

For Hypnotic Marketing Fusion Students Only  
“Hypnotic Language Secrets”  
By Dr. Joe Vitale  
HypnoticMarketing.com

## **“How to Naturally Guide Your Website Visitors Into a Buying Trance Using the Power of Hypnotic Language.”**

Dear Hypnotic Marketing Fusion Student:

I used to read a lot of fiction. Jack London, William Saroyan, Shirley Jackson, Ray Bradbury, Rod Serling and many other legends were my friends. I’d read their books and be transported into other worlds.

One day I wondered how they were able to do that. After all, they were using the same set of letters – the alphabet -- available to any writer. Yet somehow these masters weaved those letters into words and sentences that made me laugh, or cry, or feel true fear.

How did they accomplish that?

How did they push my emotional buttons with just words on a page?

Decades later I would have the same question when reading letters by the great copywriters, such as Robert Collier, John Caples, or Bruce Barton. These masters of persuasion were able to pull the last dollars out of people, even during America’s Great Depression of the 1930s.

How were they able to do that?

How did they use a simple letter to trigger sales from people struggling to live?

As these questions knocked around in my brain, I began to form the idea behind Hypnotic Writing. Basically, Hypnotic Writing is any writing that puts people into a focused state of intention. Hypnotists call this state *waking hypnosis*. Your eyes are open but your attention is focused so narrowly that you are in a “waking” trance.

The classic fiction writers used hypnotic writing by mastering storytelling.

The great copywriters used hypnotic writing by mastering storytelling.

That’s not the whole story, of course, but it’s the beginning of the secret to why Hypnotic Writing works. But I didn’t stop there...

I may have been the first to explain how to use Hypnotic Writing in my first e-books, such as *Hypnotic Writing* and *Advanced Hypnotic Writing*. But hypnotic *language* has been around for a while, mostly in the field of therapy.

Milton Erickson, for example, is considered the greatest hypnotist of all time. He was the master of hypnotic language. Yes, he relied on storytelling. His stories were almost guaranteed to put you into a trance.

But he had other tricks up his purple sleeves, as well.

For example, Erickson knew how to ask a question which forced you to do whatever he wanted. A simple example is along the lines of,

**“Do you want to fall into a trance now...or later?”**

Either way, you’re going into a trance.

As you might guess, this kind of hypnotic question could be useful in your marketing. On the most basic level, you might ask,

**“Do you want to buy today...or tomorrow?”**

Of course, I’m giving you a kindergarten example. The point is, we marketers can learn a lot from studying hypnotic therapists.

So....

For this exclusive Hypnotic Marketing Fusion interview, I went looking for the living “Milton Erickson” of today’. I found him in a practicing therapist who wrote the book on hypnotic language titled, oddly enough, *Hypnotic Language*.

Dr. John Burton is a Licensed Professional Counselor and Licensed Supervisor in South Carolina. He’s a Certified Clinical Hypnotherapist and Master Practitioner of NLP. He has authored 2 books, *States of Equilibrium* and *Hypnotic Language*. He has a new book, *Advanced Hypnotic Language Patterns*.

I find John to be sincere, practical, and creative. In fact, I’ve hired him a time or two to help me get through some tough personal issues. (And yes, he used hypnotic language on me to help me through them. It worked.)

John and I had a fun conversation in this interview on how you can use hypnotic language in your marketing. This was a real gem of an interview, as I got this brilliant therapist to tell you specifically **how to increase your sales** using hypnotic language.

This interview helps tie together all of my interests from the last thirty years or more.

I found it profound and practical.

Without further ado, listen to the training...and prepare to be *hypnotized*.

Go for it.

Dr. Joe Vitale  
HypnoticMarketing.com

**PS** – How would you like to earn \$5,000 to \$15,000 over the next few weeks? I'm serious. In the Hypnotic Marketing Fusion course I will reveal my proven proprietary formula for teaching your own e-class. These are classes taught with e-mail only. Talk about easy. Anybody can do this with my method. In my new course, this lesson is titled "How to Make a Small Fortune In Only Weeks With Your Very Own E-Class." Look for it in the Hypnotic Marketing Fusion home study course being released Thursday November 16th. You'll love it!

Resources:

- a) Books by John Burton:  
*States of Equilibrium* Email: [counslngj@bellsouth.net](mailto:counslngj@bellsouth.net)  
*Hypnotic Language: Its Structure and Use* from: [www.amazon.com](http://www.amazon.com) or  
[www.crownhouse.co.uk](http://www.crownhouse.co.uk)
- b) Read all of my Hypnotic line of works, particularly the Master Manual that comes with "*Hypnotic Marketing Fusion Limited Edition*" and "Hypnotic Selling Secrets"
- c) Read *Unlimited Selling Power* by Donald Moine. This is the book that inspired me to write *Hypnotic Writing*. See [www.amazon.com](http://www.amazon.com)

**On Thursday November 30th, 250 Sets of "Hypnotic Marketing Fusion Starter Kit" will be released on <http://www.HypnoticMarketingFusion.com>**

***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,

**y**ou 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...



***BEFORE***

The "Big" Joe 80 Pounds heavier!

*The NEW Joe!*  
"Breakthroughs"?

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

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.

**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>**