

The E-Bootcamp in Hypnotic Marketing by Joe Vitale and Jo Han Mok
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Lesson #4: Hypnotic Marketing Strategization

Bruce Barton's Deerfield letters were a set of 25 letters written over the span of fourteen years that raised 5.5 Million Dollars!

In the final Deerfield Letter, notice how Bruce opens:

Fourteen years ago a group of men, all of whom had or had had boys in Deerfield academy, gathered in New York to hear Frank Boyder discuss the problems and future of the school. The result of this meeting was the organization of the Volunteer Committee of Parents of Deerfield Boys. The names of this organization group of parents, together with a few who have since been added, are on the letterhead above.

At the request of the group, I (the father of two boys) agreed to write a letter to all the parents setting forth the problems and dangers confronting the school. Over this period of fourteen years I have written 25 letters, and they, with no personal solicitation whatever, have brought in free-will gifts totalling \$5,500,000.

Note his opening position:

"I (the father of two boys)"...

Powerful, powerful, powerful!

Why?

Notice whom the letter is addressed to. The implication of his position is "Look, I'm a parent, just like you". This is a powerful position to establish, as this gives him the 'emphatic edge' to talk TO the prospect as opposed to talking AT the prospect.

The very first paragraph validates the legitimacy of his claim. Is this strategically placed? You be the judge.

He then proceeds to say that he agreed to write a letter at the request of the group. Is that powerful or what? It makes the whole letter appear to be an altruistic mission as opposed to a sales letter, and he has 'raised' 5.5 Million Dollars from "free-will" gifts.

Bruce has demolished almost all possible objections in these 2 short paragraphs. He has taken away the "position" of him as the writer of a sales-letter to that of a

concerned, helpful parent. He has also made it very clear that there is no “sales” involved, and behind the letter lies a purely altruistic motive.

Imagine for a moment, what this powerful opening does to increase the receptivity of the reader. Can you model Bruce’s strategy to ‘demolish’ all objections in your sales letters in 2 short paragraphs?

This lesson is all about Strategy. Strategy is inseparable from Marketing. Without a good strategy, the best marketing in the world will not attain optimal results.

Why Strategize?

Marketing is not a one-off event, but rather, a continuing process. It consists of the overall culmination of many different tactics used in tandem with each other. In of itself, every strategy can potentially result in its own increase in sales. But when used in a synergistic fashion, the results are explosive.

The synergy will be based on 3 main components:

- a) Continually adding new customers
- b) Getting existing customers to spend more
- c) Increasing the frequency of their purchases

By itself, Component A is the most over-utilized and most inefficient method because research has shown that your customer acquisition costs are approximately 6 times more than what it takes to resell to your existing customers. And this is one of the reasons why so many businesses fail because they hardly use Components B and C.

The determining factor of the success of Components B and C are a winning sales message.

How Do You Strategize A Winning Sales Message?

Here is a bullet proof outline:

#1: Grab the prospect’s attention

#2: Explain why they need to pay attention to you. What can they potentially benefit from?

#3: Validate your claims

#4: Provide Preponderance of proof

#5: Pile on the benefits

#6: Explain the ordering process and how it is risk free

#7: Tell them to order NOW!

But how do you turn a plain Sales Message into a Hypnotic one?

Here Are The 3 Single Most Powerful Hypnotic Marketing Strategies!

Hypnotic Marketing Strategy #1: Guilt

One of the oldest “direct response” widgets for fund raising letters consisted of a dollar bill that was torn in half. Half of it would be attached to the sales letter which usually had a message that outlined: “We’ve sent you half a dollar bill, and the other half is with us. The note cannot be used, unless you send us your half, and while you’re doing that, why don’t you include one of yours?”

The visual “shock” of the torn dollar bill truly creates a very disturbing feeling because something has been “destroyed” and you feel that you’re the cause of it. Destruction of a monetary instrument is a felony and punishable by law. What do you do? You send it back, and at the same time, to alleviate your guilt and do your part in charity, you throw in one of your own.

Analyze the exhibit below by the National Federation of the Blind. The exhibit is a variation of the torn dollar bill letter. Even though there is no torn dollar bill to be returned, there is still a symbolic penny that is “anchored” to the blind girl Lisa whom you’ll be forced to bring to mind every time you see that penny.

This letter is VERY powerful, and it’s hard not to shed a tear when you read it:

Dear Friend,

Lisa wants you to have this shiny penny.

I hope you'll keep it as a very important reminder of her urgent, compelling need.

The penny tells the story of each blind child's hope... the story of every blind person's search for the understanding which leads to freedom.

Because people like you care about us, we've come a long way since the tin cup days. We thank you sincerely for the positive role you play in our lives... and hope, you'll never stop your support.

I think you understand the truth about us:

- * BLIND people can waterski, bowl, dance!
- * BLIND people can cook, garden, repair their children's toys or the kitchen sink!
- * BLIND people can go to college, vote, participate in community affairs!
- * BLIND people can be secretaries, lawyers, machinists, farmers, nurses aides!
- * BLIND people can do normal, productive, interesting things!
- * BLIND PEOPLE CAN SUCCEED IF THEY CAN GET SOMEONE TO GIVE THEM A CHANCE. That's why we still need your continued support.

Sad to say, there's still many miles to go for thousands of blind people who struggle against the current. Our blindness is grossly misunderstood, by friends and neighbors, even family. Sometimes it hurts to be blind.

Well-meaning people put us down on a daily basis. Intelligent people show prejudice they would be ashamed to admit.

Some people wonder if we get married, make love, bear children. We have difficulty with adoptions, restaurants, passports, train and plane rides, insurance. Saddest of all 70% of us have no jobs.

In the meantime, we must count on people like you, almost for our very existence. Your right attitude, your open-mindedness, and your regular financial support can help us bring about better lives for blind men, women and children. Please agree to help us!

Only kind people who understand our urgent needs, who give generously, will make the difference in the length of time it will take those of us who are blind to be accepted as normal human beings in society.

Please hold the penny in your hand.

Remember, it's not what the penny is worth which gives

us blind people a break. A couple dozen pennies, a few nickels and dimes in a blind man's cup hardly buy a loaf of bread anymore.

What's important to us blind people is the penny's one word message: LIBERTY!

I'm sure you'll agree LIBERTY means FREEDOM and EQUALITY for all Americans, sighted and blind alike.

What we blind citizens want is LIBERTY! What we want is FREEDOM! Freedom from dependency and welfare programs. We don't want handouts... pennies thrown in a tin cup with pity. We want the chance to pay our own way... do an honest day's work for an honest living.

What we blind citizens want is EQUALITY! The biggest problem we face is not the lack of eyesight but the lack of understanding. Lack of understanding leads to lack of opportunity and the 70% unemployment rate.

Blindness affects only our eyes not our competence, intelligence, skills, aptitudes or ability. We know from experience our blindness need not be a handicap as far as any aspect of life is concerned.

We know how to handle our blindness. It is inconvenient, but, not incapacitating. We are confident in our abilities to perform many of the jobs in our community and perform them well. BUT, WE NEED A CHANCE TO DEMONSTRATE OUR SKILLS!

We'll prove with proper training, we can show superior performance on the job. Sighted people will exchange their fear and their pity for understanding and acceptance. They'll recognize us as friends, neighbors and co-workers they want to know and love, to live and work with, recreate and share with.

A few years back some of us blind people got smart. We decided to act on the penny's message -- to make LIBERTY work for us. We pulled ourselves up from the sitting position and grouped together to form the largest nationwide organization of blind people, the NATIONAL FEDERATION OF THE BLIND.

We blind leaders are more determined than ever to find

life-fulfilling opportunities for all blind people and especially for blind children who deserve better lives than some of us have known. We can't do it alone. We need your help more than ever before. We need it desperately right now.

Your gift makes it possible for us to assist a young blind student through law school, inform blind persons of their rights and responsibilities under the law, counsel and inform a young mother who learns her newly-born child is blind, assist a blind senior citizen cut through red tape to receive Social Security benefits, and many other direct services.

With your contribution we also work to wipe out old-fashioned attitudes which destroy rather than build. Radio, TV, films, speeches, newspapers, magazines and the mail shout the truth about the abilities of blind people... because you help!

The truth about blindness can be heard in Congress, on the street, in homes, factories, and stores... wherever people are present to hear it. Someday, hopefully soon, because you care enough to help spread the word, blind people will get their chance and be treated as equals.

Your generous gift today can help:

BLIND students receive scholarships for college educations

BLIND parents find jobs which pay at least the minimum wage

BLIND workers learn to use talking typewriters and computers

BLIND people receive articles in Braille, on cassette tapes, and records

BLIND persons obtain watches, travel canes, talking clocks and calculators, adapted tools at or below cost

BLIND individuals attend leadership seminars at the National Center for The Blind

Please don't delay! Send \$55.00, \$27.50, \$17.25, \$11.50, \$8.25, or as much as you can share with us - the NATIONAL FEDERATION OF THE BLIND. I've enclosed a special envelope for your tax-deductible gift which goes directly to our bank in Maryland.

The message on the penny is our challenge! We blind leaders won't rest until all blind people, men, women, and children enjoy true FREEDOM and EQUALITY.

There's another message on the penny! IN GOD WE TRUST! We pray He'll inspire you to have faith in our abilities. We blind people want and need your help in our struggle for LIBERTY. Thank you in advance for your most generous gift ever.

Blind kids really need your help right now, dear friend!

Sincerely,

Ralph W. Sanders
Finance Chairman

P.S. I sincerely hope you'll keep the penny Lisa sent you as a symbol of your commitment to help us blind people in America find FREEDOM and EQUALITY. Blind children especially need the opportunities your gift provides. Please send it as soon as possible!

Hypnotic Marketing Strategy #2: Risk Reversal

Risk Reversal basically means taking away all the transactional risk from your prospect and setting it squarely on your shoulders. It is not uncommon to see how this tactic can actually increase sales like crazy because you've demonstrated how much you want to show that the "proof is in the pudding".

Ideally, you'll want to consider a time frame of 30-60 days for maximal effectiveness. The caveat is, you have make sure that you have the capacity to finance the costs of the product itself as well as the cost of the promotion.

Typical copy for risk reversal may go something like this: "Go ahead, try it completely risk free for a full 60 days. I personally feel that it will not be fair to consider the sale binding until you have had ample opportunity to put the (product) through its paces. Your check will not be cashed nor will your credit card be charged during this

period. In the unlikely event you should decide to return the (product), for whatsoever reason, we will send your check or uncharged charge slip back to you promptly - no hassles and no questions asked, and you still keep all the bonuses just for trying."

How's That For Supreme Confidence In Your Product?

Analyze the following 3 exhibits to see how the risk reversal process makes these sales letters so effective:

Exhibit #1: Newsweek

*This was written by Ed Mclean in 1960, and remained a control for 15 years! Ed had only 2 key focuses in the letter. The prospect's needs and the benefits of the Newsweek. It'll be one of the most sincere letters you'll ever read!

Dear Reader:

If the list upon which I found your name is any indication, this is not the first -- nor will it be the last -- subscription letter you receive. Quite frankly, your education and income set you apart from the general population and make you a highly-rated prospect for everything from magazines to mutual funds.

You've undoubtedly 'heard everything' by now in the way of promises and premiums. I won't try to top any of them.

Nor will I insult your intelligence.

If you subscribe to Newsweek, you won't get rich quick. You won't bowl over friends and business associates with clever remarks and sage comments after your first copy of Newsweek arrives. (Your conversation will benefit from a better understanding of the events and forces of our era, but that's all. Wit and wisdom are gifts no magazine can bestow.) And should you attain further professional or business success during the term of your subscription, you'll have your own native ability and good luck to thank for it -- not Newsweek.

What, then, can Newsweek do for you?

The answer depends upon what type of person you happen to be. If you are not curious about what's going on outside your own immediate daily range of concern...if you are

quickly bored when the topic of conversation shifts from your house, your car, your ambitions...if you couldn't care less about what's happening in Washington or Wall Street, in London or Moscow...then forget Newsweek. It can't do a thing for you.

If, on the other hand, you are the kind of individual who would like to keep up with national and international affairs, space and nuclear science, the arts -- but cannot spend hours at it...if you're genuinely interested in what's going on with other members of the human race...if you recognize the big stake you have in decisions made in Washington and Wall Street, in London and Moscow...

then Newsweek may well be the smartest investment you could make in the vital weeks and months ahead!

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- G.O.P. plans (Stepped-up activity in Dixie? New faces for Congressional races?)
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An order form is enclosed, along with a postage-paid return envelope. Do initial and return the order form today. We'll bill you later, if you wish.

Sincerely,

S.Arthur Dembner
Circulation Director

Exhibit #2: Mercedes Benz Diesel 190

* This sales letter was handled by the OBM group, otherwise known as Ogilvy, Benson and Mather. What was really incredulous was that this form of direct mail advertising was atypical of ad agencies especially in the area of automobile advertising. More ridiculous was the fact that the account budget was \$100,000 and was primed to sell over \$6 million worth of cars. Not only did it sell out all the 190 Diesels, but it even increased the sales of other Mercedes models! Simply amazing..

July 12, 1965

Dear Sir:

"Forget it, Heinz," the experts told me. "It Just won't sell here."

They were talking about the Mercedes-Benz 190 Diesel -- a car that is owned and driven daily by over 500,000 people overseas.

"Americans won't buy it," said the experts. "Why pay \$4,068 for a German car with a noisy engine when for \$891.37 more they can get a Cadillac?"

I had reason to believe the experts were wrong.

Some Americans have paid \$4,068 for this German car with the "noisy engine."

As a matter of fact, if it wasn't for the "noisy engine" many of these Americans wouldn't have found out about the car. While in Europe, they saw Mercedes-Benz Diesel cars and noticed the noise made by the engine. Fascinated, they asked questions.

And what they learned from European drivers up and down the high-speed Autobahns convinced them the Mercedes-Benz Diesel is a great car.

As for the noise, they found it does sound different from a gasoline engine. In fact, a few people may give the car a second look as you idle at a traffic light. But you won't be bothered by the sound above 25 miles per hour. Some 190D drivers report they actually enjoy the unique sound of the Diesel. Many owners tell me, "If it didn't make a little noise, people wouldn't know it's a Diesel!"

Mr. John J. Gray of Albany, Oregon is one of these owners.

He travels all over the western U.S. for his firm, Kashfinder, Inc. In the past 7 years, he has driven his Mercedes-Benz Diesel car 652,000 miles.

"652,000 miles is a long ways to drive one car," writes Mr. Gray. "It has taken me 7 years -- during which my faithful Mercedes-Benz Diesel has run more efficiently and far more cheaply than any car I have ever owned. And the car still doesn't rattle..."

Recently, we asked other Mercedes-Benz Diesel car owners in America:

"If you had it to do all over again, would you buy another of these automobiles?"

Before I tell you their answers, I'd like to reveal what I learned from the U.S. Automobile Manufacturers Association. I asked them how many Americans buy the same make and model of car they owned previously. They told me that fewer than four out of ten do.

Yet, when we asked our Mercedes-Benz Diesel car owners in America if they would buy another Mercedes-Benz Diesel, better than nine out of ten

said YES.

The experts were wrong about these Americans. But one question remains unanswered for me.

How many other Americans want a great motorcar?

I'll soon know the answer.

You -- and a small number of others -- have been selected to receive the most unusual offer ever made by a car manufacturer.

I will pay for all fuel, all motor oil, all oil filters, and all lubrications on the new Mercedes-Benz 190 Diesel for the first 15,000 miles you drive it.

This offer is from Mercedes-Benz of North America. It is not from your Mercedes-Benz dealer. It will not affect your trade-in or terms in any way. I feel certain you will like this car and will help me spread the word about it.

That's why I can offer you all fuel free. All motor oil free. All oil filters free. All lubrications free. All are yours free for the first 15,000 miles you own and drive your new Mercedes-Benz 190 Diesel.

No other manufacturer of a full-size 4-door sedan in the entire world could afford to make this offer.

I can make it because the Mercedes-Benz 190 Diesel averages over 30 miles per gallon of diesel fuel -- and diesel fuel costs 1/3 less than gasoline in many states.

In fact, the 190 Diesel regularly saves its owners more than 50 per cent on fuel costs alone.

And, like all Mercedes-Benz cars, the 190 Diesel is so finely machined it uses scarcely any motor oil.

That's not all.

The 190 Diesel never needs a tune-up. It has no carburetor to adjust or replace. No spark plugs, no points, no condensers, no distributor.

Mechanics will tell you that many cars need a new set of rings after 75,000 miles.

John Gray -- the Diesel owner in Oregon -- reports his car didn't need a ring Job until after it had gone 275,000 miles!

Even crack mechanics are surprised by that.

We build the Mercedes-Benz 190 Diesel so that, with normal care, it will last for hundreds of thousands of all oil filters, and all lubrications for the first 15,000 miles you drive your new Mercedes-Benz 190 Diesel.

So please accept my invitation to drive a 190D and reach your own personal, private judgment. Simply return the enclosed card in the postage-free envelope. I will also send you a special brochure called "The Amazing 190D."

My offer expires Monday, August 16, 1965, and is limited to the first 1,000 people who respond. I hope you take advantage of it. Thank you.

Yours truly,

Heinz C. Hoppe
Chief Executive
Officer

Exhibit #3: HP Calculator

* This was a four page letter written by Stan Holden in 1974. It was preceded by the HP-35 which was successfully advertised with a one page sales letter! Of course, most of the HP mailings had rather elaborate enclosures which reinforced the selling done by the main sales letters. This exhibit that you see, created a 5 month backlog for orders for the HP-65.

Now you can have your own personal "computer"!
Introducing: The HP-65
--the first and only fully programmable pocket calculator that you can use to solve extremely complex and lengthy or repetitive problems in seconds--anywhere--anytime!

Imagine a "computer" that fits in your pocket! Imagine that it's no bigger than -- and looks very much like -- an ordinary pocket calculator ... but doesn't cost very much more! Now imagine this miniature marvel in your hands, as you try it out for 15 days and cut your problem-solving time down to seconds!

But why imagine? Now -- thanks to Hewlett-Packard's newest state-of-the-art technology -- there is a pocket-sized "computer" ... the HP-65!

Just like a computer, it's fully programmable. And it uses computer logic to solve even extremely complex, lengthy or repetitive problems in seconds -- anywhere, anytime -- at the touch of a few keys!

No, this personal "computer" doesn't use tiny little reels of tape or miniature keypunch cards. It uses small (approximately ½" x 3") magnetic cards. Each card can store a program -- a sequence of keystrokes -- up to 100 steps long. (And, if additional steps are needed to handle an unusually long program, you can do it in stages.)

To insert a program into the HP-65, just run a pre-recorded program card through it. All it takes is two seconds! The information from the card is duplicated in the HP-65's program memory, where it remains for as long as you leave your personal "computer" turned on.

To solve a problem, just feed in the known data by pressing a few keys on the HP-65's own keyboard. No other equipment is needed. Then start the program running. In seconds, the HP-65 uses computer technology to solve your problem, with up to 10-digit accuracy. And you can even program it to skip steps or to select alternate steps -- automatically -- if intermediate solutions dictate such action! It couldn't be easier ... or faster!

Actually, the HP-65 is three "answer machines" in one:

1. It operates on pre-recorded program cards (available from Hewlett-Packard) ...

2. It operates on cards you program yourself (and you don't have to learn "computer language") ...
3. It's also an advanced scientific pocket calculator (with numerous built-in functions that may be incorporated into a program or used independently).

Whichever way you use the HP-65, you'll be amazed at how much time and effort it saves you, and how it helps to reduce computational errors.

Equally important, it enables you to handle complex, lengthy or repetitive problems that would be inconvenient, difficult or time-consuming to handle without using devices many times larger, much more expensive and nowhere near as portable as your personal "computer."

Because it operates on rechargeable batteries as well as on AC, the HP-65 can be used literally anywhere -- at a meeting, out in the field, up in a plane, down in a mine -- wherever your work takes you. It delivers the answers you need the minute you need them -- not hours or days later.

What makes the HP-65 even more incredible is that it's easy to operate! It can be used even by persons who know absolutely nothing about computers (or about calculators, for that matter). The illustrated Owner's Handbook clearly explains every detail, and the Quick Reference Guide offers a how-to-do-it summary.

Briefly, here are the three ways you can use it:

1. Use it with pre-recorded program cards ...

You don't need a scientific or engineering background to benefit from the HP-65's capabilities. But let's assume, for the moment, that you're involved in some project concerned with the surface area of the human body. Perhaps you're a medical technician ... a designer of apparatus for astronauts ... or a chemist working on a suntan lotion.

All you need do is take one of the pre-recorded program cards that come with the HP-65 -- the card labeled "Body

Surface Area (Boyd)" -- and feed it through a slot on one side of your personal "computer." The information on the card -- the step-by-step sequence of keystrokes required to solve the problem -- is duplicated in the HP-65's program memory.

Next, using the HP-65's own keyboard, feed in the height and weight of the particular body you're measuring.

Now start the program running by pushing a single key on the HP-65.

In less time than it takes to read this sentence, the answer you're seeking will appear on the HP-65's light-emitting diode (LED) display!

To calculate the surface area of a different body, just feed in that person's height and weight ... and you get the answer just as quickly.

And in case you are a medical technician, and you also want to find out the cardiac index (the ratio of blood pumped per unit of body surface area), simply key in the cardiac input, and the HP-65 gives you the additional answer.

Dozens of pre-recorded program cards are available ...

... and more are on the way. They're packaged in Application Pacs containing up to 40 cards, and you'll find complete information on them in the literature accompanying this letter. In addition ...

2. You can create your own HP-65 program cards!

No, you don't have to go to computer programming school -- or hire someone who did. You don't even have to learn "computer language," or invest in accessory hardware. All you need to write and record your own program is your HP-65, a pencil, some paper, and one of the blank program cards supplied.

Simply prepare a step-by-step sequence of the HP-65 keys you would press to solve your particular problem. If you wish, this program can include conditional tests, skips or other techniques (all of which are clearly explained in the

Owner's Handbook).

Turn on the HP-65, press the appropriate keys in sequence, and run a blank card through the machine to record the program.

And that's all you do!

You may use the card again and again, whenever you need it, to cut problem-solving time down to seconds and reduce the possibility of keystroke errors. You can even edit the card, to change or delete any part of the program. Or you can erase the card and record an entirely different program on it.

(If you would rather not work out your own program, you may find exactly what you need among the hundreds of programs -- in a variety of fields -- in the HP-65 Users' Library. See the literature enclosed.)

By creating your own program cards, or by adapting an existing program to your own specific needs, you greatly extend the versatility of the HP-65 while -- at the same time -- you transform it into a highly specialized, truly personal "computer."

3. And you can also use the HP-65 as an advanced, scientific pocket calculator!

Already pre-programmed into the HP-65 are the most commonly used scientific functions. Included are log and trig functions, the constant for π , the conversion of decimal angles to degrees/minutes/seconds, the conversion of rectangular coordinates to polar coordinates (or vice versa), and numerous other functions as shown in the enclosed brochure. These built-in functions may be used independently, or incorporated into any program.

So there you have it -- the totally unique three-in-one, pocket-sized personal "computer" -- with the "super power" you need to solve just about any problem ... anywhere ... anytime!

After you read the enclosed literature, you may agree with us that the HP-65 is pretty fantastic. But only a personal trial can prove how valuable -- how indispensable -- it can

be to you.

That's why I invite you to try it for 15 days!

See how it can save you hours - - or perhaps days -- of valuable time and effort, by quickly, easily and accurately solving hundreds of your complex, lengthy or repetitive problems. And see how it can free you from devices that are many times larger, much more expensive and nowhere near as portable as your personal "computer."

You might expect to pay \$2,000 or more for an answer machine as incredible as the HP-65 ... but it's only \$795.00 (U.S.A. only), complete with accessories as shown in the literature. And if you're not absolutely fascinated with owning and using your own pocket-sized personal "computer," return the HP-65 within 15 days for a full refund or credit!

With a product this unique, it's possible we may not be able to keep up with initial demand. Therefore, if you are interested in the HP-65, I strongly suggest you take advantage of this 15-day trial offer now.

Cordially,

Ray King, General Manager
Advanced Products Division
Hewlett-Packard Company

P.S. If you send for your HP-65 now, you'll receive -- at no extra cost -- a year's subscription to the Users' Library Catalog of Contributed Programs, to greatly extend the usefulness of this personal "computer."
Please see the enclosed literature for details.

Last but not least we have:

Hypnotic Marketing Strategy #3: Follow Up

What is your contact strategy for your customers? Think about it, Bruce Barton took fourteen mailings to raise 5.5 million dollars. Do you think he managed to do it all in one mailing? Absolutely not! What if he stopped at his say, third mailing? Would he be cheating himself out of what he could have potentially gained had he mailed more?

You need to set up a weekly/bi-weekly/monthly/quarterly/annual regular contact strategy for your customers. It's a simple concept really. People do not come to you, unless you can give them what they want. If you can identify what they want, and give it to them on a regular basis, you'll have a customer for life!

While there are of course costs associated with direct mail, with email, you can do all that, virtually FREE! That's the power of the Internet. No one has an excuse not to utilize follow-up marketing! When you understand that email works like all marketing messages you'll be able to tap into its full power. Just like every marketing message, people need time to soak in the information that you're providing, before taking the time to comprehend exactly what you're trying to say, and then finally deciding on whether to act on that information.

Because people have different comprehension levels as well as different attitudes towards buying, you'll want to have your marketing message repeated as much as possible so that you can maximize your response. Of course, it doesn't mean that you repeatedly mail the same thing over and over again. It's much more sophisticated than that, and is pretty much an art in itself.

The secret to "repetitive" success lies in the "scarcity" factor.

For example you might have your primary message about selling a CD for \$97. Your second mailing will probably go like this:

"About 3 days ago, you requested information on my incredible money making CD, and I noticed that you did not take up my offer. Frankly, I'm puzzled. Do you not want more money?"

You can then do a third mailing which might go something like this:

"It's been a week. I've been scratching my head trying to figure out why you still have not taken up my offer, and I've narrowed it down to 2 possibilities. Either you're really not interested in making money, or the \$97 price tag is in the way. Let me take that out of the way for you. If you respond within the next three days, your investment is only \$47. Yes, I'm paying the \$50 for you because I know how much my amazing CD can help you!"

As you can see, the message remains the same, but the urgency becomes different. Each subsequent mailing pressures the prospect to respond, and the time frame becomes more and more narrow. It is however important to note that, as you give concessions to your prospect and attempt to 'bribe' them to respond, you **MUST** give a **REASON-WHY**.

Failure to do so destroys your position and devalues your product. You can see from the example I cited that even though I'm slashing the price by \$50, I gave a

compelling reason why, and I did not give a discount just for the sake of a giving discount.

Follow-up marketing on the Internet is powered by Autoresponders, which should not be foreign to you, otherwise you shouldn't be reading this document, and possibly at this time of writing the most powerful Autoresponder software would have to be [Autoresponse Plus](#), which I highly recommend. Even though it's more expensive than monthly subscription services, it's definitely more versatile and powerful and after you've installed it, you never have to pay for an Autoresponder Service again.

Whatever the case, if you have not tapped into the power of follow-up marketing, you need to do so as soon as you can, because you're definitely leaving money on the table every moment that you're not contacting your customers.

Next, I'll have you take a short quiz. These quizzes are for your use only. You do not need to send them to me or to anyone else. They are to help you reinforce and integrate the principles you are learning here.

QUIZ:

1. What are the 3 main components of a marketing strategy?

2. What kind of emotion does the "torn dollar bill" widget evoke?

3. What is Risk Reversal?

Now here's another quiz. Again, this is for your use only.

QUIZ:

How many times did Bruce Barton mail to raise 5.5 Million?

What is the secret to ‘repetitive success’?

HOMEWORK:

Your homework for this lesson is to create a primary email sales message and to create a 7-part autoresponder series based on this message. The primary email sales message will be on selling the Hypnotic Marketing E-Bootcamp. You can feel free to derive it from your Lesson #3 homework.

To make your homework easy, start subscribing to as many autoresponder sequences as possible, model and analyze the autoresponder sequences, and apply them to your primary email sales message to create a 7 part series.

Go through this lesson. Look at all the tips and principles. Review the quizzes. And then start composing your hypnotic follow up sequence.

Send your homework to johan@superfastprofit.com and be sure to put in the subject line “BOOTCAMP HOMEWORK” so I can clearly see it from all my other emails.

What are you waiting for?

Get working!

Jo Han Mok in partnership with Dr. Joe Vitale ☺

Director, Hypnotic Marketing Institute

See <http://www.HypnoticMarketer.com>

NEW! - "The Greatest Money-Making Secret in History"