

This Free E-Book is brought to you by Natural-Aging.com.

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

The One Hypnotic Command That Always Works

By Joe Vitale

The One Hypnotic Command That Always Works by Joe Vitale

I learned about the one hypnotic command that always works from hypnotists. A good hypnotist will never give a subject a choice or offer a list of "reasons why you should fall asleep right now."

Instead, a good hypnotist will simply issue a command, "When I count to three, you will close your eyes," or, "When I snap my fingers, you will bark like a dog." The subject responds because they want to please the hypnotist and because they don't have much of a choice.

Your prospects are nearly the same. Give them too many "reasons why you should buy" and you risk boring them, overwhelming them, or irking them. Give them the "one hypnotic command that always works" and they will do your bidding.

Want proof? Okay. Answer me this: Why are you reading this article?

I'm betting the title for this article promised you something you felt would be worth your reading to get. You want to know the one hypnotic command that always works so you can use it to increase sales, get more dates, or in some way get more of what you want from people. Right?

But note that I didn't have to tell you all those reasons to read this article. I gave you *one* sentence—the title

The One Hypnotic Command That Always Works

to
this piece—and you decided to read it based on it alone.
Any further reasons for reading this were supplied by you,
not me.

What you just did was illustrate the very point of this
article. You are reading this for *one* reason. There may
be subcategories to that one reason, but the bottomline
is that you are here, absorbing these words, because
I've promised you one main benefit: The hypnotic command
that always works.

The trend with the best copywriters today is to pile on the
reasons people should buy the product being offered, and
to give an avalanche of testimonials to prove others love
the
product. There is nothing wrong with this approach to
creating
sales letters that work as long as it ALSO contains the one
hypnotic command that works.

And what I want to suggest here is that the hypnotic command
alone—when done right—is so powerful that you may not
even
need that long list of reasons to buy. You could feasibly
write
a hypnotic headline and follow it with a story and end up
with
some terrific sales. (Believe me, I've done it!) I know this
may
be a radical thought, but stick with me.

Just what is this "one hypnotic command that always works"?

It depends on your audience. When I was considering writing
this article, I asked myself, "What is the one thing my
readers
will want to know?" Since I know many of you have read my
two e-books on "Hypnotic Writing," and you consider me a
"Hypnotic Writer," that some deep insights into those
subjects
might intrigue you.

I further speculated that if I titled this piece "the ONE"

The One Hypnotic Command That Always Works

command that always works, you would subliminally know there is one very powerful thing to learn here. And of course, the "one" in the headline refers to the one thing I am trying to get across here. Follow?

Okay, okay. Here's my one point in a nutshell: Know the exact one thing your prospects want and tie everything you say to it.

Let me explain: If you are selling laundry soap, you might list numerous benefits and features, everything from "smells good" to "protects colors" to "gets out stains" to "cheaper

than the other brands" to "works in cold or hot water" to who knows what. But what you want to focus on is the ONE thing that your laundry soap buyers want the most. Whatever that is, create your hypnotic command based on it.

In other words, if the one thing laundry soap buyers want is "allergy free soap," then pack all your hypnotic writing power into one line that says THAT is what they will get from your soap. Even "Allergy Free Soap Here" would work as a hypnotic line in that scenario. Anything else you say may be weak and even annoying compared to telling your prospects the one thing they want to hear.

Here's another example: Say you are selling a magic trick of some sort. You can list everything from "easy" to "new" to "inexpensive" to "amaze your friends" to "add it to your collection" to any number of possible selling statements.

But what is the ONE thing your audience of budding magicians want? Whatever it is, focus on it. That will be

The One Hypnotic Command That Always Works

the one hypnotic command that will explode sales. Since I am a magician, I know "Easily Amaze Your Friends" would be a great single hypnotic command for the magic audience. In fact, I know of one magic supplier who uses the slogan "Working hard to make you amazing." He's on the right track. He knows magicians want to be amazing, and he's got a hypnotic command to convey that message. He'll capture the right audience and get them itching to buy from that one line alone.

Right about now you should be asking yourself, "But how do I find out what the one thing is that my prospects want?"

Good question. The answer is to first ask them, and second, test them. In short, call, email, and visit some people from your audience of prospects. Talk to them. Find out what the one thing is they want from your business. Too many bad copywriters just trust their hunches on what their audience wants. Don't do it.

As much as I believe in intuition——after all, I wrote a book called "Spiritual Marketing"——the only way to know with any certainty what your prospects want is to question them.

But even that isn't good enough. After you question them, test them. Write ads, letters, and email campaigns with your

prospects revealed "one desire" dominate. If you've truly hit on the one thing they want, sales will roll in. If you miss, try another "one desire" and see if that pulls better. Again, what you are looking for is the one hypnotic command that will make your prospects buy buy buy.

Now let me assure you that you might still give a long list of reasons why people should buy from you, BUT be sure that long list stems from your key "one hypnotic command." If you

don't use the key command that activates the buying impulse

in your prospects, your long list will be a grab bag of odds

and ends that may confuse people. You need the one command to grab their attention and maybe even close the deal right there,

yet you may still need your list of benefits to help convince them to buy. Don't dismiss your list. Just don't rely on it.

Finally, how do you write a hypnotic command?

That would take a book to explain. In short, write it the same way you do a good headline: Short, engaging, relevant to your audience. Think of what your prospects want and give

them one tight line that suggests you have it for them.

Look at the titles for articles in "Reader's Digest" magazine, for example. They are intriguing, short, and vibrant. Write your "command" the same way. And for motivation to get yourself to work at writing a hypnotic suggestion, remind yourself that it only takes one good line to make someone buy.

After all, my one hypnotic command got you to read this entire article, didn't it?

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!



This Free E-Book has been brought to you by Natural-Aging.com.

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