

Hypnotic Marketing Shortcuts

Hypnotic Marketing Quick Reference Guide

The Lazy Person's Way To Hypnotic Marketing

3 Steps:

1. Plant a suggestion in your mind - set an intention
2. Let go and occupy yourself with other things
3. Let inspiration guide you

STEP 1 in the Hypnotic Marketing Strategy – Hypnotic Publicity

Hypnotize the masses with *practically* outrageous ideas.

8 rules for getting publicity:

- 1 - Word of mouth is the best publicity.
- 2 - Reporters like stories that have a sense of immediacy.
- 3 - Toot your own horn.
- 4 - Timing is everything.
- 5 - Don't be old news.
- 6 - Be prepared for the impact of your promotional efforts.
- 7 - Don't stop.
- 8 - Be nice, say thank you.

Ideas to help you identify the best story ideas within your company or organization:

- What's different?
- The local angle.
- Piggyback on a news event.
- Piggyback on trends.
- Piggyback on a holiday.
- Tell the media about trends.
- Offer free advice.
- Write how-to articles.
- Take a stand on issues.
- Publicize an upcoming event.

- The labor shortage.
- Your lifestyle.
- Alliances and partnerships.
- Talk about your problems.
- Talk about your mistakes.
- Polls and surveys.
- Clever contest.
- The four seasons.
- Celebrating an anniversary?
- Create tip sheets.
- Changing your focus?

Thinking creatively and outrageously can lead to a million dollars in global publicity

YOU are the most successful ingredient in your marketing campaign. If you don't believe in your product or service, it will fail.

The top 3 ways guaranteed to always hypnotize the media:

- Babies
- Pets
- Women

The psychology of hypnotic publicity.

4 proven ways to grab attention:

- Make them laugh
- Make them cry
- Thrill them
- Talk of love -- with words and music

Writing news releases:

The headline can make or break your chance to get media attention.

Think of teaser phrases that the news uses:

"Can your eyes be healed in 45 seconds?"
 "Can this dog save your life?"

When writing a news release - give your facts:

✓ who

- ✓ what
- ✓ when
- ✓ where
- ✓ how
- ✓ why

Present them in order of importance.

The first line in your feature news release should be a grabber. If you don't hook the editors there, they probably won't read the rest.

Focus on the story and plug the product within the story - rather than focusing on the product.

Insight secret

Request that people send for free info within the news release. Focus on getting people to go to your website.

"Give to get"

The press loves it when you give useful information and tips, and don't mind telling people where to get more tips.

E-DR Publicity (Electronic Direct Response Publicity)

Offer something free within your news release, and do your best to mention that the free item is at your website.

How to get 30 times more replies from the media

Instead of sending out a news release, send out the same message but as a "pitch letter." Take the news release, knock off the contact information at the top, and instead begin it with "Dear Editor."

If you want to get on a radio or television show, call them. Call the shows or the papers. Tell them you have a story idea. They will give you about 30 seconds to pitch your news.

That's the first step in the Hypnotic Marketing strategy - create hypnotic publicity.

STEP 2 in the Hypnotic Marketing Strategy: Hypnotic Websites

2 types of hypnotic websites:

1 - Deeply information-oriented, resource websites.

Examples:

<http://mrfire.com>

<http://remember.org/>

<http://amazon.com>

2 - Instant sales closers.

Examples:

<http://amazingformula.com/>

<http://7dayebook.com>

A hypnotic website is *targeted*. Focus on the prospects you want to reach. Speak directly to the prospects, get out of your ego and into theirs.

Storytelling is a hypnotic way to grab attention, hold it, and deliver a message.

1. Hard-hitting headline
2. Powerful endorsements
3. Strong benefits
4. Irresistible guarantee
5. Free bonuses for added value
6. Compelling PS's
7. A warning that actually encourages sales

You can learn a lot by looking at before and after websites.

In order to write hypnotic copy anywhere, you have to focus entirely on your readers, not you. Take out "we", and replace it with "you".

When you give, sooner or later you get.

Example of a site using all 3 steps of the Hypnotic Marketing formula (unknowingly)

- Step 1 - Ad in Blink Magazine. (Publicity made me aware of the website. The mention in the magazine was enticing and made me want to visit the website.)
- Step 2 - Fun, engaging website
- Step 3 - Hypnotic sales copy, focused on the consumer.

www.stupid.com

STEP 3 in the Hypnotic Marketing Strategy – Hypnotic Email

Email marketing is the most overlooked tool in making money online.

- Have a regular newsletter.
- Keep every email address private. Never sell or give away a subscriber's or customer's trust.
- Send out emails to that list on a regular basis.

This step alone can make you financially free.

Your email's job is to:

- Stop people (Make your subject line hypnotic.)
- Hold people (Make your opening paragraphs grabbers, packed with curiosity or benefits to ME, the reader)
- Get money out of people (Sometimes your emails will be to build rapport and relationships. But never forget that your email is intended to make money.)

Writing hypnotic stories - think of a story of someone who benefited from your product or service in a record-breaking way and write up the event, following the formula in ch. 34.

Remember these key questions when writing the story:

1. How can you make your headline so curious that people can't help but read your letter?
2. How can you begin your next letter in such a way that it actually forces people to keep reading?
3. How can you tell a story about your product or service that compels people to want it?
4. Are you telling the whole truth in your letter?
5. How can you more softly let people know how to buy your product or service?

The Five Best Ways to Create Hypnotic Email Openers

1. Curiosity
2. Questions
3. Stories
4. News
5. Human interest

How Can the Right Question Bring in 317% More Orders?

One of the best ways to get people to read your sales letters, ads, email or other sales copy is to open with a question.

The *type* of question you use can increase your sales---or kill them dead. Most people use a yes-no question for their headline.

The more hypnotic headline is a question that people **cannot** answer **without** reading the entire body of your sales letter, ad or email.

Instead of:

"Do you want to save money on your taxes?" change it to the more open ended, "Which of these ways will help you save money on your taxes?"

A Little Known Secret for Doubling Responses to Your E-Offers

Follow-up with different letters with the same offer to the same audience.

A follow-up sales e-letter can bring you 50% more sales.

In other words, if you email out your sales letter and 10 people bought from you, sending out a follow-up sales letter to the same list ought to bring you five more sales.

Sending out a third follow-up sales letter to the same list can bring even more sales for you.

The rule of thumb is that you can get 50% more sales than the last letter. So if your second letter brought 50 sales, a third letter might bring 25 more sales.

And this is all from the same list!

What Bernice Fitz-Gibbon Taught Me About Advertising

1. "A good headline should create a disturbance."
2. "Use short simple blunt words."
3. "Food interests all women."
4. "You don't have to be brilliant to write a good ad." A little research can pay off in gold.
5. "There are four rules for a good slogan."

Here they are:

- a. It should contain five to seven words.
- b. It should have a swinging rhythm.
- c. It should have the name of something that will identify the product.
- d. It should promote a universal truth and not just be self-serving.

6. "There are four ways to make ads more enticing."

Here they are:

- a. Get urgency into your message.
- b. Be specific---don't generalize.
- c. Be easy, relaxed, informal.
- d. Be FRIENDLY.

7. "Sometimes the smartest thing you can do is the opposite."

The four steps you now own are explosive.

To review, here they are:

- **Step #1.** Create a practically outrageous event to drive people to your website. Be sure your news is NEWS. Be sure it contains an embedded command to get people to your site. Be sure you alert the media.
- **Step #2.** Create a website with such powerful copy on it that it closes sales, OR, create a website that is so information rich that people love it and return to it often, over time buying lots of your products or services.
- **Step #3.** Create hypnotic emails and consistently and persistently send them to your prospects. Develop an email newsletter. Build it. Stay in contact with your list. Send them irresistible offers.
- **Step #4.** Use Social Media Marketing to drive traffic to your website. It's fun, and it works. See the next 13 pages for Social Marketing Shortcuts, Tips & Tricks.

That's it, my friend.

Those four steps can make you rich.