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How to Control The "Command Center" In Your Prospect's Mind

By Joe Vitale

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Here's a million-dollar secret I've never shared with anyone before. When you use it, you will get inside your prospects' heads and manipulate their thinking to get them to do what you want—including sending you money right now for your product or service.

Sound hard to believe? Keep reading and I'll prove my point to you.

Right now, as you read these words, you are practicing the very thing I'm going to describe. Centuries ago people read books by moving their lips. Over time—and probably due to complaints from the family—people learned to close their mouths.

But virtually all people still read the letters you send them by saying the words in their head, almost as if they were speaking them out loud, but in reality speaking only to themselves. You're probably doing it right now.

You are, aren't you? It doesn't reflect anything about your intelligence. It's how most of us read. I read more than most people and I still read the same way you do, "mouthing" the words in my head. It's how most of us humans accept the written word. Relax. You're normal.

Why is this important?

Because this is a way for you to plant hypnotic commands right into the skulls of people. This is staggering power. When people

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read your sales letter, you are, in essence, right INSIDE the head of the very person you want to persuade. They are speaking your words—your commands, if you do this right—to themselves. You are in their "command center."

Think of the power you have!

Unless you've taken a speed reading course—which teaches you to scan pages and avoid seeing single words—you are like everyone else: Hearing what I want you to hear right now, in your own mind. In reality, I'm in your head! What am I going to make you do?! Buy my books? Hire me to write copy for you?

Make you go out with me and do my bidding? Hmmmmmm.

You can imagine the kind of power this gives me, and can give you once you learn how to do it, too. And that's what I am going to give you a quick-start lesson in: How to control your prospect's mind.

First: You need to accept that people are reading your sales letters (or ads, memos, email, web copy, etc.) by pronouncing your words in their heads. This means you are in the "forbidden zone" and ready to re-wire their brains.

Second: Keep in mind that as people read, they think. You are doing it right now and you have been doing it throughout this article. You are talking to yourself as you read. You are thinking.

People read your words and also ask questions, as if you were there to answer them. Your job as a Hypnotic Writer is to anticipate those questions and answer them. Do so and people will follow your commands.

Are you with me? As I mentioned earlier, I've never discussed this concept before because I felt it was too damn powerful to release. But when Mark Joyner asked me to expand on the material in my best-selling "Hypnotic Writing" series of books, I figured I owed the man my ace in the hole.

Here it is!

And here's how it works:

You write your sales letter with all the hypnotic writing skills you learned from my books. You use every trick you've learned to grab and hold attention, build desire, and lead to a strong close, because you know that's how you create truly hypnotic writing.

And AS you write, you are also asking yourself, "What is my reader thinking right now?" This is much like trying to handle objections in a traditional sales call. The difference is, you are doing this in writing. Your customer isn't standing in front of you. He or she may be thousands of miles away.

But that person is reading your words—voicing those words of yours in their head—and that person is asking him or herself questions. Anticipate them and answer them and you will up the odds in creating a sales letter that easily persuades.

Let me explain this another way: Hypnotists know that you will obey their commands as long as you don't already have a counter-suggestion in you to the contrary. They can tell you to "Go open the window," and you will do just that UNLESS you have a counter-thought, such as, "But it's cold outside" or "I don't have a good reason to open the window."

This same dynamic goes on inside your readers. You can tell them to "Send me money now for my new gizmo," and they will do exactly that UNLESS they have counter-thoughts (read objections) in them. As you probably know, most of your readers will have counter-thoughts. Your job is to anticipate them and answer them and THEN give your command.

I use this little known hypnotic skill in all my sales letters. I work hard to create a headline that relays a benefit in a curious way. I sweat to write an opening that yanks attention from wherever it was, to my words. And then I use this "hypnotic dialogue process" to write the letter.

In other words, I write my letter while pretending to talk to one person about my product or service. In a real way, I'm talking to myself. As I "talk" on the page, I imagine what my prospect will ask next. It's a dialogue in my mind. But the truth is, that same dialogue will end up in my prospect's mind if I do this right. You've been doing it throughout this article. You've been reading my words and asking yourself questions. Right?

Throughout the writing of this article, I kept asking myself, "What will he ask?" By anticipating your questions, I could handle them in a persuasive way. I could, in short, lead you to my way of thinking and to doing what I want.

For example, right after my opening paragraph, I wrote, "Sound hard to believe?" I placed the question there because that's probably exactly where you ASKED the question in your own mind. You read my opening lines——about my big promise to show you how to get people to send you money——and inside yourself you said something like, "That's pretty hard to believe. Prove it." And right there, right on cue, comes my question. I anticipated your thoughts and answered them by using the dialogue process.

And what did I install in your mind while you were reading?

Go back through this article and see if you can find this "dialogue process" at work. And then notice what you do next, because that action will reflect the command I secretly embedded in you. And now that your objections are handled, you have

little choice but to act on it, or not.

Joe Vitale, regarded as one of the world's most powerful copywriters, is a best-selling author of numerous marketing books and courses. His tremendously successful "Hypnotic Writing" e-book is now succeeded by "Advanced Hypnotic Writing," a breakthrough book that reveals how to use the phenomenon of hypnotic suggestion to turn your words into cash.http://www.roibot.com/tk_adhyp.cgi?ahwyg5

Look Closer at Buying Psychology

By Dorian Greer

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Creating a buying psychology in your prospect's mind has become the focus on neuro-linguistic marketing. And top marketing firms are now in full center of attention to utilize these surprising new discoveries. And so are you.

Why This Breakthrough is So Important

According to Media Post, this major paradigm shift towards the neurosciences for advertising effectiveness is an historical

event. The old methods have "expired" and the new neuro-scientific approach is a key to the future of buyer influence.

Source:

http://www.mediapost.com/dtls_dsp_news.cfm?newsID=248821

"Zaltman, whose work is influencing the advertising plans of Procter & Gamble, General Motors, IBM and others, said the shift that has taken place in neuroscience over the last ten years suggests that much of the "tacit or explicit knowledge" that Madison Avenue has about the way consumers process advertising "has expired.""

Not only does this ratify the neurological approach to advertising influence but also suggests that direct brain and nervous system influence can be achieved via the mass media. The question to you as a marketer is?

How Can I Get Some?

How can you, as a marketer and advertiser, utilize the discoveries from the neurosciences fields to explicitly influence your audience? In ways that get them to buy, alter beliefs, or program for future actions, many of these types of influence already exist.

Vitale gives us a ringside seat in his paper "How to Control the Command Center in Your Prospect's Brain". It only speaks to ONE aspect, of three major systems that defines our world. But it's perfect for understanding the neurology behind "written" influence.

Source:

<http://www.mrfire.com/0046.html>

Is There an Underlying Formula?

Is there an underlying formula for the major areas of influence that control your prospect's perceptions of the world, their actions and beliefs? Well, actually "Yes!"

You can utilize what the BIG BOYS already know. In its simplest form, the process for neuro-influence goes like this:

"Pace" the present >>> "Lead" the future

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Simple enough? It can be applied to most everything! Eugene Schwartz, in Breakthrough Advertising, pg 129, in the chapter on Gradualization, "How to Make Your Prospect Believe Your Claims Before You State Them", uses a principle of pacing your prospect's current beliefs, and then leading them.

(Eugene's book, by the way, was selling on eBay for \$900 before Bottom Line Books re-released it.)

This pacing is also used in hypnosis, both clinical and covert. Pacing and leading is so important to hypnotic influence, here is what the founders of Neuro-Linguistic Programming (NLP), Grinder and Bandler, have to say in Trance-Formations, in the chapter about inducing hypnosis:

"Pacing and leading is a meta-pattern. It's actually a part of every other induction we'll be teaching you." . Fact: it's a part of practically every type of induction there is!

In short, the pace-lead formula is a primary PROCESS for successful influence, both at the conscious and at the unconscious levels.

Would You Like to Learn More?

From "Installing Custom Criteria" to the creation of thought viruses in signature files, our understanding of covert influence (thanks to the Internet) has been radically accelerated.

These techniques are being merged with the psychology of buying, and if you are so inclined, you're invited to learn more.



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