

# **CHEAT SHEET FOLLOW-ALONG GUIDE to:** **“The 3-Step Hypnotic Marketing Formula Revealed”**

## **LOCATION:**

<http://www.hypnoticmarketingfusion.com/hypnoticmarketingformula.html>

***Important Note: Printing off this cheat sheet and following along at the link above has been proven to increase learning retention by over 300%.***

On this training we are going to explain and break down the 3-Step Hypnotic Marketing Formula. We are also going to show you how you can inject your writing (advertising, emails, websites, etc) with subtle Hypnotic persuasion 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 to the audio at the link above and be sure to fill in the blanks below.**

**You will want this page printed off BEFORE the training 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** = <http://www.directcontactpr.com/pr-success/>

**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 <http://www.directcontactpr.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](http://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  
[this email that sold \\$25,000 in 1 day.](#)

- **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/article-archives/new-articles/hypnotic-selling.html>

**The 7 Traits of Hypnotic Writing are:**  
(from [www.AdvancedHypnoticWriting.com](http://www.AdvancedHypnoticWriting.com))

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and \_\_\_\_\_

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?**

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/](http://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://www.gutenberg.org>  
 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...**

Would you like:

- **all of the 14 Hypnotic Marketing ebooks and swipe files Dr. Vitale has ever created, mailed to you on CD-ROM at a whopping 40% discount**
- **along with 17 new Hypnotic Gold mindset trainings**
- **as well as \$432 of truly valuable bonuses**
- **at one ridiculously low price?**

Go to [www.HypnoticMarketingFusion.com](http://www.HypnoticMarketingFusion.com) at 9 am Central on Thursday November 30th to start making more sales today!

***Warning: On Friday November 16th,  
 All 100 Sets of the New Limited Edition***

# ***Hypnotic Marketing Fusion Course SOLD OUT Within Hours.***

**This Just In:**

**250 Sets of *Hypnotic Marketing Fusion*  
'Starter Kit' Will Be Released at 9am  
Central Thursday November 30th!**

"Due to the overwhelming demand, I have created a lower-priced 'starter' version of the SOLD OUT Limited Edition Hypnotic Marketing Fusion course. It will be affordable, yet robust. Perfect for the aspiring entrepreneur on a budget."

Yes, on Thursday November 30th, 250 copies of the new "Hypnotic Marketing Fusion Starter Kit" will be released to a select group of people who are registered on the priority notification list at the bottom of this page...

From: The "*New and Improved*" Dr. Joe Vitale  
Wimberley, Texas  
Monday, 7:31 A.M.

Dear Friend,

You can best sum it up with the word "Breakthroughs".

That's the answer to the question you are thinking right now, "What is this new thing you've been talking about called "Fusion"?"

For starters, Fusion has been responsible for:

- taking me from homeless to marketing multi-millionaire.
- creating too many #1 Best-Seller books to list here.
- a home study course that has dramatically changed thousands of businesses bottoms lines.
- manifestation seminars that have changed people's lives forever.
- multiple websites of mine ranked in the top 1000 on the entire Internet
- my starring role in the world famous movie "The Secret"
- transforming my body from flab to fit (over 80 pounds lost!)
- makes marketing whatever I'm selling easy and profitable

- attracting the cars of my dreams.
- creating prosperity in ALL areas of my life and in those I teach it to.
- even landing me on Larry King Live!



And now, everything I've learned over the last 30 years about "marketing and mindset" can all be yours in my new breakthrough course called "Hypnotic Marketing Fusion"

For the past 6 months, dozens of people every single day have asked me why every single one of my Hypnotic Marketing products have been "off the market". (Yes, ALL 18 of my ebooks, courses, classes, and kits - including my best-selling home study course Hypnotic Selling Secrets)

Well, the answer is that is what you are reading about today - I've been busy putting together everything I've learned about achieving success and prosperity in business and life the last few years after the release of my original famous home study course Hypnotic Selling Secrets.

Yes, I've been reformulating my home study course to include the "Best of" Hypnotic Marketing PLUS all of these important mindset principles that allow you to be able to accept the incredible results Hypnotic Marketing can bring you, and be able to attract into your life what you truly desire.

Hypnotic Marketing works. There's no doubt about that!

That's been proven by thousands and thousands of Hypnotic Marketing students who have made countless millions using my scientifically proven marketing and selling tactics.

People are having success with it in every Internet connected country in the world, in every conceivable niche market you could think of.

But for many, true success has eluded them.

Something was holding them back from breaking through to the high levels of success they desired, from being able to accept TRUE success and amazing things into their lives....and from attracting the things into their lives that they truly desire.

The mindset. The mental side of the game. (The most important part)

Prosperity begins and ends in the mind. Achieving what you want is 90% mental. (Hypnotic Marketing takes care of the other 10% part)

I discovered that when Hypnotic Marketing was "fused" together with the success mindset principles which I've been learning and teaching, the doors of success are unlocked for those who have been struggling!

And the great thing is, the mindset principles I'll be teaching you in the Hypnotic Marketing Fusion 'Starter Kit' will pour over into every area of your life - not just business - to allow you to attract the things you desire, and accept them when they come to you.

***"Fusion is for business...And the Mindset is for LIFE!"***



Recent Photo...  
*The NEW Joe!*

Remember I said it could all be summed up in the word "Breakthroughs"?

Like I said, the mindset principles have allowed me to have my own amazing breakthroughs. Like going from a person who has been overweight all of their life to now entering fitness competitions and training with the best experts in the world.



***BEFORE***  
The "Big" Joe 80 Pounds heavier!

**Yes, I'll even be giving you my never-before published "Flab to Fit" training that documents exactly how I did it, all while building a Million Dollar Internet business.**

**Plus all 13 of my hypnotic marketing ebooks, and much much MUCH more...**

**Are you ready for your breakthroughs in business and life?**

**Be one of the first to get one of the 250 Sets of the Hypnotic Marketing Fusion 'Starter Kit' on Thursday November 30th at <http://www.HypnoticMarketingFusion.com>**