

Which Works Better: Subliminal Advertising or Hypnotic Writing?

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**Which Works Better: Subliminal Advertising or Hypnotic Writing?**

**By Joe Vitale**

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James Vicary, an advertising expert, went into a 1950s movie theater to test his devious new tool for persuading others.

During the movie he allegedly flashed the commands "EAT POPCORN" and "DRINK COKE" so fast that the unsuspecting audience couldn't consciously see the words. Vicary claimed Coke sales jumped 18.1% and popcorn sales leaped 57.7%.

On that day, "subliminal advertising" was born.

Today subliminal advertising is banned by most major countries. The FCC in America outlaws it by simply saying subliminal advertising is designed to deceive. For that reason alone it is forbidden to be used by any radio or television advertiser.

Still, self-help tapes that claim to have subliminal messages hidden on them continue to sell to the tune of \$50,000,000 a year.

The question I bring to the table today is this: Which works better: Subliminal Advertising or Hypnotic Writing?

Vicary's famous movie theater test has been proven to be a hoax. He didn't test it on the amount of people he claimed (50,000, which the small town theater couldn't hold), and he didn't keep an accurate count of popcorn

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or coke sales. In short, he wanted subliminal advertising to work in order to increase his consulting business as an ad expert. But all the research shows his method did not and does not work.

The same with subliminal tapes. Anthony Pratkanis and Elliot Aronson, author of the fascinating book, "Age of Propaganda," conducted studies to see if subliminal advertising, and subliminal self-help tapes, actually worked. Their research said it did not. There was no evidence to support it. None. While people wanted to believe in subliminals, they could not prove it worked to even the

slightest degree.

Hypnotic Writing, on the other hand, is not devious. It is not hidden. It is not illegal. It is designed to influence people with words—obvious words, seen consciously right on the page or the screen. It uses stories, active writing, strategic sentence structure, and more, to achieve results.

Subliminal advertising doesn't increase sales. Hypnotic Writing does. Subliminal advertising allegedly works below your conscious level of awareness. Hypnotic Writing works on your subconscious mind by using your conscious mind to get there.

Look at it this way:

An example of subliminal advertising might be the famous claim that "images" in ice cubes in a liquor ad look like naked women. Well, you have to treat the ice cubes like Rosarch Test ink-blot in order to come to that conclusion. And even if there were faint images of naked women in the ice cubes, would that really influence anyone to buy more booze?

An example of Hypnotic Writing might be a story-oriented sales letter, such as the famous one I wrote that people are using as a template for their own letters. My letter began, "I'm nearly in tears..." It then told a story of how my latest book was influencing people to go for, and get, their dreams. The story let the sales message get into the readers. More importantly, more copies of my book sold. Hypnotic Writing works.

## Which Works Better: Subliminal Advertising or Hypnotic Writing?

In short, subliminal advertising is not only questionable, it's illegal.

Hypnotic Writing, on the other hand, is legit and it gets results.

Joe Vitale is recognized by many to be one of the greatest living copywriters. His latest project, the Hypnotic Writer's Swipe File is a collection of over 1,550 copywriting gems that took him years to compile. Click here to learn more. [http://www.roibot.com/tk\\_hwsf.cgi?hwsfartnl](http://www.roibot.com/tk_hwsf.cgi?hwsfartnl)

### **Subliminal Message Power**

**By Maya Jakes**

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Subliminal refers to something that exists below the consciousness (subconscious).

To make permanent and positive changes you need to reach the subconscious part of your mind and Subliminal CDs have been designed for many things, including: – to enhance performance, enhance mental attitudes, to reduce stress levels, to motivate people, for studying, to lose weight, to stop smoking, etc.

Subliminal CDs really do assist in releasing the amazing powers of the human mind.

How do they work?

Subliminal CDs contain positive affirmations to help the listener achieve a particular goal and the brain, at the subconscious level, receives these affirmations and accelerates the process of achieving our goals.

Subliminal CDs accelerate the process because they bypass the logical mind which is where our beliefs and limitations about our self operate.

When Subliminal CDs are played worries stored in the subconscious mind are replaced by thousands of powerful positive affirmations but they will not work against a person's will. If the listener has no real desire for the changes then no amount of listening to Subliminal CDs will work as subliminal learning is really just a reinforcement to strengthen your will. Having said that, you should be aware that the programming of an entire lifetime is not going to be changed in a few days or even in a few weeks. Re-programming of the mind takes time and usually results will start to be felt within a couple of weeks but the listener should allow at least 28 days.

Subliminal learning is a proven tool and has been recommended by leading psychologists, physicians and professionals worldwide. However, the initial stages of Subliminal learning can irritate some people as it conflicts with their already established beliefs. Also, a Subliminal learning program will be

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more effective when you are in a positive frame of mind rather than when you are feeling down. The Subliminal learning messages are received and understood only by the subconscious mind, which learns and uses them to help guide the thoughts and actions of your conscious mind.

Subliminal learning can be enhanced through many methods such as Subliminal CDs and it is possible to buy software to create your own Subliminal CDs from your computer. If this is something that interests you please use the link in the resource box for obtaining further information. This is the software which I personally use with amazing results every time.

Why do I recommend creating your own Subliminal CDs?

For a start, I don't really trust third-party CDs from bookstores and New Age shops? They could

contain any number of dubious messages, such as "I will buy the entire series of XYZ tapes"! I also believe that no mass-produced CD can really address my own personal needs and desires so by simply creating my own Subliminal CDs I can choose exactly which messages to use and they'll probably work 1000 times better than any general CD. Besides, why purchase general Subliminal CDs when any person with a computer, speakers, microphone and online Internet connection can create their own?

Are you aware that all of us are receiving Subliminal messages every day? Most high budget advertising campaigns are filled with subliminal messages and most advertising companies and agencies have at least one person in charge of how to incorporate Subliminal messages to increase the influence of their advertisements. At least now we can now balance the stream of incoming messages by making our own Subliminal messages!

Mind Power and Subliminal Messaging is a fascinating subject and one that I will continue to research.

Jugglingmum finds the subject of Subliminal Messaging, Mind Power, Universal and Metaphysical Laws fascinating and is constantly researching this area. She often posts articles and information at

<http://www.mindpowersucces.blogspot.com>

and has added a link for obtaining the Subliminal CD

software that she personally uses.

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