

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

COMPANION AUDIO DOWNLOAD LOCATION:

<http://www.hypnoticmarketing.com/preview.html>

***Important Note:*** Printing off this cheat sheet and following along with the audio 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, techniques, and tactics to dramatically increase its effectiveness.

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

**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 beginning the companion audio training. You will also want to have this page opened up during the webcast. So you can easily go to each case study during the training.**

## **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 in with \_\_\_\_\_ 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))

\_\_\_\_\_

\_\_\_\_\_

\_\_\_\_\_

\_\_\_\_\_

\_\_\_\_\_

\_\_\_\_\_

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.