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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!**

**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.

## The Hypnotic Power of Confusion

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!

**"Hypnotize" Your Reader Immediately!**

**By eRix**

"Hypnotize" Your Reader Immediately! by eRix

Hypnotic Writing. Imagine for a moment, that you open up your email account to find the account is full of responses to an ad that you placed. Orders Galore!!! Your heart races...HOLY MOTHER OF ALL GET OUT!!!!....You think to yourself, 'SELF, It Finally Worked! It Finally Worked!!'

POP!... My imaginary pin has popped your bubble!!

Now think forward into a Life so stress-free, You can't even imagine what it is like to have to Bills Piled High, a Broken Down Car, and have to eat Ham Sandwiches, Again!!

I'm talkin' 'NO FINANCIAL STRESS, WHAT SO EVER!!'

## The Hypnotic Power of Confusion

### Can You Imagine!

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That is a taste of 'Hypnotic Writing.'

Your attempt is to get the reader into another frame of mind in which you are leading them to an imagined place that, you know, they desire to be. This type of ad copy is used to bridge the gap between you and the reader, and then give you control because you are the one suggesting that they take a minute to imagine the place that they desire, which in a sense shows the reader that you have the power to help that person get there for real.

Just the word 'Hypnotic' itself can lead readers to believe something else is going on to them besides what they are reading. The reader could be thinking or imagining all day long about what happened to them while they read the hypnotic information.

It's really like 'Planting a Seed,' and the follow up by you is what will make the 'SEED' grow.

What I mean by this is that once the reader has your company or offer on their mind, it is up to you to follow up with the reader by keeping in constant contact with them. You keep this contact by the using the same method that you reached them with the first time. Within this method is when you can offer other levels of contact, products, or services.

Make believe for a second that You are on the of edge of a huge canyon, and down below is a Stampede of Wild Animals running every where!

Dust and Chaos is Raging Everywhere!!

'A Cool Breeze brushes across your face, and you realize....I Made it to the TOP!'

Darn, there it is again...that 'Hypnotic Writing.'

Use your Imagination when it comes to how you could utilize this technique in your websites, emails, and graphics.

Have an Extra-Ordinary Day, eRix

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"Collecting Honest Internet Marketers, One-at-a-time!"

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B.A. Marketing  
A.S. Computer Information Systems



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