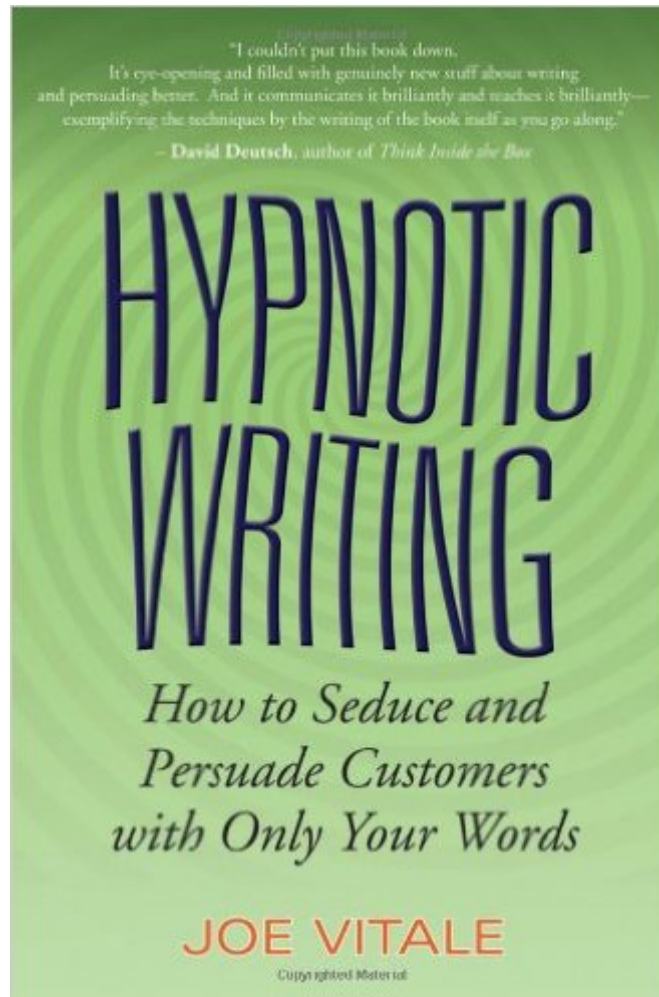


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# Hypnotic Writing: How To Seduce And Persuade Customers With Only Your Words



## Synopsis

Discover the secrets of written persuasion! "The principles of hypnosis, when applied to copywriting, add a new spin to selling. Joe Vitale has taken hypnotic words to set the perfect sales environment and then shows us how to use those words to motivate a prospect to take the action you want. This is truly a new and effective approach to copywriting, which I strongly recommend you learn. It's pure genius." -Joseph Sugarman, author of Triggers "I've read countless book on persuasion, but none come close to this one in showing you exactly how to put your readers into a buying trance that makes whatever you are offering them irresistible." -David Garfinkel, author of Advertising Headlines That Make You Rich "I am a huge fan of Vitale and his books, and Hypnotic Writing (first published more than twenty years ago), is my absolute favorite. Updated with additional text and fresh examples, especially from e-mail writing, Joe's specialty, Hypnotic Writing is the most important book on copywriting (yes, that's really what it is about) to be published in this century. Read it. It will make you a better copywriter, period." -Bob Bly, copywriter and author of The Copywriter's Handbook "I couldn't put this book down. It's eye opening and filled with genuinely new stuff about writing and persuading better. And it communicates it brilliantly and teaches it brilliantly-exemplifying the techniques by the writing of the book itself as you go along." -David Deutsch, author of Think Inside the Box, [www.thinkinginside.com](http://www.thinkinginside.com) "Hypnotic Writing is packed with so much great information it's hard to know where to start. The insights, strategies, and tactics in the book are easy to apply yet deliver one heck of a punch. And in case there's any question how to apply them, the before-and-after case studies drive the points home like nothing else can. Hypnotic Writing is not just about hypnotic writing. It is hypnotic writing. On the count of three, you're going to love it. Just watch and see." -Blair Warren, author of The Forbidden Keys to Persuasion

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## Customer Reviews

I tried to come up with another title than "Great Core with Sleazy Filler" but couldn't. It nails this book perfectly. There are great writing and composition tips. And the book reflects its message by using its own techniques. I can see the value of this, and can see that doing so would over-reach the natural tone of such a book. However, it's all the get-rich-quick, and over-the-top usage of "I've never told this secret to anyone before" types of manipulation that really disappoint. There are also claims with regards to hypnosis and psychology that are presented as "beyond doubt" and "proven" which are tenuous and nowhere near being such. Near the end of the book Joe describes his mailing list, and how profitable it is, and then lists some emails he's sent to it. It felt like he had a cult of followers who are the same people who buy the "Get Rich in 15 Minutes a Day" programs (which sums up lots of his example sales copy in the book) and believe positive thinking and prosperity theologies are all that are need to succeed (usually described as get rich). Overall, Joe continually steps over my ethical lines of clarity and honesty. Joe references Master Mind groups, which is a Pseudo-Christian prosperity theology (New Thought, Christian Science, etc.) and continually promotes his "The Attractor Factor" book. While the power of goal setting and visualization are undeniable, let's not forget about focus and work. If you think you'll get more of the world's limited resources because you sit in a circle and hold hands and wish for a larger house, then this book is definitely for you. Or go to his web site to find endorsements for products like "How to Get Lots of Money For Anything Fast!"

I bought "Hypnotic Writing" and "The Irresistible Offer" at the same time and read them both. The "Irresistible Offer" is brief, to the point (but still very complete), and states very clearly that one selling point in your ad copy should be that the customer is not stupid, he will square you in 3 seconds or less, he will see if there is any REAL value in what you have to offer, and many more things, in the blink of an eye. (the book gives you REAL MEANS to overcome these stumbling blocks) Mr. Vitale, on the contrary seems that he wants to entertain his potential customers, and bribe them into thinking that what he sells (and sells, and sells) is extraordinary. He does that with redundant prose, beautiful prose, aesthetically speaking, BUT he shows his true colors from the headers down. Are you really thinking that by using an opening like "amazing breakthrough", like

"the truth about..." is going to grab your potential customers' attention, and ABOVE ALL, their trust? I think that by using Mr. Vitale's wording you are IMMEDIATELY revealing who you are: "I am a seller, I am trying to hypnotize you into buying my product, I don't really care to give you value, what I care is to impress you and make a sale." This is what Mr. Vitale's prose says when you read it. He gives examples of "normal ad copy" that he translates into "hypnotic ad copy" and he probably expects that the reader will rave about his writing. Well, to me they are both downright awful. They both reveal that the main aim of the copy is not to deliver and communicate REAL VALUE, to offer credibility, to overcome the potential customer's objections by opposing a REAL deal, no, in his writings you "fascinate" the customers, and, in so doing, you sabotage yourself by revealing your real end.

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