

CHEAT SHEET FOLLOW-ALONG GUIDE to: **“The Hypnotic Marketing Formula Revealed”** **On-Demand-Training**

LOCATION: www.HypnoticLibrary.com/webcast

Please print this cheat sheet so you can follow along.

On this webcast we are going to cover the Hypnotic Marketing Formula. We are also going to show you how you can inject your writing with Hypnotic principles and tactics to dramatically increase its effectiveness.

And we are not just going to talk about it, we are going to show you all of these Hypnotic techniques in action with real life case studies - websites, emails, sales letters, the works.

Follow along and be sure to fill in the blanks.

You will want this page printed off BEFORE the webcast begins. You will also want to have this page opened up during the webcast. So you can easily go to each case study link we give below when we cover that part during the webcast.

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** _____.
- 2. Hypnotic** _____.
- 3. Hypnotic** _____.

Hypnotic Publicity

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

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

Great ways to get coverage are _____.

Two examples are:

Example #1 = www.imediafax.com/examples/

Example #2 = <http://terrilevine.com/FreeResources.html>

Key points:

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

Send _____ (such as tip sheets or ideas tied to current news) that lead readers to your website using www.imediafax.com

- **What are the 2 Words that Can Get You on Virtually Any Radio or TV show (Even on Oprah)?**

_____ !

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.

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

Example #3 = www.stupid.com/stat/MPEN.html

Key points:

- **What do people buy online?**

The top 3 are:

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 _____
with a reward for action.

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

Pile on the _____.

Hypnotic Emails

Focus on _____, 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 _____ .

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

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

Sell _____ items

have _____ items,

and consider _____ ideas, such as
<http://www.mrfire.com/0047.html>

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

make it _____ "Dear Joe..."

make it _____ "About our call the other day..."

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

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

make it _____ "I was nearly in tears."

Part 2 - Hypnotic Writing

Hypnotic Writing is a type of "waking trance."
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. 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:
(from www.AdvancedHypnoticWriting.com)

and _____

Examples of hypnotic writing are at:
www.hypnoticsellingtools.com
www.BeyondPositiveThinking.com
www.mrfire.com/hypnostories.html
www.themillionairemind.net
www.hypnoticwriting.com

Key Points:

- **How Can the Right Question Bring in 317% More Orders?**

Questions people _____ answer without reading your copy pull them into a trance. (Above question is good example.)

Also, use bullet points that promise _____, (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?**

_____ is captivating.

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

I _____ what I'm trying to write to hear myself give a conversational approach.

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

- **What is Joe's personal Hypnotic Writing check-list he always uses?**

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?**

NITRO CASE STUDY

We will show you one of our own campaigns that's loaded with Hypnotic techniques (and resulted in \$40,145 in sales).

We did not have time to cover this on the original training, so we did a dedicated training on creating Powerful Offers that produce huge sales. To access that training, go to - www.powerfuloffers.com/webcast/

Key Points:

- **Make an _____ they can't refuse.**

- **Keep them reading by _____ them with what you will talk about further in the letter.**
- **Have a _____ that is _____.**
- **How to easily come up with valuable bonuses and incentives?**

First, make the bonuses of _____
 _____ people who are _____

Search for books in _____

Can search at:

Project Gutenberg <http://promo.net/pg/>
 and <http://creativecommons.org/>

Use ebooks already available, such as Spiritual Marketing. Or products you already have.

Do a free _____ .

Offer _____ or _____ (phone or email)

Offer tangible products, make sure the commissions/income you earn is more than the cost of delivering these bonuses.

Only a _____ will _____ them.

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

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