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**Buying Trances: The Real Secret to Hypnotic Selling**

**By Joe Vitale**

**Buying Trances: The Real Secret to Hypnotic Selling by Joe Vitale**

I couldn't snap Billy out of his trance.

It happened over thirty years ago. I was a teenager fascinated by the powers of the mind. I read about spirituality, psychic phenomena, UFO's, past lives, present problems, the magic of believing, and yes, even hypnosis.

And that helps explain why I had my best friend, Billy, in a deep trance in the basement of my parent's home in Ohio. I had regressed him from the age of 16 back to the age of four or five. I had no business doing it. But I was curious and Billy was game. It was a remarkable morning until something truly terrifying happened.

I snapped my fingers—the prearranged command to wake Billy up—but he stayed in the chair, smiling, eyes closed, and laughing loud and hard.

"How old are you?" I asked, wanting to check his age level.

"Seventy-two, how old are you?!" he replied, laughing like a wild, untamed, truly obnoxious child.

You can't imagine my fear.

"When I slap my hands together, you will awaken," I commanded.

Billy laughed long and loud.

I slapped my hands together.

Billy laughed louder and longer.

I'm panicking now. I'm barely sixteen years old. I have my best friend in a trance, regressed to a young age, and I can't bring him out of it. I could see my parent's rage. I could see Billy's parent's rage. I could see myself locked up, still a teenager, all because I practiced hypnosis like other kids played baseball or monopoly.

I waited. I held my breath. I snapped my fingers. I slapped my hands. I perspired. Billy wasn't coming out of his trance. He was locked into another time period. And I was responsible.

Some kids borrow the neighbor's car and wreck it. I borrowed my best friend's mind and put it in park.

What was I going to do?

I don't recall how much time went by before I decided to call for help. I remember going to the phone book and desperately searching for a hypnotist to call for help. I found one in Cleveland, Ohio, a hundred miles from my home. I called him, got him on the phone, and acted as cool as I could.

"Doctor, my name is Joe, and, well, I've been learning about hypnosis. I was just wondering, what would happen if you put someone in a trance and they, well, er, ah, you know, never came out of it?"

There was silence on the line.

Then I remember the voice bellowing at me.

"Are you practicing hypnosis there?!"

"Oh, no," I lied. "I was just curious what would happen if, you know, you put your best friend under, regressed him, and he wouldn't come out of it. Is that a bad thing?"

"Is your best friend there now?"

The hypnotist was on to me.

"Well...yes."

"Will he come to the phone?"

"He won't do ANYTHING I ask," I said. My voice was cracking now. I was

scared and it showed.

"Don't worry about it," the hypnotist advised me. "He'll either naturally awaken shortly, or he'll fall asleep and then wake up."

"But he thinks he's five years old," I added.

"YOU KIDS HAVE TO STOP PLAYING AROUND!" he roared.

"But I want to be a hypnotist someday," I explained.

"GET TRAINING FIRST!" he blurted.

"Okay, okay, I will," I said. "But what do I do about Billy?"

"Put him on the phone."

I went to Billy, somehow got him to get on the phone, and the hypnotist said something which helped Billy awaken. To this day I don't know what he said. And since I haven't seen Billy in nearly twenty years, I have no idea how old Billy really thinks he is. I understand he's now a State Trooper in Ohio, so I imagine he's stable and well. Still, I'm staying in Texas.

I learned something profound that day in my parent's basement when my life stopped for an afternoon.

I learned that trances are powerful. They are real. And we are all in them.

That's right. You're in a trance. Yes, right now. So am I. We may not think we're five years old, but we think we are writers, or marketers, or salespeople, or some other "trance." As long as we believe the trance we are in, we will play it out perfectly. When we wake up, we'll just be in another trance. Even the "I'm now awake" trance is just another trance.

Stay with me here. Whether you disagree or not, there's a valuable lesson here—one that can help you increase your sales and your profits.

In short, your prospects are all in trances. If you merge with their trance, you can then lead them out of it and into the "buying trance" you want them to be in.

I'll repeat that:

## Buying Trances: The Real Secret to Hypnotic Selling

"Your prospects are all in trances. If you merge with their trance, you can then lead them out of it and into the "buying trance" you want them to be in."

Let me explain with an example:

Say you want to sell a new software program on how to incorporate your business. How would you do it? The average person might send out a sales letter that says "New program makes incorporating a snap." That approach would get some sales, especially from people already wanting to incorporate.

But a more hypnotic approach would be to run a headline such as this: "Tired of paying too much in taxes? Read this surprising way out of the maze!" This new approach would merge with the existing trance in a business person.

In other words, they are in the "taxes suck" trance" and the "small businesses get screwed" trance. Agree with them. Merge with them. Accept that trance as your door. Then lead into what you want to sell by tying it back to their trance.

Let's break down this process into 3 steps:

1. What do your prospect's believe right now? (Current trance.)
2. Agree with their beliefs to merge with them. (Rapport.)
3. Lead their beliefs into your offer. (New trance.)

That's it. That's the real secret to "hypnotic selling."

What? Oh. You want another example? Here goes:

Say you want to sell a pair of pants. How would you use our "Hypnotic Selling" 3-step process to move them?

1. What do your prospect's believe right now about pants? A little research would help. Let's say they believe all pants are the same. They are in the "all pants are alike" trance. That's their current trance, or mind set. You would not be very wise to argue with it. Instead, accept it and go to step two.
2. Agree with them. In person, on the phone, or in your headlines, say something that let's your prospects know you are in the same trance. Use statements such as "I thought all pants were alike, too" or "No pants are different—so why even look at this pair?" This creates rapport. You can't sell anyone without creating rapport. So, step two is a way to meet

people where they are. Consciously join their unconscious trance. Then go to the next step.

3. Now lead them into your offer. You might say something like, "Why are people saying these pants are different? Here's why." This is taking them into a new trance—a trance that says "Some pants are different"—a buying trance. Because you acknowledged the trance they were in, and merged with them, you are now in a position—a very powerful position—to sell them.

There are numerous ways to find people's trances, merge with them, and then lead them into a "buy from you" trance. I won't be able to go into all of them in this short article. I'm just giving you the tip of the iceberg here.

But before I end, let's look at possible existing trances your prospects may be in when you call, or send them a sales piece. They include:

"I'm worried about money" trance

"I'm lonely" trance

"I'm afraid of people" trance

"I'm sick and tired of my job" trance

"I'm fed up with my kids" trance

"The world sucks" trance

"I'm hungry" trance

"I need to lose weight" trance

And so it goes. You'll notice that each of these trances are self-serving. That's the nature of people. They are interested in their well-being first. They are pre-occupied with their own needs, desires, pains and more.

Any inward state is a trance. Naturally, everyone is in one trance or another when you call them or write them. Your job is to note it, merge with it, and lead them out of it.

Here's one final example to make this process clearer for you:

Let's say you want to sell a music recording. We'll make it a classical CD.

Step 1. What trance are people already in? You can imagine they come home from work, find your sales letter in their mail, and are NOT in the mood for it. Your headline might say, "Just got home from work?"

Step 2: Create rapport by acknowledging their trance. You might write, "Since you just got home from work, are probably tired and ready to toss

this mail in the trash, wait one second before you do it."

Step 3: Now introduce your new trance. Maybe write: "Imagine putting a CD on that fills your mind with soothing, relaxing, healing music...the kind of heavenly sound that helps drift far, far away from your day..."

To end this article, let me remind you of what Billy taught me when I was a kid: Everyone is in a trance and everyone can be brought out of it. The idea is not to ignore this quirk of human nature, but to use it for the well being of all you touch—including your own profit!

Just don't age regress any of your prospects!

Joe Vitale is the world's first Hypnotic Marketer. You can now get Joe's new email marketing course, "Easy Marketing Secrets for Coaches," free, by sending blank email to [hypnoticmarketing@getresponse.com](mailto:hypnoticmarketing@getresponse.com)

## **The Hypnotic Power of Confusion**

**By Joe Vitale**

### **The Hypnotic Power of Confusion by Joe Vitale**

"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 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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