

-- end --

GIVE FREE TIPS

You might note that in the above examples, I gave truly helpful information that came from the books I wanted to promote.

In other words, the first one offered a free plan to build something from a pallet, the second gave tips on working with lawyers, and the last revealed some myths about gangs. This is "giving to get." The press loves it.

When I wrote a news release for my client to help promote his trilogy of videos on the Las Vegas Showgirl's Diet and Workout, we included the girls' dieting tips. That free information gave us national publicity when the GLOBE ran the story---and Barbara Walters mentioned it on national television!

QUIZ: ANOTHER EXAMPLE

Read the following and see if you can determine why this news release is true news:

Contact: Melissa Heller

Phone: (941) 467-8771 FOR IMMEDIATE RELEASE

Who's going to crack next?

How to tell if you or someone you love is about to snap

Stress at work, home, and even at play is causing more people to crack, or mentally breakdown, than ever before. The problem is leading to a staggering increase of murder, suicide, road rage, family abuse, drug abuse, unhappiness, and much more.

But according to a mental health expert, there is now a way to detect if you or someone you love is about to crack.

"If you can spot the person about to mentally snap, you can help them with treatment," says Dr. Leland Heller, a Florida family physician, mental health expert, and author of the new book, "Biological Unhappiness" (Dyslimbia Press, 1999).

Dr. Heller says some obvious signs of latent snapping are when a person begins saying things like, "I don't want to live, There's no point to living, Life has no purpose, I'm worthless, There's no point in trying, or Everyone seems to have it in for me."

He adds that anyone talking about suicide and/or homicide, who performs self-mutilation, who talks about violence, hate, or death, or who demonstrates road rage is also showing signs of snapping. "Snapping is part of a biologically based problem that is treatable," explains Dr. Heller. "The trick is to spot someone before they snap."

Dr. Heller has a free screening test to find out if a person is about to snap located online at <http://www.biologicalunhappiness.com>. The test helps determine if someone has any of a variety of disorders, from Attention Deficit Disorder or Bipolar Disorder, to Borderline Personality Disorder or Generalized Anxiety Disorder, all of which can

lead to snapping, and all are treatable.

"If we catch the problems now, we can help stop more people from snapping," says Dr. Heller. "No one has to suffer. No one has to kill or be killed."

Editors: For a review copy of the book, "Biological Unhappiness," more information, or to interview the author, call (941) 467-8771.

-end-

MORE SAMPLES

You can see samples of news releases online every day.

* Visit <http://www.PRWeb.com> and look around.

* Also take a peek at --

<http://www.publicityforum.com> The New Publicity Forum

<http://dcnewswire.com/> Direct Contact News Wire

Ch. 16: HOW TO SEND OUT YOUR NEWS

Sending out your hypnotic news release is a snap to do, and not as expensive as you may fear. You can send the release by email for under \$100. You can FAX it to editors for twenty-five cents a hit.

I use Paul Krupin's service at <http://www.imediafax.com>. He can FAX or email your release to whoever you want, as well as help you determine who should receive it. I've known Paul for years now. He is so honest that he won't send out any release if he feels it won't get any replies. You can email him at dircon@owt.com.

Other Press Release Resources:

<http://www.gebbieinc.com>

<http://www.baconsinfo.com>

<http://www.imediafax.com>

<http://www.srds.com>

Press Release Distribution Services:

<http://www.PRWeb.com>

<http://www.SoonToBeReleased.com>

<http://www1.internetwire.com>

<http://www.prnewswire.com>

<http://www.news bureau.com>

<http://www.urlwire.com>

<http://www.businesswire.com>

<http://www.i-wire.com>

<http://www.publicitylink.com>

ASSIGNMENT:

As you might guess, I want you to write a news release. Just review the above lesson, pretend you are a reporter, and see what news angle you can find for yourself. Remember to focus on NEWS, not selling. You want to plug your product or service within the body of the news release and not make your product or service the focus.

RESOURCES:

"Sixty Second Secrets" is a free e-newsletter by Susan Harrow dedicated to bringing you innovative ideas for keeping your name in the news. I always find something of value in this one. Subscribe by sending e-mail to harrowcom@prsecrets.com

If you're at all interested in publicity and public relations-type marketing, then turn off your phone and prepare to spend HOURS at the following website. From public relations to marketing, business communications to Internet PR, there are 23 PR-related subject categories, and 800+ direct links (and growing!) at <http://publicrelations.about.com>. Whew!

Using statistics in news releases gives your release extra power. But where do you get stats? "In regard to stats, a great place on the Net to get any stat is <http://www.internetstats.com>. You ask a question and a real person will email back sites on the Net that have the statistics."
-- Ken Leebow, <http://www.300Incredible.com>

* Download a free e-book on news releases here:
<http://www.free-ebooks.net/press.html>

* Paul Krupin has a terrific new book on how to get publicity which includes about seventy (70!) examples of news releases that got fantastic results. Learn about it at <http://www.trashproofnewsreleases.com>

SECTION THREE: HYPNOTIC ADS AND EGO-LESS SELLING

Write your advertisements from the customer's standpoint."
-- Nath'l Fowler, Jr., "Fowler's Publicity," 1897

This section will reveal the long-lost Kenneth Goode persuasion method, and my own refinement to the process of how to create ads that get results.

I'll also reveal an advertising formula not known to many people AND I'll reveal the 16 desires that motivate people. (The latter is priceless!)

Ready? Let's go!

Chapter 17: The Greatest Advertising Secret Ever Revealed! **Menu | 1 | 2 | 3**

Recently I sat on a plane from Phoenix to Austin. I decided to kill some of the two hour flight by flipping through the online magazines and catalog. You've seen them. They are always stuffed in the pocket right before your knees. But what you may not have seen is that virtually all---yes, all---ads violate a secret advertising principle invented more than 100 years ago.

I opened up one of the magazines and there was an ad for magician Lance Burton. I know and like Lance. His shows at the Monte Carlo in Las Vegas are well worth seeing. The headline for his full-page, full-color ad read, "**You will always remember Lance Burton...**"

Chapter 17: The Greatest Advertising Secret Ever Revealed!

I love this headline. Why? Because it is hypnotic. It is actually a direct suggestion. Read it again and see what I mean. Isn't it a command?

Also notice that it has Lance's name right in the headline. The great ad-man David Ogilvy said you should strive to put your products name in the headline. The reason being that many people may not read past the headline. So if yours helps install your message in your reader's brain, your un-read ad will still have accomplished something. This could be an ego trip for many people,

but it works for Master Magician Lance. Why? Because he IS the product.

Compare that with another headline I saw. This one clearly violates one of the oldest rules in advertising. Even P.T. Barnum knew better than this advertiser, and he died in 1891. The headline on this quarter-page black and white ad simply said, "A Perfect Fit."

Well, what does it mean? Does it engage you? Does it communicate a benefit? If you had to guess what the headline was selling, what would you guess? Go ahead and take a shot....

The ad is for luggage! The sad thing is, you have to read the entire ad to find that out. And the headline isn't intriguing enough---well, it isn't intriguing at all---to get you to read much of the ad. So that advertiser just lost several thousand dollars in running an ad that didn't work. The really sad news is that this happens every day, by advertisers who are forgetting a fundamental ancient truth in marketing.

I'll tell you what that truth is in a moment. But let's continue to look at the online magazines and catalogs.

Another full-page, full-color ad had this headline on it: "Let me give you the secrets of fearless conversation!" Right under that bold statement is the sub-headline: "I promise you the ability to walk into a room full of strangers---and talk to anyone with total confidence, authority and flair."

Whew! Now THAT'S a strong headline. It stops you dead. If you are at all interested in being a better conversationalist---and who isn't?---you will stop and read that ad. It signals a benefit to you. It makes a bold claim. It states a powerful guarantee. This is an ad that follows an old proven truth in advertising.

What is that ancient truth? Simply this: That people do things for selfish reasons. Appeal to their egos and they will do what you want. Write to their emotions and they will open their wallets.

P.T. Barnum knew this more than one hundred years ago. He put his name in his headlines to help create a brand image for his business. He told you what you would get from seeing his circus, or his exhibits. And as a result, Barnum became one of the richest men in the world and one of the first millionaires in early America.

Barnum wasn't the only one to profit from appealing to egos. In 1897---that's right, 1897---Nath'l Fowler, Jr. wrote in his book, "Fowler's Publicity": **"Write your advertisements from the customer's standpoint."**

It worked in 1897. It worked in 1997. It will work in 2097. **It's the greatest advertising secret ever known: Get out of your ego and into your reader's ego and you can GET RICH!**

A lot of what I'm revealing to you in this advanced course in Hypnotic Writing is about the psychology that motivates people to buy. I'm really talking about "Hypnotic Persuasion."

After all, if you are writing sales letters, ads, and news releases, you are probably writing them to motivate people to see things your way, and to do what you ask: Namely, send you money.

This is no easy task. As I keep saying over and over again, to accomplish such a grand goal, you have to think of your reader, not yourself. Get out of your ego. Get into theirs.

I learned this concept from Kenneth Goode, an early 1900s ad man and author. In one of my favorite books by him, titled "How to Turn People Into Gold" (1929), he wrote:

"'Where do I come in?' is the first question asked by practically every reader of an advertisement. Astonishingly few advertisers answer it squarely. Even the most intelligent of us ingests every proposition from his personal viewpoint."

Goode goes on to say that most copywriters never take the time to find out what their prospects actually

want. Instead, they just guess and write ads offering what they think will work. More often than not, these ads fail miserably. Goode explains:

"Another company spent hundreds of thousands of dollars advertising that raisins contain iron and are healthful eating. One day it, too, conceived the idea of inquiring into the customer's viewpoint. Imagine their horror to discover that this health appeal was scoring with only seven out of every hundred people, whereas, "raisins taste good" got ninety-two people out of every hundred."

Pretty amazing, isn't it?

Most people who try to write ads simply don't take the time to find out what their target audience really wants. It's easy and ego-gratifying to sit in your chair and say, "I have a hunch people will like this headline" or "I believe people will eat this product up."

You may be wrong. Research will tell you if you are on track. Testing will reveal whether your ideas are sound or not. And all you have to do is make a few phone calls, run a survey, or at least show your ad idea to a few people in your target audience.

Why? Because it will help you discover what motivates people. When you know THAT button, you can write ads that can push it.

Chapter 18: Hypnotic Persuasion: How to Make People Do Your Bidding

WHAT PEOPLE WILL DO

Goode went on to reveal the eight insights he had about people. He says that "man in mass" (meaning "the public") will in general:

1. Follow a habit until it hurts.
2. Accept his beliefs ready-made and stick to them until the cows come home.
3. Follow his leaders, eyes shut, mouth open.
4. Yield to suggestion when properly flattered.
5. Work hard to establish superiority in the eyes of his equals.
6. Find his greatest interest in his own emotional kicks.
7. Love low prices and dislike economy.
8. Glorify the past and discount the future.

That list is worth memorizing. Chew on it. It holds secret power.

For example, number 7 says that people in general will love a low price and dislike economy. Goode's research proves that statement to be true.

But how can you use it to your advantage?

By remembering it when you write your ads. Since price is going to be at least the second thing people will want to know--the first is what you have for them--state a price that sounds like a bargain.

People want low prices. But they also hate economy. That means people don't want to buy something cheap. They want the best, but they want to pay a low price for it.

Keep that in mind when you write your ad. If you can offer something of value--not economical necessarily--and if you can offer it at a low price, you'll create a very hypnotic ad.

And isn't that what you want?

Again, read Goode's list of truisms. They can help you think of your reader, not yourself, in writing ads that work.

But let's not stop here. Let's take this whole business of psychology a step or two further...

Ch. 19: WHAT PEOPLE WANT, Why they Buy, and What Turns Them Off

When you write an ad, you must keep in mind WHY people buy. Knowing the following priceless list will help you in this area. As always, THINK OF YOUR BUYER, not yourself.

Why should they give you their money?

If you appeal to one or more of the following reasons why people buy anything, you will get more of their money. (This list was outlined by Direct Mail Hall of Fame Award winner Ed Mayer.)

1. To make money.
2. To save money.
3. To save time.
4. To avoid effort.
5. To get more comfort.
6. To achieve greater cleanliness.
7. To attain fuller health.
8. To escape physical pain.
9. To gain praise.
10. To be popular.
11. To attract the opposite sex.
12. To conserve possessions.
13. To increase enjoyment.
14. To gratify curiosity.
15. To protect family.
16. To be in style.
17. To have or hold beautiful possessions.
18. To satisfy appetite.
19. To emulate others.
20. To avoid trouble.
21. To avoid criticism.
22. To be individual.
23. To protect reputation.
24. To take advantage of opportunities.
25. To have safety.
26. To make work easier.

The easiest way to always think of your readers is to simply get out of your ego and into theirs.

Always ask, "What's in it for them?"

NEWS FLASH! WHAT PEOPLE **REALLY** WANT!

Now here's some truly challenging news:

On June 15, 1998, Ohio State University professor and psychologist Steven Reiss issued a press release announcing his latest research results. The story made headlines around the world. It caused controversy and turned heads upside down.

What was his disturbing news?

Reiss discovered that Maslow---and everyone else who thought they understood human behavior---was wrong.

Reiss discovered that there are 16, and only 16, basic desires that motivate our actions and define our personalities.

And it's a list no one had ever seen before.

I'm including it here because the more you know why people do things, the more you can tie your hypnotic writing to persuading them in your favor.

Like the list above, use this one to help you tie your sales appeal to your reader's basic desires.

You can read about Steven Reiss's ideas in his book, "Who Am I?" Here are his 16 desires:

1. Power
2. Independence
3. Curiosity.
4. Acceptance
5. Order
6. Saving
7. Honor
8. Idealism
9. Social contact.
10. Family
11. Status
12. Vengeance
13. Romance
14. Eating
15. Physical activity
16. Tranquility

Not everyone has **all** of the above desires, of course. You may have one or more at any one time. Again, read Reiss's book for an explanation of each. For now, keep them in mind as you write your hypnotic ads.

AD TURN-OFFS

Keep these in mind when writing ads, too. The public has shown that the following are clear no-nos:

1. The ad contains vulgar language.
2. The fine print is too small to read.
3. The ad sells "sex" instead of the product.
4. No prices are shown.
5. Ad presentation is jumbled and hard to understand.
6. Discounts are not believable (70 percent range and up).
7. The ad does not include a customer satisfaction guarantee.

Ch. 20: AN AMAZING PROVEN NEW AD WRITING FORMULA

For well over one hundred years all advertisers---all good advertisers, that is---followed a formula called "AIDA." A-I-D-A stood for attention, interest, desire, action.

In other words, people in business would structure an ad to first get attention, then build interest, then create desire, and then call for action. It was a tried and true formula for creating ads that sold the products and services they advertised.

While AIDA still works, I've upgraded the formula for the new millennium. I call this new formula "TARGET."

Let me explain how it works:

1. Target your prospects

The "T" stands for "Target" your prospects. Far too many people place ads where they are not wanted. Target your ads by finding out where your potential clients are, and then placing your ads where they will see them. Almost every advertiser thinks their product or service is for everyone, so

they eagerly run ads wherever they think the biggest crowd is gathered. This is a waste of time and money. Target your prospects. Find out what they read, or what they watch, and advertise in those places.

2. "A" means get Appropriate attention.

A common mistake in nearly all advertising is tricking the reader into reading your ad with a clever or cute headline. Forget it. This "technique" doesn't work anywhere. Your intention here is to create a relevant headline, something that captures the appropriate attention of the people who would most be interested in your message. As advertising legends from John Caples to David Ogilvy have proven, a change in headline can lead to 19 to 50 times better replies.

3. Rouse their emotions.

The "R" in this "TARGET" formula refers to the fact that people buy for emotional reasons, not logical ones. They use logic to rationalize their decisions. Fill your ad with emotion and you will move prospects in the direction of buying from you. Let me explain:

A blind beggar on the street corner wore a sign around his neck saying, "I am blind." He didn't get many people tossing coins in his cup until an advertising man changed the sign to read, "It is Spring and I am blind." The latter statement touches your emotions by suggesting that there is something beautiful to see but the blind man can't see it.

A hot dog salesperson at a baseball game couldn't get people to move out of his path when he yelled, "Hot food coming through!" But everyone made way for him when he changed his call to, "Watch out for the mustard!" Again, the latter statement cuts to the bone. People know that mustard can stain their clothes, so they are much more inclined to listen and act.

A small city couldn't get drivers to obey the speed limit until they changed the traffic signs to read, "30 M.P.H. or \$65." Again, adding the fact that there is a penalty is reaching for emotions. It lets people know the pain of the situation if they don't obey.

Emotional appeal moves mountains. If you want to increase your business, use words that speak to the emotional interests of your readers. Like you, all they really care about is themselves. It's simply a fact of life. Even the most altruistic are giving because of how good it makes them feel.

According to a now out of print book by Roy Garn, titled "The Magic Power of Emotional Appeal," there are four paths to tapping into your client's emotions: self-preservation, romance, money, and recognition. Let's look at each:

a. Recognition:

A newspaper stand in New York, only fifteen yards away from another stand, rang up four times as many sales as its competitor. How? After every sale the owner said, "Thank you." Customers would go out of their way just to be recognized and thanked.

b. Money:

When Abraham Lincoln was asked for a credit reference, he wrote a letter saying, "Yours of the 10th received. First of all, he has a wife and a baby; together they ought to be worth \$500,000 to any man. Second, he has an office in which there is a table worth \$1.50 and three chairs worth, say, \$1. Last of all, there is in one corner a large rat-hole, which will bear looking into. Respectfully, A. Lincoln."

This classic note appealed to the creditors' emotions because it showed the character of the man asking for money.

c. Self-Preservation:

A businessman tried to increase traffic at his store by building a bigger parking lot and putting up signs saying "Park Here." But nothing happened until he changed the signs to read, "Protected Parking." The new signs helped drivers feel safe, even though there was nothing new about the parking lot. Business boomed.

d. Romance:

Roy Garn was scheduled to give a talk to women titled, "Emotional Appeal--Key to Happier Living." When he discovered that all the women coming to his lecture were single and actively shopping for men (this was in the 1950's), he changed his title and packed the house. The new title? "How to Use Emotional Appeal--and Get a Husband!"

Write your ad in a way that helps readers envision themselves with your product or service. Paint a vivid picture of how wonderful their life will be once they have your product. Dramatize the benefits. The more you can help the reader feel, the closer they will come to buying from you.

Why? Because an unspoken truth in marketing is that people only do things for the good feelings they get. If there aren't any good feelings in your product or service, it's unlikely anyone will pay attention to your offer. In your ad, let readers know what those good feelings are. Write your copy so they can see, hear, touch, and taste your product or service.

In short, involve them emotionally.

Again, point number 3 in the TARGET formula is to rouse their emotions.

4. Guarantee what you sell.

The "G" in TARGET stands for guarantee. You are probably well aware of your own skepticism when reading ads, whether online or in the newspaper. People need to know they are not going to be gypped. Guarantee your services, and say so in your ads.

This doesn't have to be elaborate, but it does need to be there. The wisest advice I can give you here is to make your guarantee a "risk reversal." Instead of the customer taking all the risk by buying your service, put all the risk on you. Spell out a guarantee that no sane person could resist.

"Guaranteed for ten days" puts all the risk on the customer; "Guaranteed for life" puts all the risk on you. If you want more sales, lighten the risk for your potential clients.

After all, if you truly believe your product or service is tops, why not guarantee it?

Don't worry about people taking advantage of you. Studies show that less than 2% of your customers will ever ask for their money back. Having a praiseworthy guarantee makes it easier for them to buy, yet barely influences whether they will ever ask for their money back or not. If you want results, add a guarantee that can't be beat.

5. Offer Evidence.

Gary Blake and Robert W. Bly, writing in their book "The Elements of

Business Writing" state, "Use facts, opinions, and statistics to prove your case. Do not expect readers to readily accept every statement you make as the truth. Many people are skeptical; most will want proof."

The "E" in our TARGET formula stands for evidence. Prove your claims. Give testimonials from satisfied customers. I don't think there's anything more powerful than reading short quotes from other people about your business. I don't even need to recognize any of those people to believe them. Just seeing testimonials seems to convey an aura of honesty.

Ask your current clients for endorsements. When they spontaneously praise your service, ask if you can have their statement in writing. The more testimonials you can gather, the better. Add these quotes to your ad.

Let your own customers do your selling. Here are a few tips on making your endorsements more persuasive:

- a. Don't rewrite them. The more the quote sounds real, even if it happens to violate rules of good English, the better. You don't want the quotes to sound like an advertising wizard wrote them. Let real people speak in their own idiosyncratic ways.
- b. Add the full name. Don't use initials as a credit. Saying "J.T." likes your service means nothing as "J.T." sounds fictional. Use real names. (And always get permission first.)
- c. Be concrete. The more specific the quote, the better for you. "He helped me" isn't anywhere near as believable as "His feed helped me raise 12 more chickens than last month."

But your evidence can take other forms. Facts and statistics can be very persuasive. Include whatever you have that is relevant to your case. Don't overdo the evidence, but certainly share it if you have it. Assume your readers won't believe your claims. Find evidence to support what you say and give it. That's what the E in TARGET stands for: Evidence.

6. The "T" means "Tell them what to do."

End your ad with a call to action. Tell your reader to write, call, visit, or email you. And make it easy to do so. Asking someone to "write back" sounds like work; asking them to "jot something down" sounds easy.

Requesting people to fill out a form isn't as easy as asking them to pick up the phone; asking them to visit you isn't as easy as saying you will visit them. Make responding a snap.

Far too many ads, if they manage to get this far in the formula, forget to ask the reader to do anything. This is like walking into a store and the salesperson just looks at you. Wouldn't you prefer them to offer to help, or to show you around, or to ask if you want socks with those new shoes? Ads that don't have a sales close are incomplete ads.

Even if you are practicing the famous "two-step" approach, where you run a teaser ad in order to get people to ask you for more information, you want people to contact you for that further information. Say so.

Another unspoken general truth in marketing is that people like to be led. Don't leave their action up to them. You may not see any action that way.

Tell your readers what to do. Spell it out. "Call me at ----- for more details" or "Reply by email and we'll send you the full report" or "Just pick up your fax and ---. "

Tell them what to do or don't expect action. This is akin to many poor ads which simply show a picture of a product and give no further information. It would be like walking into a store and the salespeople walks up and holds their product in front of you. It would seem pretty strange, wouldn't it? Don't let your ads become oddities.

Recently I saw an ad for a screen saver by Sony. I was intrigued by the product and wanted it. But the ad didn't tell me how to buy it. I was eager, money in hand, ready to buy, but their copywriter neglected to give me the details on how to order. A toll free number would have been enough. Even an email address. None of that was there. Without a close, or a call to action, your ad won't bring the sales you want.

Again, the last T in TARGET means TELL them what to do.

Ch. 21: AN EVEN EASIER WAY TO WRITE HYPNOTIC ADS

Menu

Yes, writing ads can get even easier.

How?

By reading anything by the greats of advertising. And there are none greater than John Caples.

There's an article about Caples at my website, at www.mrfire.com, so I won't spend time here promoting John or his books.

But I will say this:

If you follow John Caples' ideas, you can create ads almost without trying.

Here's an email I got explaining exactly what I mean:

"Joe, I accidentally found your web report about John Caples, and the Hahn revision. I, too, thought the Hahn book just didn't have the punch and clarity of Caples' original work.

I learned about Caples in the bibliography of David Ogilvy's second book.

Too dumb to know any better, I applied Caples' and Ogilvy's advice to my real estate practice--even down to the suggested fonts. I hit paydirt within days. It is no overstatement that it was a life change. Before he died, I was able to thank David Ogilvy, and he even reprinted one of my ads in an O&M publication in which he was asked to name a handful of his favorite ads.

I may have learned even more from Caples--such as writing 25 headlines, etc. I have probably read Caples' books half a dozen times, and I learn something new every time.

I am a Realtor, and long, story-ads are ideal for selling a house. After multiple visits to Caples' books, I finally picked up on his suggestion that curiosity headlines are ineffective unless the headline carries the promise of helpful information. I then came up with a direct-mail piece targeted to homebuilders with the headline, "Happened in Austin, Texas. From unsold-to-sold when the builders changed one thing".

I didn't think the ad was very good when I finished it, but I mailed about 30 pieces anyway. My phone began to light up within two days. The ad made me six-figures plus in about forty days. Thank you John Caples.

And if you really know your Caples, his first book contained a small classified ad with the headline "Neglected Estate," a classic example of why it is okay to use an ad that admits fault.

I had an occasion to use this headline, and I greatly expanded the copy; it sold a house in days that others had not being able to sell in a year. This one ad has been a rainmaker for me--to date, bringing in referrals that surpassed the \$325,000 commission mark last year.

So far, I have not had one creative idea of my own, but with the works of people like Ogilvy and Caples I don't need any. Most current-day advertising books are horrible, but have you discovered the books of Al Ries? Ries is the one who has written about positioning, etc. Incredibly helpful advice.

Thanks for posting your info about Caples." -- Stan Barron

Need I say more?

Go get, read, and apply the wisdom of John Caples to your ads!

Ch. 22: THE ONE PROVEN AD FORMAT THAT ALWAYS WORKS

There are at least three ways you can format an ad:

- * You can make it an open letter style, where the ad looks like a sales letter.
- * You can make it a classic direct response ad, where the ad has a headline, coupon, testimonials, and other key elements, all nicely arranged in a clear, block-style format.
- * You can run an "advertorial," or an editorial style ad.

Caples and other greats all say the advertorial style ad will blow the socks off all other types of ads. So if you want to write hypnotic ads, use the advertorial style first.

Let's explore it...

WHAT'S AN ADVERTORIAL?

An "advertorial" ad looks like a newspaper or magazine feature.

Imagine this: A friend of yours happens to be a reporter for the local newspaper. He or she stops by and talks to you about your small business. Because this is a friend, he goes off and writes a rave review of you and what you do. He writes it as a good solid news story, full of facts and figures and quotes, but without any negative slants. The finished story is a wonderful tribute to your business.

That's an advertorial. It's an advertisement-editorial. It's an ad written in a disguised format. Since people buy newspapers for news, not ads, they are up to 500 times more likely to read an advertorial than a straight ad.

That's right! An advertorial can get noticed up to 500 times more than any other type of ad. And that's why it is one of my favorite ad formats.

You can run an ad that says "Get A Massage to Heal Your Back" and, if it's done right, you'll get some business.

But an advertorial on the same subject might have a more "newsy" headline, such as, "Massage Found To Relieve Back Aches." The story under it would read as if a journalist wrote it who was convinced that massages are the key to health and healing. Because people want news, a story promising information

will get noticed and read.

An advertorial (as well as the other formats) should still have all the ingredients of a good ad, of course. The headline should get attention, the body copy should generate interest and desire, and the ending should encourage me and tell me how to order or buy what was described.

But advertorials are powerful. Famous ad man John Caples once said that a test proved that an ad in an advertorial format out pulled an ad for the same product set in a different format by 81%!

On radio and TV this style of ad is called an infomercial. You've no doubt seen them, and maybe you've even seen me in one of them. An infomercial very often looks like a legitimate news show, while it's really a type of advertorial.

Again, an advertorial is the structure or lay-out for your ad. Use it and you will increase your ad's readership.

Not too many people know that fact, so let's keep it a secret for a little while longer.

Ch. 23: What my girlfriend taught me about THE HYPNOTIC POWER OF REPETITION

Scene One:

In the movie, "Good Will Hunting," the counselor, played by Robin Williams, lovingly confronts the disturbed young man in his office with the phrase, "It's not your fault."

After a pause, Williams again says, "It's not your fault."

After yet another pause, he again says, "It's not your fault."

By the time the scene is done, the young man breaks down and cries. The counselor and patient hug. A transformation has occurred. It's a powerful moment in the film. It's unforgettable.

And it's hypnotic.

Why?

Scene Two:

My girlfriend and I are having dinner. We had gone out to see a movie. Afterwards we drove through the city night, the top down on my new BMW Z3, as we held hands and breathed the fresh, cool air. Now, at dinner, we are feeling deeply close.

At that moment my girlfriend leans over to me, looks me right in the eye, and asks, "Do you know I love you?"

I quickly nod and smile. Yes, of course, I know she loves me.

She doesn't blink an eye. She again looks at me and says, "Do you know I love you?"

I laugh a little nervously. Yes, I know it, I reply.

She doesn't stop. She again says, "Do you know I love you?"

I'm silent this time. Now I'm **really** hearing her.

Suddenly my heart wells up with emotion. I feel an overwhelming amount of love in my chest. I look at my girlfriend and realize---truly GET---that she loves me. It's a moment I'll never forget.

It, too, was hypnotic.

Why?

I've discovered that one of the most powerful tools of persuasion any hypnotic writer can have is simply this: Repetition.

Don't dismiss this concept. It helped Robin Williams heal a troubled youth. It helped my girlfriend get into my heart. And it can help you influence your readers to do what you want.

Repetition isn't new, of course. P.T. Barnum, maybe the best marketing mind the world has ever seen, used this concept back in the late 1800s. One of his ads had one line repeatedly saying....

TWO LIVING WHALES
TWO LIVING WHALES
TWO LIVING WHALES
TWO LIVING WHALES
TWO LIVING WHALES

You can't help but take a quick look at Barnum's ad and know he has TWO LIVING WHALES on display.

Advertising man and author Kenneth Goode, in his 1932 book, "Advertising," wrote--

"As a matter of fact, the greatest of all advertising tricks is that of persistently pounding away at the same suggestion while still keeping the appearance of freshness of idea."

And Walter Honek, a mail-order genius who wrote the 1994 book, "My Amazing Discovery," said:

"Do not hesitate to repeat key words and phrases. Repeat them as often as necessary."

Repetition is hypnotic. It's what good hypnotists use to install their suggestions in your mind. Their repeatedly saying "You are getting sleepy...." is said because, heard enough times, you WILL get sleepy.

The same thing can happen in your writing. Consciously choose to repeat your main points. Don't be afraid to re-say something. The more you repeat your basic offer or basic reasons to buy, the more you will influence the reader's unconscious mind.

Repetition is hypnotic.

Repetition is hypnotic.

Repetition is hypnotic.

Just ask Robin Williams.

Or my girlfriend.

Ch. 24: HOW TO TEST YOUR AD

In one of his lesser known books, titled "Making Ads Pay," John Caples revealed a seven step formula for successful advertising. He wrote:

"This check list is based on the results of hundreds of advertising tests. It is based on millions of dollars spent in experiments designed to find out what kind of advertising sells and what kind doesn't sell. The next time you prepare an ad or a commercial, put this check list alongside of it."

The following is Caples' check list with my own commentary. Use this to give your ad the final test. As you will hear, you can use the following list to check any ad, whether it is for radio, television, print, or even for the Internet.

1. Does your ad attract the RIGHT AUDIENCE?

Does your ad STOP the appropriate people---the ones most likely to be interested in your product or service? Does your headline, photo or opening grab the attention of your most likely prospects?

2. Does your ad HOLD the audience?

You may have stopped them, but does your ad make them STAY? The reader is itching to move on. Does your ad or commercial speak to his or her interests, needs, hopes or dreams? Does your ad maintain the attention it achieved?

3. Does your copy CREATE DESIRE?

Do you promise benefits to the reader? Do you explain---in clear, easy, exciting, concrete terms---the advantages of your product or service? Do you reveal what the customer WILL GET? Does your ad make them feel and want your service? Do you tell them what's in it for them?

4. Do you prove it is a BARGAIN?

Is your price lower than usual? Are you giving more service or adding more value than your competitors? Are you offering something no one else has? Are you offering a real deal and saying so in simple language?

5. Do you establish CONFIDENCE?

Or to put it the way Caples said it: "Prove it is not a gyp." You may have people interested in your ad. Now they're wondering if what you claim is really true. Dissolve their fears with testimonials, a guarantee, or any PROOF you have that it's safe to call you or order from you.

6. Do you make it EASY TO ACT?

If you want your prospects to do something, have you TOLD THEM what to do? Have you given them the information they need so they can do it? Have you made responding to your ad or commercial a snap?

7. Do you give your prospects a reason to ACT AT ONCE?

Your potential customers may be ready to buy---but they won't unless you give them a GOOD REASON to act now. If your price is going up, say so. If supplies are limited, say so. If this is a limited time offer, say so. Have you given people a logical and believable reason to take you up on your offer right now, this minute?

ASSIGNMENT:

Write an ad. Use the advertorial format. Pretend you are a reporter for your local paper. Write a news story about your product or service. The only difference here is, don't be afraid to rave about your business. Use testimonials. Mention satisfied customers. Give benefits. Write a benefit rich headline. State your guarantee. Ask for the order. In short, write a Hypnotic Ad!

RESOURCES:

Menu

* A fascinating website revealing a vast collection of 5,000 ads from 1911-1955---probably the golden age of copywriting---can be seen at <http://scriptorium.lib.duke.edu/adaccess>. Great stuff to study! Fun, too!

* To see hundreds of televised ads online for study, inspiration and/or repulsion, see www.adcritic.com

* Did you know a mouse pushed Zestabs to kids in 1964? Or that Brylcream could make your hair "disturbingly healthy" in 1962? Or that a commercial for Dole bananas in 1972 was so blatantly erotic it would never run today? Check out some of the most outrageous TV commercials ever aired at <http://www.tvparty.com/emcomm.html>. A real learning experience!

* For a free list of emotional words and an article on how to use them, visit <http://www.awesomepower.com/freeart46.html>

* For another free article, this one on how to use emotional words to sell insurance (great examples you can model!), go to <http://www.agent-central.com/power-words1.htm>

* What a find! "Method Marketing" by Denny Hatch reveals "How to make a fortune by getting inside the heads of your customers." Hatch, editor of "Target Marketing" magazine, dissects winners and losers in business to teach you the inside secrets to success. Bottomline: Get out of your ego and into your customer's ego. Appeal to their interests and they'll give you money. Easy, right? Get the book! You, too, can become a marketing genius once you know Hatch's secret. I bought it through www.amazon.com.

* Arguably the greatest book on advertising ever written, by the greatest copywriter of all time, is "Scientific Advertising" by Claude Hopkins. Many ad-gods say they read this book yearly. It's worth reading at least 3 times. You can see the ENTIRE 1925 classic at http://www.2h.com/Scientific_Advertising/sciya.shtml

* Dan Kennedy has been helping more people with their advertising and marketing than anyone else alive. Check out his new website at <http://www.kennedysite.com/index.html>. Sign up for his free course, too.

* Another priceless book to read is "Triggers : How to Use the Psychological Triggers of Selling to Motivate, Persuade & Influence" by Joe Sugarman. It reveals the 30 triggers that make people buy. Get it at www.amazon.com. (Get it!)

* [adflip.com](http://www.adflip.com) is the world's largest searchable database of classic print ads. You can search by category, by decade, even by year. Amazing. Visit <http://www.adflip.com>. Worth hours of study.

* <http://www.abraham.com/Reports.html> contains many articles and reports, all free, to help you create better ads, letters, and news releases.

* Finally, in case you are wondering, the book that inspired me to write "Hypnotic Writing," my first e-book, was "Unlimited Selling Power: How to Master Hypnotic Selling Skills" by Donald J. Moine, Kenneth L. Lloyd. It's a classic, still in print, available from www.amazon.com. Read it!

AFTERWORD

Menu

Congratulations!

You've now completed Advanced Hypnotic Writing.

But before we part, here's yet another tip to help you write hypnotically...

Keep asking yourself, "How can I make this writing more riveting?"

When I write, I'm constantly wondering if my reader will get bored. I am constantly thinking of new ways to express what I want to say. I am constantly playing with formats and possibilities, stories and dialogue, visuals and facts----ANYTHING that will grab and hold attention to the page.

In short, I keep thinking of the reader, not me.

Finally, here's yet another lead for you, this one for a rare book that can add steroids to your hypnotic writing powers. Get the details on this secret manual at <http://www.cadvision.com/leadedge/home.htm>

Thanks for reading this ebook and let me know what wonderful results you get from using your newly acquired Hypnotic Writing skills.

Expect miracles!

Joe Vitale
hypnotic@mrfire.com

PS -- I would love to have a testimonial from you for these lessons. Jot down a few lines about how the material has helped you, and about the results you are now getting. Be sure to write it using your Hypnotic Writing skills, too. :)

Bonus Ch. 25: The Easiest Way to Write Anything

You've got something to say. You know it. Your associates know it.

But you don't regard yourself as a "writer."

How are you going to express your wisdom?

How will you communicate your thoughts?

Yes, you can follow the path of J.Paul Getty, Lee Iaccocca, and Donald Trump and hire someone to write your words. That works. (And I'm available should you want to talk about hiring me as your ghostwriter.) :)

But there is an easier way.

I call this the "two step" because that's all there is to it.

Here's the secret in a nutshell:

Step one is state your principle. Step two is illustrate it.

Pretty simple dance routine, right? Yet you can use this method to write ANY type of nonfiction---whether it's your life story, a school paper, an executive brief, or a full length scholarly book. (Actually, the scholars sorely need this method. They're too stuffy!)

I was reminded of this method while reading a book from the 1940's. I noticed that throughout the book the author would make a statement and then illustrate it with a story. The more I thought about it, I felt this was the easiest way to write anything.

Here's how it works:

1. Make a list of the ideas you want to communicate. Pretend these are laws, rules, insights, commandments, theories, or whatever will work for you. What you're looking for is a list of messages.

For example, I was working with a Houston body-mind therapist and I told him about this method. I said, "One of your messages is that people can have whatever they want, as long as they aren't attached to how they get it." He nodded.

"Another message of yours is that the energy we put out is the result we get." He nodded again.

"Those are your key points," I explained. "Write those down. That's easy. All you do is pull out a sheet of paper or turn on your laptop, and just jot down the ideas you want to get across."

2. Now all you do is illustrate every point with three stories.

This is what I liked about that book from the forties.

The author made a statement, then illustrated it with a story that made the statement come to life.

"You have all kinds of stories to share," I reminded my therapist friend. "For every point you make, support it with a story. Maybe tell how someone achieved a breakthrough following your main point. This

reinforces your point and makes it easier to understand."

That's it!

Principle-story, principle-story, principle-story.

You can take ANY subject and break it down this way.

You're making it easier on the readers, too. They don't have to wade through a long involved tale. With this method, you cut right to the point. You say, "Here's what I believe," and then you use a story to explain why you believe it.

The book from the forties that I'm referring to was "How to Develop Your Executive Ability" by Daniel Starch. I'm using it as an example of this two-step formula, and not necessarily urging you to run out and find a copy (it's out of print, anyway).

I just pulled the book off the shelf and opened it at random. I'm looking at the chapter titled "Putting New Ideas to Work." It begins with a statement: "Write them down at the time they come to you."

It then spends four paragraphs giving lively quotes from Tolstoy, Darwin, and Robert Louis Stevenson about the importance of writing down your ideas when they come to you.

If you just write down your message or key point, it will sit on the page in a lifeless, very un-hypnotic way. If you want people to remember the message, if you want them to install the message in their skull, then tell a story that illustrates it.

Your stories don't have to be classics of literature. A relevant quote can bring a statement to life. Stories from other people can bring your message to life. But most powerful and memorable of all are the stories from your own experience.

I just flipped open Starch's book to chapter twenty-four, on "Turning Bad Breaks Into Opportunities." Right off the bat there's a statement: "Resolve not to be downed by failure."

And then follows a page and half of stories about people who were in accidents and went on with their lives, including a quote from Cervantes and John Bunyan. This supportive material awakens your message in the reader's mind.

You might notice that I just used this very technique to write this chapter. I told you there was a two-step formula for writing anything. Then I illustrated the two steps with stories from my clients, and with a story about the book that gave me the idea.

This "two-step" works!

The next time you have to write something, remember: principle-story, principle-story, principle-story.

It's the easiest way to write anything!

Bonus Ch. 26: How a Little Italian Can Make You Rich

Imagine someone hands you the following message--

"Riguardo a gli dice il mio segreto di dollaro di milione per scrivere di copia di vendite. Questo è qualcosa non ho mai detto nessuno altro nel mondo intero. Lo dirò giustamente adesso, se lei promette a tiene quest'un segreto. Stato d'accordo?"

You wouldn't be too interested in it, would you? It would look strange. Confusing. You might assume it's from another language, but unless you knew Italian, you would only be guessing to the language and the message.

What would you do?

Obviously, you would need to translate the message.

How? In this case, you might just go online at a great website for translating languages, enter the above text, and quickly discover that those words in Italian actually mean---

"I'm about to tell you my million dollar secret for writing sales copy. This is something I've NEVER told anyone else in the entire world. I'll tell you right now, if you promise to keep this a secret. Agreed?"

Ah! Now it all makes sense! Now you know what the words mean and you are free to enjoy them, act on them, or just dismiss them. But at least now you've gotten the communication. Relax. Breathe. Smile. Ahhhhhh...

But what does all this translation business have to do with how I write hypnotic sales letters, ads, and news releases?

In a nutshell, translating is EXACTLY what I do in writing sales copy.

When someone hands me a technical manual on a new software program---with the idea they want me to write a sales letter for the software---what I do is translate that manual.

In short, I do the same thing the language translation website does at . I simply look at what the manual says the software does, and then I translate it into benefits that make sense to you, the consumer. In a way, the manual is written for techies, much like Italian is written for Italians. I have to translate both so you can understand and make sense of them. If I don't, you won't care.

Here's an example of what I mean:

Recently I was hired to rewrite a brochure. My client handed me their draft. It read well. There were lines such as, "When was the last time you felt OK?" Well, nothing wrong with that. It works. But I found a way to translate it into something more meaningful, understandable, and emotional. And I did it with just one word. I wrote, "When was the last time you felt fantastic?"

The translated line communicated better. It's the difference between hearing the line in Italian or in English. As Mark Twain put it, it's the difference between lightning and the lightning bug.

But maybe that example is too simple...

At another point in their brochure they were trying to explain the concept of suppressing emotions, and how suppression could be harmful. Their words were fine, just as Italian words are fine. But they didn't communicate in a way most people would hear. So I translated their words to, "Suppression is building bombs. When you bury an emotion, you bury it alive."

See the difference? I do this with all my copywriting. I take what I'm handed and I translate it into benefits, clear language, and bottom line emotion. This truly does feel like translating languages to me. And like learning any new language, it takes time to master.

Now I take the copy given to me, turn on the part of my mind that knows how to speak copywriting, and I translate the words in front of me into words YOU can understand.

I also do this "Copywriting Translation" with news releases. For example, last month I was hired to write a news release for a woman's book. I could have written a headline that said, "New book explains how to communicate better," which is what the book was about. But that's Italian. It doesn't speak in emotional terms or in a way most editors want to hear.

After doing some research and learning more about the author, I translated the above headline to instead read, "Female Pentagon Advisor Reveals Tips to Success." The latter is far more intriguing. All I did was translate her book into news. I took it from Italian to English. I took it from English to Emotion. I took it from words to power.

What's the secret to being a good "copy translator"? I could probably quote a relevant line from any number of books on marketing. But I'll grab one from a 1965 book I just received today. It's by Robert Conklin. The title is "The Power of a Magnetic Personality." He wrote:

"Putting it simply, it means this: Every time you state a fact, describe how that fact will **benefit** the other person."

There you have it. It's what I've been saying for years: "Get out of your ego and into your reader's ego." Translate what you want to say into simple words and concepts that make sense to your **readers**.

I hope I've done that with this brief article. I began with the idea to tell you how I write sales copy. But I didn't want to just say, "I translate all words into sales copy," which may or may not make sense to you. Instead, I wanted to describe, with examples, what I do so you truly comprehend it. Finally---

"Adesso che lei sa il mio segreto, va avanti e traduce le sue lettere di vendite, l'advertisements, e le liberazioni di notizie nell'ones che farà lei milioni dei dollari. Piacere!"

Translation: "Now that you know my secret, go forth and translate your sales letters, advertisements, and news releases into ones that will make you millions of dollars. Enjoy!"

ABOUT THE AUTHOR

Menu

Joe Vitale is the author of numerous books, including "The Seven Lost Secrets of Success," "**There's A Customer Born Every Minute**," and the best-selling e-book, "**Hypnotic Writing**." He's also author of the best-selling Nightingale-Conant audiotope program, "**The Power of Outrageous Marketing!**" Look for his new book later in 2001, "**Spiritual Marketing**." His main website is at <http://www.mrfire.com>.

BONUS CHAPTERS BY GUESTS też w osobnych plikach

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1. Bonus: The Three Secrets of Killer Testimonial Quotes

by David Garfinkel
Master Copywriter

When someone brings me a promotion that's doing "OK" and I want to ramp up the sales quickly, one of the first things I look at is improving the testimonials. Most people don't use testimonial quotes in their marketing, or if they use them, don't use them nearly well enough. When I use testimonials, I use the most concentrated, power-packed quotes possible--

because people who are buying on the Web, or through mail order, depend on testimonials to help them make their decisions.

Killer Testimonial Secret #1: I use six questions to interview people

I want testimonials from. That's right, I interview them! People will sometimes give you great testimonials on their own, but most of the time they won't. They need help; they need someone to draw it out of them in an interview. I get permission to have the interview recorded, and then I get it transcribed.

The questions I ask are usually the same. Here are the questions I used to interview customers of a bank that hired me. I've changed the real bank name to a fictional one, "Total Business Bank," to preserve my real client's confidentiality:

1. What did you not like about the bank you were doing business with before?
2. What made you decide to become a Total Business Bank customer?
3. When you think about your business and using Total Business Bank for business banking, what do you like most about the bank?
4. How would you say Total Business Bank is different from your previous bank? Can you give an example?
5. Could you tell me about a particularly good experience you've had at the bank?
6. Would you recommend Total Business Bank to another businessperson? What would you tell them?

These questions by themselves form a complete Testimonial-Gathering System that will make tens of thousands of additional dollars in added profits for your business each year - once you deploy the system. You can take these same questions and plug in the name of the product, service or overall business you are promoting. You'll find you get amazing results when you do!

What I've found: By planning questions and recording and then transcribing the interview, I can extract much better information about what the customers like and don't like - and I get much more specific testimonials. And specific information sells, because people tend to believe it a lot more.

Killer Testimonial Secret #2: I edit this information down to the nub. I take out as many words as possible so the testimonial...sounds as much like the person who said it as possible, sounds as dramatic as possible, and is as concise as possible

What I have found is, the more the testimonial contains the distilled essence of what the person was really saying, the more powerful and convincing the testimonial is. People are amazed by what I come up with. They always give me written permission to use it and thank me for making them sound so good in print! But all I do is take what they were really saying and tighten it up a bit.

Killer Testimonial Secret #3: The power of a testimonial is not only in the words, but also in how you use the testimonial in relation to the rest of the marketing piece.

Just throwing the quote in there to show you have it is not a very powerful strategy. Much better is using the testimonial in such a way as to either prove a point or answer an objection.

For example, if people are unlikely to believe that you can do what you say you are going to do - and you'll know from experience how skeptical they

generally are - then you can have a line in your copy that goes...

Are you wondering if we can really deliver? That's what Jim Smith of Provo, Utah thought. But he tried us out anyway. And here's what he says now...

As you can see, using a testimonial to explicitly answer an objection is one of the biggest credibility builders you could ever have. And more credibility in your written marketing will lead to more sales - and more profits.

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David Garfinkel Author, "Killer Copy Tactics"

--President, Overnight Marketing, San Francisco

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2. Bonus: The Fundamentals of Persuasive Writing

by Robert W. Bly

Copywriter-Consultant

What are the characteristics that make copy effective? Why does one ad make a lasting impression and sell merchandise, while another falls flat and doesn't generate enough revenue to pay its own cost?

Virtually all persuasive copy contains the eight elements described in this article. The successful ad:

Gains attention

Focuses on the customer

Stresses benefits

Differentiates you from the competition

Proves its case

Establishes credibility

Builds value

Closes with a call to action

All ads do not have all eight characteristics in equal proportions. Depending on the product, some of these elements will be dominant in your ad; others subordinate.

Let's take telephone service as an example. If you are AT&T, MCI, or Sprint, you have a long track record of success and a well-established reputation. Therefore, you will be naturally strong in elements five and six (proving your case and establishing your credibility).

A new telephone services provider, on the other hand, does not have a track record or reputation; therefore, these two elements will not be the dominant themes in the copy. Instead, the strongest element might be number three (benefits the service offers customers) or perhaps number four (differentiation in service resulting from superior technology).

Each product or service has natural strengths and weaknesses. The strengths are emphasized and the weaknesses de-emphasized. But all eight elements must be present to some degree, or the ad won't work.

Here are the eight elements of persuasion discussed in a bit more detail, with examples of how to achieve each in your copy.

Element #1. Gain attention.

If an ad fails to gain attention, it fails totally. Unless you gain the prospect's attention, he or she won't read any of your copy. And if the prospect doesn't read your copy, he or she won't receive the persuasive message you've so carefully crafted.

There are numerous ways to gain attention. Sex certainly is one of them. Look at the number of products—abdominal exercises, health clubs, cars, Club Med, clothes, beer, soft drinks, chewing gum—that feature attractive bodies in their ads and commercials. It may be sexist or base, but it works.

Similarly, you can use visuals to get prospects to pay attention. Parents (and almost everyone else) are attracted to pictures of babies and young children. Puppies and kittens also strike a chord in our hearts. Appealing visuals can get your ad noticed.

Since so much advertising is vague and general, being specific in your copy sets it apart from other ads and creates interest. A letter promoting collection services to dental practices begins as follows:

"How we collected over \$20 million in unpaid bills over the past 2 years for thousands of dentists nationwide

Dear Dentist:

It's true.

In the past 2 years alone, IC Systems has collected more than \$20 million in outstanding debt for dental practices nationwide.

That's \$20 million these dentists might not otherwise have seen if they had not hired IC Systems to collect their past-due bills for them."

What gains your attention is the specific figure of \$20 million dollars. Every collection agency promises to collect money. But saying that you have gotten \$20 million in results is specific, credible, and memorable.

Featuring an offer that is free, low in price, or unusually attractive is also an effective attention-getter. A full-page newspaper ad from Guaranteed Term Life Insurance announces, "NOW... \$1 a week buys Guaranteed Term Life Insurance for New Yorkers over 50." Not only does the \$1 offer draw you in, but the headline also gains attention by targeting a specific group of buyers (New Yorkers over 50).

You know that in public speaking, you can gain attention by shouting or talking loudly. This direct approach can work in copy, especially in retail advertising. An add for Lord & Taylor department store proclaims in large, bold type: STARTS TODAY... ADDITIONAL 40% OFF WINTER FASHIONS." Not clever or fancy, but of interest to shoppers looking to save money.

Another method of engaging the prospect's attention is to ask a provocative question. Bits & Pieces, a management magazine, begins its subscription mailing with this headline: "What do Japanese managers have that American managers sometimes lack?" Don't you want to at least read the next sentence to find the answer.

A mailing for a book club has this headline on the outer envelope:

Why is the McGraw-Hill Chemical Engineers' Book Club giving away—practically for FREE—this special 50th Anniversary Edition of PERRY'S CHEMICAL ENGINEERS' HANDBOOK?

To chemical engineers, who know that Perry's costs about \$125 per copy, the fact that someone would give it away is indeed a curiosity—and engineers, being curious people, want to get the answer.

Injecting news into copy, or announcing something that is new or improved, is also a proven technique for getting attention. A mailing offering subscriptions to the newsletter Dr. Atkins's Health Revelations has this headline on the cover:

"Here Are Astonishing Nutritional Therapies and Alternative Treatments You'll Never Hear About From the Medical Establishment, the FDA, Drug Companies or Even Your Doctor..."

3 decades of medical research breakthroughs from the Atkins Center for Complementary Medicine... revealed at last!

The traditional Madison Avenue approach to copy—subtle word play and cleverness—often fails to get attention because many people reading the ad either don't get it, or if they do get it, they don't think it's that funny (or they think it's funny but that doesn't compel them to read the ad or buy the product). A newspaper ad for New Jersey hospital, promoting its facilities for treating kidney stones without surgery (ultrasonic sound waves are used to painlessly break up and dissolve the stone), carried this headline:

The End of the Stone Age.

Clever? Yes. But as former kidney stone patients, we can tell you that having kidney stones is not a fun, playful subject, and this headline misses the mark. The kidney stone sufferer wants to know he can go to his local hospital, get fast treatment, avoid an operation and a hospital stay, have the procedure be painless, and get rid of the kidney stones that are causing his current discomfort. Therefore, the headline,

Get Rid of Painless Kidney Stones—Without Surgery!

while less clever, is more direct, and works better with this topic and this audience.

Element #2: Focus on the customer.

When writing copy, start with the prospect, not with the product. Your prospects are interested primarily in themselves -- their goals, their problems, their needs, their hopes, their fears, their dreams and aspirations. Your product or service is of secondary importance, the degree of concern being determined by the potential for the product or service to address one of the prospect's wants or needs, or solve one of their problems.

Effective copy speaks directly to a specific audience and identifies their preferences, quirks, behavior, attitudes, needs, or requirements. A recruitment brochure for a computer consultant firm, for example, has this headline on the cover:

Introducing a unique career opportunity only a few dozen computer professionals in the country will be able to take advantage of this year....

The headline is effective because it focuses on the prospects (Information Systems professionals) and one of their main concerns in life (their career), rather than the consulting firm and its history, as most such brochures do.

Write from the customer's point of view—e.g., not "our," "Introducing our Guarda-Health Employee Benefit Program" but "At last you can combat the huge health insurance premiums threatening to put your small business out of business."

WEKA Publishing, in a direct mail package promoting the Electronics Repair Manual, a do-it-yourself

guide for hobbyists and others who want to repair their own home and office electronics, uses copy that speaks directly to the personality type of the potential buyer:

If you're handy... fascinated by electronics and the world of high-tech... are happiest with a tool in your hand ... and respond to household problems and broken appliances with a defiant, "I'll do it myself"...

... then fun, excitement, the thrill of discovery, time and money saved, and the satisfaction of a job well done await you when you preview our newly updated Electronics Repair Manual at no risk for a full 30 days.

A good way to ensure that you are focusing on the prospects, and not yourself or your product or your company, is to address the prospect directly in the copy as "you." For example:

Dear Health Care Administrator:

You know how tough it is to make a decent profit margin in today's world of managed care ... and how the HMOs and other plans are putting even more of a squeeze on your margins to fill their own already-swelling coffers.

But what you may not be aware of is the techniques health care providers nationwide are using to fight back... and get paid every dollar they deserve for the important work they do.

This direct mail copy, which successfully launched a new publication, works because it focuses on the prospects and their problems (making money from their health care business), and not on the publication, its editors, or its features or columns.

Copy that fails to focus on the prospect often does so because the copywriter does not understand the prospect. If you are writing to metal shop managers, attend a metalworking trade show, read a few issues of the trade publications they subscribe to, and interview some of these prospects in person or over the phone. Study focus group transcripts, attend live focus group sessions, or even accompany salespeople on sales calls to these prospects. The better you understand your target audience, the more you have a feel for the way they think and what they think about, the more effectively you can target copy that speaks to those concerns.

Element #3: Stress benefits.

Although, depending on your audience, your prospects may be interested both in the features and the benefits of your product or service, it is almost never sufficient to discuss features only.

Virtually all successful copy discusses benefits. Copy aimed at a lay audience would primarily stress benefits, mentioning features mainly to convince the prospects that the product can in fact deliver the benefits promised in the ad.

Copy aimed at specialists often gives equal play to features and benefits, or may even primarily stress features. But whenever a feature is described, it must be linked to a customer benefit it provides. Buyers not only want to know what the product is and what it does; they want to know how it can help them achieve the benefits they want—such as saving money, saving time, making money, being happier, looking better, or feeling fitter.

In copy for technical products, clearly explaining the feature makes the benefit more believable. Don't just say a product has greater capacity; explain what feature of the product allows it to deliver this increased capacity. A brochure for Lucent Technologies wireless CDMA technology explains,

“CDMA gives you up to 10 times the capacity of analog cellular with more efficient use of spectrum. Use of a wideband block of radio frequency (RF) spectrum for transmission (1.25 MHz) enables CDMA to support up to 60 or more simultaneous conversations on a given frequency allocation.”

A brochure for a computer consulting firm tells corporate Information Systems (IS) managers how working with outside consultants can be more cost-effective than hiring staff, thus saving money:

When you augment your IS department with our staff consultants, you pay our staff consultants only when they work for you. If the need ends tomorrow, so does the billing. In addition, various studies estimate the cost of hiring a new staff member at 30 to 60 percent or more of the annual salary (an executive search firm's fee alone can be 30 percent of the base pay). These expenditures are 100% eliminated when you staff through EJR.

In an ad for a software package that creates letterhead using a PC and a laser printer, the copy stresses the benefits of ease, convenience, and cost savings vs. having to order stationery from a printer:

Now save thousands of dollars on stationery printing costs

Every day, law firms struggle with the expense and inconvenience of engraved and preprinted stationery.

Now, in a sweeping trend to cut costs without sacrificing prestige, many are trading in their engraved letterhead for Instant Stationery desktop software from Design Forward Technologies.

With Instant Stationery, you can laser-print your WordPerfect documents and letterhead together on whatever grade of blank bond paper you choose. Envelopes, too. Which means you never have to suffer the cost of expensive preprinted letterhead -- or the inconvenience of loading stationery into your desktop printer -- ever again.

Element #4: Differentiate yourself from the competition.

Today your customer has more products and services to choose from than ever. For example, a customer walking into a supermarket can choose from more than XX different brands of cereal, XX different brands of shampoo, and XX different flavors and brands of soft drink.

Therefore, to make our product stand out in the buyer's mind, and convince him or her that it is better and different than the competition, you must differentiate it from those other products in your copy. Crispix cereal, for example, was advertised as the cereal that “stays crisp in milk.” Post Raisin Bran was advertised as the only raisin bran having “two scoops of raisins” in each box of cereal. A cookie maker recently ran a campaign promoting “100 chips” in every bag of chocolate chip cookies.

Companies that make a commodity product often differentiate themselves on the basis of service, expertise, or some other intangible. BOC Gases, for example, promotes itself as a superior vendor not because their product is better (they sell oxygen, and one oxygen molecule is basically the same as another), but in their ability to use oxygen and technology to benefit the customer's business. Here is copy from a brochure aimed at steel makers:

An oxygen supplier who knows oxygen and EAF steel-making can be the strategic partner who gives you a sustainable competitive advantage in today's metals markets. And that's where BOC Gases can help.

If your product is unique within its market niche, stress this in your copy. For example, there are dozens of stock market newsletters. But IPO Insider claims to be the only IPO bulletin aimed at the consumer (there are other IPO information services, but these target professional investors and money managers). In their subscription promotion the IPO Insider says:

IPO Insider is the only independent research and analysis service in the country designed to help the individual investor generate greater-than-average stock market profits in select recommended IPOs.

Lucent Technologies, the AT&T spin-off, competes with many other companies that manufacture telecommunications network equipment. They differentiate themselves by stressing the tested reliability of their switch, which has been documented as superior to other switches in the industry. One brochure explains:

The 5ESS-2000 Switch is one of the most reliable digital switches available for wireless systems today. According to the U.S. Federal Communication Commission's (FCC) ARMIS report, the 5ESS-2000 switch has the least down-time of any switch used in U.S. networks, exceeding Bellcore's reliability standards by 200%. With an installed base of more than 2,300 switches, the 5ESS-2000 Switch currently serves over 72 million lines in 49 countries.

Element #5: Prove your case.

Element #4, just discussed, claims product differentiation. Element #3 claims substantial benefits to product purchasers. The reason why these elements cannot stand alone is precisely that they are claims—claims made in a paid advertisement, by the advertiser. Therefore, skeptical consumers do not usually accept them at face value. If you say you are better, faster, or cheaper, and you do not back up your claims with proof, people won't believe you.

ICS convinces dentists it is qualified to handle their collections by presenting facts and statistics as follows:

The nationwide leader in dental-practice collections, IC Systems has collected past-due accounts receivables for 45,717 dental practices since 1963. Over 20 state dental associations recommend our services to their members.

IC Systems can collect more of the money your patients owe you. Our overall recovery rate for dental collections is 12.4% higher than the American Collectors' Association national average of 33.63%. (For many dental practices, we have achieved recovery rates even higher!)

BOC Gases tells customers that the gas mixtures they sell in cylinders are accurately blended, and therefore that the composition listed on the label is what the buyer will find inside the container. They make this argument credible by explaining their blending and weighing methodology:

Each mixture component is weighed into the cylinder on a high-capacity, high-sensitivity equal-arm balance having a typical precision of +10 mg at 95 percent confidence. Balance accuracy is confirmed prior to weighing by calibration with NIST-traceable Class S weights. Electronic integration of the precision balance with an automated filling system provides extremely accurate mixtures with tight blend tolerances.

Many stock market newsletters promise big winners that will make the reader rich if he or she subscribes. Since everyone says it, the statement is usually greeted with skepticism. The newsletter Gold Stocks Advisory combats this skepticism by putting their recent successes right on the outer envelope and at the top of page one of their sales letter:

A sample of Paul Sarnoff's recent high-profit gold stock picks:

Company: Purchase Price: Year High: % Increase/Time frame: Potential profit* on 10,000 shares:

Gold Canyon C70 cents C\$10.50 2793% in 14 months C\$195,500

Coral Gold C\$1.20 C\$6.45 438% in 8 months C\$52,500

Bema Gold C\$2.20 C\$13.05 439% in 20 months C\$108,500

Jordex C70 cents C\$3.75 435% in 6 months C\$26,300

Glamis Gold US\$1 US\$8.88 788% in 84 months US\$78,800

Barrick Gold US\$4.81 US\$32.88 584% in 96 months US\$280,700

The most powerful tool for proving your case is to demonstrate a good track record in your field, showing that your product or service is successful in delivering the benefits and other results you promise. One way to create the perception of a favorable track record is to include case histories and success stories in your copy. Testimonials from satisfied customers are another technique for convincing prospects that you can do what you say you can do. You can also impress prospects by showing them a full or partial list of your customers.

Share with readers any results your firm has achieved for an individual customer or group of customers. IC Systems, for example, impressed dentists by telling them that the company has collected \$20 million in past due bills over the past 2 years alone—a number which creates the perception of a service that works.

Element #6. Establish credibility.

In addition to the benefits you offer, the products and services you deliver that offer these benefits, and the results you have achieved, prospective buyers will ask the question, “Who are you?”

In terms of persuasion, of the three major topics you discuss in your ad—the prospect, the product, and the product vendor—the “corporate” story is usually the least important. The prospect is primarily interested in himself and his problems and needs, and interested in your product or service only as a means of solving those problems or filling those needs. The prospect is interested in your company only as it relates to your ability to reliably make, deliver, install, and service the product he buys from you.

Yet, the source of the product or service—the company—still is a factor in influencing purchase decisions. In the early days of personal computing, IBM was the preferred brand—not because IBM necessarily made a superior computer at a better price, but because if something went wrong, IBM could be counted on for fast, reliable, effective service and support. As PCs became more of a commodity and local computer resellers and stores offered better service, the service and support reputation of IBM became less of an advantage, and their PC sales declined.

Here are some examples of copy in which the vendor gives credentials designed to make the consumer feel more comfortable in doing business with them and choosing them over other suppliers advertising similar products and services:

We guarantee the best technical service and support. I was a compressor service technician at Ingersoll Rand, and in the last 20 years have personally serviced more than 250 compressors at over 80 companies.

For nearly 100 years, BOC Gases has provided innovative gas technology solutions to meet process and production needs. We have supplied more than 20,000 different gases and gas mixtures—in purities up to 99.99999 percent—to 2 million customers worldwide.

Lion Technology is different. For nearly two decades, we have dedicated ourselves 100% to training managers, engineers, and others in environmental compliance-related subjects. Since 1989, our firm has conducted more than 1,400 workshops nationwide on these topics.

You'll find some of Paul's fundamental research in precious metals summed up in his more than 60 best-selling books including *Silver Bulls* and *Trading with Gold*. Paul's unique blending of solid research, combined with an unprecedented record of success in picking gold stocks, may have been what moved one New York Times reporter to dub him “the dean of commodities researchers.”

Credentials you can list in your copy include year founded, number of years in business, number of employees, annual revenues, number of locations, number of units sold, patents and product innovations, awards, commendations, publications, membership and participation in professional societies, seals of approval, agency ratings, independent survey results, media coverage, number of customers, and in-house

resources (financial, technological, and human).

Element #7. Build value.

It's not enough to convince prospects you have a great product or a superior service. You must also show them that the value of your offer far exceeds the price you are asking for it. You may have the best widget in the \$100 to \$200 price range of medium-size widgets, but why should the prospect pay \$200 for your widget when they can get another brand for half the price? One argument might be lower total cost of ownership. Although your widget costs more to buy, its greater reliability and performance save and make your firm money that, over the long run, far exceeds the difference in price between you and brand X.

Stress cost of ownership vs. cost of purchase. The purchase price is not the only cost of owning something. There is the cost of maintenance, support, repair, refurbishment, operation, and, when something wears out, replacement. Therefore the product that costs the least to buy may not actually cost the least to own; oftentimes, it is the most expensive to own!

Example: Several companies are now selling artificial bone substitutes for orthopedic surgeons to use in bone graft operations. As of this writing, a small container of the artificial bone substitute, containing enough material for one spine surgery, can cost \$500 to \$800.

The short-sighted buyer sees this as expensive, especially since bone graft can be taken from other sites in the patient's own body, and there is no cost for this material.

But is there really no cost? Collecting bone graft from the patient's own body adds about an hour to the surgical procedure. With operating room time at about \$1,000 an hour, it makes sense to pay \$750 for bone material and eliminate this extra hour in the OR.

That's not all. Often removing the bone from a donor site causes problems that can result in an extra day's stay in the hospital. That's another \$1,000 down the tubes. And the removal of bone from the donor site can cause infection, which must be treated with costly antibiotics. Also, the removal process can cause pain; how do you measure the cost of the patient's added suffering? So while \$750 for a small vial of artificial bone may seem initially expensive, it is in fact a bargain when compared with the alternative (which, on the surface, appears to have zero cost).

Here's a simpler example. You need to buy a photocopier for your home office. Copier A costs \$900. Copier B costs \$1,200. The features are essentially the same, and the reputations of the brands are comparable. Both have an expected lifetime of 120,000 copies. Most people would say, "Everything's the same except price, so buy copier A and save \$300." Copier A compares itself feature for feature with Copier B, and runs an ad with the headline, "Copier A vs. Our Competition... We Can Do Everything They Can Do... at 25% Off the Price."

But you are the copywriter for the makers of Copier B. You ask them what it costs to make a copy. Their cost per copy is 2 cents. You investigate Copier A, and find out that the toner cartridges are more expensive, so that the cost per copy is 4 cents. You can now advertise copies at "half the cost of our competitor."

What's more, a simple calculation shows that if Copier B is 2 cents a copy cheaper, and you use the machine to make 120,000 copies, your savings over the life of the machine is \$2,400. Therefore, an investment in Copier B pays you back eight times the extra \$300 it cost to buy. This is additional ammunition you can use in your copier to establish that purchase price is not the ultimate factor determining buying decisions, and that Copier B offers a greater overall value to the buyer.

If your product costs slightly more up front but actually saves money in the long run, stress this in your sales talk. Everyone knows that the cheapest product is not automatically the best buy; corporate buyers are becoming especially concerned with this cost of ownership concept. Only government business, which is awarded

based on sealed proposals and bids, seems to still focus solely on the lowest price. And even that is slowly changing.

The key to establishing value is to convince the prospects that the price you ask is “a drop in the bucket” compared with the money your product will make or save them, or the other benefits it delivers. Some examples:

What would you do if the EPA assessed a \$685,000 fine against your company for noncompliance with environmental regulations you weren’t even aware existed?

Now get the special 50th Anniversary Edition of PERRY’S CHEMICAL ENGINEERS’ HANDBOOK..... for only \$4.97 (list price: \$129.50) with your No-Risk Trial Membership in McGraw-Hill’s Chemical Engineers’ Book Club

Another way to establish value is to compare the cost of your product with more expensive products or services that address the same basic need:

The cost of The Novell Companion, including the 800+ page reference binder and NetWare utilities on diskette, is normally \$89 plus \$6.50 for shipping and handling. This is less than a NetWare consultant would charge to advise you for just one hour... yet The Novell Companion is there to help you administer and manage your network, year after year.

If your product or service is used over a period of time, as most are, you can reduce the “sticker shock” that comes with quoting a high up-front price by showing the cost over the extended usage period. For instance, a life insurance policy with an annual premium of \$200 “gives your loved ones protection for just 55 cents a day.” The latter seems more affordable, although the two prices are equivalent.

Element #8. Close with a call to action.

Copy is written to bring about a change—that is, to cause prospects to change their opinion, attitude, beliefs, purchasing plans, brand preferences, or immediate buying actions.

To effect this change, your copy must be specific about the action the prospect should take if they are interested in what you’ve said and what to take advantage of your offer or at least find out more. Tell them to clip and mail the coupon, call the toll free phone number, visit your Web site, come to your store, request a free estimate, or whatever. Specify the next step directly in your copy, or else few people will take it. Some examples:

When you call, be sure to ask how you can get a FREE copy of our new audio cassette, “How to Get Better Results From Your Collection Efforts.” In just 7 minutes listening time, you’ll discover at least half a dozen of the techniques IC Systems uses—and you can use, too—to get more people to pay what they owe you.

For a complementary copy of the SECRETS OF BUILDING A WORLD-CLASS WEB SITE audio cassette, complete and mail the survey enclosed or fax it today to 1888 FAX 2IBM (1 888 329 2426).

Put BOC’s quality gas solutions to work in your plant—starting today. Think it’s time to talk with a gas supplier that really knows your business and has real solutions to your problems? Call your BOC Gases representative today. Or visit our Web site at <http://www.boc.com>.

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3. Bonu: How Can Questions Make Your Writing More Hypnotic?

by Rex Steven Sikes

Did you know there are actually three languages inside the English language? That's right, at least three!

There is the language of pictures or how things appear, how we see or view them in our mind as well as out there in the real world.

Second, there is the language of sounds or what we say to ourselves and what we hear on the inside.

And third there is the language of feelings, like when something wonderful grabs hold of us and makes us feel warm and special inside.

Knowing the three languages and incorporating them into your hypnotic writing makes your appeals even more powerful. Words like "paint, picture, imagine, bright, dim, flash," are visual words. Words that convey sound or auditory information are words like "discuss, hear, harmony, tell, say to yourself". And words that help us feel things are words like "warm, cold, shudder, feel, grasp, walk through, get a hold of, heart to heart".

By spicing up your writing with these words you help others begin to imagine more clearly what you are saying because you appeal to at least three of our five senses. And that's a tasty thing to do that will spice up your writing and make it more vivid to the people who are reading your work.

But that's not all there is. There is something even more incredible, that directs the human mind to pay attention. Do you know what that is?

Not yet, but I have just given you some great examples. It is the power of questions. You see questions direct the mind. That is true whether you are asking a question of yourself or another person.

Perhaps you say "Yeah, who says?" See there, you just asked a question! And the incredible thing is that this is what our brains are designed to do: Ask and answer questions posed to it and find solutions and new behaviors.

Brains love questions! That's what brains do all day long. They go in search of things they can do that make life more interesting. Your brains already know how to search for and find information. The key is learning how to use questions to direct your mind in powerful and positive ways.

The problem with most people is that they already use questions to get results they don't want. They ask things like 'Why do bad things always happen to me?' or 'How come I never do anything right?' or 'How come others always get ahead?' or 'Why am I so stupid?'

And guess what? Your brain knows exactly where to go in your personal history to find the answers. What your brain does is go on a search, and then comes back with things like 'Well, it's because you stuck your head in the toaster when you were four years old', or 'You didn't have the right kind of teachers, or parents,' or 'Bad things always happen to good people'.

You see, it is automatic. Ask a question of the brain and it answers in a great variety of ways. In fact the brain keeps on working on the questions long after the answers start being delivered. You know how that is, don't you? You certainly do if you ever experienced that critical voice that keeps ragging and nagging on you long into the night.

Would you like to find a way to end that? Would you like to be able to direct your mind in powerful, positive ways? Do you want to be more influential and positively persuasive in person---and in your writing?

The key to having more wonderful things happen within you is to help the brain help you by redirecting what it already does well. If instead of asking questions like the negative ones above, we learn to instead begin asking questions about how wonderful things are, then the brain has a positive direction to follow.

And by focusing our attention on what we want instead of what we don't want our brains can help deliver the good things to us. There is a rule that states, 'What you focus on you get.' So if you are focused on negative questions and negative things, the brain goes "okay I can deliver that".

The brain isn't biased. Good or bad, it just does what it knows. So we need to grab hold of it and utilize it to our advantage by redirecting it and then letting it run.

For example, you ask this instead: 'I wonder how soon before I begin to realize how talented I am?' or 'I wonder how quickly I can realize how fortunate I am?' or 'How delighted will I be to discover my powers of persuasion increasing rapidly?'

You see, when you direct your mind to what you want, your brain says, 'I don't know the answer but I'll go and find out.' And that is the key! You ask a question which sends your brain in the direction of what is positive that you want to have, but to which you don't know the answer yet.

If you are familiar at all with powerful hypnotic languaging, you will already notice the kinds of useful hypnotic language patterns I use in these questions. If not, well then be happy there is more for you to learn which will help improve what you do. (See the .)

The incredible thing is your brain already knows exactly what to do. For example, if I ask you "Where did you get the shirt you are wearing as you read this?" Your brain probably knows what store, when, where, or that it was a gift. It won't answer me by telling me you were abducted by aliens when you were a teenager or some other kind of frivolous answer.

It knows how to go after the class of information you present it with. And realize that I directed your mind with a question to the kind of information I was after. If others were listening to us as we spoke, their minds would be directed to where you got your shirt, as well. This is powerful to know although it may seem obvious.

So the key for your own personal improvement is asking yourself questions which lead your mind in useful directions. If you want positive results, you ask something like 'How soon can I begin to discover the wonderful results I am already getting? And as I begin to notice those how many more can I discover that delight and amaze me?' You would do the same if you were talking to, or writing to, another person.

Now let's say you are selling another person a pen. And you ask, 'Want to buy my pen?' The person obviously can answer with 'yes' or 'no'. Because the question you asked didn't lead to further exploration. It lead only to a single "I want it" or "I don't."

But notice if you ask 'Do you know how delighted you will be when you buy my pen?' You aren't directly asking them to buy it. (Well, in fact you are using another hypnotic pattern known as embedded commands). You are focusing them on something they can't yet know the answer to: And that is the amount of delight they may experience.

I call this Mental Aikido. You side-step the issue of buying by focusing them on a positive attribute of owning the pen: the delight. So they can say 'no, I don't know how delighted I will be,' in which case you have a door open to go ahead and demonstrate it for them. Or they say 'Yes I know how delighted I will be,' and then they go to buy it. Or they give you further information that would be necessary for you to know to go ahead and make the sale. Any which way you cut it, you now have a powerful tool in your hands to help you influence and sell. Follow?

You can influence others by directing your own brain! In fact, when you learn how to direct your own brain and use its already existing features in a user friendly way, you will enjoy more influence, power and happiness in your life. That's because you turn your brain into a powerful ally. And you certainly would want to do that, don't you?

While this method of Directed Questions [™] is something I teach for incredible personal power and life enhancement, I thought you might be interested in a strategy for being able to get your readers to really respond to your hypnotic writing. So here is something else you can use to really add to your hypnotic writing abilities:

These next questions are ones to ask yourself to help you become more creative and begin to be able to paint word pictures for others, so they can readily see what it is you are talking about, so that they more readily feel like going ahead with what you propose.

The brain and eyes are wired together. This means that when we move our eyes we access certain portions of our brain. When we look up we mostly access the visual portions of the brain. When we look laterally side to side or down left we mostly access the auditory portions of our brain. When we look down to the right we mostly access the kinesthetic or feeling portions of our brain. We actually access more than just these areas but we access these areas in greater portions when we move our eyes in this manner. Hence, we can learn to move our eyes systematically to gain greater access to the wonderful information stored in our brain.

Step 1. Look up (don't move your head, just your eyes) and say 'What do I want to show my readers?' 'What is it I want them to see clearly and how can I best get them to picture that in their mind?' Spend a few seconds entertaining that question while looking up, entertaining how you can help your reader picture in their mind what it is you want them to see.

Step 2. Now move your eyes down to the left and ask 'What is it I want them to say to themselves as they read it?' and 'How best can I tell them what it is I want them to really pay attention to?' Again spend a few seconds in your own mind entertaining how you can best help your readers say those things to themselves that you would want them to say as they read your writing.

Step 3. Now move your eyes down right and ask 'What is it I want them to feel as they read my writing?' and 'How best can I get them to have these feelings?' And spend a few moments getting a grasp of what you want them to feel as they progress through your written material.

Once you have asked those questions, now take a short break and do something else for a little while. Let your unconscious mind work on it. I used to go watch TV and get caught up in a show. But soon I would find the wheels start churning, and I would hop over to the typewriter (in those days) and begin writing. Things began to flow.

If ever I got stuck, I simply asked the questions again and took another break. Later I would go back and edit and re-write the paper to polish it. But this unlocked the creative juices in a very particular and powerful way.

You ask yourself how you can show them in your writing, tell them and get them to feel in your writing. You can additionally ask 'What is it I really need to say to get them to buy? What do they really need to know? How can I best word my letter to really get my points across? How soon can I find the words and ideas flowing through me in a way that amazes and delights me?'

Or ask any variation of those questions that leads you to the results you want. Then take a break and let your unconscious mind go to work. But remember to come back to the project after your unconscious has had a little time to work on it for you. Often I found that once, maybe two or three times, were necessary to get it the way I really wanted it.

Remember you want your reader to be able to picture themselves using your product. You want them to imagine what it would be like to have it or to miss out on it. You want to paint vivid detail in the mind's eye of your reader to help them to have the feelings of wanting, desire, or need for your product. Or to feel that's enough to stop whatever they are currently doing and follow through on what your proposal is.

You want them to say 'yes' inside their head and hear positive sounds and voices as they read through your letter. Yeah this is great, this makes sense, wow I can do this yes. And you want them to have the feelings of desire, certainty and taking action. You really want to take them by the hand and walk them through this process. Combine this with your other hypnotic writing skills and you become a real powerhouse.

So remember to ask the questions which direct your mind to what you want your reader to see, hear and feel. Direct your reader to what you want to be able to show them, tell them and help make them feel. You do this by using questions to direct your mind to what you need to pay attention to first in order to influence some body else.

By previewing in your mind what you need them to see, hear and say, and feel to themselves, you can begin to paint pictures with your words that will get them excited about your product or service in a way that makes them feel they have to have it.

And this truly is hypnotic, isn't it?

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If you'd like to learn more about directing your mind for success using Directed Questions™ and Neuro Linguistic Programming (NLP) go to IDEA Seminars website for home study products.

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4. Bonus: How Would a Certified Hypnotist Write a Sales Letter?

How would a certified hypnotist write a sales letter? That's what I asked my friend, CJ Johnson, a master stage hypnotist who gets booked to perform at colleges due to the strength of his sales letters. He kindly sent me a letter he wrote and mailed just the night before. It's below.

As a fun extra assignment, see if you can spot the things he did within the letter to actually plant suggestions, build rapport, and create urgency. No need to tell me what you think. Do this one for you. Then, in a day or so, I'll email you CJ's own comments about the "hypnosis within the letter" and you can see how well you did.

Is this fascinating or what?

Happy hunting!

Joe

Need Cash for Your Senior Class?

Want to Make Money in Your Sleep!

My name is C.J. Johnson and I perform a hilarious hypnosis show that makes your students the stars of the show while at the same time **making your group a lot of money in a short period of time**. The best thing is that the show is so intriguing that tickets almost sell themselves! If you already have enough money in your budget to do all of the projects your Senior Class has plans for then read no further... if not **KEEP READING!**

Hypnosis is one of the hottest types on entertainment on college campuses and I travel from coast to coast presenting my show at colleges, most of the time to standing room only crowds! Now you can bring one of the most intriguing forms of entertainment in the world today to your school—and at **no risk or up front costs!** Plus you can make A LOT OF MONEY doing it.

During the past 5 years I have visited scores of High Schools across the country for Prom or Grad Night events and every school I've performed at has been an absolute blast for both me and the students. In talking with the staff and parents at these events I have noticed one recurring theme - they never seem to have enough money. I repeatedly hear about "hard work," lots of phone calls to get donations, and the much dreaded car wash! I realized I could help these schools, schools just like yours, raise the much needed money for these events, without the "work" normally involved - and we could all have a great time doing it.

So... I dusted off this RISK FREE fund raising program, a program I did years ago, and decided to offer a

limited number of schools (15 in Texas) the opportunity to host my show (normally priced at \$1750-\$3000 plus expenses) by splitting the cost of tickets sold. There is absolutely no way your group can lose, because we work on a split of the ticket sales, and I pay for all of the show posters, tickets and publicity materials. I make it easy for your group to make money and have fun at the same time.

The enclosed flier should answer a lot of your questions – but, of course I'd be glad to talk with you personally to answer any questions you may have. I need to stress that I am doing a VERY LIMITED number of these shows, so you will want to **act quickly before the 15 dates I have committed to this program are gone**. Though some work is required to make tickets available, I make it easy for you to succeed.

Call now to get a full information packet mailed to you via PRIORITY MAIL. This packet includes a videotape giving you highlights from High School and College shows so you can see for yourself how an audience responds to my hilarious form of entertainment, letters of recommendation, sample posters, sample tickets, information about hypnosis, and **FREE** copies of my books "How to Make More Money at Your Fund Raiser" and "Pack the House©—The Ultimate, Ever-Growing Guide to Increasing Attendance at YOUR Campus Events" and more!

Your success is my #1 goal! I look forward to hearing from you today to get more info or to request your date! You can find out more at my website www.SleepWithCJ.com. If you are not interested in this project for your group, please pass along this information to a group in your school who you feel may benefit from a **quick and easy way to make some money**. Studies show that if you do not act immediately, you are unlikely to take action. Be a person of action and carry this letter to the phone right now and call me toll free at 800-462-4424 to get all of the details on this amazing, fun, entertaining and EASY opportunity.

Sincerely,

C.J. Johnson
Master Hypnotist

P.S. I look forward to the opportunity to work with your school, if not for a fundraiser, perhaps at your prom or Grad Night event. I offer very competitive, discounted rates for these events and I guarantee your satisfaction with the show or your money back! Try to get a guarantee like that from any other entertainer.

UP!

5. Bonus: How I Use Hollywood's Best Marketing Techniques In Writing Killer Copy

by David Garfinkel
Master Copywriter

Hollywood filmmakers - more than anyone else - know how to "simulate reality" to make people perceive fantasy as real. In Hollywood's bag of tricks are important lessons for marketers... lessons containing information I've never revealed before. However, I help myself to this information whenever I write killer copy. And now I'm going to share this information with you.

How do they make their magic in Hollywood? The answer may surprise you. It's not the special effects, not the terrific camera work, not the world-class acting, not the extraordinary direction. Those are all crucial, but they depend on this little-known reality: It's all in the writing.

There's a saying in Hollywood: Even the most extraordinary actors and the best director can't rescue a bad script. That may be why the big studios pay so much for a good script - often over a million dollars for 120 letter-sized pages filled mostly with white space.

I've spent 20 years learning what Hollywood thinks makes a script "tick." What I've found is that a lot of what's true about screenwriting is also true about writing killer copy.

One of the most important things is the structure of a script. How does it start, how does it build, how does it stay interesting and believable and

build further in tension, how does it crescendo, and how does it resolve?
On these questions rest millions of dollars of investment, and many millions more in potential profit (or loss).

The structure of a marketing piece is just as important. You have to start with a dramatic promise - either to solve a problem and take away a pain, or help someone achieve a goal and fulfill a desire - and then keep building the emotional intensity until you have moved the person who is reading your copy to the point where they are ready to take action and buy.

Another key lesson from Hollywood: use dialogue that sounds the way people really would say it -- but pump up the emotional power. In screenwriting as in writing killer copy, the key thing is to avoid the bland and cultivate the powerful -- in such a way that it moves your story forward.

Only in the worst movie will you see and hear characters engage in dialogue like this: "Hi." "Hi, how are you?" "Fine. How are you?" "Fine." It's real, perhaps, but emotionally bland. It's going nowhere, and as a viewer, you're going nowhere emotionally as you watch it.

Yet who can forget the movie "Jerry McGuire?" It's easy to picture in your mind Cuba Gooding Jr. dancing on the phone as Tom Cruise is losing all his other athlete-clients, while Cuba is screaming, "SHOW ME THE MONEY!" Why do we remember the scene like it was yesterday? Because it's such an emotionally power-packed sequence, and it moves the story forward.

Likewise, in killer copy. Let's say you're selling a program on setting goals. You don't want some robot-like person in your copy saying, "Well, this is a very good program. Now I am finally setting goals."

Blecchh... boring.

Instead, make it dramatic and memorable. Build up to a moment where, for example, you talk about one of your clients, Keith, who came to you, tears rolling down his face, saying, "Before, I was never been able to finish anything really important in my life. But now... I feel like I really do have a chance to live my dream!"

Sure, it may come across as corny to you while you are reading this report. But you may also discover that when your prospects can identify with what Keith is saying, those words will tug at their heartstrings... and make them want to buy.

Another powerful technique I learned: Move from one emotional extreme to another - like from happy to sad, or from scared to brave -- in as short a period of time as possible.

A neat thing I learned from Hollywood's reigning screenwriting teacher, Robert McKee, is that effective scenes usually start at one end of the emotional spectrum and move, bit by bit but still rather rapidly, to the other. Often a scene will "turn" in this way in two minutes or less. The mood can go from calm to very scary, or from sad to deliriously happy, or from anxious and tentative to brave and confident, all in the course of a scene.

This is a great killer copywriting technique. Transport people that way emotionally as they read your copy. Then, they will be compelled to keep reading and certain to buy.

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David Garfinkel is widely recognized by many "marketing gurus" as their secret weapon. That is, he is known as "The World's Greatest Copywriting Coach"; because, he can, like no other, teach you how to turn words into cash. David is also the author and narrator of Killer Copy Tactics, the Web's first and only totally interactive audio/visual learning system for writing killer sales copy. You can learn more about this course at KillerCopyTactics.com.

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6. Bonus: Joe Sugarman's Secret to Writing Power Headlines

by Joe Sugarman

What's the purpose of a headline in an ad? Simply to get the person reading a magazine or newspaper or even a catalog to stop at your ad and to start reading it.

Actually, all the elements in an advertisement are designed to do one thing: Get you to start reading the ad copy. For it is in the ad copy that you really start to sell.

Think about it. If you get people to read the first sentence of your advertising and then can keep them reading through interesting copy and good solid writing, chances are you're going to make the sale.

But if they skip by your ad, read just a few words and then turn the page to something else, you've totally lost them.

Keeping this in mind, what should the headline say or do to attract attention? First, I keep my headlines very short. A short headline will attract attention, be easy to read and create (hopefully) enough curiosity to cause a reader to read the subheadline. Strong words like "Free," "Breakthrough," "Sale," "Secret" and maybe a dozen other words that have proven attention-getting power can be used.

Typically, a short sentence might look like: "Computer Breakthrough" or even "Internet Secret Revealed." In each case, the headline isn't long enough to say much except create curiosity if the reader indeed is interested in the subject of the ad.

If you are successful in stopping the reader, getting the reader to read your headline and be curious enough to read on, the subheadline is the next element you've got to address. A subheadline should have approximately 16 words, explain the concept or product being sold but still arouse a lot of curiosity. Telling too much in the subheadline should be avoided.

For example, "Computer Breakthrough" might have a subheadline like: "New concept in circuit design triples speed, increases memory and has mind of its own." That last part: "a mind of its own," would certainly make me wonder and read further. And if my copy were effective and successful, I would be well on my way to selling my prospect.

One of the good tips in writing good headlines is go to your local supermarket and pick up some of the hot tabloids or magazines that appeal to the same group you are interested in appealing to. Often the sensational headlines are tested to work using many of the hot words that will help you write your headline. And many of them can simply be modified to fit your product.

One final thought about headlines. Keep the headline type large and bold but with a type style that is easy to read. Keep your subheadline smaller, much less bold and of course easy to read. Comprehension is the key here. Too complicated a typeface or too bold and you'll lose the reader. Plus you want the reader to transition into the text and the subheadline is like a bridge to the text.

In summary, keep your major headline short and bold so the prospect is compelled to read your subheadline. Then make the subheadline so interesting that the reader wants to find out more and read the text of the ad you've written. And finally, make the type easy to read.

Follow these tips and you'll find yourself writing many strong headlines in

the future.

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Joe Sugarman, the best-selling author and top copywriter who has achieved **legendary** fame in direct marketing, is best known for his highly successful mail-order catalog company, JS&A, and his hit product, BluBlocker Sunglasses. Joe's new breakthrough book, "**Triggers**," reveals 30 powerful psychological triggers that **influence** people to buy what you're selling.

NOTE: Joe's latest book is "Triggers : How to Use the Psychological Triggers of Selling to Motivate, Persuade & Influence

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7. Bonus: The Most Persuasive Language Methods Known

by David Garfinkel
Master Copywriter

If you've ever wondered what in the world psychology has to do with real life, today you're in luck. A branch of psychology called Neurolinguistic Programming, or NLP, has uncovered and catalogued the best ways of persuading the unconscious mind.

This is very valuable to know, because all buying and action decisions are ultimately made in the unconscious. I've studied NLP for 10 years and found it very valuable for all forms of communication. Here is the best of what I know and use every day in writing copy:

Presuppositions make your unconscious accept everything that follows them.

I learned about the use of presuppositions from Kenrick Cleveland, who is the greatest teacher and practitioner of NLP persuasion anywhere.

I only have room here to share information about one of the six categories of presuppositions: adverbs. Here's how they work: when you use an adverb, all the words that follow are absorbed as true by the unconscious mind.

For example, in a promotion piece you could say, "You'll want to have this home entertainment system available for your next get-together with friends."

That's good, but when you add the adverb "**Naturally**" in front of the sentence, it becomes a lot more persuasive: "Naturally, you'll want to have this home entertainment system available for your next get-together with friends." Somehow, it just goes down more smoothly. It seems obvious that the words that follow "naturally" are true.

Some other adverbs that work well in this way: **easily, readily, automatically.**

Using Quotes is a great way of getting across something that for one reason or another you don't want to say yourself

Recently I was writing some copy for the Executive Director of an organization of conservative, highly educated professionals.

To get their attention at a conference about leadership, we used a statement that was frankly too rough sounding to come directly from the Executive Director himself.

Here's how we did it:

As one of our speakers says, "Either you're at the head of the pack, or you're dog meat!"

That's strong language, isn't it? Yet in it we can find a grain of truth in what he says, for...

This is a very powerful technique. By putting the rough-sounding language in quotes and attributing the words to someone else, the Executive Director's powerful message "slips right past" the critical conscious mind and gets direct access to the unconscious. Using quotes in this way allows him deliver a very potent message he would be criticized for if he said it himself. He stays in the clear by using this technique.

Using hypnotic questions and statements causes the unconscious mind to dredge up experiences that make your prospect more receptive to buying.

NLP has made extensive study of Ericksonian hypnosis - a conversational way of putting people into a trance, pioneered by the late Dr. Milton Erickson. Instead of using the largely ineffective "You are getting sleepy... sleepy...sleepy..." approach, Dr. Erickson found specific words and phrases that caused subtle mental shifts and hypnotized people without even being aware of it.

These same techniques work beautifully in writing killer copy. Here are three examples:

1) For a vacation package:

Have you ever taken some time away that was so relaxing, so enjoyable that you completely forget where you were for a little while?

2) For a sales training program:

Can you imagine what it would be like if you could get all the referrals you want... whenever you want?

3) For a quick-and-easy Web publishing software program:

Suppose you could boot up a program, and five minutes later, you've published your first Web page. How excited would that make you feel?

There's lots more to learn about NLP and persuasion. But just the use of these three techniques - presuppositions, Quotes and hypnotic statements and questions - will put your promotions miles ahead of where they were before in their persuasion power.

David Garfinkel is widely recognized by many "marketing gurus" as their secret weapon. That is, he is known as "The World's Greatest Copywriting Coach"; because, he can, like no other, teach you how to turn words into cash. David is also the author and narrator of Killer Copy Tactics, the Web's first and only totally interactive audio/visual learning system for writing killer sales copy. You can learn more about this course at KillerCopyTactics.com.

UP!

8. Bonus: Meet John Doe

by Kevin Hogan

Before you begin striking keys on your keyboard with the tools Joe Vitale, Joe Sugarman, and the rest of the powerhouse faculty members are giving to you...there are just a couple of scientific facts you desperately need to know!!

In fact, I would venture to guess that if you take advantage of the information I am about to reveal to you...you will nearly double your response from your writing efforts.

Remember the movie from the 1930's where Gary Cooper played the presidential candidate who was portrayed as an every day John Doe? If you don't, you can rent the movie "Meet John Doe" and be in for a real treat. Until then, here is who John Doe is in the 21st century. You are selling your ideas, products and services to John every day...so you may as well meet him (and his dear friend Jane Doe).

- * In general people aren't as satisfied as they could be.
- *Most people only have a moderate amount of self esteem.
- *Two thirds of women and one third of men don't like the way they look in a mirror.
- *Nearly everyone worries and has a deep-seated fear of rejection.
- *Almost everyone is afraid to grow old.
- *Virtually everyone has a fear of death.
- *Almost everyone works to avoid pain and once in pain will do what it takes to get out of pain.
- * People don't have time to be smart shoppers and they don't comparison shop that much.
- * When people get their mind set on something, they want it NOW. (As a rule, people will not delay gratification!)
- * Most people still perceive credit cards as not being equal to real money.
- * People want to make decisions that will make them look good to OTHERS.

That's just a thumbnail sketch of a few of John and Jane's traits. They are universal because we have all evolved from roughly the same gene pool and in some transactions tend to respond similarly in social exchanges. In other words...people are somewhat predictable.

Realizing this, how do we sell to John Doe and how do we market to him? How do we make use of the information used by the largest advertising firms in the world on our shoestring budgets?

Once we know what our prospects' needs, wants and desires are, we can use this information to prepare a message that firmly impresses upon the mind how we can help them. **We can clearly show our prospects how they will feel better, get out of pain and look like they make great decisions to the people in their peer group.**

Here is a good model for you hypnotic writers to latch onto and make your own:

- 1) Paint a clear picture for your reader and bring it up real close. It needs to show this: What you presently have, who you presently are, or how you presently feel is not satisfactory. ==> You can do, have, or be more and FEEL better!
- 2) Product/idea/service X helps MANY PEOPLE JUST LIKE YOU get that result.
- 3) Try it once. You have nothing to lose and everything to gain.
- 4) Other people will respect you and like you more for using this product/idea/service.
- 5) IMAGINE your future as you deserve it to be. You can REACH YOUR DREAMS and achieve your goals if you use this product/idea/service.
- 6) This product/idea/service is guaranteed so you can feel secure in making a decision NOW.
- 7) To take advantage of this product/idea/service, call/write now because only Y number of people will be allowed to participate. Here's all you have to do...

Now, obviously not all market messages use this model or all components of it. But, based on the market research I have done, this model appeals to

John Doe. Research reveals that John and Jane DO act NOW when responding to this model!

Now it's up to you. How can YOU implement this model in your sales or business and WILL you start today or wait until tomorrow?

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Kevin Hogan is the author of "The Psychology of Persuasion, Talk Your Way to the Top" and the 12 tape audio program "Mind Access: Beyond the Psychology of Persuasion." He is a dynamic public speaker and corporate trainer and has been interviewed this month by the LA Times, The BBC, NPR, The New York Post and numerous other media for his expert insights into the body language of the presidential candidates.

UP!

9. Bonus: WRITING TO PERSUADE

by L. Michael Hall, Ph.D.
NLP Master, Creator of Frame Games

Writing persuasively involves lots of things, not the least of which is writing to set a frame in the very structure of our words. After all, our words only take on specific meanings in a given context and frames set such contexts. This reveals the multiple tasks to which we can put words. We can use words for description and narrative, as well as to establish contexts, set the mood, invent the world, etc. The frames that we subtly, covertly, and implicitly set via our words initiate the reader into whatever world we establish. As the meaning makers of linguistic worlds, we create various matrices and then invite the reader to come join our game.

We all know this. When we open up a biography, novel, detective story, new report, etc., we know that at least to some extent, the world we enter into is contrived and invented by the writer. But, what the hell. If we're in the mood for adventure, mystery, drama, romance, scientific description, instruction for self-improvement, etc., then we play right along.

We even know this when we pick up a piece of copy that advertises something. We know it's a sales pitch. If we're interested in the product or service, we scrutinize it. We use our skepticism to test it, demand that it stand up and give account of itself in ways that fit our criteria for legitimate, real, trustworthy, etc. If we're writing about "the facts" and trying to present the features, then we dive right into this arena and marshal the details. We let them march across the screen of the reader's consciousness and line up for inspection.

That's one kind of writing for persuasion. But it's not the only kind.

There's also the writing that's much more covert and much less explicit. There's the writing that doesn't want the drill sergeant to give the product or service the once over. Sometimes we want to write more seductively, to entice, and to allure. Sometimes we want to write in a more playful way that uses subtlety.

Why? Because I don't know how much you'd prefer to get a person first into state, into a frame of mind of being truly open and curious, even motivated and passionate, before you turned the reader's attention to something like, for instance, when I do Frame Games trainings, but I only know that if you would prefer the reader to already be feeling a sense of interest and anticipation, and maybe going so far as to fully trust you as the writer, but I could imagine that they might be a bit useful, what do you think?

Ah, the language of directionalizing a reader's brain. It can happen so quickly and so much outside of conscious awareness about what we're actually doing at a higher level, the level of structure. (Did you catch what I just did?) Oh yes, I suppose I should have mentioned about the different levels of awareness.

There's the content level, the details that describe the What. Most of us, most of the world, are suckers for content. Toss out a bit of juicy content, and people can get absolutely lost in it.

To rise above the content level and to notice the form, the structure, the ongoing dynamic structure of what we've said, moves us to the how and even to the why. To do that a person has to step back and gain some perspective. To do that one has to refuse to bite down on the content bait. **To do that one has to know how to operate from a higher perspective than mere content.** And that's typically, not easy. It only comes through practice and training.

Yet that's where the power is. And accordingly, that's why great writers care about and know how to pose, structure, format, and frame. They not only write content, they also write in a way that sets a frame—a frame that engages the writer's attention and then focuses it in a certain way that the reader becomes entranced in the story.

Why, that's the structure of hypnosis! The reader has developed a strong and intense inward focus so that the world goes away, and all he or she now sees, hears, and feels is the narrative world that the writing has beckoned them into.

Amazing. And there is a structure to it all.

Hum, how shall I frame you? Let me count the ways.

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L. Michael Hall, Ph.D., is a researcher and modeler, international trainer and entrepreneur (P.O. Box 9231; Grand Jct. CO. 81501; 970 523-7877). Michael developer of the Meta-States Model, co-founded Neuro-Semantics® [], and is currently involved in several modeling projects: wealth building, selling/persuasion excellence, accelerated learning, etc. He has recently developed Frame Games: Persuasion Elegance. (2000).

UP!

10. Bonus: How'd you do on our fun test?

Read the letter again, and CJ's analysis under it, and see how you did in the "hunt and find" game looking for the secret hypnotic commands!

Enjoy!

Joe

Need Cash for Your Senior Class?

Want to Make Money in Your Sleep!

My name is C.J. Johnson and I perform a hilarious hypnosis show that makes your students the stars of the show while at the same time **making your group a lot of money in a short period of time.** The best thing is that the show is so intriguing that tickets almost sell themselves! If you already have enough money in your budget to do all of the projects your Senior Class has plans for then read no further... if not **KEEP READING!**

Hypnosis is one of the hottest types on entertainment on college campuses and I travel from coast to coast presenting my show at colleges, most of the time to standing room only crowds! Now you can **bring one of the most intriguing forms of entertainment in the world today to your school**—and at **no risk or up front costs!** Plus you can **make A LOT OF MONEY** doing it.

During the past 5 years I have visited scores of High Schools across the country for Prom or Grad Night events and every school I've performed at has been an absolute blast for both me and the students. In talking with the staff and parents at these events I have noticed one recurring theme - they never seem to

have enough money. I repeatedly hear about "hard work", lots of phone calls to get donations, and the much dreaded car wash! I realized I could help these schools, schools just like yours, raise the much needed money for these events, without the "work" normally involved - and we could all have a great time doing it.

So... I dusted off this RISK FREE fund raising program, a program I did years ago, and decided to offer a limited number of schools (15 in Texas) the opportunity to host my show (normally priced at \$1750-\$3000 plus expenses) by splitting the cost of tickets sold. There is absolutely no way your group can lose, because we work on a split of the ticket sales, and I pay for all of the show posters, tickets and publicity materials. I make it easy for your group to make money and have fun at the same time.

The enclosed flier should answer a lot of your questions – but, of course I'd be glad to talk with you personally to answer any questions you may have. I need to stress that I am doing a VERY LIMITED number of these shows, so you will want to act quickly before the 15 dates I have committed to this program are gone. Though some work is required to make tickets available, I make it easy for you to succeed.

Call now to get a full information packet mailed to you via PRIORITY MAIL. This packet includes a videotape giving you highlights from High School and College shows so you can see for yourself how an audience responds to my hilarious form of entertainment, letters of recommendation, sample posters, sample tickets, information about hypnosis, and FREE copies of my books "How to Make More Money at Your Fund Raiser" and "Pack the House©—The Ultimate, Ever-Growing Guide to Increasing Attendance at YOUR Campus Events" and more!

Your success is my #1 goal! I look forward to hearing from you today to get more info or to request your date! You can find out more at my website www.SleepWithCJ.com. If you are not interested in this project for your group, please pass along this information to a group in your school who you feel may benefit from a quick and easy way to make some money. Studies show that if you do not act immediately, you are unlikely to take action. Be a person of action and carry this letter to the phone right now and call me toll free at 800-462-4424 to get all of the details on this amazing, fun, entertaining and EASY opportunity.

Sincerely,

C.J. Johnson
Master Hypnotist

P.S. I look forward to the opportunity to work with your school, if not for a fundraiser, perhaps at your prom or Grad Night event. I offer very competitive, discounted rates for these events and I guarantee your satisfaction with the show or your money back! Try to get a guarantee like that from any other entertainer.

UP!

11. Bonus: Before I give you CJ's comments on his own letter, here's what he wrote me the next day after he sent it out:

"I got my first 2 responses to my letter this morning – I put them in the mail YESTERDAY! And the calls came in at 9:30 this morning! I'm amazed the mail got there that quickly – but people literally did carry the letter with them to the phone and call me! So far a .5% response in less than 24 hours."

And here's what CJ wrote the second day after he mailed his letter out:

"The letter to high schools that you included in the course has so far produced 1 request for a date and 6 inquiries. I looked and I actually mailed to only 300 schools so I have, within 48 hours of dropping the pieces in the mail, gotten a 2.3% response rate and I'm guessing that less than ½ of the schools have even gotten their letters yet. This letter is a winner. I know that of the 6 inquiries I will turn 3-5 of them into shows."

Now here's CJ's analysis of his letter...

I've highlighted areas for you. So you can see what the thinking was behind each of the lines of the letter. We'll see how this letter pulls within a week or so. I mailed 400, I expect 10 calls from this mailing, only a 2.5% response, but the ROI ("return on investment") would be about \$10,000 on a \$200 mailing – a pretty decent ROI. Even if I only booked one show the ROI is 5 to 1. With 10 shows it's 50 to 1. I'll take a ROI like that any day of the week.

In yellow – are commands and embedded commands. These tell the prospect EXACTLY what I want them to do – no questions, no ambiguity – call me now – there is no confusion about what I expect. In copy writing this is often called a "Call to Action" I like to be very exact in what I expect from a prospect so they feel the overwhelming urge to pick up the phone and call me. I know that once they are on the phone I can do a good job selling them on the program – in fact, if they pick up the phone, they are pretty much sold! A few times the "call to action" is within a sentence that isn't quite as bossy as call now – for example the "request your date" in the paragraph that begins with "Your success is my #1 goal". Request your date is a command within the sentence.

In the world of stage hypnosis you must be VERY SPECIFIC with your language choices or else you'll get unwanted results. Such as – if you are doing a routine where the subjects are drinking from imaginary glasses and you want them to get rid of them – you'd better be sure to say – throw away those drinking glasses not just "throw away those glasses" or you'll have 5 people on stage throwing away their glasses (eyeglasses). I know someone who did this – and he ended up buying several pairs of replacement glasses. In a hypnotic state people take suggestions very seriously and literally. Another example: I was doing a routine where I made everyone drunk by drinking imaginary alcohol. To be sure that no one got sick I said "this is a very special kind of alcohol, one that won't make you sick" then I added "unlike the real thing". I learned a very important lesson about IMPLIED COMMANDS here. The implied command was that real alcohol makes you sick. One girl (this show was at a high school) had been drinking. I planted the suggestion that alcohol makes you sick – she got sick. It wasn't until later when I analyzed the videotape that this realization came to me. My suspicions were confirmed the following week when the woman who hired me for the event called and told me the girl had confessed to being drunk at the event. It was an unfortunate event, but I learned the power of the implied suggestion.

In light blue – are the times I create urgency. In stage hypnosis scarcity and urgency are critical factors in a successful show. You create a rare feeling about the show by only having limited seats for volunteers. This creates competition and a subconscious willingness to please the hypnotist so they can stay on stage. The stage hypnotist also stresses that it is a "rare" opportunity to be hypnotized and often we'll stress the cost of being hypnotized in a clinic. Again, these are all done to create urgency.

In **gray** are the times I stress to the prospect what I perceive to be their hot buttons. Quick, easy, free, fun and risk free are the areas I focus on. Who wouldn't want to do a fundraiser that was all of these things.

The headlines are specifically written so they can't help but answer YES to these questions. This is creating a "yes set" to put the prospect into a frame of mind of agreement. In hypnosis we use this during an induction by pointing out things that naturally happen as you relax. We point out two or three things that actually are happening to get the subjects to notice them and then put in a suggestion of what we want to happen, they are conditioned to notice these things are happening so when the suggestion of what we want to happen comes in – they are in the habit of agreeing with us and they do what we suggest.

C.J. Johnson
Master Hypnotist & Illusionist
Author of More Shows! More Money!
Find out more at: (Magic and More) (Hypnosis)

UP!

Words That Command People to Do Your Bidding

by Mark Joyner

You don't know it yet, but in the next 5 minutes you are going to learn **two things** that will enable you to command someone to do something – anything -- and that person will do it without question. What's more, they'll think it was their idea, not yours.

Read these questions **carefully**.

Can you shut the door?

Is the phone ringing?

Do you have the remote?

Did you know you needed this?

What do these questions have in common? These **innocent** sounding questions are all commands disguised as simple yes or no questions. Typically, people will respond by acting as if you had just asked them to shut the door, answer the phone, hand you the remote, etc., without ever questioning it.

What does this mean to you? It means that there are ways of giving commands to people without their conscious awareness that they have received a command. Typically, they will **obey** your command as if they had received it directly, but without any resistance whatsoever.

Now, I can almost hear you thinking, "How else can I use this strategy to get others to do my bidding?" There are countless ways if you want to learn more.

The Hidden Commands

Remember the old adage: **Be careful what you ask for, you just might get it!** With the art of persuasion, that adage takes on a whole new meaning. Just imagine -- if you wanted someone to do something, all you have to do is give the command – with the right words.

Joe Vitale popularized the art of written persuasion with his best-selling book, "Hypnotic Writing."

Let's look at another example. Read the following sentence:

"I wonder how quickly **you are going to buy this product.**"

This seems like a harmless statement, but do you really know its impact? The person who reads it might consciously think it is a simple comment. But watch closely -- that sentence contains the embedded command:

" .. you are going to buy this product."

The **bold** print plays a role in how effectively that command gets communicated. A person will respond to a sub-section of a written sentence as a command, and will follow the command without realizing it consciously.

Are you beginning to see how powerful this is? Have you noticed yet that there's much more to words than you were taught in all those how-to courses on writing you ever bought? Are you curious to learn more? Well, you can continue to do just that. Fortunately, it's easy to just keep reading on...

The Single Most Important Skill

If you were to ask me what the single most important skill is in business, that if you mastered it would single handedly account for more business than any other skill, I would tell you, without a doubt -- the **ability to influence people**.

Think of what you could do if you **could increase your ability to ethically influence others**, naturally, **without sounding like you're making a sales pitch**. How much more money and success could you create with that skill?

Is This Shameless Manipulation?

Of course it is. But maybe we should take a good look at our definition of manipulation.

When we enter a negotiation with another company or person, we have a specific outcome that we want to achieve. As the negotiation progresses, we use our logic and various strategies to attempt to move the negotiation closer to our desired outcome. When we accomplish that, we say the negotiations were successful.

Since manipulation is defined as attempting to consciously guide events to a specific resolution, then the use of written persuasion strategies is indeed manipulative. But then again, so are all normal business negotiations.

The ethical use of influence in the right hands could be extremely powerful. In the wrong hands, it could be lethal.

Tiger Woods and Joe Vitale

Let me ask you -- if you were a golf enthusiast, and you had the opportunity to have Tiger Woods give you one-on-one personal coaching, how much will your golf game improve as a result? Tremendously, wouldn't you think?

Now imagine you had the opportunity to have Joe Vitale, the grand master of hypnotic writing and the science of persuasion, give you one-on-one personal coaching, how much will your business improve as a result? How much will your life change? Massively, wouldn't you think?

Now, let me ask you this. Given the choice, would you rather be a **master of golf** or a **master of influencing people**? If you answered "master of golf," I can't help you -- you're on your own.

But if you answered "master of influencing people," Joe Vitale has cooked up something absolutely incredible for you.

But don't fall in love with the idea just yet until I give you the entire scoop.

The phenomenal success of Joe's book, "Hypnotic Writing," has stirred up a tremendous amount of interest in the art of written persuasion.

Some of you who purchased the book have **begged** Joe to teach more advanced techniques of hypnotic writing. Even more of you clamored for personal consultation and private coaching with Joe. Looking to fill the demand, Joe has finally agreed to do something amazing.

Joe is going to "spill his guts" and reveal all the persuasive techniques that have taken him a **lifetime** to acquire into an online **"e-class"** combined with **personal coaching** for all participants. **Only 50** students will be accepted to this class and private tutoring.

Joe Vitale has this to say:

"I wish I could **clone** myself so that I could help every one of you succeed -- but private tutoring requires hand-holding, and is so time intensive that I can only do what's humanly possible. This is why I can take only 50 students."

Beginning January 16, 2001, Joe will be conducting e-classes via e-mail. One lesson will be sent out per week for a total of 3 weeks. Each extraordinary lesson comes with Joe's **personal tutoring**.

*** Week One:**

- Learn how to **saturate** your writing with intense, emotion-provoking language that sells every time
- Learn the exact words you can use in a sales letter that will make your customers whip out their wallets and buy from you
- How to write **tantalizing** copy that makes your reader's mouth water with anticipation
- Learn the psychological tricks that make your sales letters impossible to ignore
- Discover little-known hypnotic language patterns that literally **melt away** your prospect's resistance
- Harness the awesome "power" of written persuasion
- Get the **Top-Secret** Checklist - Joe uses this to pre-test his letters – pure gold!
- **How, when, and in what order** to push people's buttons to stimulate them to buy
- How to Build a Money Machine by Contracting to Write Ads That Work – Increase your own sales or earn a percentage of increased profits you earn for others

*** Week Two:**

- How to write news releases that compel editors to call within **minutes**
- Discover the little-known Harry Reichenbach tactic that's guaranteed to get you in the news
- How to create a bond between the Media Editor and yourself through the written word
- **Seduce** the media into reading every word of your press releases

*** Week Three:**

- Learn a little-known advertising formula that **soaks up cash** like a sponge
- Learn the 16 desires that motivate people to buy **now**
- **Hidden** commands you can use to make people do your bidding
- Discover the long-lost Kenneth Goode persuasion method that puts anyone **under your spell**
- How to use hypnotic writing covertly to increase your prospects' desire for what you're offering

Joe's e-class is a hands-on **accelerated learning** program where you will be assigned the task of writing a sales letter in week one, a news release in week two, and an ad in week three. As you turn in your assignments, you will receive Joe's **personal feedback, critique, coaching, and input.**

Joe will soak you in techniques of persuasion so that they become part of you at the **cellular** level. You will find that the skill you gain in writing hypnotically can easily be applied to the spoken word. You can use this information to find and entice another (use your imagination here). Just imagine what you can do with that skill.

Here's the Catch

No, I'm not ready to let you sign up yet until you do one thing. In order to qualify to be one of Joe's 50 students, you must be willing to rigorously follow the techniques as Joe will teach them. You must commit to put Joe's principles to work immediately.

Joe has had a **100% track record** in helping others become successful through these strategies – and he flatly told me he doesn't want to ruin that perfect record. It doesn't matter if you have the money to pay for this e-class. If you're not going to do what it takes, Joe will not allow you to join this class. Is that OK with you?

How Much Is All This Worth to You?

What is the value of being personally tutored by the highest master of any particular discipline? How would becoming an expert hypnotic writer increase your life in dollars and cents? By how much will it improve your life altogether?

Joe Vitale's hourly rate for private consultations is normally \$2,000 an hour. The value of the 3 e-classes -- although priceless -- can be conservatively estimated at \$49 apiece. This means that you are getting the equivalent of approximately \$4,147 worth of consultations and advanced lessons. Joe has priced the entire package at only \$1,900. But for anyone who has purchased Joe's book, "Hypnotic Writing," the price is discounted to \$1,500.

Any single sales letter, press release or ad you send out with Joe Vitale's persuasive touch could potentially make you **10 times** as much as the \$1,500 price you pay for this package.

As you read each word on this page, you are beginning to think about how you can apply Joe Vitale's teachings and personal coaching into your everyday life. And as you are thinking those thoughts, you become really interested in signing up not because I suggested it but because you know **it's really the right thing to do**.

By the time you read this, I cannot assure you how many would have already signed up, or whether the maximum number of 50 students has already been reached.

Why don't you **lock in your position now** and see if the stars are in your favor? The last thing I want to happen is for you to be left behind with no options to play.

If you will sign up for Joe's e-classes and private tutoring, put everything you learn into practice, and let it begin to benefit you, I believe so strongly that you will **recognize the tremendous value of this offer**. I want to make it as easy as possible for you to **lock in your position** that I am making you this **"risk free proposition"**. If after receiving the first of Joe's weekly lessons you are not absolutely convinced that it will do all I say -- if you're not convinced that it represents the greatest breakthrough in persuasive writing -- send it back for a full refund. It couldn't be easier.

Joe's secrets of persuasion are often devilishly simple. But while these strategies may seem startlingly easy, in the hands of a man or woman like you who understands their power and force, they can be the closest thing you can ever get to magic.

And as you incorporate this knowledge, you'll be rapidly -- almost automatically -- pushed, pulled and propelled to higher and higher levels -- your personal and financial horizons vastly expanded by the experience.

Many People Have Spent \$40,000 To \$50,000 Or More
And 4 or More Years of Their Lives Going to College...
Yet, They Still Do Not Earn

\$75.00 An Hour!!!

And They Certainly Do Not Have The Freedom
To Work Whenever They Want!
BUT Now You CAN because...

**Now, For Very Little Money, You Can
Get Into The Very Profitable Business Of
Cleaning Computers And Realistically
Earn \$75.00 An Hour!!!**

(And, Yes, You WILL Have The Freedom
To Work Whenever You Want)

Dear Friend,

Make \$75.00 per hour? It may sound unbelievable. Many people thought so when they first heard about cleaning computers. However, after I showed them my insider secrets, they changed their minds.

Then they went out and were actually able to make \$75.00 each and every hour they worked. Just like I did. And just like I believe YOU can do, if you try it.

Work full-time: say 40 hours per week... and you will make a cool \$3,000.00 each week!

That's more than \$150,000.00 a year!!!

You should know that \$75.00 per hour (it takes an hour or less to clean the average personal computer) is realistic because that's what I've charged from the beginning and I always have more than enough customers willing to pay it.

I've also trained other people to clean computers and their letters to me state they found it easy to make this much money. You will, too.

Nobel Prize Winning MD Discovers Amazing Secret That Could Lead To A Longer and Healthier Life for You and Your Family

Special Report and Audio Tape Reveal
the Shocking Truth About Your Health

**Could This Be The Health Secret
You've Been Searching For?**

My Dear Friend,

Dr. Alexis Carrel, noted MD, Nobel prize winner and medical researcher at the Rockefeller Institute for Medical Research produced one of the most remarkable experiments in medical history.

The results of his experiment have been buried for years. But I think you have a right to know about it because... IT COULD CHANGE YOUR LIFE FOREVER!

Dr. Carrel's story is an interesting one which reveals a little-known health secret that will SHOCK and AMAZE you.

Here is what he did. In 1912, Dr. Carrel took some heart tissue from a chicken embryo and immersed it in a solution containing nutrients (food). Then, each day, the solution was changed, taking away the waste products and leaving behind fresh nutrients.

Dr. Carrel predicted that these cells could be kept alive forever. He even concluded: "The cell is immortal. It is merely the fluid in which it floats which degenerates. Renew this fluid at intervals, give the cell something upon which to feed and, so far as we know, the pulsation of life may go on forever."

And indeed, these cells were still alive when Dr. Carrel himself died in 1944. Which means...

**Those cells lived
for more than 32 years!!!**

And that is all the more amazing when you consider that the average life span of a chicken is only 7 years!

**"With an 11-8 Record During My Freshman and
Sophomore Years in High School,
I Was 'Just Another Wrestler.'**

**"Then I Learned Something The Next Summer
That Changed Me Forever**

**"In My Junior Year I Became
the UNDEFEATED STATE CHAMPION**

**"Since Then I've Become a
3-TIME WORLD CHAMPION
and Many Experts Consider Me to Be
The World's Greatest American Wrestler of All Time!"**

-- Lee Kemp

Dear Wrestler,

You are probably wondering what changed during that summer to turn me into a champion wrestler.

Many coaches, wrestlers and their parents have asked me that same thing over the years. And I always try to give them my best answer in the brief time we have together.

But, you know what? It just isn't enough time to properly explain and teach the principles and, more importantly, to cause the explosive changes necessary to transform them into champions.

And that's why I got together with Dr. Rob Gilbert, the world's leading expert on sport psychology and wrestling.

Dr. Gilbert was able to sit down with me and extract every last detail that you need to know to become a champion wrestler.

You know, it's funny but he was able to get me to recall some very important things that I had either totally forgotten or assumed that everyone knew (they didn't). What we have put together is a program that is SO powerful, SO effective, and SO easy to learn that you get this spectacular GUARANTEE:

How To Get Your Athletes To Perform Their Absolute BEST When Everything Depends On It:

The 7 Secrets That Can Make You A Winning Coach

Dear Coach,

After hundreds of hours of preparation -- one single play often makes the difference between winning and losing.

You work too hard as a coach to have any of your athletes choke when it counts the most. That one crucial "make-it-or-break-it" play often determines the outcome of the whole game...maybe even your entire season.

That's why you'll be happy to know that Dr. Rob Gilbert, one of the world's foremost authorities on Sport Psychology and author of How Sport Psychology Can Make You A Champion, has discovered...

THE 7 CRITICAL THINGS YOU MUST DO TO GUARANTEE THAT YOUR ATHLETES WIN UNDER PRESSURE

And he's about to reveal them to you in a special training session that is limited to the most promising coaches, ONLY. That's why he is inviting you and other talented coaches to this unique event. At this session you'll discover:

- The 14 "killer" words that you should never use -- because they will instantly destroy any athlete's performance...
- A simple yet powerful training system that will help your athletes develop the winning self-confidence of a Mohammed Ali...
- The amazing coaching technique that will help you to instantly motivate any athlete or any team...
- And much, much more!!!

If you expect to be a winning coach, these 7 techniques will prove to be SO POWERFUL and EFFECTIVE for you that you will be using them for the rest of your coaching career.

**"My School Teachers Said I'd
Never Amount To Anything...
But I Raised Myself From
A Dead End Job To Making
\$16,000 A Month (\$192,000 A Year)!**

You Can Too If You Use My Secret"

Dear Friend,

My teachers said I'd never amount to anything. Now I make more money than any of them could ever imagine.

And let me tell you, it was not because of anything I learned from them.

In fact, I was aimlessly wandering from dead end job to dead end job, pretty much as my school teachers had expected.

Then one day I stumbled onto a way to make BIG money and it put an end to all my money worries... and the hopelessness my teachers saw in me.

By the time I caught my breath, I was making about \$16,000.00 a month!!! (That's \$192,000.00 a year)!

Could you use that kind of money? I hope so because, with your permission, in the return mail, I will send you complete details on how you can get into the very same business that made me all that money. And the best part is...

It Will Be Entirely At My Risk!

I'm so positive that my program will work for you that I'll let you test it at my risk. I'll send you my start up package in the return mail. Then, you follow the simple instructions I give you and see for yourself just how fast and easy the money comes pouring in.

I'll let YOU be the judge. If you are not absolutely amazed and astounded at the income you generate, just return my program -- ANYTIME -- for a fast and courteous refund. Do it anytime. This is a **LIFETIME MONEY BACK GUARANTEE**.

How To Sell More Dresses At Full Price In A Shorter Period of Time Than You Have Ever Done Before

**Amazing New Technique Has Customers
Flooding Your Store To Buy More Dresses, Suits, and
Combos Than Ever...And At Full Price!!!**

Dear Dress Shop Owner/Manager,

If I could show you a low cost way to bring your customers into your store in droves and clamoring to buy everything in sight, would you be interested in that?

If so, then pay close attention as you read the rest of this letter because you are about to be introduced to the biggest money-making technique to come your way since the invention of the sewing machine.

First, let me reveal to you one of the most powerful secrets of retailing. It's this: you can get 10, 20, up to 50 times more sales by selling to your past customers than you can by trying to attract and sell new customers.

Why is this? Simple. Because, if you have delivered a quality product and a good value to your past customers (and I assume that you have), they now trust you.

They trust you to be fair with them. They trust you to deliver good quality merchandise. They trust you to give them a good value.

And the most difficult (and expensive) thing for any retailer to do is to acquire a new customer. So, once you have them, what do you do?

Well, the truth is, most retailers do nothing!

That's right. They just wait for that customer to come wandering back into the store. They depend upon the customer's memory to remember that they had a good experience the last time they were in the store.

Sorry. It doesn't work that way. As a retailer, you have to capture the names and addresses of every customer who has ever bought from you and then you have to periodically promote to them. If you do, the rewards will be staggering - you will have more sales and more profits than you have ever imagined

**"Last Year, During The Deepest Recession Of The Decade,
I Made More Money Than 95% Of The Forbes Magazine Top
800 Most Powerful CEOs**

**"This Year I Would Like To Reveal The Secrets
Which Made This All Possible
To A Select Group Of People Like YOU**

**"And To Make Sure That You Get The Most Out Of It,
I Have Created A Unique New Coaching System Which
I Believe Makes It Almost Impossible To Fail -**

**"If You Qualify, You Could Be On Your Way To
More Riches And Success Than You
Have Ever Dreamed Possible..."**

Dear Friend,

I have just created a unique coaching system that I believe is a no-fail way to teach others to be as successful at applying my principles as I am.

You are invited to be the first of a select group of people in the Los Angeles area to have the opportunity to participate in this intimate, once a month, live consultation/master-mind/training session with me.

In this intensive half-day session you will learn how to solve your greatest marketing problems and how to take advantage of the opportunities and resources that have been lying hidden in your business and your life - opportunities and resources that, once released, will SKYROCKET YOU into the realm of big-time riches and success.

Each session will be strictly limited to 50 highly-motivated, no-nonsense people who are committed to applying the secrets they learn at each monthly session and who are serious enough to follow-through over a solid year of these...

The 10 Laws for Writing Letters that Get Results

by Joe Vitale

The following is a letter in response to a question about how to write sales letters. This is something you could model in layout, tone, and ideas, to write your own letters. By the way, this is where your letterhead should go.

Dear Fellow Chicago Seminar Attendees,

Jerry Jenkins asked me to tell you how to write letters that get read and get results. That's a tall order! Well, here's what I think the "laws" are:

1. Know what's in it for your reader.

Get out of your ego and into your reader's ego. Complete this sentence: "Get my book so that you can...(fill in the blank)." Your book (or whatever you are selling) is the feature. What people get as a result of having your book is the benefit. Focus on benefits. Always! Without this, your letter will bomb.

2. Write a headline that telegraphs the key benefit to your reader.

ALWAYS use a headline. There is only ONE exception to this rule. When you personalize your letter, the "Dear (whoever)" opening becomes your headline. There are few headlines more powerful than the reader's own name. The headline is THE most important part of your letter! Spend nearly all of your time on it. (See 30 ways to write a headline in my book, *The AMA Complete Guide to Small Business Advertising*.)

3. Be brief.

Say what you have to say in terms of the reader's self interest and shut up. This does NOT necessarily mean a short letter. If you are trying to make a sale, and the reader has never heard of you or your item for sell, you may have to write four or more pages to get your message across. If all you want is a return call, a one page letter may do. Don't be afraid of length. People will read any length of copy AS LONG AS IT'S INTERESTING! For proof, check out the long letter that got a 100% response in *The Seven Lost Secrets of Success*.

4. Always use a PS.

Always. Why do copywriters who charge upwards to \$15,000 to write a sales letter and have weeks to draft it always use a PS? They are always read. Always.

5. Look good.

Visual attractiveness accounts for 70% of your letter's impact. Use short sentences, short paragraphs, bulleted points, indented paragraphs, subheads, etc. Some people will just skim your letter, so engaging subheads and bulleted points help reach them instantly.

(**IMPORTANT NOTE:** Don't be afraid to break a sentence at the bottom of a page to

make the reader have to keep reading on to the next page.)

6. Outline first.

Use a planning tool such as the program Project KickStart to help you think through your message. Or talk to a friend. Or to a tape recorder. Or to yourself. This also helps you get comfortable with speaking your letter rather than writing it.

7. Write first, edit last.

Turn your inner editor off. You can rewrite later. For now, write spontaneously and quickly to get your ideas on paper.

8. Ask for something.

Why are you writing? You want a call. Or an order. Something. Say so!

9. Get a reader.

Find one person to read your letter OUT LOUD in front of you. If he (or she) has trouble reading your letter, if he wrinkles his brow or stops to reread a sentence, rewrite those places. Don't skip *this* step! It's the secret of many professional writers.

10. Rewrite your letter again.

Is it the best you can do? Be honest! If not, throw it away and call the person instead. Or hire a copywriter to write it for you. Why waste your time or your reader's with something that doesn't communicate in a persuasive and interesting way? (I rewrote *this* letter 24 times!)

Well, there you have it. Of course, there are more rules, laws, ideas and suggestions for writing letters that get results. You should always guarantee whatever you are selling, for example, and always offer proof for all of your claims. But the above will get you rolling.

If you want more free information, see some of the other articles here at The Copy Writing Profit Center or send me e-mail at joe@mrfire.com.

Sincerely,

Joe Vitale
Marketing Specialist
(Identify yourself. People look here to see who the letter is from.)

PS -- Notice that you read this PS?

PPS -- Notice that you read this one, too?

How to Hypnotize Anyone With Words

(And get them to buy, agree, follow, click - anything you want.)

- Mark Joyner, CEO, Aesop.com

There is **one forbidden word** in the language of marketers. At the mere utterance of this word, most marketers will cringe. You'll rarely hear a marketer use this word... Not in public, at least.

That word, in case you were curious, is "admire". Allow me to explain.

We're all trying to position ourselves as the "best in the universe". Just about every marketer pushing himself on the net claims that he is the best around and that no one else knows what they are doing. We erroneously assume that by admiring someone we are taking ourselves down a notch.

The fact is, I've never met a successful marketer that did not study the works of others **constantly**. I'll be the first to tell you that I'm constantly reading... learning... revising my tactics...

I'm going to break the code of silence, though. There is another marketer out there who, I am not ashamed to say, I truly admire.

This is a guy who, many years ago, taught me some things about copywriting that forever changed the way I advertise my products. The information he taught me is absolutely essential. The techniques he showed me work not only for copywriting, but can also be applied to just about **any situation** where **you need to persuade others** - to convince them to **obey** your commands.

This man's name is...

This man's name is Joe Vitale and these persuasion techniques I'm talking about could be found in an old lost manuscript he published years back...

"One sales letter from Joe did thirty times better than our entire telemarketing department. I fired the phone people."

-- Mike Geier, VP, Marketing, Caledonian

- A press release he wrote got a reporter to call only 7 minutes after it was released.

- One of his sales letters achieved a record-breaking 91% response.

He has since gone on to publish works for the **American Marketing Association** and **Nightingale-Conant** (the folks that publish the works of Tony Robbins, Deepak Chopra, and other such icons). That should give you an idea of how well respected he is.

However, I still think this old, out-of-print manuscript was his absolute best. To me, any manual that can condense the essence of persuasion into such a short, and easy to understand book is worth its weight in gold.

Not only does it teach you **how to be more persuasive**, but it also teaches you **how to write quickly** - every time. **I use Joe's techniques all the time** when I write, and the time it takes me to finish any writing task is now a mere fraction of what it used to be.

Writing, for me, was a task I dreaded before I read this manuscript. Now it's an absolute joy I look forward to (thanks Joe!).

Joe gave me a copy of this manual a while back and I've been trying to convince him to allow me to publish it for years. **Joe has been reluctant to put it back into circulation, though, since the techniques are a bit controversial.**

This manual was called...

This manual was called "Hypnotic Writing" and Joe has finally allowed us to publish it here as an electronic course.

When Joe finally agreed to let us do it, I was so excited I could barely sit. I immediately had my design department get to work on designing the layout for the course.

Not only was I able to convince Joe to allow us to publish the course, but I was also able to convince Joe to give away another one of his most revered products as part of the deal. I'm telling you, Joe must have been out of his mind when he agreed to this. I'll show you that in a moment.

What's Inside?

- How to make everything you write **irresistible**.
- Write ad copy like the pros and get your message read. (Don't spend another dollar on advertising without reading this!)
- Write in such a way that the reader ***must*** read your every word.
- "Hey - What about the title of this article 'How to Hypnotize Anyone with Words'? Aren't you going to show me that?" Funny you should ask. I'm actually not going to **tell** you the secret. Why? Well, instead, I'm going to **prove** that it works. That is, you've read this far, right? I used just a few of Joe's powerful techniques in writing this article. That you are still reading is undeniable proof that **this stuff works!**
- How to keep your readers eyes riveted to the page. Have you ever read something that had you so engrossed that you just couldn't put it down? Let's face it, you were hypnotized, right? Joe shows you how to get that effect **every time**.
- How to write headlines that stop readers dead in their tracks. Every truly great piece of writing, be it an ad, a newspaper article, or a book, starts with a short phrase that commands the reader to dive in.
- Writing lessons from the world's greatest hypnotist.
- How to persuade people to your side every time.

Joe's techniques are so simple and easy to use that anyone could use them. But don't let the simplicity fool you - it is the simplest writing that has had the profoundest impact on the world: Sun Tzu's Art of War. The Book of Proverbs. The Declaration of Independence...

I'm surprised Joe is letting us sell the course for \$27! He could **easily** get ten times that much for this information. **In the right hands, this information could be dangerous.**

When you order by 10 December, you will also get this amazing bonus:

Joe Vitale's Confidential Online Marketing Strategy

OK, at this point you're accustomed to reading some hype about how valuable a particular bonus is. I'm not going to do that. I'm just going to state a fact. Joe is currently selling his Confidential Online Marketing Strategy for \$149.95. You can go online right now and pay that much for it. I **urge** you to invest in Hypnotic Writing right now before Joe smartens up and tells us to remove this bonus.

The information you will learn in **Hypnotic Writing is absolutely vital to your success**. Now that you realize that applying this information to your writing efforts today will **greatly increase** the profits from **everything** you do, you surely understand how making a small \$27 investment in this course is something your competitors are considering this very moment. Get this information before they do. **You will receive download and unlock information for this course via email within 15 minutes of your purchase.**

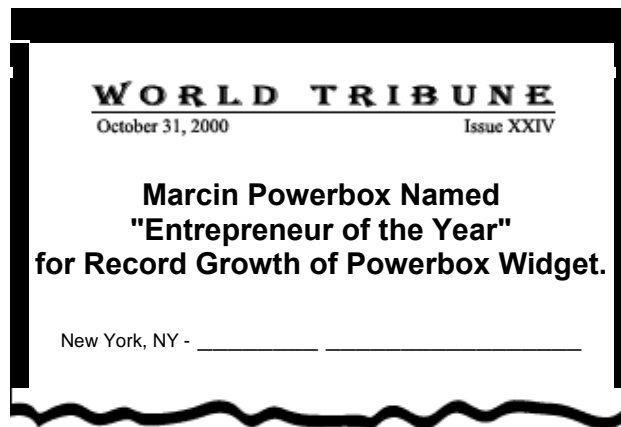
☐ **Yes!** I want to read *Hypnotic Writing* online, and learn how to make everything I write **irresistible**. Since I am ordering **before 10 December**, I will also receive this **free bonus**:

- **Confidential Internet Marketing Strategy**

I understand that if Joe's techniques do not **greatly increase my profits**, or if I am not satisfied for any reason, I will be issued a **no-hassle refund**. I also understand that my credit card will be charged **\$27**.

**" Marcin Powerbox Will Be
In the News in 45 Days or Less - Guaranteed."**

Mark Joyner, CEO, Aesop.Com



Dear Marcin

Wouldn't it be amazing if the above headline appeared in hundreds of magazines and newspapers? What would that mean to your business?

Here's what Joe Vitale says about publicity:

"Publicity can bring a **stampede of business** to your door. Trash-Proof News Releases **shows you exactly** how to accomplish publicity miracles, and even gives you dozens of proven news releases to learn from and **model**. There is **nothing better** than TPNR out there to help you."
Joe "Mr. Fire!" Vitale, author of Hypnotic Writing

And what would it mean if you were the featured guest of popular radio and TV shows? Imagine thousands - potentially millions - of people hearing your story.

The terrific thing about this is that when people hear or read about you in the media, you immediately get that **aura of credibility** and reliability. People assume that you or your product must be good, legitimate and reputable because the media must have already checked you out.

If you were to pay cash money for this type of publicity, it would cost you millions of dollars - especially

now that advertising rates are so **ridiculously inflated**.

The good news is, **people just like you** get tons of free publicity every day and pay next to nothing for it. I know this for a fact, as **I personally** have been on national TV, radio, magazines, and newspapers - and I didn't pay a dime for any of it. But it's not just me. Just about anyone can get publicity. Just take a look at the amazing story of Jeff DeLong.

What One News Release Did for Jeff DeLong

Jeff De Long, a Psychology student from Klamath Falls, Oregon, created a unique line of greeting cards designed to help people end relationships.

Jeff sought the help of a **media expert** to send out a news release to lifestyle and feature editors in daily and weekly newspapers, selected magazines, and selected radio talk shows. This media expert transmitted the release on January 27, 1998, for Valentine's Day.

As a result, Jeff DeLong did over 25 radio talk shows from his home on Valentine's Day just two weeks later. He made the Associated Press on February 15 with his Anti-Valentine's Day cards. He was interviewed on Canadian National TV, and was offered countless distributor contracts.

In April 1998, only 3 months after the original news release was transmitted, Jeff was invited to do a talk show in Kansas City, which happens to be the home and headquarters of **Hallmark Cards**. Within a day, Jeff and his attorney were in negotiations for the sale of his greeting card line. American Greeting cards also entered the picture.

When all negotiations were concluded, Jeff made **in excess of \$1,000,000** on the sale of the rights to his line of greeting cards. While this was happening, his web site traffic and sales climbed to over **\$30,000 per week**.

Now - hold on a minute. Before you go thinking...

You're probably thinking: "OK, I've heard all this before. You're going to tell me that all I need to do is send out a press release and all of a sudden the press is going to be beating down my door. Well - I've tried it, and it ain't that easy!"

Guess what? You're absolutely right. We all know that getting press is probably the best thing that can happen to our businesses. But getting that press is just plain tough.

And you, of course, already know that **90% of the news** you see originated in the form of a press release. It's also true that just about **every huge business success** that started as a small enterprise owes a big part of its success to the news media.

Why, then, is it so damn hard to "get ink"?

The Problem:

Editors and reporters are **busy** people. Heck, any editor or reporter facing extremely demanding deadlines knows that "busy" is a gross understatement.

Can you imagine what it's like when editors come face-to-face with stacks of a few hundred news releases everyday? About how many seconds do you think they give each one?

And after they give it 2 seconds, and then quickly decide that it's "not a story" - where do you think it goes?

That's right - straight to the **trash bin**.

The Solution:

History and experience have proven that in order to get news coverage, you need to send a press release that stops that editor **dead in his tracks**. You need to send a news release that will **grab him by the throat**, make his heart beat a little faster, and make him shout out, "**Now that's a story!**"

In other words, you need to send a news release that is, well – **trash proof**.

How to Write Trash Proof News Releases

At this point you're probably thinking: "That's great, Mark. It's easy for you to say that the news release needs to be trash proof. You've been in the national media before - so what? How does that help me?"

You know what? It doesn't help you one damn bit.

As for me, I've just been really lucky. I know a guy, though, that didn't have the luxury of relying on luck. A guy who has sent out over a million news releases and knows exactly what works and what doesn't.

His name is Paul Krupin and for years he's been the foremost PR and Media Consultant, with over 2,000 clients. He's probably sent out more news releases and had more **PR success stories** than anyone I've ever met.

As you might have guessed, he's also the **media expert** who helped Jeff DeLong achieve his phenomenal success.

Paul Krupin knows how to "get ink". And I'm not the only one who believes this. Check out what **Charles Pappas of Yahoo** said:

Before I read Trash-Proof Press Releases, editors welcomed my press releases like they were subpoenas wrapped inside overdue bills. **Now after reading** the clear, **easy** and inspiring 100-plus **proven releases** in Trash-Proof, I've used its techniques on everything from publicizing Net events to electronic newsletters. The editors who once treated my releases with the respect dogs do fire hydrants, now open and read them like they were the winning prize notification form

Publishers Clearinghouse.

*Charles Pappas Surf Guru for **Yahoo Internet Life** magazine www.yil.com*

Charles is only one of **hundreds of others** who feel the same way.

So, how does Paul do it? Well, I'll let Shel Horowitz answer that question:

"Trash-Proof" stands out because of its **reliance on hard data**: Krupin has developed a far-reaching media database in his news release distribution business, and much of the book is drawn from either a **direct analysis** of this powerful resource--or **survey responses from journalists**. When Krupin tells you the media like a certain angle or format, he knows--because he went out and asked them.

*Shel Horowitz author of **Marketing Without Megabucks** - frugalfun.com*

As you see, Paul Krupin is in a unique position to really know what makes a news release trash proof. More importantly, Paul can teach anyone how to create trash proof news releases through his simple, step-by-step approach. Just take a look at what Paul shows you In his book, "**Trash Proof News Releases**"

- The absolute best way to **ethically influence** the media. Do this and you will **double or triple** your chance of getting the publicity that you desire.

- The **secret** bottom line **formula** that you must have to create news releases that jump off the page. **Without this formula, all your news releases will be sentenced to the trash bin.**
- Learn exactly what these **ordinary** people did to get tremendous media attention. This huge collection of PR Success Stories includes actual press releases and strategies that resulted in major news coverage. **This alone is worth far more than the price of the entire book.**
- How to Tap Into the **Hidden Psychology** of Media Editors. When you learn these absolutely diabolical secrets, editors will think you've been reading their minds because your news releases will give them exactly what they want to publish.
- How to write **irresistible** news releases even if you have writing phobia. Paul's simple techniques lets you breeze through news release writing -- even if you don't have a creative bone in your body.
- The startling truth about publicity ... and the inside information you must know before you embark on any PR campaign
- Learn the 10 enormous mistakes people make that cost them the publicity that could make them a fortune. You'll be in for a **rude awakening** when you see how many of these mistakes you are making.
- You are only 1 news release away from becoming **famous** or making a fortune. Paul shows you how to spot the best PR opportunities that are worth their weight in gold.
- How to create dozens of **riveting** news angles to get the editor's **undivided attention** even if you don't think you have a story to tell.
- Discover the **most important** media targets that can give your business an **unfair advantage**. Use these to the hilt before your competitors catch on.
- Learn "**straight from the horse's mouth**" what real-life editors want to see in your news releases that will guarantee you news coverage.
- 10 practically unknown strategies you need for **using e-mail** to get news coverage.
- Closely guarded ingenious strategies that make your news release say, "**Drop what you're doing and read me now.**"

Now I can almost hear you saying, "Okay, I know I can get a million dollars worth of publicity from learning all this from 'Trash Proof News Releases' – but what's it going to cost me?"

You almost won't believe this. When Paul first told me he was going to let us sell the book for \$37, I was floored. He could **easily** get ten times that much for this information. **The information contained in this book could literally turn any ordinary company into a booming business.**

Makes you wonder, why is Paul giving away all this valuable information for just \$37? Well, Paul gave me the answer himself. He expects to get a lot of publicity by selling this book at such an affordable price, and that will in turn get him more consulting clients whom he charges a minimum of \$2,000 per hour.

Bottom line is, for a few bucks more than the price of a movie for two (with popcorn and soda), you can get your hands on the secrets that would mean **truckloads** of hot leads, **sales that would make your head spin**, a surge of **cash** flowing into your business, and first-rate recognition for you and your product that money just can't buy.

The way I see it is, you could buy "Trash Proof News Releases" and do absolutely nothing with it. Or you could buy it and use all the secrets for getting publicity that have never been revealed before. I recommend that you get your hands on the book and try it now.

During the few minutes you spend reading this letter, let yourself contemplate this -- Is it worth doing business anymore without the publicity strategies that "Trash Proof News Releases" can give? Since you are obviously interested in taking your business to the highest level, shouldn't you own this book now?

If you're ready to turn your business around....to stop wasting advertising dollars and start getting the free publicity that your business deserves and needs, "Trash Proof News Releases" is absolutely **indispensable**. So many others think so - why not **just try it**?

Let Trash-Proof News Releases show you how to "get ink" in the national and international media while your competition is still dreaming about maybe some day showing up in the Podunk Times! There is absolutely no way you can lose – except by not taking me up on this offer. I personally guarantee that

You, Marcin Powerbox, will be in the news in the next 45 days or less - guaranteed.

If you do not get the publicity you want, or if for any reason you don't feel that this is the most impactful, eye-opening, sales-generating book you've ever read, simply tell me and I'll issue you a 100% refund immediately.

Give it a try risk-free - you can view Trash-Proof News Releases right over the web, and your private access information will be emailed to you instantly.

P.S. You'll be amazed at how simple and easy it is to apply all of Paul's techniques. "Trash Proof News Releases" will allow you to begin immediately –even as soon as 10 minutes from now.

P.P.S. You can lose a lot of money with the wrong news release. But you can't lose when you accept this no-risk offer. If, after reading this book, you are not convinced that this is going to take your business to the highest level, I'll refund your money immediately.

P.P.P.S. (last one, I promise): Altogether there are hundreds of ways you can promote your business and add to your bottom line. Don't you owe it to your business to learn the **most powerful** and **inexpensive** publicity strategies that can dramatically impact the growth of your business? Discover all of Paul's secrets and watch your business take off!

.....

Letters that Work Like a Charm to Sell Your Idea, Service, or Product

Contributed by Deane Gradous, Twin Cities consultant

Entered by Carter McNamara, PhD | Applies to nonprofits and for-profits unless noted

First-timers | Library materials | Library home page | Contact us | Leaders Circles

(Also see Related Library Links and On-Line Discussion Groups.)

Four approaches to the sales letter

1. **Intrigue or entertain.** Grab the reader's attention and ensure that your reader gets the points about your idea, service, or product while having a good time reading your letter. The theory is that fun, surprise, or drama will open the reader's mind to what you have to say.

2. **Support or assure.** Assure the reader that you are always here. When the reader has a need that relates to what you have to offer, you want the reader to associate the need with you, a dependable person who can satisfy it. Regular mailings will add to your image of dependability.

3. **Propose or deal.** Make a strong offer the reader. Soften a hard-sell image by including a gift or offering a free trial or coupon. Your goal is to get the reader to act now. The motivational sequence is as follows:

- Get the reader's attention

- Demonstrate a need or a problem
- Visualize the future with the need satisfied or the program solved.
- Offer the means to satisfy the need or solve the problem.
- Ask the reader to act.

4. **Touch or pat.** Tell the reader in a friendly and personal way that you are thinking of him or her. Your letter is part of a continuing conversation. Your goal is not so much to make an immediate sale but to remind the reader of the importance of your continuing relationship. Send "keep in touch" letters often, especially when you can link your communication to an occasion or an event of special significance.

Always address a single reader.

Whether you are selling an idea, a service, or a product always write to one reader; never a crowd. Use the second person singular--"you"--to converse one-to-one with a single, unique person. Not "Hey all you people out there with computer problems." Sometimes, use the reader's name in direct address--"Mark, take a look at this ..."

Thinking of your reader in the singular helps you gauge how much to emphasize your points without appearing pushy. Addressing a crowd calls for raising your voice to a shout. Compare the tone of the following two sentences: 1. "If any of you are still having problems following these simple instructions, please feel free to call me and I'll explain them" and 2. "Please let me know if you find any of these instructions confusing."

Addressing a single reader also helps you avoid taking a defensive tone. Compare the following two sentences: 1. "Some of you are not giving me your full cooperation" and 2. "I need your support."

Tips for writing sales letters

Be conversational. Write in a personal, friendly tone.

Emphasize the reader's needs. Take the time to analyze your reader's interests, needs, and biases.

Keep it simple. Limit your appeal to a few important points.

Be credible. Demonstrate your experience, knowledge, and expertise

Be specific. In concrete terms, describe the details of your idea, service, or product. The reader has to be able to "see" himself or yourself engaged with your idea, service, or product. If price is a concern, state the price and emphasize the value received.

Be concise. Keep your sentences and paragraphs short and sharply focused.

Ask for action. Be clear and explicit about what you want your reader to do.

Be accessible. Make it easy for your reader to respond to your idea, ask for your service, or purchase your product.

Close. Tone is important to achieving a cordial close. Compare the following two closing sentences: 1. "Should you have any questions concerning this matter, please feel free to call me" and 2. "If you have any questions, please call me." The first grants permission. The second extends an invitation.

Be correct. Let the writing rest a while before you review it through the reader's eyes. Edit and proofread it carefully. Protect and maintain your professional image by being absolutely certain your letter contains no errors in grammar, punctuation, or spelling.

Do a test run. Pilot test the letter. Ask someone to stand in for a reader, or ask a small sample of the population of prospective buyers to read your letter, and give you feedback.
