

“How to Instantly Supercharge Your Traffic and Sales Using The Power of Hypnotic Marketing 2.0 – Part 1”

Hello, I'm Dearl Miller from Nitro Marketing and the Editor of Trafficology.

Today, we are talking with Dr. Joe Vitale about his new and improved Hypnotic Marketing 2.0, which takes his three-step, Million Dollar Hypnotic Marketing Formula and supercharges it with the power of Social Media Marketing.

Now, Dr. Vitale is the author of way too many books to mention, including the best seller The Attractor Factor, Life's Missing Instruction Manual, and the head-spinner Zero Limits. He's in movies The Secret, The Opus, and Try It On Everything, and he's known as an Internet celebrity, the father of both Hypnotic Writing and Hypnotic Marketing.

He's been on Larry King Live and Donny Deutsch's The Big Idea. He's created publicity stunts that have gotten global attention and have made millions of dollars with just a few emails. Of course, you can learn all about his brand new **Hypnotic Marketing 2.0 right now at www.HypnoticMarketing.com**.

Welcome, Joe, and thank you for joining us today.

Mr. Fire, Dr. Joe Vitale: Oh, I'm excited. It's great to talk to you again. Let's get rolling on this one.

Dearl: Now to get started, can you explain exactly what it Hypnotic Marketing and how it can help listeners create more traffic and sales?

Joe: Well, that's a great question. Hypnotic Marketing, that's my prize winning marketing strategy. It's something that I created. I call it an integrated strategy, because it combines the best of the offline world with the best of the online world to create massive sales.

It's a four-step formula for making dramatic sales using both the online and offline marketing techniques that I have been known to use throughout my career. Plus, there are a few bonuses that I've learned over the last few years. So, Hypnotic Marketing is marketing strategy. It's an integrated one that works!

I can tell you about the different about the different legs if you want to hear those right off the bat.

Dearl: Yes, please do.

Joe: Alright. Step One, use Hypnotic publicity to drive traffic to...Step Two, a Hypnotic website that captures their email address so you can then go to...Step Three, where you follow-up with them via Hypnotic emails, and then the bonus...Step Four, you create an online dialogue and drive even more traffic to your site using what I call Hypnotic Social Media.

So, it's a four step approach that builds off my traditional Hypnotic Marketing breakthrough but goes into social media as well. That's it in a nutshell.

Dearl: I know a lot of listeners that are familiar with hearing Hypnotic Marketing and I already understand the concept of Hypnotic, but can you break that down for us and explain exactly why do you call it Hypnotic Marketing and what makes it hypnotic?

Joe: Ok, that's kind of a biggie and it's an important question to understand this whole strategy and I want to breakdown the whole strategy as we go through this training call. First of all, hypnotic anything; hypnotic writing or hypnotic marketing is not manipulative. You can't force someone to buy your product.

So, what you're doing is giving yourself an edge by understanding the human mind, the buying process and then presenting the benefits of your product and service in the best way possible. So Hypnotic Marketing is not about manipulation, it's about communication. It's a better way to communicate and a better way to help people understand how your product can help them.

So, there are some tips in making this work. For example, a fundamental secret to Hypnotic Marketing is sincerity. Sincerity is not mind-control, it's sharing your heart with the heart or to the heart of the people who are coming to your website. This is how you can build traffic. Again, I'll explain this as we go through.

This helps your customers make an easier buying decision and you find the clearest possible way to communicate to prospects so that they can buy quickly.

So, again, this isn't manipulation, it's communication. You plant a suggestion in your own mind. You set an intention for the results you want, then you let go and occupy yourself with other things. You let inspiration help you write and create marketing that can traditionally be called hypnotic.

Let me make sure that you understand what I mean by hypnotic. I am a Hypnotist, I am a Certified Hypnotherapist, I have written books on Hypnotic writing, I have written a book called Buying Trances, I have spoken at the Hypnosis conventions, many of my friends are Hypnotists, Professional Hypnotists, Stage Hypnotists. Hypnotism is real, but I'm not talking about controlling anybody's mind, what I am talking about is being able to get the attention of people. We are in a very busy world and if you don't get their attention, then whatever you say afterwards is meaningless, because it's gone with the wind.

So, Hypnotic Marketing is leveraging language and it's leveraging publicity, and leveraging websites, and leveraging email, and leveraging social media in order to get the attention of your prospects. From there, you can create relationships.

So, anyway this is all about mind. Focus of mind. It's all about communication. It's not about manipulation.

Dearl: Now, Joe, can you explain a little bit about how to set intention and about how that actually works?

Joe: Yeah, when I set an intention, what I'm doing is talking to my own mind. It might sound a little strange, like I'm sitting around talking to myself and on one level, I am. This is the kind of strangeness that you can take to the bank. So, this is a profitable way of using your mind. What I'll do is, I'll think to myself, *okay I have to write a website*. I'll tell my mind, *alright, I want you to write a website for me that is as hypnotic, as persuasive, as powerful, as irresistible as humanly possible*. I might gather all the details for the website, like I want to know what the product is or the services that I am going to be writing about, so that my mind has all of the information and then I let go.

Letting go could mean that I go workout, I could go for a swim, I could go for a walk, I could go into the hot tub, I could take a nap, and number of things. What I am doing is distracting or occupying my conscious mind while my unconscious mind works on my intention. Again, the intention is to write this website copy.

Then after a while, it will come to me. The most clear example to make this come to life for

people, because I've done this so many times, I have so many stories. A while back, I created this audiotape with Pat O'Brien, one of my friends and one of my partners, and it's called The Clearing Audio. You can read about it at www.TheClearingAudio.com.

So, Pat and I created this audio tape, it's a downloadable audio that is suppose to help clean out negativity in your own mind. It was my job to write the copy for it. I didn't know specifically how to write it. Now, obviously I have written a lot of books, I've written a lot of websites, I've written a lot of copy...I know how to write copy. But, I wanted this to be really spectacular. So, I told my own mind, I was just like talking to myself, but doing it internally, *alright I want to write this incredible copy for theclearingaudio.com. Go to work and when you've got it done, nudge me.*

Now, again, it sounds weird unless you've had this experience.

I laid down, I took a nap, and after that nap...talk about the easy way to write things, it's the lazy man's guide to riches for sure. I take a nap and I wake up and suddenly I have an inkling of what to write.

Now where did that come from? It came from my unconscious mind. It came from the part of me that knows how to write. I got up, I go to the computer and I start writing it and we end up writing The Clearing Audio, again it's at the www.TheClearingAudio.com.

The punch line is, that copy is so strong that it broke all sales records for anything that Pat and I have ever done in the five years that he and I have been creating products together. It was so fantastic, even spectacular, even record breaking that Pat and I couldn't believe it. We started teasing each other, say *okay, I wonder if we could break a thousand sales*. So when would break that, we would go *okay, I wonder if we could break fifteen hundred*, then we would break that. *I wonder if we could break two thousand*, and we would break that. All because of the sales copy and the sales copy was a direct result of me asking my unconscious mind write copy that as hypnotic. That's how it works.

Dearl: That's amazing. I remember when you told me that story the first time and I thought *wow, that is amazing!* Then I tried it and it is an indescribable experience when that actually happens to you. Like you said, it's hard to understand until it happens to you, but it really does work.

We talked about why you call it Hypnotic Marketing, but what are some of the things that make Hypnotic Marketing hypnotic?

Joe: Well, it might be good to talk about the Seven Traits to Hypnotic Writing. This is a way to define what Hypnotic Marketing and Hypnotic Writing it all about since Hypnotic Writing is an essential leg of the whole Hypnotic Marketing strategy.

So, Seven Traits to Hypnotic Writing.

The first is it's personal. It feels like it's only written only to you. I can't tell you how many people get my emails, that sign up at www.MrFire.com and they will get emails from me and there may be thousands, and there are thousands of people on my mailing list. But, everyone will feel like I wrote the email just to that person. Why? Because I write it in a very personal way. I do pretend that I am writing that email to one person. Even though it is going to be mailed out bulk to thousands and thousands of people. So, the first trait of Hypnotic Writing, is it's personal...it feels like it's being spoken to you or written to you.

The second is, it's active. Most people write passively. Passive writing is government writing, it's corporation writing, it's writing with no identity. Passive writing is something like 'the door was opened', well you don't know who opened the door. Active writing would be something like 'Joe

Vitale kicked in the door in a rage’, well that’s pretty vivid. That’s active writing. That’s the second trait.

The third is it’s emotional. Hypnotic Writing, like Hypnotic Marketing, taps into your emotions. Now this is very powerful because people are motivated by their feelings. They’re motivated by love, they’re motivated by anger, they’re motivated by greed, they’re motivated by all kinds of things. But, they’re motivated by emotion. So, I weave emotion in my Hypnotic Writing, I want people to feel something. When they feel something, they will go and take action, which is an important ingredient of Hypnotic Marketing. So, that’s the third.

The fourth is sensual. It activates the senses in the person that’s reading it. Most people will talk about hearing or seeing, but we also have feeling senses. We also have a smell sense. In my writing, I try to touch on all the senses as I can because when people read it, I want it to come alive in their mind. I want the writing to almost feel like it’s human. So, another element is it’s sensual. That’s the fourth.

The fifth is, it’s commanding. Now, this is very important. Most people in marketing both online and offline marketing forget to ask the reader to do anything. So, you have to have a call for action. In hypnosis, you will often hear people say “you will stop smoking” or “you will go to sleep” or “you will obey my commands”, whatever it happens to be because they are giving up directive to your mind. You must have a directive, a request, a command in order for the writing to be considered hypnotic. So, it’s also commanding. That’s the fifth.

The sixth is, it’s curious. It makes you wonder about something in the writing. This is an important element of all of my work. I lean on curiosity a lot. I even write emails to my own friends and will say “I have something fantastic to tell you, call me later” and I won’t tell them what it is. They jokingly say that it sends them up the wall and they jokingly say that because they know they need to find out what I’m talking about. So, I’ve become the master in making people curious. So, curiosity is very powerful in Hypnotic Writing and in Hypnotic Marketing. So that’s the sixth element.

The seventh is, it’s hidden. What I mean by that is, when you read my emails, you don’t typically think it’s hypnotic; you just think, I want whatever he’s talking about, which is what you want your readers to be thinking about. If it’s heavy-handed writing, or heavy-handed language, or heavy-handed marketing, people are too caught up in the writing or the marketing and they totally overlook your message. So, Hypnotic Writing is actually hidden, you don’t notice it right off. You are more captivated by the message that’s in the writing than by the writing.

So, those are the seven traits of Hypnotic Writing.

Dearl: Joe, you said a word called captivate and I follow a lot of your marketing and it really is captivating. You find yourself reading it and forgetting about everything else that is going on around you and an hour may have gone by...it really does activate your senses.

Joe: Thank you. I work very hard at doing that. I spoke recently at a conference and somebody asked me about my copy writing secrets and do I edit and things like that. I want to quickly say, because it’s important for people to hear, I am a ruthless editor. I will go through my writing to be sure that it communicates clearly, directly, and persuasively, and I will delete words, I’ll delete sentences, I’ll delete paragraphs, I will rewrite words, sentences, and paragraphs until I am sure that it is hypnotic. 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 end up buying something.

These are all tips, techniques, and insights that everybody listening needs to incorporate and start using in their own work to be able to master this whole Hypnotic Marketing strategy.

Dearl: Ok, Joe, let's drill down to the specifics to each of the four steps of Hypnotic Marketing. The first step is Hypnotic Publicity, sending out a news release. Can you talk about that?

Joe: I love publicity. It is the most underused tool by everybody online and offline. I am so amazed. You know, you look around and you have the Internet, and the Internet has billions of sites, and it's got radio shows, and TV shows, and magazines, and blogs, and news bureaus, and AP bureaus, and wire services. Forget the Internet for just a minute, go back to television. Television now has hundreds of channels and cable TV shows besides the big ones that are out there and the Murdoch ones and the CNBC this and ABC this, and then forget the television. Look at the radio. The radio is all over everything. It's on satellite radio. There's two big ones that are serving all kinds of people who are subscribing to it. There's the AM, there's the FM, and there's all kinds of other channels that are out there.

Forget the radio for a minute, we've got magazines, we've got newspapers, we've got special interest newsletters that are going out there. What I'm painting here is an abundance of a very hungry monster for stories. The media is starving for stories and they are waiting to do publicity on you.

The thing is, most people don't tell the media what their story is. If they do at all, what they do is send out a news release that says something like "hi, I just opened up a new website, it's over at mynewwebsite.com, go see it." That's not hypnotic at all. That's a boring news release and the people that are receiving it, all the editors, are going to treat it as an advertisement, they are going to throw it in the trash.

So, there is a major opportunity here for the person listening and taking notes, right now, to use this very first step in the Hypnotic Marketing strategy. The whole formula begins with Hypnotic Publicity and that means you create a story about you, your business, your website, and you feed it to the media. It's very easy to feed it to the media because they're looking for stories. They want stories. They're desperate for stories. Once that connects, you begin the whole process of sending a stampede of traffic to your website. It begins with a news release.

I've done news releases repeatedly. I Made A Man A Millionaire With One Sheet Of Paper was a news release. I've created news releases for all of kinds of odd things. I've gotten myself on everything from Larry King Live twice to the Donny Deutsch of CNBC TV show, The Big Idea. I've been in the New York Times. I'm going to be on the cover of Succeed Magazine. It just goes on and on with how powerful this is. It's all a matter of sending out news releases for your product or service.

This is the first step, this is where it all begins.

Dearl: Now, can you talk about what are some of the different ways people can get publicity and what are some of the different topics they can cover in the news release.

Joe: Well, let's talk about some rules. Word of mouth is the best publicity you can get. Reporters like stories that have a sense of immediacy, they're happening right now. It's okay to toot your own horn. Timing is everything. Don't be old news, in other words be current. Be prepared for the impact of your promotional efforts because once you do send out a news release, you could have a true stampede that you want to be ready for. You want to continue to send out news releases and don't stop. You don't do one, you do many of them. You always want to be nice to the reporters when they call.

I mean, there are different ways to do this. There's everything from creating a tip sheet for your business.

Dearl: Let's talk a little more about creating a tip sheet for your business. I know that's one of your favorite marketing techniques. Can you describe the process of exactly what a tip sheet is?

Joe: A tip sheet is a very simple, five or ten checklist, bulleted points, steps that's from your business. So if you're online and you have a service of some sort, I don't know so I'm going to make up something...you make dolls or you're an accounting service or you sell some sort of software that relieves some sort of problem that people have, what you do is create a tip sheet based around your business. So it could be Five Ways to Save Money on Your Taxes. It could be Seven Dieting Tips. It could be Eight Reasons To Eat Raw Foods. It could be Fifteen Reasons to Hire a Professional Astrology Reading. It could be Seven Reasons Why Software Could Make Your Life Easier.

Again, I'm brainstorming, I'm just making these all up. They can work because everyone that I gave you is real in their particular field.

So, you create some sort of tip sheet. It could be three tips, five tips, fifteen tips, twenty tips, but it's usually around ten. So you have ten tips and it's from your business. You think about what people ask you all the time and then you create a tip sheet, like here's a tip on how to do your own plumbing. Here's a tip on how to do such and such. You're creating a very practical 'how-to' informative piece of paper. This is your press release. This is your tip sheet and this is what you are going to send to the media.

Now what are you going to get out of it? Your name is on it, your website is on it. Maybe at the bottom or at the top your going to say "If you want more tips like this...or this is an excerpt from my book...or if you want to know more about this, sign up for my e-zine at" whatever your website is. You put it on your news release as a resource box.

The media loves tip sheets and readers love tip sheets. They are always looking for ways to cut corners on stuff. They are always looking for trivia. They are always looking for survey results. These are all more suggestions on new releases that you can send out.

But when you send them out, you will be considered the credible source. You will be considered the authority because the tips came from you as long as you link it back to your website. When it's published and readers read it or they hear about it or they see it on television, it will direct them to your website, which is going to cause your traffic surge. So, that's it real quick.

Dearl: Can you break down some of the philosophies behind how you get people to go from the press release to your website?

Joe: Well, there's different ways to seed your news release in a hypnotic way to make readers go from the news release to your website. Now, one of my favorite ways is, you've got five tips or ten tips that's in your news release but in the news release you say "for another twenty tips or another fifty tips or simply for more information, go to mywebsite.com". So what you're doing is telling people, yeah here are some tips for you and you can take these to the bank but if you really want to know more, go to my website, which is going to be my resource center.

That's where you want people to go and you are going to begin to see how this whole Hypnotic Marketing strategy unfolds and comes together and works in a synergistic way, because Step One about getting news drives people to Step Two to your website. You are going to begin to see that this is actually a smooth process.

So, another way to get people to go to your website from the news release is to simply be sure to list your website in it. That may sound obvious, but you would be amazed how many times I've seen a news release and there is no call to action, there is no resource, there is no website listed, and it's just kind of, you know, you've got your name in the paper and you were happy with it.

Well, that's kind of an ego level gratification and I don't just want an ego level...I have an ego and my ego likes to be stroked, but I also like to have money and I like to have traffic and I like to help people. So, in order to have all of that complete, you must have your website in that news release with a reason to go to the website and offer it simply for more information. You can say "go to the website for a free special report" and of course on the website that's where you need to have a sign-up box when someone comes to get their free special report, you don't just give it to them, you give it to them in exchange for their email address. Again, building traffic and again building a mailing list.

Dearl: Can you provide some examples of news releases you've used in the past?

Joe: I use news releases all the time. I made my book The Attractor Factor a number one, best seller at Amazon by sending out a news release, among other things because I do Hypnotic Marketing. Remember there is multi legs to this whole process. I send out a news release saying "Texas Author Plans to Tree Harry Potter" and the reason behind that headline was the latest Harry Potter book at that time was number one and nobody was moving it off the number one place. The Pope had died and all the books about the Pope or by the Pope were not getting to number one. I think Clinton had a book out, that wasn't getting to number one.

My book was out and it was in the top ten, but it wasn't moving to number one. So I said "I'm going to pull out all stops here, I'm going to turn on the after burners, I'm going after number one." So, I started doing everything that I typically do, I do my email campaigns, I go to other list owners and ask them to do an email campaign, but knowing the power of this first step in Hypnotic Marketing about news releases, I sent a news release out to all the media saying, Texas Author with his lone computer, sitting by himself in his office, plans to dethrone Harry Potter, which is run by a mega group of businesses that have unlimited funds behind them including Harry Potter's author who is richer than the Queen of England.

So I, just by myself and my computer, was going to unseat Harry Potter. So you have a story that has color and conflict and character in it and there's the David and Goliath part of the story, you know I'm all by myself sitting in front of my computer and taking on the giant corporations of the world. The mass media giants that nobody can undertake. So "Texas Author Plans to Tree Harry Potter" was the news release that I sent out. It got picked up, it got me interviewed by a lot more reporters and magazines and TV shows, and my book The Attractor Factor did unearth and unseat the Harry Potter book and became number one and stayed number one for two days.

This is the kind of power a news release can give. I use news releases for so many different things. For example, I have a blog and I love my blog, if you go to www.MrFire.com and you look to the left, you will see links to my video blog, my podcast, my article database, my catalog, and of course my blog. At my blog, I share my personal life, I'm telling people what's going on in the world, I'll have insights about marketing or spirituality or self-help or copy writing or traffic building, whatever I want. A while back, I wrote an article on, it was on Valentine's Day, and it was about What Are You Suppose To Do When You're Alone on Valentine's Day?

So, I sent a news release out tying it to my blog saying "Here Are Seventeen Things To Do When You're Alone on Valentine's Day." Well, I got twenty-thousand new visitors in one 12-hour period. I'm going to repeat that...twenty-thousand new visitors in half of day because of that news release. I said new visitors, that's not just my regular traffic to my blog, that's just not my mailing list to my blog, that's just not the people who stumbled across my blog. That is twenty-thousand people who had never gone to my blog before, they went there because of a news release. That's the power of this first step.

Dearl: You are the master of coming up with great news worthy ideas. Can you talk a little bit about how you come up with those ideas and maybe some techniques that listeners can use to come up with their own ideas that would create a news release that would get the medias attention?

Joe: I'll give you a list of things that are kind of like trigger points and I guess I want to begin it by saying, first of all I'm a great believer in using the power of your own mind. Think outrageously, think creatively, think daringly. On my business card, it says "dare something worthy," which is based on a 16th Century Latin phrase. Dare something worthy. I think if you kind of just take off the blinders and you take off the lid and you take off all of the rules and regulations and you just start thinking out loud about *if I dared something worthy*, what kind of news release would I come up with?

A few things you can be thinking about is what's different about me, my business, or my website? You want to stand out. You may have to do something different, but look for what's different, the media likes things that are different.

You can also look for a local angle. For example, I live in a small town between Austin and San Antonio, Texas. If I send out a news release about something I'm doing to the immediate area where I live, I'm a local boy who is doing something interesting. That will get attention. Now I wouldn't dismiss that just thinking *oh, that's just a local community*, because when you get covered locally, you very often get picked up by the larger cities around you and if it's a really juicy story, that can lead to even national exposure.

I'm thinking a while back, a San Antonio news reporter came to my office, interviewed me, and I almost didn't do because I thought *well this is just going to be a small TV station*, but I've also learned to never dismiss a PR opportunity. Never, ever do that, because you don't know where it's going to lead. In that particular case, the woman who came from San Antonio was working for a news station that was an affiliate to the Oprah's TV Network and so my story wasn't just aired in San Antonio, it got picked up and aired nationally and I didn't even know that. So, you can begin with a local news story just by telling people what you're doing, even if you're doing a website online, tell your local community.

Another one that I love is to piggyback on a news event. What I mean by that is, you look at the papers or you open up MSN or Yahoo and you find out what the news is of the day, find a way to tie into it. Maybe you can comment on it, maybe you can do something along the lines of it, maybe you have some sort of retaliation to it. Again, you have to take off your own creative limitations and think *how can I tie to a current news event?* This is a very easy way to get into the media because the media just ran a story on whatever it happens to be and you're following up on a hot story with your rebuttal or whatever you want to come up with.

You can piggyback on trends. For example, when people start talking about a gadget that everybody has, like the little flip video is a hot topic right now, I think it was the number one gadget last year and they've come out with a smaller version of it that I saw on Amazon just the other day. I love gadgets, so when these gadgets come out, maybe you can come up with five ways to use the gadget. Maybe you can be an affiliate and sell the gadget. If you talk about trends, you will be talking about something that is already news worthy. So, see if you can tie into a trend or piggyback on a trend.

Another thing you can do is piggyback on a holiday. Holiday's are always great because if you look around and pay attention to what's going on in the offline world, you'll see that the furniture store, the pizza place are always going to have a sale on Memorial Day or Christmas or Thanksgiving or Columbus Day, they'll look for any reason to have a sale and more often than not, they'll tie it into a holiday. Well, you can tie into a holiday. Yes, you can have a sale on that particular day, but the news media won't care so much about that because it will see like an

advertisement, but, maybe you can tie into it in some way, Maybe you began your business on a particular holiday. Maybe you were born on a particular holiday. Find some way to tie in or piggyback on a holiday.

Maybe you can tell the media about a trend. We were talking about trends earlier, but maybe the media doesn't know about a trend that you've spotted or you've even created. Now that would be a good one. You create a trend and then you tell the media that you created it. That would be a major win right there.

Another thing you can do is offer free advice. If you are an expert in your field, let the media know it. Let them interview you. You might even tell the media that I am an expert on-call, which is a great thing to do. What you would be doing is telling the media that whenever you have a question or need a comment from an authority on this particular subject, if it happens to be the subject that you're an expert in, invite them to call you.

Offer free advice. You can do this in a column, you can do it in a tip sheet, you can do it by offering yourself to the media to call on whenever they need a tip. That's a major tip right there.

Right how-to articles. That's another one. How-to articles are one of my claims to fame. You know, I was considered an Internet celebrity before I ever went into the movie The Secret or went on national televisions and one of the reasons why is because I write 'how-to' articles and I've been distributing them for the last twenty years. When I first went online and CompuServe was the biggie and we really didn't know what we were doing, when I wrote how-to articles and I put my name, my website, and resource box in there, my website at www.MrFire.com got traffic and kept on building and it's still building today. Those articles are still out there. They are out there in places that I have long forgotten about. Offering free advice, writing these how-to articles have been a great way for me to build traffic.

Another way to get news is to take a stand on issues. Now, it can be political issues, it can be religious, spiritual, it could be corporate issues, it could be health issues, it could be a number of things. It's really important that you believe in your issue, that you're taking a stand because of passion. I'm saying that purposely because passion is contagious and the media loves fiery things. I don't mean for you to be angry, you can be passionately in love with an issue and you take a stand on it. So, that's another one.

You can publicize an event. I've done that. I've publicized the Canine Concert, which you can read about at www.CanineConcert.com and it was a wild stunt. It was like a PT Barnum type of event, but I put on the event and I told the people about the event. I told the media and we had three news crews get there.

You can do things on your lifestyle. If you're working at home, like I am, there's probably a story there for a lifestyle editor to write something about. If you've got partnership or joint ventures with interesting people or unusual people or maybe you're doing something a different way, that might be of interest to a business editor. It might be a good news worthy type thing to tie into.

You can talk about your problems. Maybe you can be the voice that says in my particular industry we have these particular problems going on and we need solutions to them. That could be a news release.

Maybe you can talk about your mistakes. That could be very interesting; "Here's Five Things That I've Learned From Being in Business Online" and you send it to the media.

Polls do well. Surveys do well. The media is always reporting on somebody who ran a poll or did a survey. In many ways I think that is a joke because it's just kind of a sampling of the population, but the media loves it. So you can run a poll on who's buying what or do a survey on

what your customers really want. Feed it to the media, they might pick that up.

Contests are always good. You can run a contest. Recently, I heard about a guy who ran a Twitter contest. We will be talking about Twitter later because it's part of the whole Hypnotic Marketing strategy. But it was a contest where the winner of the person who wrote the best story on Twitter in the 142 characters, I believe that was correct, would win a prize. That got a lot of attention. The person who sponsored it got a lot of attention. A lot of people entered it, the news picked up on it and I so liked it that I even contributed a copy of my Hypnotic Writing to the winner of the Twitter contest. But, you can do contests.

Maybe doing more tip sheets, maybe changing the focus of your business can be a news release. Maybe celebrating an anniversary in your business can be a news release. I mean, there are so many things, these are just a couple dozen ways.

But here are a few ways to grab attention. For example, if you can make people laugh, the media loves it. I was telling a friend, a few days ago at another event that I was at, that when my book Cyber Writing came out, and we're talking a long time ago, I wrote one of the first books on Internet marketing and it was called Cyber Writing. It's long out of print, so don't bother to go looking for it.

I met a comedy writer for either Dave Letterman or Jay Leno, I don't remember now, and that comedy writer wrote a piece of comedy to promote Cyber Writing. I think it was something like Ten Crazy Ways to...or Ten Reasons to Read Cyber Writing, or Ten Reasons Not to Read Cyber Writing. It was some silly thing and it's still posted on my www.MrFire.com site under the article section, way down at the bottom you can find it. But we made the media laugh and humor gets distributed. Humor gets viral. Humor gets picked up by the media. Humor gets talked about. Humor gets distributed to places that you never thought of. So, making people laugh in a news release is a proven way to get their attention.

Making them cry will also do it. You can tell a very sad story, again being authentic, I don't want you to manipulate or make up things, but if there is a sad story within your business, you might share it for the media to learn from and to share. If you can thrill the people, the media, because you're doing something exciting, that's good. Of course, I'm a big believer in spreading love. If there is some way that you or your business is helping the community or doing something of loving nature that is making a difference to the world, I would tell the media about it. I could go on and on and on.

These are just thoughts to trigger your own thoughts, but this is a very serious Step One that could bring traffic that's unimaginably huge to you. Because again, the media is starving and it's relying on you. The media can't go and find all of the stories. That's another important tip. It is impossible for the media to find all of the stories. There are too many people, too many businesses, and too few reporters. They're counting on you to tell them what your story is all about.

Dearl: That's amazing, Joe. I think that the lesson you just told was probably one of the most important lessons in this entire interview. Can you also talk a little bit about the mechanics of writing a press release?

Joe: Well, it's easier than what you think. First of all, a news release is a simple one sheet of paper. You don't have to be a great writer. You don't even have to write the complete story. All you are doing is feeding an idea for a story to a media source, to a reporter.

So, it's on one sheet of paper. At the top of it usually is your letterhead which is your company or your name. It does not have to be disguised because again they are looking for a good story, they don't really care where it is coming from. So, it can be your name at the top of the page.

Usually it says "News Release" at the top of the page, so it is very clear that it is a news bulletin and usually there is a date at the top of the page so that we know that it is current, then there's contact information which is going to be these days, your email as well as your phone number and maybe your fax and maybe your street address. They use email and phone just like all of us anymore.

Then of course it's going to be just as important as a website or a direct mail letter, the headline. You need to have a headline that telegraphs what this is all about. So that headline has to be engaging and of course I've written about this in Hypnotic Writing and in a lot of other places. I'm a great believer in using questions and headlines, for example, "Can Your Eyes Be Healed in 45 Seconds?" "How Can This Dog Save Your Life?" These are questions that you can't answer without reading more.

That's a major tip in my Hypnotic Writing formula that all ties into this Hypnotic Marketing strategy and that is to create things that make people want to know more. If you create a headline that cannot be answered without reading the news release, you've just created a successful headline. They will look at it and if they are at all interested, they are going to jump down to read the first paragraph.

Now, in that first paragraph you are going to answer what the traditional reporter always wants and that's the who, what, when, where, how, and why. They want to know the facts. So, what you're doing here is giving them the basic information. You are going to tell who you are, what you're doing, when you're doing it, where you're doing, how you're doing, and why you're doing it.

Again, this is not flowery writing. You do not have to be a great writer to put this together. You're basically saying this is what I'm doing or this is what was done, here's how it was done, here's more information on it, and if you want more information you can reach this contact person, which is probably going to be yourself at your phone number and your email.

So, again, you're focusing on a story. You're focusing on a message that you want the reporter to get within a minute or less, because they're just going to glance at that news release.

One way to imagine this is if you could go to the reporter's house, you knocked on their door and they opened it up, when they opened it up they had a beer in one hand and plate of lasagna in the other, because you know they're eating. And they say. "You've got seven seconds." Well, you have to tell them your story in seven seconds. It's pretty equivalent to the news release. If you don't concisely, curiously interest them in those seven seconds, the door is slammed in your face and you're off, you're gone.

So, your news release has to be very tight.

Again, say "News Release", have a good headline on there, have the fact within the first paragraph. I'm a great believer in elaborating a little because if I have their attention and they may read the rest of it, I want to go ahead and put a quote in there. I love quotes because anything with dialogue marks around it is engaging, it make people want to read it. They are used to seeing dialogue in novels. Dialogue means somebody is saying something and they are saying it right now. So in the mind, it is very captivating. So I like to have a quote, either from myself, or if you're writing your own news release maybe it's from you or from somebody within your own field commenting on what you're doing.

For example, if Oprah commented on your website, obviously you would want to put that quote in there. Why? Because it's Oprah, one of the most noteworthy figures out there and the media will latch on it. Now, I'm not saying that you have to have somebody of that caliber, it can be

anybody that has a quote in there that helps reveal a little bit of the news worthiness of whatever your news release is.

So, again, I just want you to realize that a news release does not have to be a big deal. It's simple, direct, you're not writing the whole story. You are telegraphing a story because the story will either pick up on the story that you've offered them or they'll see a different story within in that you've might have missed, but you've got their attention long enough for them to see it. So, whatever they do with it is fine because they're going to go do a story.

So, that's it on the news release. Very quick, very easy, one sheet of paper, that's all it takes.

Dearl: Now real quick, Joe, I want to point out something that you just did that may have affected a lot of people but may not have realized it. It's how you speak in hypnotic language at all times.

What it was is when you were describing talking to the reporter, you didn't just say that you knocked on the door and told them the story, you painted a picture of it and I bet that people could see it. I did. I could see the guy sitting there with the lasagna in his hands saying, "you've got seven seconds". I bet they could really feel that. Not only see it in their mind, but see the emotion behind it and that's the power of hypnotic language.

Joe: Yeah and thank you for pointing that out. I was not consciously doing that but after, and this is actually a really good point, after you do this long enough it becomes second nature. For example, whoever is listening to this audio training right now, if they listen to it say three or four times, they start to absorb unconsciously in an automated way a natural use of hypnotic language. So, when you first start learning anything you're a little clumsy with it, you're uncertain with it, you doubt yourself, you wonder if it's going to work, or more importantly you wonder if *you* are going to be able to make it work or not.

That's what we all go through when we learn anything, from learning how to walk to learning a new language.

So, that happens when you learn this Hypnotic Marketing strategy. But you do it once or twice, you listen to the audio a couple of times, you integrate it and before you know it you are talking that way, you're writing that way, you're thinking that way.

Some people have asked me have I always seen opportunities, have I always been an entrepreneur. The truth of the matter is, no! Thirty years ago, I was homeless, for a long time I was in poverty, for quite a while I was angry at the world, I was angry at corporations, I had a bad attitude towards money. I didn't think anything about marketing. I probably put marketing down. But, I retrained myself.

I learned that marketing is actually this wonderful service to the planet. It's a way to communicate something that I have to somebody that would really have a different life once they have it, that would actually benefit them. So, I began to expand my mind. I began to turn on the radar in my mind and now it's almost impossible not to see opportunities when I look around. It's almost impossible not to speak in a hypnotic language oriented way when I communicate with somebody. Why? Because I just persisted. I just kept learning and I had fun with the process.

So, anybody listening as they're taking this in, maybe you don't get it the first time but go ahead and work with it, try it, listen to the audio a couple of times and before you know it, you will be breathing this stuff and you'll be smiling as you're thinking this is really cool and thank you Joe for teaching it to me.

Dearl: Absolutely.

Joe: I think as a service to your readers, I want to make sure that they know that when you write a news release they're probably wondering where to send it. There are several services, if you go to Google and type in "news release bureaus" or "news release services" or "news release distribution services", several will come up.

I've used everything from www.IMediaFax.com. I've used PRWebDirect.com, I think is one of them, www.SendToPress.com. But if you just search Google, you'll find places.

For your local community, if you go to the largest Chamber of Commerce near you, even if you're in a small hicky town, there's a Chamber of Commerce in a big town near you, and you say that I want the media directory or the media guide, they will sell it to you for around \$50 or less and it will list every media contact, every newspaper, radio, television, Internet bureau in and around your area. Very often, if they are doing it right, they will also tell you how to communicate with them, whether they prefer a fax, or a snail mail letter, or an email news release, or whatever it happens to be. So, I wanted to make sure that you knew how to distribute your news release after learning why you should create it and how to create it. So onward.

The next step here is about Hypnotic Websites and this is really cool because the good news is most websites suck. Most websites are boring, most websites are ineffective, most websites are the kind that if people managed to get to them at all, people didn't stay there. They got there, they took a look around, they got confused, they got bored and said "the hell with this" and they went to Amazon or went down the road to some place else. So most websites are losing their visitors if they get any visitors at all.

So how do you make a hypnotic website?

Well, all of the rules of hypnotic copy writing come into play. You still need to have a headline on that website that tells people why they should be there. Again, I'm a great believer in having curiosity provoking headlines. I'm a great believer in asking questions that can't be answered. If you want to experiment, you know having a very factual headline that tells people what's in it for them by visiting your website. Don't think about what's in it for you, think about what's in it for them. My old mantra that I used to say in all the interviews and is still part of my heart, but sometimes I forget to say it, is this rule of thumb "get out of your ego and get into the customer's ego"... "get out of your ego and get into the customer's ego."

So what do I mean? When you go to most websites, it's written in "I" language... I do this, I'm skilled at this, I was educated at such and such, I was born and raised in such and such. That is your ego and for most browsers that come to visit it, they are bored to tears. That doesn't speak to them. It doesn't tell them what's in it for them. So, you want to come from speaking to their ego. You want to change all of the "I" language to "you" language. You want to say something like "Here Are Seven Reasons Why This Website Will Change Your Life In..." whatever the area is you are doing your stuff. In other words, you want to speak directly to their interest.

One of my all time favorite books and it's long out of print, but if you look around you can find it on eBay, you can find it on Amazon, you can find it at Abe Search is one of the top five books that influenced my life in marketing is called The Magic Power of Emotional Appeal, by Roy Garn. I encourage everybody to find it. But what he basically said is, people are not listening to you. When you walk up to somebody they are basically giving you about five seconds and if you don't say something that is engaging to them, mentally they have turned and walked away. They might still be standing there and their eyes might be looking like they are looking at you, but they've fogged out, they're already gone. Well the same thing happens when visiting a website.

When people get to that website, if you are not addressing their interest, speaking in "you" language, having a headline there that is engaging them, they don't just fog out, they run out and

they do it with a click. So, a hypnotic website, to me, is very targeted. It talks about what people are going to get by being there. It often will talk in a story form, because I'm a great believer in story telling as a way to communicate a message. Part of that is, so many of us have our radar up. There is so much information and communication, persuasion, manipulation out there in the world, we have our defenses up, we don't want it to get in. Well telling a story is a wonderful way to slip your message in below their radar. It's the whole Trojan horse way of getting in behind the gate. You tell the story, they open the gate and as they listen, you're story gets communicated to them.

So, I love telling stories in a hypnotic way to grab attention, hold it, and deliver a message. And that's why some of the elements of a hypnotic website are things like having a hard hitting headline, having powerful endorsements, having strong benefits, having an irresistible guarantee, and having free bonuses for added value, I'm a great believer in that, and having a compelling P.S.

I use a P.S. on everything. I use it in every one of my emails, whether it's personal or public. I use it in all my websites. P.S.s are known to always be read. I will often use a warning that will actually encourage sales. In other words, "If you don't buy this now the price will go up, or you'll still have the problem," whatever it happens to be. But what I'm doing is trying to use my hypnotic writing methods on a website.

So again, those are some important elements of it and there's all kinds of different ways to do it, but you want to make sure that you grab peoples attention, and of course, ultimately, you want them to sign up for your newsletter, or your e-zine, or your tip sheet. Whatever it is, give them a reason to sign up because you can't go to Step 3 in the Hypnotic Marketing Formula unless you've given these people a reason to sign up, because you have to build a relationship with them. So on your website, one of the key things, one of the most prominent things is having a Sign-Up Form.

If you go to MrFire.com right now, I recently redesigned it. You'll go to the front page of www.MrFire.com and right there in the front, yes, you'll see my picture from the clip from the movie, The Secret, but in big, bold, in your face letters is a way to sign up for my newsletter, and a reason to sign up for it; you'll get some freebies. Why? Because this is how I build my list, but more importantly, this is how I build relationships with people I don't even know. These are all elements of this hypnotic website. Part 2.

Dearl: So Joe, do you have an example of a hypnotic website?

Joe: Well I probably got a bunch of them because I do my best to write all the websites that way, but let's take a recent one that's been doing very well. Get people to go to www.HypnoticMarketing.com, because at www.HypnoticMarketing.com we've got a very powerful website that I think is a hypnotic website. This qualifies as being a prime model example of Step 2 in the Hypnotic Marketing strategy that we have been discussing here.

So if you look at the www.HypnoticMarketing.com, one of the first things you see right at the top of the page is a headline and it has quotations around it. I want to point out that quotations around that headline, as I said earlier, are going to make anything come to life. Studies have shown that readers will be more riveted by about 15% by putting quotations around your current headline. So that's another tip. Take whatever headline you have right now, put quotations around it, and you just got a more hypnotic headline.

This one begins with the word, discover. Man, I can probably do a few hours on this website if I start breaking it down, so I'm going to race through it. But the word, discover, that's hypnotic. Discover is signaling to people that there's something new here. Discover how. Well how is one of the most powerful words ever. Everybody wants to know how to do something.

So www.HypnoticMarketing.com is beginning with a hypnotic headline, “***Discover How A Random Walk Down My Driveway, A Flower, And Poorly Drawn Circles All Led Me To An Exclusive Interview With An Unknown, Underground Social Media Web 2.0 Expert Who Changed The Face Of Hypnotic Marketing Forever.***” That’s the whole headline.

That is riveting because it’s beginning to tell you a story. There is a story here, “How did a random walk down my driveway, a flower, and a poorly drawn circles...” what? You know you start wondering, *what is going on here. What’s the story behind this.* And you’ll also sense curiosity. It’s like, *what happened on that driveway? What in the world did a flower and poorly drawn circles have to do with an interview,* and not just any interview, notice the word, exclusive, next to the word, interview, more valuable.

And notice we don’t say the interview’s with a social media expert; it’s with a unknown, underground social media Web 2.0 expert, which makes this expert sound like she’s even more valuable because she’s unknown and underground. There’s secrecy here.

So just taking apart the headline, you realize that, *oh my God, there is a story here.* It is riveting. It’s sound like it’s going to be better than the latest Harry Potter movie or an Indiana Jones thriller, all by reading the copy. Well that’s a great way to begin this story. Notice it’s dated. Notice that it’s from the desk of me, notice there’s my photo looking right at you, and that’s important to mention this. You know, not enough people talk about graphics and hypnotic anything.

I am a writer and so words are my medium. Words are what I juggle to get an affect. But the truth of the matter is, photos, pictures, images, graphics, are also hypnotic. If you use them in the right way, they will add to the words and actually hold people, in many cases, better than the words, but more importantly, they’ll hold them long enough to read your words.

This is great photo because I am looking right at you and I’m pointing at you. Well that’s pretty darn hypnotic right there. If the photo was of me with my eyes closed, looking away, and my hands down, there would be no real interest there. It might be mildly curious to wonder why his eyes are closed and he’s not looking at you, but to have me looking at you and pointing at you, this is very commanding.

Now notice how the website begins with a question. “Have you ever wondered how money-making ideas seem to flow non-stop to some people like water pouring down a waterfall, while others seem to struggle trying to come up with just even one profitable idea?” I like beginning this with a question because it’s the same reason I use questions in headlines, it makes people engaged. It makes them curious. It makes them wanting to know the same answer that he wants to get to you, but you don’t know it when you first start reading this.

Now, I’m going to down a little bit. You’ll notice some of the text is highlighted. “This is going to blow you away,” is yellow highlighted, but you don’t know what’s going to blow you away. So it’s very curious there. Notice with the next sub-headline, it’s in quotations, “Little did I know that a simple little walk would change the 3-Step Hypnotic Marketing process forever.” Notice, I’ve just told you that there’s a 3-Step Hypnotic Marketing process, but I didn’t tell you what it was. So there’s again, curiosity.

If you keep looking down, you’ll find some graphics. We’ve got circles here. Here’s a screenshot of the scribbles I made in my notebook that day. Again, we don’t know what those circles mean, but they add to the hypnotic pull of this site. You’re looking at these circles going, *what in the world? They actually do look like they were doodled on yellow paper. What does it mean?* So it’s forcing you, almost irresistibly, to go and read more of this copy. Then you go down further and now you finally see flowers, but they’re flowers that don’t make any sense out of context. You have to read the copy.

Now again, these images are serving the copy. This site is very hypnotic because it keeps you leaning forward going, *what's the rest of the story. What's the secret? Who's the person? How did this all come together? What's hypnotic marketing? What's the age of engagement?* And so the story just keeps on going, and going, and going, drawing you in deeper and deeper.

You know, some people say long copy doesn't sell. I believe it does and I think all the research shows it does. Only boring copy doesn't sell. This is not long copy because every word in it is riveting. So every word in this Hypnotic Marketing site is truly hypnotic. It's not long; it's engaging.

People read entire novels. They're read entire biographies. They read very long books. Why? Because they're interesting in that material. If they're weren't interested in this website they wouldn't read it, but they'd know really quick whether it was for them or not based on the headline and the first few lines.

So as you keep going through, you're going to find that there is an explanation of who the shy, social media person is. We call her, Ms. W., which is interesting because Ms. W. doesn't tell you who she is, but makes you more curious. There's that curiosity again. We give some information about her, which makes it very interesting. Then we start getting into bulleted points. I'm a great believer in using bulleted points to communicate what things are about, because when people are interested, they want to speed read sometimes and you want to help them get through it.

So we have bulleted points like, "The secrets to hypnotic social bookmarking and how to use it to your greatest advantage. How to use holidays and special events as automatic traffic generators for your blog." Notice that all of these are speaking about what you get. It's speaking to your ego, to the reader's ego. This is very powerful.

We have an image of the social media marketing tips and ideas, a product that you will actually get when you buy it from this site. We have hypnotic publicity and testimonials, which are all the evidence that you need. We have bonus materials listed. There's like eight of them listed right off the bat and more explained a little bit after that. It goes on and on.

This whole site is worth study. This whole site probably, by itself, could be a two-hour analysis because there is so much to it, right down to way at the bottom, there's a call for action, "Buy the product." By going down to the bottom, it's guaranteed. The price is there. All of that is given here at www.HypnoticMarketing.com.

So I would say this thing is pretty much the classic example of Hypnotic Marketing, a website that fulfills that Step 2. Everything is here right down to the P.S.s and we have two P.S.'s here.

Again, I said earlier, people always read the P.S. I sometimes use as much as three P.S.s. I don't usually use more than that because it's kind of shooting myself and wears down the importance of the P.S. itself, but it's here. And www.HypnoticMarketing.com has all the elements of what this second step and in the Hypnotic Marketing formula is all about.

Dearl: Joe, can you talk a little bit about how to get people to buy now and how to get people to take action?

Joe: Yeah, that's a great question because you want people to take action. It's great to have a nice website and all that, but if they're just visiting and leaving, it's pointless. And so if you look real close at this, towards the bottom, you know you've already gone for the buildup, the enthusiasm is built, the desire is built, you are wanting this product, and you should want it because it's a great product. We go into a boxed out area, "Your Secure Risk-Free Acceptance Form."

Notice there's a little box that says, "Yes, Joe," and you can check that box. I think that it's very important that it's interactive. You'll often get things in the mail that will say, "If you want to renew your subscription (or get a subscription), peel off this red sticker and stick it on the Order Form." Well why in the world would they ask you to do something stupid like that? I mean, you can take a pen and just check it off. They want you to be involved in the process of ordering. It's almost like a subconscious commitment. And so this website's interactive. When you get down here to the Risk-Free Acceptance Form, you check it, and then it says, "Yes, Joe."

Yes is a very powerful word. I like to use it in the Order Form because I'm getting their mind to think of, *yes, I want this*. *Yes, I want to order this*. They're in a 'yes' mindset. Notice that a lot of what they're getting is reiterated right here, so they're being reminded. Even though they already read it, they're being reminded of what they're getting. I think it's important that you remind them.

I also see that right after we've asked them to buy, we have more copy here. It says, "Still unsure?" and that's because there is going to be people who are itching to buy it, but they're still doubting. And so we're taking care of those people who are wanting, but need a little bit of a push. They need a little bit more information. And so we give them more. We tell them that this is all guaranteed. It's guaranteed for 365 days, which is powerful. That's a strong guarantee. And notice we go into very strong testimonials.

We've got David Garfield saying, "This is worth at least ten times the price of the book itself," and then a few other things, telling you that "I'm taking all the risk." So I'm pulling out all the stops and I'm urging you to get this now and right down to the P.S. The P.S. is summarizing everything you're going to get.

Why is it summarizing it? Because this P.S. might be one of the few things that people read in it's entirety. They might jump through this whole website, even though it's engaging, some people are going to jump around in it. If they're the jumpers and they'll end up at the P.S. That P.S. has a strong call to action, including telling them what they're going to get for free.

So all of these are elements of asking for the order and making sure that you are getting everybody that's at all interested in should have this, to get it. So I think this website, again, is a pretty powerful one and well worth study.

Dear! This concludes Part 1 of Trafficology Lesson on Hypnotic Marketing 2.0, the integrated online and offline Hypnotic Marketing strategy that uses the best of traditional, web, and now, social media.

In Part 1, you learned about the power of hypnotic marketing and using hypnotic language. Joe also explained the first two steps in 4-Step Hypnotic Marketing formula, revealing the secrets of how to get traffic to your site using hypnotic publicity and how to turn all that traffic into loyal subscribers and customers by creating a hypnotic website.

In Part 2, Joe will explain how to use the final two steps of his Hypnotic Marketing formula, and you will discover how to build a deeper relationship with subscribers with hypnotic emails, and how to inject the power of a recommendation from a trusted friend into your sales process. And finally, you'll learn how to super charge your hypnotic marketing with the power of social media marketing.

“How to Instantly Supercharge Your Traffic and Sales Using The Power of Hypnotic Marketing 2.0 – Part 2”

Hello. I'm Dearl Miller from Nitro Marketing and the Editor of Trafficology.

Welcome to Part 2 of our lesson on Hypnotic Marketing 2.0 with Dr. Joe Vitale.

Joe is the author of way too many books to mention, including the best sellers [The Attractor Factor](#), [Life's Missing Instruction Manual](#), and the head spinner, [Zero Limits](#). He's in the movies [The Secret](#), [The Opus](#), and [Try It On Everything](#). He's known as an Internet celebrity, the father of both Hypnotic Writing and Hypnotic Marketing. Of course, you can learn all about his brand new **Hypnotic Marketing 2.0 right now at www.HypnoticMarketing.com**.

In Part 1 of this lesson, you learned about the power of Hypnotic Marketing. Joe revealed exactly how to write hypnotically, in a way that activates your reader's senses, engages their emotions and encourages them to buy now. Joe also explained the first two steps of his four-step Hypnotic Marketing Formula, sharing the secrets to how to get traffic to your site using Hypnotic Publicity, and how to turn all that traffic into loyal subscribers and customers using a Hypnotic Website.

Now, in Part 2, Joe will explain how to use the final two steps of his Hypnotic Marketing Formula. You'll learn how to build a deeper relationship with subscribers using Hypnotic Emails, and how to eject the power of a recommendation from a trusted friend into your sales process. Finally, you'll learn how to super-charge your Hypnotic Marketing with the power of social media marketing.

Now Joe, step three is “Hypnotic Emails.” Why is that such an important part of this process?

Dr. Joe Vitale: Well, it's an essential part of this process, because it's all about building relationships. I guess I need to point out that people buy from people they know they like and respect. They're not going to be meeting you in person most of the time, because you're doing online business. Unless you go to a conference or you're hosting your own seminar, most likely, your relationship with your traffic is going to be by email. Therefore, you use that email to build a relationship, so people get to know you, so that they can like you, respect you and buy from you.

So, email is your leverage. That's the common ground. They have email, you have email, and if you use it wisely, if you use it hypnotically, you can build relationships that are very long term. You'll become their trusted advisor and friend.

Now, I've managed to do this to such an extent, that when people do meet me at a lot of the events I speak at or attend or just show up at, they walk up and they act like we went to school together in High School or something. They're doing it because we've got this relationship that in many ways is fictional, because we've never actually even communicated by email one-on-one. My email to them was an email to the masses, but because it was hypnotically written, they received it and felt like I only wrote it to them.

Share enough of those, you build a relationship. It's a little bit deceptive, and I don't mean that in a negative way. I just mean that because you look at the people you meet, and in their mind, they feel like they already know you. They know you from a distance, but they don't know you on a one-to-one real way. This is the power of an email relationship.

Dearl: I think it's important to point out that in each one of these steps, authenticity is a key part in each one of them. For instance, when you told the story of the www.HypnoticMarketing.com

website, that's a true story that actually happened. So, it's important that in order for it to be hypnotic, it has to be true.

Joe: Yes, in order for any of this to be hypnotic, it has to be true. I'm all about coming from your heart, I'm all about authenticity, and I'm all about sincerity. I don't want anybody to be deceptive, I don't want anybody to be manipulative, and I don't want anybody to be dishonest. I don't want anybody to do anything that they don't love to do. I've even redefined marketing. Some people out there in the world think that marketing is bad or manipulative or evil.

Marketing can be that, but I've redefined marketing to be, you sharing your love for your product or service with the people who will most welcome hearing about it. *Marketing is you sharing your love for your product or service with the people who will most welcome hearing about it.* When you do that, all you're doing is sharing your passion, your love, your enthusiasm, your excitement for something that you believe in, that you put up a website for. You want to find the people who will most appreciate it.

When they do find it and they get on your email list and you start sharing emails with them, you're building an authentic relationship. There's a little bit of a fictional one, because you haven't met them and they haven't met you. However, because of the power of the hypnotic emails, they will feel like they know you and have met you. That is what's important. You are building a relationship based on trust that will lead to long-term sales. This is one of the most powerful things you can do, and it's a tool that will pay off numerous times.

You'll be making a difference in your life, and a difference in the people who hear from you as long as you keep building a relationship based on love, on respect, on trust, on honoring each other.

So, it's one of my favorite things to do. I email a lot, and people don't typically complain about my emails, because they are hypnotic and they want to hear from me.

I interviewed somebody awhile back for Hypnotic Gold, and it was this woman. She mails three times a day to her list. Now on average, she mails twice a day to her list because she quickly found out that if she mailed three times, some of them complained. So she mails twice a day, and they don't complain. Sometimes if she doesn't mail the second time on a particular day, people write and say, "Where's the other email?"

They got trained to receive from her. She has built a relationship with those people and they long to hear from her. I signed on to the emails, not because I'm in her market but because I wanted to see what she was doing. What she's doing is sharing her life, her passion, and her interests in an interesting way to her listeners. So, when those people receive those emails, they feel like they know her.

When people receive my emails, they feel like they know me. That's hypnotic email, and that's the third step in this hypnotic marketing strategy.

Dearl: Another thing I wanted to point out is the importance of using stories and the sensual language from Hypnotic Marketing. A lot of people will use their emails as a teaser or maybe even a hard-sell, but if you go back to all those same hypnotic writing principles that we talked about before, like using stories and imagery, it really gets a better response. That's something that we've done in our own business, and found great results with.

Joe: Yes, I'm a great believer in stories. I've told stories about my life in my emails. Again, when I tell them, it's not just about me. I tell a story in a way for somebody to gain something from.

For example, I'll be sending out an email soon telling the story of how I met Bill Phillips.

Now Bill Phillips is the guy who started the Body For Life program, the fitness contest, and he started a long time ago and sold the company. He deeply influenced me. I went in to Seven Fitness Contests, I lost eighty pounds, and he was the hero in my life that made a difference. But I had never met him, corresponded with him or anything.

I did meet him, because we both spoke at the same event awhile back. I went up to him to say, “Hey Mr. Phillips, my name is...” and when I began to say that, he stopped me and he said, “Hi Joe, I know who you are.”

I was amazed that he went on to say that he didn’t know me from The Secret, he knew me from my marketing material. He had actually studied Hypnotic Marketing, Hypnotic Writing, Buying Trances and all my early stuff and used it to create his own movement to get people to get fit. So, Bill Phillips knew me.

Now, I’m writing about that, and in a way it’s about me. But I’m telling the story in a way that is of interest to you, and that’s how you want to write stories.

The stories need to be engaging, there needs to be a point to it, maybe it leads to a sell. I could talk about how meeting Bill Phillips helped me start my Miracles Coaching program, which would lead to a link to Miracles Coaching, and I’d have a reason for people to go to that link because I told them the story, I tied in Bill Phillips, he was a coach, I started Miracle Coaching...

So, I would create a logical frame to lead people to an action. But the point of the story is to engage people with something interesting to help them have some fun, some insight, some sort of enlightenment or education from my story, and they get to know me better.

That’s the power of a story.

Dearl: Another thing that you do amazingly well Joe, so well that I don’t even notice it sometimes, is that you heighten the people’s awareness while telling the story and then always slide in those references to your other products and books. And That’s how you can tell as story and market at the same time.

I was so excited about the Bill Phillips story, it was amazing about how he learned from you and then his marketing came back. The they cyclical nature of it is amazing, and now I’m thinking, “Miracles Coaching, what’s that?”

So, it’s kind of amazing how that works out.

Joe: Well, that’s how you do this, you slip it in. I do this a lot on my blog, but of course I want to point out that a lot my blogs end up being my next emails too. I will write a blog post and I’ll either send people to my blog or I’ll just copy the blog post, fix the formatting on it a little bit and send it out as my next email. I do that whenever I have something, like a great story, like meeting Bill Phillips.

Or awhile back I wrote this article called, “Seven Ways To Attract Money.” I also sent that out to my list as an email. And notice, that would even double as a news release if I wanted to. “Seven Ways To Attract Money” is news worthy. Especially since I was in the movie The Secret, which is about the law of attraction. I could have sent that out as a news release. But I used it as a blog, I used it as an email, and maybe I will even use it as a news release at some point.

But even within that, I will plug things. For example, I will say, “One of the ways to attract money is to give money away. It sounds counterintuitive, but it seems to be a law of life, that if you want more money, give money away.” Then I will say, “As I talked about in my book, The Greatest Money Making Secrets In History, it seems to be the law of karma. Give away money, you will

receive money.”

Now notice that I gave a solid tip, notice that I told a story, but notice that I also plugged my book. That’s how I do these things when I write emails. I slip in the things as gently as I can. I don’t want people to be jarred. They’re reading my email and all of a sudden I say something like, “Go buy [Hypnotic Marketing 2.0](#),” or whatever I say.

I don’t want it to be jarring. It needs to be smooth; it needs to fit in, in a logical, easy way. I do like doing it, it seems to work fine for me and the readers seem to respond to it.

Dearl: It’s a really important message to think about when people start thinking about social marketing. Because people on the social networks and social news sites, they are extremely sensitive to marketing. Some of them are even anti-marketing. If you can tell the stories and you can weave the marketing into the entertainment like you do so adeptly, if you can do that effectively, you have the ability to tap into such a major sort of traffic.

Joe: Yes, that is absolutely correct. People are still experimenting with social media marketing, and of course we’ll talk about that a little more because that’s step 4 of this whole process, and we’ll get to that in a minute. As I was saying, there are ways to do it. Let me give you a quick example.

I had a friend of mine come visit recently, and so I Twittered. And Twitter is this little site where people can follow you as you send “tweets.” You go to [Twitter.com](#) and signup for it, or even better, go to [Twitter.com/MrFire](#) and you can elect to follow me around. Once you do that, I send out a Twitter telling people what I’m doing at that particular moment of that particular day. I said, at that moment, that I was picking up my friend, Mandy Evans, from the airport, and I put a link to her website, [MandyEvans.com](#). I didn’t do any direct selling, it was just like, “Hey, this is what I’m doing, you’re following me on Twitter, you want to know what I’m doing? I’m picking up Mandy Evans. Want to know who she is? [MandyEvans.com](#).”

So then I forgot about it. The next day I went to go get Mandy from her hotel room, and she was looking at her computer, and she says, “Did you do anything about me yesterday, or talk about me or do anything concerning me?” I was immediately defensive, and I said, “Why? Why are you asking?” She said, “Because suddenly my website just got hit with a lot of traffic, and there’s a bunch of people signing up for it, and I didn’t do anything.” So I said, “Yes, well, I Twittered about you yesterday.”

But that Twitter was simply a mention and a website. That’s just a little tip and a little advanced preview of what we’re going to get into concerning social media. That is the power of that social media. Sometimes it’s as simple as listing a website.

Dearl: I love how you weave the power of curiosity, which is a major hypnotic quality, into such a short little sentence. Everything that you said there caused curiosity. For instance, “Why is Joe at the airport? Who is this person he is picking up? Why is he picking them up?”

I think this is a good time to move into the fourth step. Joe, we’ve covered the three parts of the Hypnotic Formula and for ten years, these were the only three parts. However, you recently added a fourth leg to your Hypnotic Marketing Formula. Can you tell us a story about how that came to be?

Joe: Yes, I love telling this story because this is a breakthrough. Hypnotic Marketing has served me well with the three steps, but time goes on, technology goes on, life keeps evolving and growing and changing. Sometimes it will happen without you noticing it if you don’t pay attention. So I’ve been paying attention online, watching different things happen, and I had seen this social media uprising. I couldn’t quite get it.

I’m a little old school. I was one of the first to be on the Internet, and so I’m a little set in my ways.

Then I start hearing about Twitter, which I now do, but when I first heard it, I thought, “Why in the world would I want to follow anybody, and why in the world would anybody want to follow me, and why in the world would I want to stop in my day and send a little text message out saying, ‘Hey, I’m doing an interview on Trafficology for Hypnotic Marketing.’” I mean, why would I want to do any of that?

So, I didn’t quite get it.

Then I heard about Facebook, and I thought, “Now why would I want thousands of friends on Facebook? What does that mean? I already have friends. I already have my own email database, I have my own personal database. What in the world is Facebook, anyway?”

Of course, I had heard about MySpace. I had a website up for a while on MySpace, and I wasn’t getting anywhere. I just thought, “I don’t know what I’m doing here, and it seems like I’m just hearing from single women who want to date me.” I didn’t get it.

Then one day, I met this reclusive woman who didn’t want her name to be known, and she started advising me, just on her own. She would write to me and say, “Joe, I see you’re not using social media at all or very well.” She said, “You need to go on Facebook and you need to go and upload some photos of yourself and approve friends, and you need to open up a couple sites on Facebook that are specialized groups. Maybe a group on The Attractor Factor.” I was doing a seminar awhile back called “Attract Wealth.” She said, “Open a group up on Attract Wealth.”

Again, I was just kind of following along, not knowing what I was doing. She told me about MySpace, and she told me about uploading some documents to a website that I’d never heard of before. So, I’m doing all of these things, trying to just figure her out and figure social media out.

Then the big turning point came.

And the big turning point came with the story that I told earlier. When she said, “Why don’t you write something about Valentine’s Day, put it on your blog, and I will Digg it. I will tell some of my social media friends to Digg it, and you send out a news release for it, too.”

And I did all of that, wondering, “What’s going to happen?”

Of course, you now know, that the story was, within a few hours, I had twenty thousand new visitors.

Well I, at that point, woke up and said, “Alright, tell me more.”

She again was very shy, reclusive, she didn’t want to give away all of her information, she was afraid everybody would start doing what she was doing. And people would start getting hundreds of thousands of people visiting their site and then the traffic would be off the charts, and she would lose her edge if she gave away all of her stuff.

But I convinced her to let me interview her, and I said that she could remain anonymous if she wanted to. She didn’t have to give away everything if she didn’t want to.

But As we went through the conversation, she did give away everything. She started talking about Facebook, and Digg and StumbleUpon and Twitter and Flickr and DocStoc and Reddit and Mixx and Propeller and all of these things that I had never heard of before.

She also gave away her name during that interview, and she said that she was totally supportive of me and everybody that was following me, that she really wanted Hypnotic Marketing to be updated.

And so Hypnotic Marketing became Hypnotic Marketing 2.0 because of this Miss W. and all of what she taught me about all of these different social media.

Now this exploded everything that I was doing. I was already doing well with my three-steps formula with Hypnotic Marketing. But when you add social media, you are now reaching the masses that have been resistant to traditional marketing.

And This is important, because a lot of people in social media have been resistant to marketing, they've been angry about marketing, they've put marketing down. But if you can get to them, which you can on social media, if you can get to them on MySpace or Facebook or Twitter or any other of these social media sights, they welcome you with open arms. Now the defenses are down. Now they respect you as a friend.

Now, you still can't come out of the gates firing both guns, saying, "Go buy my stuff! Go buy my stuff! Go to my website!" You have to do it in a more soft, laidback, more hypnotic way. A more accepted way.

But just like I pointed out on Twitter, by writing a simple Twitter post and letting the people who were following me see it, Mandy Evans got a surge in her traffic. That's a tiny little example. There is so much to social media that I'm glad I was able to pick the brains dry of Miss W., because that stuff is priceless.

Dearl: Now to help listeners really wrap their mind around this topic, can we talk more about the story of the Valentine's blog post and what made it so hypnotic? What made it so good for social marketing?

Joe: There are several things going on. From a news release standpoint, I went opposite from the crowd. Now this is important to realize, because in step one of this whole Hypnotic Marketing Formula, I said, "Use the media. Send out a news release."

But most people will do something like, "Ok Valentine's Day coming up..., most people will talk about the different chocolates or the different flowers and why those are important. That's going with the mindset that is already there. So there's nothing unusual about it. People on Valentine's Day, yes they are send flowers, they send cards, they send chocolates. Who cares? There's no news there.

So, I came up with a news release that said, "What about the people who don't have anybody to send chocolates to, or cards to, or flowers to? Or don't have anyone who is going to send them chocolates or cards or flowers...What about them?"

So, I went opposite in the thinking of the public. I wrote a news-release/blog that basically said, "Here are seventeen things to do if you are alone on Valentine's Day." Right there alone, I made myself different. I made the news-release/blog stand out from the crowd. That is an important element.

Forget social media all together and just look at the fact that I wrote a news-release/blog that was different on an important day.

It's almost like on Christmas, when people are going to be talking about the gifts they received, and you send out a news release that says, "Why not to give on Christmas." You'll be going opposite in the way people think. If you go opposite, the media is going to raise their head and say, "What's that one about? What's this guy talking about? What's this girl up to?"

So that is the first step in this. You want to do something different to stand out from the crowd.

This goes all the way back to my “Barnum” days. I wrote a book on P.T. Barnum, [There’s A Customer Born Every Minute](#). I recorded an audio program called, “The Power of Outrageous Marketing.” All you’re doing here is something outrageous. Something different. Something that has a little bit of a spin, opposite from what the public mindset is all about.

So, that is a very important element to this working.

And then the second part of this is, my Miss W., who was my insider teaching me about social media, said to post this the day before Valentine’s Day.

Now, I didn’t know this. I thought I could just post my blog post on Valentine’s Day. She said, “No, post it the day before. Google will research it and catalogue it before Valentine’s Day, and the media will have a quicker chance of seeing it because it’s already out there in the catalogue system.”

She further said, “I will Digg it.”

Now Digg is one those services that maybe your listeners know about, I didn’t always know about it. It’s another one of those social media-like services, where you can show interest in a particular blog post or article by voting on it and other people can vote on it. But you need somebody to vote on it in order for it to get “dugg” in any sort of noteworthy way.

So, Miss W. said that she would digg it, and then she asked her own social media network to go Digg it.

So, because of that, there was a ripple affect, and a hundred and fifty people or so “dugg” that article on what to do if you’re alone on Valentine’s Day. It got “dugg” by a whole lot of people. It went way up in the search engine ranks because it was “dugg” by so many.

And, I actually found out later because Miss W. was monitoring my blog...she said, “Your website got so much traffic, that for about fifteen minutes it actually went offline. It was gone.” I didn’t know that happened, but she was watching it in her catbird seat, making sure that everything was working fine.

So, she “dugg” it, and Google had already listed it, and word of mouth starting kicking in, and people started writing comments on it. Then I also added the news release, which I probably sent out through one of those sites I gave earlier. www.SendToPress.com, maybe.

But the end result was twenty thousand new visitors, one hundred and forty-something “dugg” it, it put me on the map in a different way, I got a lot of new traffic, a lot of new subscribers.

People could subscribe to my blog, they did. A lot of people left my blog to go to my www.MrFire.com site, which is a nice place for them to go, because I have a big sign-up box to put them on my main database list. So, all things considered, this was a win-win-win all the way around and it didn’t cost me anything. I might have spent ten dollars to send a news release out. Otherwise, this was a gravy train.

Dearl: Let’s talk a little bit about how to come up with ideas for hypnotic social marketing. What are some recommended methods for how to come up with idea for blog posts and for other content that you would use in your Hypnotic Social Marketing?

Joe: I will tell you a tip that Miss W. gave me during that interview. She followed up and told me this a couple times. Look ahead and see what the important days are coming up and then write something tying into them.

Now the obvious ones are all the holidays coming up, and maybe you can write about the holidays. But admittedly, a lot of other people are going to write about the holidays at the same time, so it might not be the best bang for the buck. But, there are lots of other days, not just holidays where people take days off, but still noteworthy days.

I'll give you a great example. Miss W. gave me a list of upcoming holidays and noteworthy days for the next couple of months at one point. I noticed that Twilight Zone Day was the same day as Mother's Day. Twilight Zone Day. Now, maybe that means nothing to you, but this is how you come up with ideas. I saw that, and I thought, "Oh my gosh, I met Rod Serling when I was a kid. That was a turning point in my life, and Twilight Zone Day is coming up in a few weeks," at the time I was looking at all of this. So I thought, "I have to write a blog post about that."

Now, this is how an idea comes up. You're looking at things like, what are the upcoming days? Can you tie into them? Can you comment on them? Can you make up something about them? Can you, in any way, shape or form create some sort of funny or emotional or interesting blog post? Can you Twitter or do something tied into it?

So I saw that Twilight Zone Day was coming up, and I thought, "Oh, I've got to tell this story, I've never written about meeting Rod Serling. I've told the story in interviews, but I've never written about it." So, I sat down and wrote about meeting Rod Serling. I worked pretty hard on it. I wanted this thing to be really strong, I wanted it to be hypnotic. I said earlier that I'm a ruthless editor. So I kept writing and rewriting, I added a photo or two of Rod Serling, and I told the whole story.

Then I followed Miss W.'s formula.

The day before Twilight Zone Day / Mother's Day, I posted my blog post. Which meant that Google saw it that day, people could start Digging it that day, and then I told my list about it the next day to help fuel some of the traffic. Again, I had thousands of people go see it, I don't remember how many people went and "dugg" it. This was an easy article to write, it was a fun article to write, it was even therapeutic for me, since I'd met Rod Serling when I was a kid, but never told the story.

So here I am, forty years later, telling the story of meeting Rod Serling so that the social media followers would see it, talk about it and get to know me, like me, love me and potentially buy from me.

So, that's an example. You look around from your life and something happens and you find some sort of insight from it. Or maybe you find that you can tie what happens or what did happen to an event that's going to be coming about. The Olympics is going to be coming around as we make this recording down the road. There might be many opportunities to write about that.

But it's being alert to what the media is talking about. What are the headlines in the newspaper? What does Google say are the top one hundred searches for any particular day? There are all kinds of ways to write about things. I would just recommend that you write with passion, with love, with sincerity, with authenticity and with an eye on being sure that you're interesting to the people who are reading your material.

Dearl: You mentioned that as part of the process, you sent an email to your list, and that's interesting. It illustrates how you are tying in the different facets of Hypnotic Marketing. You're sending a Hypnotic Email that would drive people to your blog post, so they can digg it, which would then give you more authority on the social media site.

Joe: Well, I love doing that because first of all, it's a way to stay in contact with my list, and it's a way to build rapport and relationships with my list.

I have a video blog, and we often put new video blogs up there. They're just little clips of me

behind the scenes, or me meeting somebody, or me making an impromptu conversation with somebody. Any number of things will end up on my video blog. And I will send a note to my list saying, "I just posted three new video blogs on my video blog." "Or I just posted about meeting Bill Phillips." ...or I won't spell it out, I'll just say, "I just posted about meeting one of the heroes in my life. If you want to read the story, go to my blog."

And I will always be sure to say, "It's free, it will only take a few minutes, and you're welcome to share this with friends."

Now why would I say that? I say that because I am reminding people that I'm not selling them anything. I'm building a relationship. All I want you to do is go read my blog or go view the video blog.

Why will I say that it's quick? I say that because I know they are busy. Even though the video might be five minutes long, that's relatively brief. So I am assuring them that it won't take long.

I'm reminding them that it's free because I want to make sure that they know that not only am I not charging them, but this is winning brownie points. This is winning relationship points. This is saying, "Hey, I don't always send you an email that wants to sell you something, I very often give you something, and this is an example of it."

So, that is the obvious thing I'm doing.

The other thing I'm doing is I'm building traffic going to my blog, or building traffic going to my video blog. I'm also educating my list that I have a blog, that I have a video blog, and that I have a podcast. I tell them that. Also, when they go there, many of them will comment on it, Digg it and tell others about it. So I am increasing the possibility of the traffic being multiplied by a simple thing like sending out a brief email to my list about something that they can have for free.

Dearl: You also mentioned "passing it on," about how powerful that is. Or giving people the command to Digg it, because Digg itself is an involvement device. By people going to your site and having them vote for it, they're essentially making the decision that they like it and then that moves them forward in the buying process there too.

Joe: Yes, absolutely. I'm a great believer in telling people or suggesting to people what to do. Research has shown, and this is another important point for your listeners, research has shown that people *will* forward emails if you tell them or invite them to.

You can't assume that when you send an email to somebody and tell them about your blog or you send a news release or whatever it is, you can't assume that they'll pass it to people. They might, but if you say, "Please forward this to family, friends or anybody that you think will be interested," the chances are that they will.

They probably wanted to, but they didn't think of it. You have to help them think of it.

This is also a command, and people do like to be led. This is something that we've just found from trial and error and experience and surveys and studies, that if you just say, "Please forward this to your friends," or even, "You are welcome to forward this to family and friends or anybody that you think would be interested," they more often than not will do it, which is great way to increase traffic to your site, because they are doing the marketing for you.

Dearl: So Joe, now once you have the perfect story idea for a hypnotic social marketing post or social content, what do you do next?

Joe: Well, let's see, there are a few things. You want to look at your calendar and see what's going to be talked about news coming up. And his goes back to what I was talking about earlier, about

looking for important days and holidays and keeping in mind that you're going to have days like Twilight Zone Day. Who would have thought that there was such a day? But it was meaningful for me.

As you look through that kind of a calendar (and you might have to Google "special events" or "calendar of special events," or call a library.) There are such calendars, you want to find that and start looking to see what you can tie into. Because traffic will be pretty heavy on that day and you want to direct it to *your* site.

The second step is to create content for your blog that is relevant and related to some of those upcoming newsworthy events. Of course, you can be thinking about top-ten lists. That works on news releases, but it also works in the social media world. Top ten lists, top fifteen lists, top five lists, and top twenty lists, people love these kinds of things and they are fairly easy to write...you're just creating a list of something.

You can do a little research beforehand to see what does well, if you're not duplicating things.

You might do things like post on your website buttons, so that people can Digg your article and vote for it. They can dig your blog posts and vote for it. This is a great social media thing to do. If you go to my website, www.MrFire.com and look on the left hand side, you can click on the link to my blog and you'll see that I have a Digg button beside every post. That's because I'm hoping that if you like what you just saw, you'll Digg it, which will increase the traffic results and the chances for even more traffic after that.

And you might want to even educate your readers about how and why to Digg your article. I'm still a little slow in doing that, but Miss W. in the interview when she talks about social media, she told me that you often have to educate people. They'll see the Digg button, but not everybody knows what Digg is or what it's for. So, make them part of the process. Explain what Digg is, ask them to Digg your article and even ask them to share it.

If you look at my blog post, at the bottom of every blog post, you'll see a "Share It" button.

You click on Share It, and there will be multiple ways that you can share the blog post. It will let you email it, it will let you Digg it, it will let you do some other things with it that I can't even tell you without looking at it. But if you look at my blog and then look at the top, you'll see the Digg. And then look at the bottom, you'll see the Share It. These are buttons that you can put on your site.

And of course, you want to do things like track the conversations that are going on about your website. If you leave the comments on, I like to moderate my comments so that I don't get Spam comments or any ridiculous comments. But those comments help teach me what's going on on my website. This is important for understanding traffic. Where is that traffic coming from? What time of the day is it coming from? Miss W. said that it's good to put Google Analytics on your website.

I haven't done that yet, but that's going to be one of the next things that I do in the next few days or week. Google Analytics is one of those tools, or maybe it's a plug-ins. If you type "Google Analytics" in at Google, it should come up and you'll be able put it in.

And of course, you want to join a lot of these sites that Miss W. talked about and I mentioned earlier, Facebook, MySpace, Twitter, those are very important at extending your reach and your grasp and making it easy for you to build relationships, and from the relationships, build even more traffic.

So those are some of the to-do's right off my noggin.

Dearl: So Joe, what are your favorite social media sites for hypnotic marketing?

Joe: Well, there are so many of them, and I'm still learning. Miss W. revealed so many in that classic interview with her that I probably have to go back and re-listen to it.

I'm learning to like Facebook. I have a lot of friends there, and to my amazement some of these friends are billionaires that I may never have been able to reach before had I not joined Facebook. So I'm hearing in Facebook from people that I don't know who want to be my friends, and from people who are celebrities who want to be my friends.

So, I find this a pretty fascinating way to reach people and kind of make an inner-social circle of people I trust and who trust me. I'm building a community within Facebook of people that I guess I could really call my friends, and that is pretty priceless right there.

Twitter. Twitter I have grown to love. Twitter is like a micro blog, and I've told a few stories about it along the way here, but if you go to [Twitter.com/MrFire](https://twitter.com/MrFire), you'll be able to follow me around, and you'll be able to see what I'm doing from time-to-time whenever I post something. I follow a few people around that I'm curious about, too.

This is very educational, because if you use Twitter right, you learn from people that you admire about what they're doing. You can find out what they're reading, you can find out what they're watching, you can find out what they're eating, and all of this can be very useful to you. You can grow from that. You can also use Twitter to increase traffic to your website. I used it with Mandy Evans unknowingly. I didn't know that people would go to www.MandyEvans.com, I guess I was hoping to, because I put her website in there.

But I also include websites whenever I do a post with Twitter as a service to people. For example, one day, I said I was watching the movie Transformation, which is about Werner Erhard, the founder of "est." I think it's www.TransformationFilm.com. Now, why did I say that? One is, I'm telling people what I'm doing, but I also think it's a service to the people on Twitter to know how to find what I just talked about.

Otherwise, I think it's a little frustrating.

If I said, "Oh, I'm watching this hard to get movie called "Transformation," and left it at that, I then force those people to have to go Google it and hope they can find it and get to the right site and actually see what I was talking about. If I save them the trouble, I am serving them and I'm marketing the movie.

So I'm learning to love Twitter, I'm having fun with it and so forth.

DocStoc is another one Miss W. gave me that I've enjoyed, I've uploaded a lot of my old books there. If you go to DocStoc and look around under my name, you'll find books, you'll find some articles and some other things. The cool thing there is that you can upload your own hypnotic story or articles or book chapters. People will download them, they'll read them. This is a way for you to get more attention and get people to go to your website. You can build traffic by giving away things on DocStoc.

I'm a great believer in giving away things. I'm the guy who says, "I believe in karmic marketing." You give away now, knowing that in some way, shape or form, it will come back to you in a positive way later.

Flickr of course, is a great site. Miss W. loves that one, because it's good for finding images. I talked to a little bit earlier about hypnotic graphics, hypnotic pictures, hypnotic images being an underused tool. I am a copywriter; I'm a hypnotic writer first. However, I think I'm smart enough

to realize that in a strong, fully empowered hypnotic marketing strategy with all these four steps, you need to have images, hypnotic images that make a difference. You can find them at this place called Flickr.

Then there's Stumble Upon. Stumble Upon is a great way to get publicity and learn about other websites. You can be listed on Stumble Upon and people that are looking for your field of interest, whatever your website is about, can "stumble upon" it.

If you go to Stumble Upon and start just clicking on "stumble upon," it will gradually learn what your preferences are about websites and keep funneling to you the ones that are more and more targeted to what you're interested in.

So, there is so much to know about social media. It's the step four in Hypnotic Marketing, the upgraded version here, what we're calling Hypnotic Marketing 2.0. I just encourage people, if you really want to know about social media, dig into that interview with Miss W. and all the resources we give with Hypnotic Marketing 2.0.

There is so much there, and I'm so new to it, that all I can tell you is that the holy grail is there, the city of gold is there, the traffic stampede that you're looking for is there, that's where you want to go in the social media. It's all revealed in Hypnotic Marketing 2.0.

Dearl: Okay Joe, we're just about out of time today. Before we go, do you have any final thoughts that you want to share with listeners about your new Hypnotic Marketing 2.0 product that is now super-charged with the power of hypnotic social marketing?

Joe: I guess the one thing to keep in mind is that this is an integrated approach. Don't just lean on one leg of the four legs. Remember, all four of them working together is how you sky-rocket everything that you are doing and building a traffic surge that will be just unbelievably huge. But you've got to do all four steps. You have to do Step One with the news releases, Step Two with the websites, Step Three with the email and finally Step Four with the social media marketing. Don't think, "Oh, I only have to do one of them." This is a synergy. This is where everything comes together.

The reason it's called a "strategy," is that it has all these different legs to it that all come together. Yes, news releases are great and you can get results from just that. But if you tie it in to a website, you're going to get better results. If you tie the website into email relationship marketing, you're going to get even better results. If you tie all three of those into hypnotic social media marketing, you're going to get results that are the kind of things you read in case books down the road, because you will break records beyond belief. So, my big tip of the day is, do all four. It's a hypnotic marketing strategy that requires all legs to be walking. That's the tip.

Dearl: This concludes Trafficology's lesson on Hypnotic Marketing 2.0, which revealed Joe Vitale's four-step million dollar hypnotic marketing formula, which is now super-charged with a power of hypnotic social media marketing. To learn more about Joe Vitale and his Hypnotic Marketing 2.0, I highly recommend that you check out www.HypnoticMarketing.com.

There you will find the true story of how Joe discovered the fourth leg of his hypnotic marketing formula as well as more details on how Hypnotic Marketing 2.0 can help you create more traffic in sales for your website.

For Joe Vitale and everyone here at Trafficology, I'm Dearl Miller. Thanks for listening.

LINKS FROM THIS ISSUE

- www.HypnoticMarketing.com Where to get the brand new Hypnotic Marking 2.0
- www.HypnoticGOLD.com Joe's Inner-Circle Newsletter on Hypnotic Marketing
- www.MrFire.com Joe Vitale's Blog & Website
- www.PRWebDirect.com Joe's Recommended Press Release Service
- www.SendToPress.com Joe's Recommended Press Release Service

Joe's Favorite Social Media Links

- www.Twitter.com Micro Blogging Tool Joe Uses
- www.Twitter.com/MrFire Where Sign-Up to "Follow" Joe
- www.FaceBook.com Joe's Favorite Social Networking site
- www.MySpace.com Another Social Networking Site Joe uses
- www.StumbleUpon.com Joe's favorite Social Bookmarking site – learns your preferences
- www.Digg.com Another Social Bookmarking / Social News Site Joe Uses
- www.DocStoc.com Joe's favorite Social Article and eBook Directory
- www.Flickr.com Joe's favorite place to share Hypnotic Images

Other Social Media Sites Joe Uses and/or Recommends:

- www.linkedin.com A Professional Networking Site
- www.Squidoo.com A Social "Hub" – Create a Squidoo Lens (Seth Godin's Site)
- www.reddit.com A Social Bookmarking Site (more mainstream than Digg)
- www.mixx.com A Social Bookmarking Site (even more mainstream than Reddit)
- www.propeller.com A Social News Site
- www.YouTube.com A Social Video Sharing Site

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