

Trafficology's Follow-Along Study-Guide For:

**“How to Create Massive Traffic and Sales Using Hypnotic Marketing 2.0
with Dr. Joe Vitale”**

*Follow-Along while listening to the audio MP3 training at:
<http://www.hypnoticmarketing.com/crashcourse/course/>*

1. Hypnotic Marketing 2.0 is an _____ that combines the best of the _____ world with the best of the _____ world to create massive traffic and sales

2. The 4 Steps of Hypnotic Marketing 2.0 Are:
 - Step One, use _____ to drive traffic to...
 - Step Two, a _____ that captures their email address so you can then go to....
 - Step Three, where you follow-up with _____, and
 - Step Four, you create an online dialogue and drive even more traffic to your site using _____.

3. Hypnotic Marketing is a better way to _____ and a better way to help people understand how your product can _____.

4. The Seven Traits of Hypnotic Writing are:
 - a. The first is it's _____.
 - b. The second is, it's _____.
 - c. The third is it's _____.

d. The fourth is it's _____.

- e. The fifth is, it's _____.
 - f. The sixth is, it's _____.
 - g. The seventh is, it's _____.
5. When it's hypnotic, the reader should never be saying to themselves, "wow, that was hypnotic," they should instead be moved by what I wrote and then _____.
6. News Release Ideas that will get the medias attention:
- a. Think _____.
 - b. Dare _____.
 - c. What's _____ about you, your business or your website?
 - d. Look for a _____ angle.
 - e. Piggyback on a news _____.
 - f. Piggyback on _____.
 - g. Piggyback on a _____.
 - h. Offer _____.
 - i. Write _____.
 - j. Take a _____ on issues.
 - k. Publicize an _____.
 - l. Do things about your _____.
 - m. Talk about your _____.
 - n. Talk about your mistakes.

o. _____ and _____ do well.

p. You can run a _____.

7. A news release is a simple one sheet of paper. You don't have to be a _____ . You don't even have to write the complete story. All you are doing is feeding an idea for a story to a reporter.

8. Create a headline that _____ be answered without reading the rest.

9. To distribute your news releases you can use a site like PRWebDirect.com or go to your local Chamber of Commerce and get a _____.

10. Tell stories in a hypnotic way in order to grab _____ , hold it, and then _____.

11. A Good Example of a Hypnotic Website is _____.

12. The Hypnotic Headline on that site is: " _____

"

13. Hypnotic Images will hold people long enough to _____.

14. Begin your site with a _____ because, it makes people engaged.

15. Hypnotic Emails are such an important part of the Hypnotic Marketing Formula because they _____.

16. One of the reasons why Joe's Valentines Day News Releases was so successful is because it went _____ from the crowd.

17. Joe made his Blog Post _____ Valentine's Day so it would get picked up by Google and media would have a better chance of seeing it.

18. Research shows people *will* forward emails *if* you _____.

19. Joe Vitale's favorite social media sites for hypnotic marketing are:

- a. _____
- b. _____
- c. _____
- d. _____
- e. _____

20. Hypnotic Marketing is an _____ . Don't just lean on one leg of the four legs. All four of them working together is how you build a traffic surge. But you've got to do all four steps. Do all four.