

# The Hypnotic Marketing Formula Revealed Webcast Cheat Sheet

[www.HypnoticLibrary.com/formula/](http://www.HypnoticLibrary.com/formula/)

Part 1-3 have been **filled in with the correct answers** from the recording. Make sure you take a close look in case you missed any of these the first time around. Plus, actually hearing, writing, and now seeing the answers written out – will help you retain the information much faster and actually “get it” at a much deeper level. Enjoy Part 4!

## First, What is Hypnotic Marketing?

Hypnotic Marketing is a 3-step integrated strategy that combines the off-line world with the on-line one to create massive sales.

The 3 critical parts of Hypnotic Marketing are:

1. Hypnotic Publicity.
2. Hypnotic Websites.
3. Hypnotic Email.

## Hypnotic Publicity

Send news to the media that ties back to a website.

You can invent news or tie your website/business to Current news/events.

Great ways to get coverage are Tip Sheets.

Two examples are:

**Example #1** = [www.imediafax.com/examples/](http://www.imediafax.com/examples/)

**Example #2** = [www.terrilevine.com/FreeResources.html](http://www.terrilevine.com/FreeResources.html)

## Key points:

- **How to get the media to send traffic to your website for free?**

Send A News Release (such as tip sheets or ideas tied to current news) that lead readers to your website using [www.imediafax.com](http://www.imediafax.com)

- When writing a tip sheet, Half of the tips in the news release. For example, you might only put 5 of 10 tips in the new release and make people come to your

website to get the remaining 5 tips.

- Using half of the tips in your tips sheets is extremely effective for getting people to take the effort of going to your website because one of the greatest psychological motivators is Curiosity .
- Your main objective in this first step of Hypnotic Marketing is to give the media a REAL reason to tell the world about YOUR website !
- **What are the 2 Words that Can Get You on Virtually Any Radio or TV show (Even on Oprah)?**  
CALL THEM !

## **Hypnotic Websites**

Use free publicity and marketing to get people to visit your website. Once they are there give them information that leads to sales.

There are 2 main types of Hypnotic Websites:

### **Information, Content Rich Website**

(People go to these because you are a real resource with valuable information)

### **Direct Response or Direct Selling Website**

(These websites are designed for one thing only – to get visitors to buy)

Use hypnotic writing on the site to increase the number of sales.

## **Hypnotic Strategy:**

Send out a news release with the intent to send people to your website... and the first thing they should see is INFORMATION tied in directly with the content of the news release so you can immediately captivate their curiosity already stirred up from the Hypnotic Publicity in Step 1.

**Example #3** = [www.stupid.com/stat/MPEN.html](http://www.stupid.com/stat/MPEN.html)

## **Key points:**

- **What do people buy online?**  
The top 3 are:

FOOD

**SEX**

**MONEY**

Any subsets of those will also sell. Food can also be dieting. Sex can be guitar playing as it is considered sexy. Money can be saving, investing, making, or spending.

- **How to get your visitors to buy now (instead of putting it off until later -- or never).**

Give a **REAL DEADLINE**  
with a reward for action.

Be sure their **OBJECTIONS** are covered.  
(no time, no money, no interest, no proof, no guarantee.)

File on the **BONUSES**.

## **Hypnotic Emails**

Focus on **STORIES**, getting people to imagine owning what you want to sell.

**Example #4** = [This email sold \\$25,000 in 1 day.](#)

**Example #5** = [This email had a unique angle that was very effective.](#)

### **Key points:**

- **What is 1 terrific way to reach a person's subconscious?**

Tell a **STORY ALREADY IN ACTION** .

- **How to make your email list really make you money - both short term AND long term?**

Build a **RELATIONSHIP** with them through email (trusted advisor and friend).

Sell **HIGH-TICKET** items

have **BACK-END** items,

and consider **OUTRAGEOUS** ideas, such as

<http://www.mrfire.com/0047.html>

- **What are the Five Best Ways to Create Hypnotic Email Openers?**

make it PERSONAL "Dear Joe..."

make it SEEM PERSONAL "About our call the other day..."

make it NEW "Announcing - A New Way to..."

make it BENEFIT oriented "How to lose weight..."

make it CURIOUS "I was nearly in tears."

## **Hypnotic Writing**

Hypnotic Writing is a mental state. It's a type of "waking trance." (1:21:00)  
It is like "highway hypnosis." It is a focused state of mind.

Everyone is in a trance; you want to bring them to a buying trance. You can do that by focusing on where people are and on what people WANT. See an explanation of buying trances at <http://www.mrfire.com/0097.html>

### **The 7 Traits of Hypnotic Writing are: (1:24:45 – 1:3)**

(from [www.AdvancedHypnoticWriting.com](http://www.AdvancedHypnoticWriting.com))

PERSONAL

ACTIVE

EMOTIONAL

SENSUAL

COMMANDING

CURIOUS

and HIDDEN

Examples of hypnotic writing are at:

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

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

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

[www.themillionairemind.net](http://www.themillionairemind.net)

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

## Key Points:

- **How Can the Right Question Bring in 317% More Orders? (1:34:00)**

Questions people CAN'T answer without reading your copy pull them into a trance. (Above question is good example.)

Also, use bullet points that promise A VERY SPECIFIC RESULT, (every one of these key points uses this principle), that compels people to buy your product or take the desired action you want to find out what that specific thing is.

- **What is the 1 thing a letter must have to be hypnotic?**

CURIOSITY is captivating.

**What is Joe's #1 secret for making his letters sound so personal?** (Note this has NEVER been disclosed before!)

I TALK TO MYSELF what I'm trying to write to hear myself give a conversational approach.

If that doesn't work, I CALL SOMEONE and express what I'm trying to write.

**What is Joe's personal Hypnotic Writing check-list he always uses?**  
(1:43:00)

**There are 21 parts to it, the first 12 are...**

1. \_\_\_\_\_ -- captures right audience
2. \_\_\_\_\_ -- Fancy type won't get you more readers.
3. \_\_\_\_\_ / \_\_\_\_\_
4. \_\_\_\_\_ / \_\_\_\_\_ - builds trust
5. \_\_\_\_\_ -- Make it **\*\*captivating\*\***.
6. \_\_\_\_\_ -- What are you selling?
7. \_\_\_\_\_ -- Why buy?
8. \_\_\_\_\_ -- Be enthusiastic.

9. Emphasis on important \_\_\_\_\_ -- sub-heads

10. \_\_\_\_\_ -- Focus on \_\_\_\_\_ .

11. \_\_\_\_\_ -- Short sentences and simple words.

12. \_\_\_\_\_ -- Your letter should look inviting.

- **What is a "buying trance"?**

A mental state where people are focused on your message because it

\_\_\_\_\_ .

- **What are the 4 emotions in every human?**

\_\_\_\_\_  
\_\_\_\_\_  
\_\_\_\_\_  
\_\_\_\_\_

**CLICK on the image below RIGHT NOW to get all of Joe Vitale's 'Hypnotic' Marketing Secrets...**

