

CHEAT SHEET FOLLOW-ALONG GUIDE to: "The Hypnotic Selling Secrets Revealed" On-Demand-Training

LOCATION: www.HypnoticSellingSecrets.com/webcast

Please print this cheat sheet so you can follow along.

First, What is Hypnotic Writing?

Hypnotic Writing is a form of "waking" trance.
A waking trance is a _____ of _____.

Anything you do which makes your readers react because of _____ you plant in their minds is _____.

Joe Vitale's personal definition of *Hypnotic Writing*:

"*Hypnotic Writing* is intentionally using words to guide people into a _____ where they are inclined to buy your product or service."

Hypnotic Writing achieves this state by the correct use of _____ to create _____.

In other words, you get people *so interested* in your website, or email, or sales letter, that *almost nothing else matters...*

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

Where did Joe Vitale learn Hypnotic Writing?

Joe first learned how to write "hypnotically" from two unusual sources.
First, he read some prolific authors such as:

- Jack London
- _____
- Shirley Jackson
- _____

Second, he read sales letters by: _____, _____, and John Caples.

The 3-Legged Formula for Marketing Success:

1. The _____ (or the _____)
2. The _____ (or the _____)
3. The _____ (or the Hypnotic Writing)

Out of the three, _____ is the LEAST important.

The Great “Intimacy Secret”

This secret is one of the greatest keys to Hypnotic Writing because people _____
_____.

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

Case Study Example Covered on the Audio Training: www.stupid.com/stat/MPEN.html

The 7 MOST hypnotic books of all time are:

1. _____
2. _____
3. _____
4. _____
5. _____
6. _____
7. _____

What does hypnosis have to do with writing copy?

Understanding Hypnosis helps you understand the _____.

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

Side note: Famous Copywriter Robert Collier said you have to _____ the reader where their _____ already are. You can do this with a _____ that speaks to their problems, or to their dreams.

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

7 Proven Ways to Write a HIGHLY Effective Hypnotic Headline:

Please visit the link while listening to the Audio Training to get this information:

www.HypnoticSellingSecrets.com/headlines

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

1. **Don't do the** _____.

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

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

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

2. _____ **in your mind.**

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

3. **Plug in** _____ **language.**

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

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

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

Let's analyze a conversation:

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

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

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

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

What are the two best ways to motivate people?

1. _____

2. _____

How To Create Hypnotic Stories

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

Case Study Example from the training: www.HypnoticSellingSecrets.com/bpt.html

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

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

The 5 Secret Laws of Hypnotic Persuasion are:

(from www.HypnoticCopywriting.com)

1. _____
2. _____
3. _____
4. _____
5. _____

The New Ultimate Hypnotic Formula:

Please visit www.HypnoticSellingSecrets.com/formula while listening to the audio training to receive this 9-step formula and diagram.

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

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

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

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

(IMPORTANT: This special \$395.00 bonus critique may expire at any moment!)

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

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