

**Tuesday, April 23, 2002, 3:00 p.m. – 4:00 p.m. EST**  
**WZ.COM 45 SECOND MENTOR TELECONFERENCE**

**Speakers:**

**Audri Lanford**

**Joe Vitale**

***"Hypnotic Marketing Revealed!"***

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**Name:**

**Conversation:**

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Audri: Hello and welcome. This is Audri Lanford. I am very excited about today's call. We will be talking with best-selling author, Joe Vitale, on the topic of "Hypnotic Marketing Revealed"

You are in for such a treat today. I finished the book which inspired this interview last week and it is literally one of the best books I have ever read. I read a lot, so that's saying quite a bit.

Let me start off by giving you a bit of a background about Joe and what we'll be covering today. Joe will reveal the three step formula that anyone can use to market virtually any business whatsoever.

He's going to reveal exactly what is working in marketing your business today. We're going to start out by describing how all of you have just saved yourself \$25,000.00!

During this tele-seminar you'll discover a variety of things. We will talk about the three top ways guaranteed to always hypnotize the media – one of my favorites is "the seven laws of baseball's greatest publicists", the inner secrets of creating a hypnotic website, how to transform a so-so website into a truly hypnotic one, the five best ways to create hypnotic email openers and much, much, more.

I would like to welcome you Joe and thank you for being with us today as our guest.

Joe: It's an honor, Audri. Thank you very much. And thank you for the compliment about my book. I really appreciate that. Thank you.

Audri: It's so deserved.  
So, we have so much that we want to cover today, I'd like to get right in to it.

Joe: Let's jump!

Audri: Let's start out with what I just mentioned... telling our members on how they just saved themselves \$25,000.

Joe: They actually saved more than that. I'll explain it by saying a few years ago when I started to test hypnotic marketing as a strategy, I invited a select group

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of people to hire me to create and implement this. These people paid \$25,000 each to learn hypnotic marketing.

After I polished it, fine tuned it and tested it and found out what did and didn't work, and ended up with these three steps that do work, I raised the price, and I now charge \$50,000. If someone went to my website and looked at the whole sales pitch for this, they would see that figure there. So anyone listening has just saved a bundle of money!

**Audri:** We always like to do that for our members. That's great. Just to let everyone know, this is not hype. This is really true. Having just gone through this book, we came up with some ideas that will generate way more than \$50,000 when we start to implement them.

Tell us about the 3 Step formula and how you used it to write your book called "Hypnotic Marketing."

**Joe:** What I used to write my book is useful in knowing, but it's not exactly the 3 step formula for hypnotic marketing as a marketing strategy. So, let's talk about the formula that I used to write the book – because you can use this formula to write a sales letter, an ad, an email, a news release – including writing an entire book.

The 3 steps are really a condensed version of my book, "Spiritual Marketing" – there are five steps in that. I'll cut to the chase. The first step is you set an intention – what do you want to achieve. What is your goal? What is your outcome? You set a target.

In the case of Hypnotic Marketing, I wanted to write a book that was clear, easy to understand, that was full of colorful stories, that walked people through the process of writing and doing their own hypnotic marketing campaign. So that was step one in writing my book. I wanted to set an intention and did, for writing "Hypnotic Marketing."

The second step may sound funny, but I "let go." In other words, I didn't do anything to work on the book per se – not directly. I did other things – I watched TV, I went in the pool, I walked the dog, I worked on other projects. I more or less forgot about the intention, knowing that subconsciously, another part of me was working on it.

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This is really an “inside outside” approach to success. This is what I have been practicing.

And then the third step is “take inspired action”. So, when the impulses started to arise in me – I got a little nudge that said “go to your computer now and start working on the book.” The subconscious mind – the creative/muse part started to knock at my inner door and said go and sit down at your computer – it’s coming through now.

That’s how I wrote “Hypnotic Marketing” with those three steps. Not knowing if the book was actually any good or not until I finished an entire first draft and started showing it to people. I ended up with four pages of rave reviews for the book.

After getting all that, I went and fine tuned it and ended up with the version that you’re reading right now.

Audri: Let me just add that our members – one of the bonuses for being a member is this book called “Spiritual Marketing” so, you want to make sure you get this from the website.

Now, tell us what is “hypnotic marketing?”.

Joe: It’s a 3-step strategy for persuading the media itself to send prospects to your website where you will close them on your sales. Hypnotic marketing is a way to grab and hold attention and lead it to sales.

Audri: You mentioned it has a 3-step strategy?

Joe: Yes, I like things simple. I’m not all that smart and I like to have things broken down into very easy steps, and 3 steps is what it is.

Audri: OK – well what are they, and how are they different from other stuff?

Joe: First let me say how they are different. There are a lot of marketing tools, techniques, books, strategies, etc. out there. You can literally overwhelm yourself with information. I’m living proof of it, because I’m sitting here with a library of over 5,000 books, old and new, on advertising, PR, sales and so forth.

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When you start digging through that, you'll often find conflicting information. You'll find that some people will confuse you with things to do, and other people will give you so many things to do that you won't know what is and isn't working.

So what I wanted to do was to fine tune a marketing strategy that could be done for any business, heavily using the media and the Internet, to bring clients to you. And, I wanted it to be simple – to be done in 3 steps.

As far as I know, this is the simplest marketing strategy that I've ever come across. It's certainly the simplest for me. In essence, the first step is what I'll call "hypnotic publicity". The second step is what I'll call "hypnotic websites" and the third step is what I call "hypnotic email."

So you're using publicity, websites and email in order to increase your business. That's it in a nutshell.

Audri: Great. And, we're going to cover each of those steps as we go through this. One last question before we actually get in to these three steps.

What do you think is the single biggest mistake people make?

Joe: Great question. I would see too many people wanting to create some form of hypnotic publicity in the hopes that it would be the goldmine – that they would get a landslide of prospects, and they wouldn't have to do anything else.

Or, someone wouldn't focus as well on that, and put too much emphasis on a website, or too much emphasis on email.

So I would say the single biggest mistake is when someone practices one, rather than three, of these legs. In other words, taking just one leg and trying to make it work rather than using all three legs.

Audri: That's great. We've seen so many examples of this. Let's start with step 1 – hypnotic publicity. What is it, and tell us what you mean by being "practically outrageous?"

Joe: "Practically outrageous" means that you want to grab the media's attention, because they will be a tool to grab your public's attention. But there's too

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many people who will do something zany or outrageous just to get their name in the paper and it doesn't lead to direct sales.

So, I want publicity to be outrageous and zany (I don't mean that you'll be crazy – there are ways to do publicity that fits your personality and business and all of that.) I add the word “practically” to outrages, because I want it to lead to a practical result.

I've read of executives, for example, who are trying to get publicity for their business who might jump off of a building. I mean this literally. They'll find a skyscraper or either climb up it, or jump off it. There have been executives who have done that. This will get some publicity for you, but that's just plain outrageous publicity.

Now, there have also been executives who would jump off of a building and land in an airbag that has their company name and logo on it. That's going to be more practical. Because when the news covers that, their name, company name and logo is all getting attention.

Now, as I say this, I'm illustrating it with a wild example, not suggesting that anyone on the call go and jump off a building. We'll have some more conservative examples as we go through this.

Audri: Yes – this is one of those things best left to the professionals. ;-)

Joe: Yes – there are skydivers that will do it – let them do it.  
So, practical publicity is some form of publicity that gets the media's attention because it's so unusual, and yet at the same time leads them to your website, or to your retail business and leads to sales making it practical.

Audri: That's really a key point. With the focus that we have today, you have to lead to something. Our goal is to help our members be much more practical.

Joe: Let me add a bit to this whole aspect of publicity. I've invented this term called “Direct Response Publicity.” I talk about this in the book. In short, anyone can get publicity – you can get your name in the paper – anyone can. But to me that's just pointless. It's just ego gratification.

Direct Response Publicity means you got your name/product/business in the paper and it's leading back to your website and business in some way. We're

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getting publicity designed to get people who see that publicity to do something that will help increase your sales.

Audri: And that's really the key. I forgot to mention something. Normally when we do these calls, I always ask people (if they're not driving) to get out a piece of paper and pen and write down ideas as we go through them. Think about how everything we're saying applies to your business.

I neglected to say this earlier. We're about to get to a question where you'll really want to be taking notes.

What are the eight proven rules of publicity?

Joe: There are probably lots of different rules for getting publicity. These are eight that I cover in the book.

One: Word of mouth is the best publicity. So, give people something to talk about. This will work with publicity, your website and email.

Two: Reporters like stories that have a sense of immediacy. One of the things I advise people to do is to look at the news every day. I used to not look at the news because it was so depressing. But now what I'm looking at is opportunities – I'm looking for the big story of the day, and then I'm going to somehow piggy back off of it with some sort of news story – some tangent report.

I tell this funny, but true story about a fellow who, when the movie "Titanic" came out, that he went and spent \$1800 on 500 t-shirts. He imprinted the words "it sank, get over it." He took the t-shirts to New York's Central Park. He sold them for \$10.00 each. Two hours later he sold all 500 and he made about \$3,750.00 that day.

He got news coverage. The point of this story is that you don't have to be in the t-shirt business, but look at the news that's coming out right now and find a way to attach yourself to it.

Rule Three: Toot your own horn. If you don't tell the media what you've done, or what you're about to do, they're not going to know. I can give a couple secrets on doing this here. Most people on the call will know about writing news releases.

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I have found that it's incredibly powerful if you have genuine news, to call the newspaper, TV station, or radio and tell them what that news is.

I'm saying that these are major secrets because most people don't do it. The second one is, rather than sending out a news release, reformat it and send it as a personal letter to the reporters. So in other words, they get 1,000's of news releases, but they don't get very many personal letters. Reformat it as a letter and you'll get better results.

Audri: I want to point out that one of the side benefits of doing either of those secrets is the fact that it really forces you to make it news as opposed to a veiled sales pitch.

Joe: That's a good point. When you know you're about to get on the phone with a reporter, you are not going to get on the phone and say "I have a sale going on today at my website for my gizmos"... because you know he or she will hang up. That is not news and somewhere in your bones, you know it!

Audri: In fact if you combine that with what you said earlier about making things timely and topical then you really can flip it so that it really is news.

Joe: They will love it. They want news. That's an important thing to point out – that the media is starving for genuine news. This is one of the reasons why hypnotic marketing works so well - - because of the first step. Most people don't use the media for their own benefit. You can create news by using some of these steps we're talking about and they will send traffic to you.

There are so many radio, TV stations and newspapers out there and they're starving for news. I want this to be a positive, encouraging note that they want news and if you provide it, they'll serve you.

Audri: I'll give a timely example of this. The week before this, we did some publicity and we ended up with an article where we were mentioned and I made sure that the reporter put in our URL and we got one thousand new subscribers in one day.

This is powerful stuff and it's very easy and it follows completely what you're talking about.

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Joe: Rule four: Timing is everything. Typically people who are sending out news releases, making their calls, etc., are doing it on a Monday – which is not the best way to do it.

Timing means, send your news on a slow news days. Most slow news days are Sundays or Tuesdays. I tend to send out news releases on a Tuesday. Now of course all of these rules can be changed depending on what's going on.

If you have genuine news on a day other than these, you let them know. You don't wait.

But timing is everything in the sense that if you want to get their attention, the days that the media is looking for news, tend to be Sunday and Tuesday.

Rule five: Don't be old news. If you do have a comment or tie-in to existing news, make sure it's news that just happened in the last 24 hours.

Rule six: Be prepared for the impact of your promotional efforts. You just gave a good example. If you get 1,000 new subscribers in one day, if you weren't prepared for them (like if your Server couldn't handle them or something like that), you would have lost them.

Jim Edwards and I co-authored a book on how to write and publish your own ebook in 7 days. When we did all the promotion for it, we had so many people hit the Server that the Server crashed. We were not prepared for the impact that our promotion was going to bring us.

Rule Seven: Don't stop. In other words, getting media attention is an on-going activity. As long as you have news, I would send news releases (or make the calls or send the pitch letters) as often as weekly, or at least once per month.

Now, don't send them trash or ads – send them genuine news. You may have hit a home run one day and you're bragging about it and celebrating and having your champagne, but don't stop. Look for more news and keep going.

Rule Eight: Be nice – say thank you. Some of this is Dale Carnegie in a box here. We're talking about media people are people. They're customers. I have long term relationships with a couple media people because they were

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good to me a long time ago. I stay in contact. There was one reporter for a major wire service who helped me three years ago. I did not have news that I thought he would want for almost three years. But, because I would stay in contact, I would send him an occasional email, when I did have news, he called me right back. He wrote a feature story and sent it out and we go WSJ coverage. It was because I created a relationship.

Audri: Those are wonderful tips. Everyone listening can do this. There is no one who has a business who can't do this.

What are the three top ways guaranteed to always hypnotize the media?

Joe: I love studying the publicists from the past. I'm a disciple of PT Barnum and I wrote a book on him. I learned a lot of publicity techniques from him. (For the record, he never said "there's a sucker born every minute.") The title of my book says "there's a customer born every minute."

What I learned is that the three ways to always guarantee that the media can be hypnotized is to tie in to babies, pets or women. PT Barnum held baby contests back in the 1800's to generate interest in his Barnum Museum in downtown New York City.

You'll often see pets used in ads. The pet's not for sale, but it's in the ad or the news because they get attention.

And women are used (I hate using the word "used" because they're not really being used. – I interviewed Kevin Hogan a while back. He's a hypno-therapist who wrote "Covert Hypnosis" and the "New Hypnotherapy Handbook", and he pointed out something fascinating about this whole aspect of women. He said that if you look at the men's magazines, and you look at the women's magazines, you'll see women on all of the covers. Because we're all interested in women.

The three ways guaranteed to hypnotize the media is to find a way to tie your business and news to babies, pets or women.

Audri: After I read this, Jim and I took a walk. This part of our business is for businesses. Babies, pets and women – is not like a real obvious tie-in here, but it was fun to try. You can come up with some things that may be

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practically outrageous – regardless of what your business is, if you think about how you might do this.

Joe: We do want to expand the mind. You don't want to do what everyone else has been doing. That's part of the point of getting attention for your business no matter how you're doing it.

You want to think out of the box – you want to be creative, you want to invite the muse, you want to do the three steps I used for writing my book. Set an intention – let go and when you get the impulses, follow through.

Audri: Let's move on to the Seven Laws of Baseball's Greatest Publicists. Tell us about those.

Joe: I'm referring to Bill Veeck who was the PT Barnum of baseball. I think he owned the Cleveland Indians and a couple other baseball teams at different times. He wrote an autobiography called "Veeck as in Wreck" and there was one written by Pat Williams called "Marketing Your Dreams". There's a section in there where he talks about "Veeck's Immutable Laws of Promotion.

I think there are seven of them.

Law #1: The power of illusion. Dress up your product or your service and it becomes more appealing. I'm fond of saying that most of marketing is perception. And you can influence how people think about your product.

With Veeck he made baseball much more interesting when he did things like tie it to people drinking milk. One night he said that if you brought in a milk bottle cap you'd get in free.

Law #2: The incongruity property. He said "give away something that makes no sense." He said that everyone gives away free TV's to get attention. Well he once gave away 4,000 pickles. The oddness of it captured attention. So this is thinking creatively and outrageously.

Audri: In fact if you think about it, the 4,000 pickles cost so much less than one TV.

Joe: Good point.

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Law #3: Clean bathrooms. Treat your customers so gloriously as if they're royalty so that that may become news itself. Now what Veeck did was he paid extra money to have clean cloth towels in the rest room. You're talking about baseball stadiums where they don't even have paper towels today. He had cloth towels in the rest rooms. He remodeled the women's bathrooms. He went out of his way to give his customers some thing to talk about which goes back to the other rule "give them something to talk about."

Law #4: Winning is an end, but not a means. What he pointed out was with the baseball games, of course you want to win those games, but he looked at the big picture – meaning that promotion is a long term activity. Hypnotic marketing is a long term activity – don't look for just the one sale, the one homerun, the one front page story – look for an ongoing system that is a means to and end.

Law #5: Spend money, but preferably someone else's, to make it. Bill Veeck got sponsors to foot the bills for his wild stunts and giveaways. He had those pickles donated. This is something that I've talked about with different projects. It's about cross-promotion, the power of cross-promotion. If you want to give something away, see if someone else will donate it to you because they'll get free publicity for doing it. You'll get the item that you want to give away. The customers will get the thing that they are winning. And the media will get all of the story to run.

Law #6: Promotion never ends. This sounds similar to one we've talked about earlier. You can't ever stop publicity, marketing or selling. You have to keep it going.

Law #7: None of these laws are immutable. Anything Goes! The intent is to draw hypnotic publicity to you and your business and if you can create new laws, new rules, new systems – hey – we make all this up. Make it work for you.

Audri: Before we move on to hypnotic websites, could you take us through the process of creating hypnotic publicity? We're not talking about something that's easy to promote, but rather something that's a bit more difficult – maybe something like "wooden pallets?"

Joe: You're talking about those wooden things that sit in warehouses with stuff stacked on top of them?

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Audri: Yes – now this is the epitome of something that you would not think you could get publicity at.

Joe: Well, in most cases, whenever something like this handed to me, the first step is to do some research and to find out what some tangent ideas are. What are some uses for that.

As it happens, years ago, I had a client who wrote a book on fun projects using wooden pallets. When he came to me wanting to promote his book, I could have issued a news release that said “new book.” And that’s what a lot of publishers and authors do – they just brag about their book.

That’s not news. With 50,000 books coming out every week, there’s not news that another book came out. That’s old news and nonone cares.

So I wrote a headline for him that was called “New Ways to Make Furniture and More from Scrap.” That ended up being more of a newsworthy idea. Where the media isn’t interest in a new book, they are interested in new ways to make furniture and more from scrap.

In his case, we wrote and faxed the news release to a major metropolis Sunday paper and he got a call within 7 minutes. The reporter went out with a photographer the next day. The following Sunday he had a full page, with photographs, write-up about his book.

So, if you came to me and said now we want to promote the pallet, I’d probably reverse it a bit and tie it in to his book. Maybe even have examples of furniture made of the pallets as a news story.

Audri: The reason I wanted you to use this as an example is because if anyone feels that they have something that can’t, in some way, be structured into news – he happened to write a book about it which is what you’re using.

Can you give us another example?

Joe: I have a client who teaches clients on how to be coaches. She has a website called “Coaching Instruction.com”. She’s used publicists in the past who have simply sent out news releases that she’s got a new course being offered, or a new website going online. By 30 minutes of listening to me talk, you

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realize that none of this is news. It could be called soft news and if there's nothing else going on that day, that will get printed.

So I explored a little bit. I thought, well, she's teaching people to be coaches. Most of us think of little league coaches, other sports coaches and it's mainstream now that we have business coaches.

But I wondered what other types of coaches there are. For example, I want to go Italy and I want to learn to speak Italian. Is there a coach in Italian? Or, if I want to have someone come over to dinner tonight who may want Lebanese food, is there a coach that would teach me how to cook Lebanese food? Or, if I have a good friend who likes wine, is there a coach I can call to get coaching on the best wine to buy for this friend, etc.

So I asked my client that and she said that there's about 40 different kinds of coaches. I told her I wanted to hear about the most zany ones – the ones who are actually making a living coaching people in what we might consider outrageous or odd ball ways.

She came back with coaches for teens, and cooking, etc. So this is the whole hypnotic marketing strategy in a nutshell. I thought of a way to get publicity. We came up with the 40 zany coaches. We issued a news release only giving 5 of those zany coaches. Here's the key. I said "for the rest of the list, you have to go to the website, [coachinginstruction.com](http://coachinginstruction.com) – which leads in to step two of our hypnotic marketing strategy. I was using step 1 (hypnotic publicity) to drive people to a web site where hypnotic web sites would kick in.

Audri: As I mentioned earlier, we did the exact same thing when we got our 1,000 new subscribers. By offering something that they can then get free from your website, that's what brings people.

Joe: In the example I just gave, my client immediately gave global radio shows and the WSJ called her and interviewed her and the story is supposed to run on May 7.

Audri: That's great. We've gotten a really nice intro here to hypnotic publicity. Let's move on now to the hypnotic websites. What is a hypnotic website?

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Joe: I'm using the word hypnotic a lot partly because I've got this whole brand name going on. I wrote "Hypnotic Writing", "Advanced Hypnotic Writing", the "Hypnotic Writing Swipe File", and the list goes on. So, I'm living off this brand name.

But, I also mean this literally. We've all read a book, or seen a movie that we couldn't pull our eyes away from. We were in a sense, in a trance. That's what I want to have happen with Hypnotic Publicity – we want them to be hypnotized, so compelled to read this that they go to your website.

Then we want them to be at your hypnotic website where they're so compelled to keep reading that they can't stop. Eventually it leads them in to buying.

So Hypnotic Websites are compelling, persuasive, informative – often interactive – websites that lead to sales.

Audri: Can you share some of the inner secrets of creating such a website?

Joe: I think that there are two kinds of popular websites. The first is a very information-rich website. The best example is Amazon. You can go there and get any book – even out of print books and now they sell electronics and everything else.

In a way, because I'm a book lover, I'll keep going back to that site. But I don't think that's as effective as a website that's focused on one product. If you have a website that's focused on one product, you can use any of the books I have out there – they all have dedicated products – Hypnotic Writing, you have to go to Hypnotic Writing.com, for Hypnotic Marketing, you have to go to Hypnotic Marketing.com. They're all focused on selling one particular thing.

The idea is that with focus you'll increase sales. You'll have a better opportunity to persuade people to part with their money because you'll take all of the time there to give them all the evidence they need to make the purchasing decision.

So I think a hypnotic website needs to have a powerful direct benefit headline, riveting copy, has to pile on the bonuses – I think this is one of the secrets of hypnotic websites that sell. If you go to hypnotic writing or hypnotic

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**Speakers:**

**Audri Lanford**

**Joe Vitale**

***"Hypnotic Marketing Revealed!"***

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marketing, you'll find six to 12 bonuses for buying. And that's incredible persuasive.

So all of these are secrets to making a website hypnotic.

Audri: How about transforming a so-so website to one that really is hypnotic?

Joe: That's a great question. I'm basically a copy writer. So that's my major strength. I think that's the key to transforming any web site. I have a fun example. I was told that there was a great web site online called stupid.com.

I went to stupid.com and I thought there's nothing stupid about this web site. It has riveting copy and great illustrations. Now I wanted to give you an example, and, since you read my book, you'll know what this is.

I had heard of something called a "massage pen." This is an actual ink pen that you can write with, but it has a battery inside of it and a vibrating end on the other end of it (on the top.)

If you know about acupuncture, you can get rid of a headache, or stress, or help a friend with back problem, by using this massage pen on certain parts of their body.

If you look at stupid.com's description of this pen it says things like "imagine you had a teeny-weeny masseuse to carry around in your shirt pocket – any time that you desire you can order your mini-masseuse to sooth your tired muscles and rub away your tensions.

Now imagine that this tiny masseuse has a pen sticking out of its head and ran on batteries.

You get a sense of fun, a visual, a benefit (it'll sooth away your tension). Just for fun I went to look at a competitor who was also selling this pen and their copy said "this unique metal ball point pen has a massage unit in it. Rugged metal construction. Attractive design. Patented massage function. Batteries included."

There's no richness or sensory involvement here.

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So the big secret to learning to transform a web site is to learn from stupid.com.

Audri: After I read this I went to this site and said Wow – this site has such personality. It's almost hard to leave there without buying something.

Joe: Yes – I ended up buying 600 massage pens – and I gave them as gifts to people last Christmas.

But the idea is that that is the secret to transforming hypnotic web sites. Take that boring, lame, factual copy and add emotional and visual and sensory descriptions to it. Bring it to life.

Audri: That's great. We could spend the next hour on hypnotic websites, but we don't have time. So we need to move on to Step 3. Tell us now about hypnotic email.

Joe: This is all part of the 3 step strategy here. You've got the media attention with the hypnotic publicity and that drove people to the hypnotic website. Hopefully they bought right then and there.

But, if they didn't, I also hope that you had a place to get their name and address, or name and email. You can send them offers, information, etc. and you can create a relationship.

This is where hypnotic email comes in as the third step.

Hypnotic Email is attention-getting rapport-building, relationship-creating email that ends up creating sales.

Audri: What are the five best ways to create hypnotic email – particularly the openers? Obviously if someone doesn't open your email, there's no point in having written it.

Joe: I've got five ways that I use all the time. I have a lot of fun writing emails. I almost do more email marketing than anything else these days.

The first way is curiosity. One of my first email had the line "I was simply in tears..." It was for one of my books. But I didn't say that – no one would have read that.

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Curiosity can lead to sales. I love to intrigue people with some kind of opening that forces them to read more. Tell people what they will get, but not how they will get it, as a way to create curiosity.

The second way, and one of my most famous way (it's something of a million dollar secret) and that is, "questions." Questions can wrap someone's mind around your sales pitch. For example, just saying "What are the 5 Best Ways to Create Hypnotic Openers" transforms a statement into a high intriguing question. We want to know the answer.

The third way is stories – I love stories. In one of my earlier books "The 7 Lost Secrets of Success", I talk about stories being one of the lost secrets of success.

Stories are a way to communicate your message – almost subliminally – to people. Stories are magical. I love to use stories. I might even have an opening which is a piece of dialogue. Because dialogue is very alive and intriguing and curious in itself.

The fourth is news. We all want news. So if you've got news, or if you can word what you want to talk about is in the form of news, then you'll get people to open your email and begin reading it.

The fifth is human interest. This can be considered a combination of stories, curiosity and news. When you talk about one person, you talk about almost all people. People are interested in people. Find the human interest in whatever it is that you want to talk about it, so people will be, as the word says, interested in your email.

**Audri:** That's great. If you look at journalists, they'll start their article with some specific case, i.e., one person, or one family, or some people and how what's happening to them, and that takes advantage of both the human interest and people.

**Joe:** That's a wonderful insight. The front page of the WSJ is known for having some very human-interest stories in those middle columns. I almost always begin with "Audri Lanford did such and such and had this experience." They bring it down to one person having an experiences.

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Audri: That's very powerful. Everyone – you can do this. Take one of your clients – what happened to them, how did they benefit – especially if it's unique and different – it's such a powerful technique.

Can you share some little know secrets for doubling the response to your email offers?

Joe: The one that is the most powerful one of all, that almost no one does – and when I say it, you might dismiss it, and please don't! This is so powerful. I have an email campaign going on write now for a couple of things that I'm offering and what I'm doing is this little known secret.

I have follow-up! It sounds so obvious. If you think about it, you probably get follow-up emails in your mailbox. In my book Hypnotic Marketing, I talk about Franklin Mint. They mail their customers 50 times per year. You would think that they'd be losing money – but they wouldn't do it if they were losing money. And that's the point.

A follow-up sales letter can bring you 50% more sales. I like doing a three part campaign. I do know that some people will do 7 to 11 mailings. The key is that you should mail just once. If you go back to the same list – sometimes with the very same letter – you can get 50% of the original sales the next time around.

Audri: I'm going to give an example of how powerful this is. We recently made an offer and then a little while later we sent a follow up with testimonials from people who had bought it the first time. That one sold twice as many as the first one. It can even be more than 50% if you do it right.

Joe: That's a wonderful story – good example.

Audri: We're getting close to the end here. I have four wrap-up questions I'd like to ask you. What gem of information have you learned the hard way that can help all of us?

Joe: Getting to the point where I could accept email marketing is the wave of the future of marketing was fairly hard for me. Even though Jay Abraham and I were once talking on the phone and we both agreed that email marketing is it. That's the under discovered and under used marketing tool of the new

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century. Everyone is focused on web sites, but email marketing is the tool that can bring in the most money or traffic to your web site.

It took me a while to learn this. The big turning point was a couple years ago I fell in love with a BMWZ3 – a luxury sports car. I wanted to buy it and I wanted to pay in cash as a gift to myself. I wanted the cash to come from some place other than me.

I got this wild idea that I would offer an email based e-class. I announced a 5 week class that once per week you'd get an email lesson from me and you'd do the homework in the lesson, send it back by email, and I'd reply by email. So this was an entirely email based, email only, e-class.

As far as I knew, no one had every offered something as outrageous as I was proposing.

The first class would be on Spiritual Marketing. I decided that I only wanted 16 people and they'd have to \$1,500 each to be in the class.

If you stop and think about it, that's pretty outrageous. It sounds pretty wild and I was nervous. What if these people flame me? I was going to my list which at that time was only 800 names and I'm going tell them "you can do business with me, but my email only, no phone call, no personal visits, no seminars, and it'll cost you \$1,500."

I decided to take the risk and I sent out my email. I was ready to be flamed, but I was also ready to success.

16 people signed up immediately. I made something like \$22,500 in one week.

So the hard thing for me was getting over my own doubt that email marketing would work.

**Audri:** That's a very inspiring story. Again, all of you can apply it.

Could you have each person in the audience, if they were to ask just one question of themselves and the answer to that question would lead to a self-revelation, what would that question be?

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Joe: That's easy. What is it that you're afraid to do? Or, to reverse it a bit, What would you do if you weren't afraid that you'd fail?

That comes first from the story I just told. I was afraid that the email marketing campaign from my first e-class would flame me to death and not be profitable. I was afraid, but I went forward anyway.

The other, and bigger, example is, I didn't release "Spiritual Marketing" for almost 3 years after I written it. I was afraid of what people might think of me. I represent a lot of conservative businesses. I have a Nightingale-Conant program, I've been published with the American Marketing Association and one and one – very conservative companies.

When I stepped through the fear (I was actually shoved, which is a different story), but I ended up releasing Spiritual Marketing, I have been astonished at the reception for it. There are now 63 reviews of it at Amazon, 62 of them are 5-star reviews. It's been a best-seller and has sold out twice. I get emails of congratulations every single day. But, I was afraid to release it. Yet, on the other side of my fear was some fame and some wealth!

So, what is it that you're afraid to do. See what it is and go forth and do it.

Audri: What one thing would you like everyone to remember from this call?

Joe: I turned Oprah on one day and she said these incredible words – I thought she was speaking to me because I so believe in this statement.

Intention rules the earth.

In fact, my BMWZ3, which is parked downstairs, has a license plate holder in the front of it that says "I am the power of intention."

So if there's any one thing that I want everyone to get, it's that when you state intentions – like when I mentioned that wrote my intention to write my book Hypnotic Marketing – you can set an intention for anything – increased sales, to apply certain concepts that you've heard on this call, or to have a great day, or great email campaign, etc.

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Intention will guide your inner forces, your mental powers, and even if I can be a little esoteric, the spiritual forces that move in the direction of the way that you want to go.

But it all starts by you declaring a target. Intention rules the Earth.

Audri: I want to end with something very special. But first, I want to let people know that we'll put up the links on how to get to your different products on the private website. We'll also put up your contact information.

If people do want to get in touch with you, how should they do it?

Joe: The easiest way is via email at: [joe@mrfire.com](mailto:joe@mrfire.com)

All my contact information is at: [www.mrfire.com](http://www.mrfire.com)

Audri: This has been wonderful. I'd love to end with something special. At the end of your book, Hypnotic Marketing – which I so highly recommend that everyone get a copy of (and we'll put the links up to this book on the Private website as well) – you have a poem called "Optimist Creed." Could you share this with us?

Joe: That was originally written in 1912 by Christian Larson in a book he wrote called "Your Forces and How to Use Them." This creed has been used by the Optimists International organization for I think seven decades.

It begins with the words: Promise Yourself..

Promise yourself to be so strong that nothing can disturb your peace of mind, to talk health, happiness and prosperity to every person you meet.

To make all your friends feel that there is something in them.

To look at the sunny side of everything and to make your optimism come true.

To think only of the best. To work only for the best. And to expect only the best.

To be just as enthusiastic about the success of others as you are about your own.

To forget the mistakes of the past and press on to the greater achievements of the future.

To wear a cheerful countenance at all times and give every living creature you meet a smile.

To give so much time to the improvement of yourself that you have no time to

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criticize others.

To be too large for worry. Too noble for anger. Too strong for fear.

And too happy to permit the presence of trouble.

To think well of yourself and to proclaim this fact to the world – not in loud words, but in great deeds.

To live in the faith that the whole world is on your side so long as you are true to the best that is in you.

Audri: Thank you so much. That's so wonderful. We all really appreciate your being with us today.

Joe: It's been fun and inspiring for me too because of your interactive-ness and your stories. So thank you Audri!

Audri: Thank you! Bye everyone, we'll see you next month!

End of Transcript