

Joe Vitale Hypnotic Brain Squeeze

Compiled by: **Ron Killian**

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Ron Killian started earning money on the Internet in 1998, quickly creating a full time income and hasn't looked back since.

He now helps others in achieving their own online business success. Ron has been in the trenches, he knows what it's like to start and build a business on the Internet. He has taught others how to obtain an Net lifestyle and get out of their J.O.B. through his teaching and direction.

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Welcome!

The following is a collection of Joe Vitale's Hypnotic marketing articles.

I understand how tough it can be to try and make money online or build an internet business. I've been there, done that. With that said, the following has helped me greatly and I wanted to pass it on to you. I really hope it will help you get you going to create an income you deserve.

I am a true believer that any one can do anything they put their mind to, if they believe and take action. So use what your about to learn and do something today, not tomorrow, today!

I'd love to hear your feedback on this collection. The best way is to stop by my Support center and leave a message. It's much more reliable than e-mail and I'd hate to miss yours.

Enough from me.. get learning and **take action!**

To your success,

Ron Killian

Ron Killian

<http://www.rakwebsites.com>

<http://www.webweaverproductions.com>

How to Hypnotize People into Reading Your Sales Materials!

by Joe Vitale

On a sunny, warm day in August, 1996 I kneeled over the grave of P.T. Barnum and had one of the most remarkable experiences of my life.

I had begun researching the famous showman in order to write my forthcoming new book, *There's a Customer Born Every Minute* (to be released in October, 1997). I had visited the Barnum Museum, the Historical Library in Bridgeport, Connecticut, and met with Barnum scholars, biographers, and collectors of his writings. I wanted to visit Barnum's grave and pay my respects. Little did I know that the incredible, magical experience would change my life forever...

Recently I went online to hunt for old books by some of my favorite authors, this time I went after anything by Robert Collier, mail order advertising genius and author of such classic books as *The Secret of the Ages* and *The Robert Collier Letter Book*.

I typed in his name at one of my favorite book search engines (which I'm going to keep a secret as long as I can), and to my amazement several new (to me) titles came up. I stared wide-eyed, my mouth open, as I saw that someone had two copies of a magazine Collier edited in the late 1920's called "Mind, Inc." I couldn't believe it. I immediately grabbed the phone, called, and bought those magazines. A few days later they arrived.

I opened the brown package, my heart racing with excitement, and nearly drooled as I slid the little paperback sized magazines onto my desk. They were well worn but intact. I thumbed through them and marveled at my find. Here were new articles by one of my heroes, my mentor, a man who changed my life not once but twice with his books. I felt like a happy child on Christmas morning, getting the gifts he longed for and needed most.

As I looked over Collier's magazines, something shifted in me. I saw an advertising technique at work that seemed hypnotic in power. I had one of those "ah-ha!" experiences great inventors write about. I held one of the issues in my hand and read the back cover. Collier had an ad there that began –

“How can I tell if I am working aright?” many people ask. There is an easy, simple rule. With it in front of him, not even a child could go wrong. Just ask yourself one question. If your answer is “Yes.” You are on the wrong track, and you will never make much progress, until you get off it and on the right track.

If your answer is “No,” then you are working in the right direction, and you have only to keep it up to attain any goal you desire.

That question is the basis of the Lesson in the next issue of “Mind, Inc.” If you are looking for a road map to guide you through the mental realm, send for it!

Did you catch what Collier did?

Let me give you another example. This one comes from Collier’s editorial in the opening pages of the other issue I found:

Dear Reader: Twelve years ago, the three examining physicians at the head office of the Life Extension Institute made a thorough physical examination of the writer. They had him hop and jump and do sundry things to stir his heart into action, then they listened with their stethoscopes and nodded knowingly to each other, finally gathering in a corner to whisper earnestly together, with many a meaning glance in the writer’s direction.

The upshot of their conference was a solemn warning against all forms of violent exercise. The heart was dangerously affected, in their opinion. Tennis, horseback, swimming — all these were taboo. Even running for a street car was likely to result disastrously. If the writer wanted excitement, he might walk (as long as he did it sedately) or crawl about the floor on all fours!

That was twelve years ago, remember. A few months back, he had occasion to be examined for life insurance. The examining physician knew of the Life Extension Institute findings, so he asked the Head Examiner of his company to check his report. The Head Examiner came, made the same exhaustive heart tests as the Institute and put away his instruments with a chuckle. “When you get ready to pass out,” he said, “they’ll have to take out that heart and hit it with a rock to make it stop beating. Work, play, do anything you like in reason. The heart can stand anything you can!”

What made the difference? Perhaps the following lesson may give you an indication.”

Collier did it again! Did you catch his method?

Collier told you just enough to intrigue you, to get you hooked, to get you interested — and then he stopped!

In the first example he cleverly trapped you into wanting to know the question he kept referring to. But he never told you the question. He snared you and then asked you to send for the next lesson, where the mystery of the question would be revealed. How could anyone not send for it? I sat at my desk reading Collier’s ad more than seventy years after he wrote it and I wanted to send in the coupon, too. But Collier is long dead. I’ll never know the question!

In the second example Collier cleverly told you two intriguing stories, asked the question that every reader would then have on their mind — put then didn’t answer it! Again, Collier generated interest, and then told you to read the magazine to find the answer. Talk about hypnotic writing!

And that’s how you get people to read your sales materials. You pull them into it. You grab their attention, keep them reading, get them wanting what you have and then — stop and tell them to send in a check, or call you, to get what they now so badly desire.

Did you notice how I began this article?

I used the Robert Collier technique to hypnotize you into reading more. I began saying I had an experience at Barnum’s grave. What was the experience? What happened? What’s my new book about? All of these are questions in your mind as you read the opening. It’s hypnotic. And if you’ve read this far, you know the method works.

The next time you want to write something and be sure people actually read it, remember the Robert Collier technique. Start by writing about something that will interest the people you are addressing. Tell them an interesting story. Get them wondering about something that they want to know more about. And then STOP. Change direction. Write about something else that may still be related to the opening, but don’t resolve the opening until the end of the article. And maybe not even there. Maybe

you'll want people to send in a coupon or call you for the answer. For example:

Marketing specialist Joe "Mr. Fire!" Vitale is the author of nine books, including "Hypnotic Writing", which answers the question, "What will *you* do when you learn to hypnotize people with the power of words alone and get them to obey your commands?" Click here to find out: [Hypnotic Writing](#)

How to Write a Million Dollar Sales Letter!

How to Write a Million Dollar Sales Letter!

by Joe Vitale

Bruce Barton, co founder of the legendary BBDO ad agency, wrote letters that got staggering results. He wrote a letter for Berea College that brought in an amazing 100% response! (You can read the entire letter in The Seven Lost Secrets Of Success.)

When you consider that the average successful letter gets about a 0.02% response, Barton clearly leaped past anyone else in his letter writing skills. But what was his secret? After studying Barton's letters, books, private memos, speeches, and advertising campaigns, I've discovered Barton's method. I've used his technique to write my own letters and I've been astonished at the results. One letter got a 20% response. Another nailed a 10% response. Still another is approaching a 97% response (ninety-seven per cent!)! (It, too, is in The Seven Lost Secrets Of Success.)

I will now reveal the technique I've been using: Bruce Barton's "Secret Formula."

Barton said that good advertising copy (and letters are advertisements) had to be three things: (1) Brief. (2) Simple. (3). Sincere. In an eye-opening essay he wrote back in 1925, Barton said the following:

About Brevity:

“About sixty years ago two men spoke at Gettysburg; one man spoke for two hours. I suppose there is not any one who could quote a single word of that oration. The other man spoke about three hundred words, and that address has become a part of the school training of almost every child.” About Simplicity:

“I think it might be said, no advertisement is great that has anything that can't be understood by a child of intelligence. Certainly all the great things in life are one-syllable things – child, home, wife, fear, faith, love, God.” About Sincerity:

“I believe the public has a sixth sense for detecting insincerity, and we run a tremendous risk if we try to make other people believe in something we don't believe in. Somehow our sin will find us out.” Let's look at these three steps a little more closely.

Brevity. A short letter isn't necessarily what Barton meant. I've read many of his letters and memos. Most of them were so brief they were blunt. But those were not sales letters. When Barton wanted to persuade you to donate money to a good cause or buy something he was selling, his letters were longer, sometimes several pages long. (Again, see that sample letter in *The Seven Lost Secrets Of Success*.) Barton knew you had to give people a complete explanation before they would buy.

Simplicity. Barton's letters were always simple and easy to read. He strove for clarity of communication. No big words, long sentences, or convoluted passages. He was clear and direct and conversational.

Sincerity. Barton was always sincere. He once dropped a million dollar advertising account because he didn't support the client. That sincerity came through in everything he wrote. Readers could pick up on it.

Finally, Barton's letters were “... phrased in terms of the other man's interest.” Barton said your letters had to go straight to the reader's selfish interest. He said the favorite song of every reader is “I Love Me.” As Barton said in 1924, “The reader is interested first of all in himself... Tie your appeal up to his own interests.”

The next time you have to write a sales letter, consider Barton's formula. It helped him write letters that are still talked about today, and it helps me write letters that are making my clients rich. Now use it and see what the formula will do for YOU!

Marketing specialist Joe "Mr. Fire!" Vitale is the author of nine books, including "Hypnotic Writing", which answers the question, "What will *you* do when you learn to hypnotize people with the power of words alone and get them to obey your commands?" For more Information: [Hypnotic Library](#)

The 10 Laws for Writing Letters that Get Results.

"The 10 Laws for Writing Letters that Get Results."

By Joe Vitale

The following is a letter in response to a question about how to write sales letters. This is something you could model in layout, tone, and ideas, to write your own letters. By the way, this is where your letterhead should go.

Dear Fellow Chicago Seminar Attendees,

Jerry Jenkins asked me to tell you how to write letters that get read and get results. That's a tall order! Well, here's what I think the "laws" are:

1. Know what's in it for your reader.

Get out of your ego and into your reader's ego. Complete this sentence: "Get my book so that you can...(fill in the blank)." Your book (or whatever you are selling) is the feature. What people get as a result of having your book is the benefit. Focus on benefits. Always! Without this, your letter will bomb.

2. Write a headline that telegraphs the key benefit to your reader.

ALWAYS use a headline. There is only ONE exception to this rule. When you personalize your letter, the “Dear (whoever)” opening becomes your headline. There are few headlines more powerful than the reader’s own name. The headline is THE most important part of your letter! Spend nearly all of your time on it.

3. Be brief.

Say what you have to say in terms of the reader’s self interest and shut up. This does NOT necessarily mean a short letter. If you are trying to make a sale, and the reader has never heard of you or your item for sale, you may have to write four or more pages to get your message across. If all you want is a return call, a one page letter may do. Don’ be afraid of length. People will read any length of copy AS LONG AS IT’S INTERESTING!

4. Always use a PS.

Always. Why do copywriters who charge upwards to \$15,000 to write a sales letter and have weeks to draft it always use a PS? They are always read. Always.

5. Look good.

Visual attractiveness accounts for 70% of your letter’s impact. Use short sentences, short paragraphs, bulleted points, indented paragraphs, subheads, etc. Some people will just skim your letter, so engaging subheads and bulleted points help reach them instantly.

6. Outline first.

Use a planning tool to help you think through your message. Or talk to a friend. Or to a tape recorder. Or to yourself. This also helps you get comfortable with speaking your letter rather than writing it.

7. Write first, edit last.

Turn your inner editor off. You can rewrite later. For now, write spontaneously and quickly to get your ideas on paper.

8. Ask for something.

Why are you writing? You want a call. Or an order. Something. Say so!

9. Get a reader.

Find one person to read your letter OUT LOUD in front of you. If he (or she) has trouble reading your letter, if he wrinkles his brow or stops to reread a sentence, rewrite those places. Don't skip this step! It's the secret of many professional writers.

10. Rewrite your letter again.

Is it the best you can do? Be honest! If not, throw it away and call the person instead. Or hire a copywriter to write it for you. Why waste your time or your reader's with something that doesn't communicate in a persuasive and interesting way? (I rewrote this letter 24 times!)

Well, there you have it. Of course, there are more rules, laws, ideas and suggestions for writing letters that get results. You should always guarantee whatever you are selling, for example, and always offer proof for all of your claims. But the above will get you rolling.

Sincerely,

Joe Vitale [Hypnotic Writing](#)

(ALWAYS Identify yourself. People look here to see who the letter is from.)

PS — Notice that you read this PS?

PPS — Notice that you read this one, too?

Well there you have it. This is incredible information that works, but and here's the big but, only if you **take action**. Do something, do anything and you'll be on your way.

Don't forget to check out the resources below.

Buy for now. -- Ron Killian --

Resources

Must have copywriting:

[Million Dollar Copy](#)

[High Response Sales Letters](#)

[Cash Sucking Sales Letter Secrets](#)

Traffic Generation:

[Craigslist Traffic Profits](#)

[Myspace Traffic Secrets](#)

[Article Domination Method](#)