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100% Effective Natural Hormone Treatment
Menopause, Andropause And Other Hormone Imbalances
Impair Healthy Healing In People Over The Age Of 30!

3 Hypnotic Selling Tools!

By Larry Dotson

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1. Identify your prospect's defense mechanism for not buying. Explain to them it's normal and everyone has one.

For example:

Should you have any thought about not buying our product, it's just a little defense mechanism that everyone has in their brain. It's there because other businesses have ripped off your money in the past. You don't want it to rule your life, do you?

2. Tell your prospects that their problem is gradually disappearing as they are reading your ad copy.

For example:

As you continue to read this ad copy you feel your problem slowly disappearing the closer you come to investing in our product.

By telling them this their brain will trigger them to start to feel this way and compel them to buy your product.

3. Ask them to rate their problem between 1 and 10 with 1 being bad and 10 being good.

Then use a chart on your ad copy similar to this one:

1–4: You really need our product.

5–7: You should buy our product.

8–10: Our product could help.

Your prospects will associate the number to the level of their problem. This will make it easier for them to understand just how much they need your product.

infoand...BAM! You've just written a hypnotic salesletter in a few minutes! Visit my site to download it:<http://www.ldpublishing.com>

The Hypnotic Power of Confusion

By Joe Vitale

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"Did you walk to work or carry a lunch?"

Huh?

My father asked me that question more than 25 years ago. I still remember it. Why? Because it's a ridiculous question.

A famous comedian in the 1950s used to ask people, "Got a banana?" The question might make sense if asked in the right situation, but he asked it everywhere. I've forgotten the name of the comedian, but I still recall his question. Why? Because it's strange.

As I write this, I am creating new business cards for myself. I decided to add a confusing line to it. After some fun brainstorming with my girlfriend, I settled on, "Ask me about the monkey."

Why is "Ask me about the monkey?" worth putting on my business card? As with my father's question and the comedian's question, it stops your brain in its tracks. It makes you pause. It makes you focus on ME. The theory is that once you stop someone with a confusing line, you can then implant a hypnotic command right after it.

In other words, if I write something like, "Apples desk fly

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dirt," and then follow it with, "Read my new ebook," the chances are very high that you are going to want to read my new ebook.

Why? Because the first line jammed your mind, and the second line slipped into your brain while you weren't looking. I've just upped the odds that you will buy my new e-book. And if you don't, of course, it doesn't matter because I never really told you to go buy it. See?

The same thing will happen on my new business cards. Since I'm now known as "The World's First Hypnotic Marketer," I wanted a strange, confusing line on my new card. When someone sees, "Ask me about the monkey," and then asks me about the monkey, I can simply point out that I practice hypnotic selling and I just got them to do what I wanted.

The Japanese practice this "hypnotic confusion," but probably unknowingly. A friend of mine who flew to Japan reported to me that the English phrases on all the Japanese products were bizarre. A tube of toothpaste might say, "Green days you not sing." A box of cookies might say, "Wood above fish."

How can you use this secret right now? Don't be afraid to be confusing. People tend to sort out whatever you say anyway and make sense out of it using their own terms. If you are describing your product in great detail, be willing to toss in something odd. It may increase sales.

If not, swirl up!



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