

Hypnotic Marketing

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Introduction

To be able to hypnotize somebody is the end result of some very clever language techniques that are carefully structured to coax, force, lead or, more often, trick the mind into giving up control.

Back in the early 90s, when I was first studying hypnosis, I initially learnt each aspect of hypnotic language one at a time. I would spend weeks concentrating on a single aspect making it a part of my everyday vocabulary until I no longer had to consciously think about it.

Hypnotic language structures quickly became a natural part of my communication. Without conscious effort, my writing skills developed, echoing the persuasive techniques of my speech. Others noticed this change long before I was aware of it. I started to receive requests for help from friends with application forms and CVs. Nearly everybody I knew was asking for a written reference and I was soon filling out university applications and helping people to write all kinds of communication.

I was using powerful hypnotic tricks to make a person appear more attractive to a potential employer and subtle, yet suggestively successful subliminal messages to ensure that applications were accepted. It seemed natural at the time, I had been so focused on hypnotic techniques that they had become second nature.

It was not long before people started asking how to do what I was doing rather than simply requesting that I do it! I once again had to become acutely conscious of the reasons for structuring each sentence the way I did. I began to break simple statements down into their smallest components and exhausted every resource at my disposal to really sell it. Doing this allowed me to develop a model for a very powerful and persuasive form of communication.

Back then, aside of hypnosis, I had another hobby. I was involved in pretty much every business opportunity on the market. I never really thought I would become an overnight millionaire and to be honest, I'm not so sure that I wanted to. It was just the excitement of the opportunity that grabbed my interest... I was a marketing junky!

By 1995 I was connected to the internet. It was like a dream come true! I would spend hour after hour glued to my monitor, joining one program after another, all promising instant wealth but very few delivering the goods. I didn't really care, I just

clicked away happily. I was a member of countless online shopping malls and could barely see my browser window due to banner advertising that paid me to surf!

The promised millions never came and the novelty of online business soon lost its sparkle. I had been involved in numerous self promoting schemes that had promised a flood of automatic traffic to my site. I wasn't required to do anything! I kept one eye on my email and the other scoured for new opportunities.

Then it hit me!

If I could do nothing else, the one thing that I was good at was writing persuasive copy. These schemes were no use to me. I needed to promote by myself. I needed to be the one writing the copy, not some fat cat that would see a profit simply because I was a member of their pyramid! I bought a few programs from ebay with resell rights and began my promotions. Classified ads, auctions and email signatures seemed to be the easiest way in and within two months I was consistently generating well over \$800 every month!

Commitment to my computer had taken a step down from its plateau of attention, I had other, more important things to focus on. I was performing more hypnotic shows, I had begun writing my second book, I had made a decision to further my education and I met my fiancée. I was no longer glued to my monitor every waking hour. I was spending little more than a few hours a week online yet I was still generating over \$800 a month! I had found a working formula. Secret hypnotic techniques were paying my bills.

The power of hypnosis has changed my life in more ways than I ever thought possible. If you are reading this then I am guessing that you, like me, also have a business to promote. Perhaps you are involved in some money making opportunity that simply isn't generating any interest. Perhaps you need the power of hypnosis too.

Hypnotic language

There are many hypnotic language structures that we are going to discuss here, to help get you familiar with the terminology, they are listed below. We will go into each technique in a little more detail in a moment.

- False choice
- Linguistic bridges
- Negative processing
- Presumption
- Rapport
- Subliminal messages

These techniques are essential for successful hypnosis and very useful in general communication. By applying each technique to a carefully constructed sales letter or promotional email, you will be able to increase the power of your message, making your sales letters even more profitable! The easiest way to apply these hypnotic

language techniques is to break your sales letter down and work through it, adding each of the techniques one at a time. We'll now go through each in turn. As we go through the following sections keep your sales message in mind and if you come up with any ways that you can use the techniques in your business make a note of them so that you can tweak your sales copy later.

False choice

Using False choice allows you to trick somebody into thinking they have a choice about a decision by offering them a deceptive alternative. Once you have decided what you would like somebody to do, think of at least two ways they can do it and then offer these as a choice. During a hypnotic induction this could manifest in a question such as, 'Would you like to go into trance now, or would you like to learn a little more about the induction process before you go into trance?' The question is giving the subject the choice of 'now' or 'later'. Allowing people to make a decision in this way gives them a sense of control. The real question, 'Will you go into trance?' has already been answered.

This simple technique can be utilized in countless everyday situations. It is especially useful on children. 'Do you want to do your homework now and watch cartoons once you have finished it? Or would you prefer to watch 30 minutes of cartoons now and then do your homework?' Try it yourself; you may be very surprised by the results!

But how can this technique help your business? First you have to decide what it is you would like somebody to do. For an example, let's assume that you would like someone to join your latest multi level marketing business opportunity. The object is to get them to join, so how many ways can you think of that allows them to do this?

The most obvious choices are time, status and more information. Let's take a look at each in turn.

Time

They could join now, or they could leave it until later. When your potential customer reads a promotional email they are going to do one of three things. Delete it, sign up or save it. The chance of them saving the email is very slim and if they do, the chance of them ever looking at it again is even slimmer!

You can make things appear a little more urgent here to encourage people to sign up immediately. Most internet marketing programs offer a greater chance of profit to the initial members. Ask them, 'Would you like to join now, secure in the knowledge that you are becoming a member as high up the pyramid as possible! or perhaps you would like to take a little time to consider all the benefits before you sign up'

Your choice of 'now or later' is designed to make them feel more comfortable. If they pick later, there is probably very little chance that they will actually sign up. Yet by simply offering the choice you are increasing your chances or them choosing now. The reason this works is because the real question 'Will you join' is already presumed, the choice of now or later diverts the customer's attention from this presumption. So their mind becomes compliant with the idea of being a member as it

now has to focus on the decision aspect. This is where logical reasoning comes to the rescue. If they have already decided to join, they are presented with two alternatives as to how they can do this. Logic will suggest taking the most beneficial choice. In this scenario the most beneficial choice would be the one that would ultimately lead to the highest profits and that is to get as high up the pyramid as possible!

So why not just mention the benefits of joining without the decision of when? Why not simply say, 'Here is my program, these are the benefits to joining as high on the pyramid as possible'? Your potential customer is then looking at a very different decision, 'Do I join this program, with these essential high pyramid benefits, or shall I give it a miss?' the focus has been taken away from the time and drawn to the actual process of joining. The chances are the email will soon be in the trash!

To summarize, you are not offering the choice of now or later so that they can take a few days out to think about it, you are offering the choice to mask your presumption that they are going to join at all! Make them think that they are in control; they will believe that *they* have made the right decision in joining now because of all of the benefits of being as high up the pyramid as possible, they will not have noticed that the true decision was to join or not to join and that it was your cunning sales letter that made that decision.

Status

Another choice you can offer to distract the attention from the question of whether to join or not is one of status. Most MLM type programs have at least two levels that you are able to sign up to. Let's assume that the program we are promoting here has a free membership offer and a pro membership offer. Naturally the pro membership is going to have greater benefits than the free one. But this does not mean that the free one has nothing to offer. Offering the choice of free or pro increases your chances of getting them to join. If they choose the free option then you have them hooked. At this point you should contact them explaining the benefits of upgrading to pro membership!

As with the choice of now or later, the main reason you are offering free or pro is to distract attention from the real question of joining or not. Of course, you will display a whole host of reasons why pro is better. This will result in a decision having to be made between free, with a few benefits, or pay for pro membership with lots of benefits. In this situation the potential customer will weigh up the cost of the pro option against the amount of profit the pro option will generate over the free option.

You will have to really sell the pro option to tip the scales but, at the same time you still want the free option to appear attractive. List the benefits of both and, using that information alone, see where your scales of profit come to rest. It will help to make use of 'buzz' words such as; secret, revealing, wealth, success, etc. when describing the pro option. With the free option state the facts as they are, do not over hype them.

More Information

People work hard for their money, and they are not going to part with it if they do not know what they are buying into. Give the customer the choice, 'sign up or find out more'. There are two ways of receiving more information, that which is available immediately and that which your customer will have to wait for. By providing an email or postal address as the only forms of gaining more information you are causing your customer to wait unnecessarily. When conducting business online people want immediate results, if they are going to have to wait for an email to arrive they will lose interest and look elsewhere.

A great way to provide more information is to use an auto-responder service such as Aweber. By doing this you not only harvest a potential customers details, you also satisfy their need to know something immediately and it allows you to present your sales message while the prospect is still hungry for your product.

Another option is to display your telephone number. This does a number of things and it is for you to decide if it is right for you or not. Providing a telephone number tells your customer that they are dealing with a real person, they are comforted by the thought that they are able to contact you should something go wrong. It also adds credibility to your advertising, making you appear more organized and honest. For some, a telephone number is a way of receiving more information immediately, others share their telephone line with their modem and if they are reading your advert they are likely to be online and unable to make a call!

Of course, displaying your telephone number for all to see over the internet is not always a good idea. Nuisance callers, pranksters and stalkers have access to the internet too. Not to mention every other time zone on the planet! Do you really want to receive calls in the middle of the night?

A alternative option is to provide a number to a second line and to have it connected to an answering machine with a professionally recorded message about the program or business you are promoting. Spend at least an afternoon compiling your message. List the key points you want to include and write down a collection of ideas that include these. Read them out into a tape recorder and listen back to it to see how you sound. If you have a regional accent that is difficult to understand you may want to get a friend to record the message for you. Make sure it sounds clear, friendly and professional. If your business phone rings while you are free to take a call then pick it up! Everyone prefers to talk to a real person than a machine! However, if you are going to communicate directly with your customers, you will need to be completely bullet-proof! You will need to be able to answer any question they throw at you. If they catch you out and you are not sure of an answer do not lie! Let them know that your are unsure and tell them you will find out the information and get back to them! Customer service is paramount on the net because the option of going elsewhere is extremely easy!

A useful alternative to providing your telephone number is to provide your IM details (such as msn, facebook, myspace or gmail account etc.). This will allow others to communicate directly with you. It will also provide them with a way of finding out a little more about you! People love to snoop, and poking around in your IM profile will

be extremely tempting! It goes without saying that you must be careful of the content of your user information. If you have a risqué weekend hobby perhaps this is not the place to broadcast it! You may like to create a new IM account solely for business use. However, make it appear as though it is your personal account. List your positive hobbies, interests and qualifications etc.. This will allow your customer to get to know you and they will feel more comfortable making a purchase or joining your program.

Moving on to the more desirable instant further information, you are able to display this in a number of ways. You can include a link to a web site with more information. An email address linked to an auto-responder that will send out the information immediately or simply include it further down the page!

One of the most effective ways of offering the choice of 'Sign up now or Find out more' is to provide a little information then a link to sign up, followed by a little more information and another link to sign up and so on. This will allow for two personality types to sign up without frustration. Some people will want to join immediately and will become frustrated having to wade through pages of information to find the sign up link, whereas others will want to know everything before making a commitment. These people will appreciate the information being readily available.

When using this method, remember that your intention is to distract attention from the question of signing up or not bothering! It is no good to simply insert a signup link after every block of information. Offer them a choice, 'Signup here or find out more', 'Join now or read on' etc.. In the first example the word HERE would link to your signup form. To make the option of finding out more appear to be more of a choice it is a good idea to link the word MORE to the following block of information using an anchor link.

An alternative method of requesting information could be to fill out a form. Customers enjoy filling in forms and surveys, they offer a form of interaction that makes a sales page more dynamic. Ask them a few questions that relate to the nature of your business and ask for a contact email address and name. Once they have completed the short form you can include two submit buttons, one to simply submit their information and the other to submit and join. Tell them that you value their opinion to make them feel important. If the customer clicks on the submit only button have then redirected to a web page outlining the benefits of joining now.

A 'submit and buy' button is an incredibly powerful sales tool as your customer will have just been very involved with your form and interacting with a website substantially increases the possibility that a person will order. So you are putting that option in a place where they are extremely receptive.

To summarize, the option of more information is intended to distract the attention from the option of joining or leaving. If the customer chooses more information make it available as quickly and easily as possible, provide useful accurate information that will encourage them to join your promotion. Spice things up if you like with a little interaction using forms or make things more personal by providing a telephone contact.

Linguistic bridges

A linguistic bridge is a word that links two statements together. The first of these two statements is a factual statement. The second would be a desired situation or outcome. By linking statements in this way, the second of the two becomes more readily accepted by the subconscious mind.

There are a number of different linguistic bridges that you are able to use and these vary in strength. The weakest of these links is the word 'and'. Next are words such as, 'as, when, during and while'. The strongest links are words like, 'makes, forces, causes and requires'.

In hypnosis the weakest link would be used near the start of the induction process. As the trance progresses stronger links would be used. It is simple to add the power of linguistic bridges to your sales letter, just choose two statements. The first should be factual and the second a desired outcome, then link these with the required strength of linguistic bridge, remembering not to jump in with the strongest of links straight away.

One of the best ways of incorporating linguistic bridges is during pacing and leading, we will come to this later in the rapport section.

Negative processing

Negative processing is the term given to the way we process a negative suggestion. The best way to see how this works is to just do it. Read the following sentence very carefully.

"When you come to the end of this sentence, DON'T think of your left hand!!"

Well, what did you think of? The chances are, if you were paying attention, you thought of your left hand, but that is exactly what I asked you not to do, so why did you do it? To understand what not to think about you first have to think about it in order to know what it is you should not think about!

Negative processing often works against us, causing all kinds of arguments and problems. It is this method of thought processing that causes the dog to go hungry when somebody tells you, 'Don't forget to feed the dog before you go to work!' Half way to work and you suddenly realize what that nagging, 'I'm sure I was supposed to do something' feeling was!

Just as you had to think of your left hand to know what you were not supposed to think about, you had to forget to feed the dog in order to know what you should not be forgetting!

Of course, sometimes forgetting for just a moment is enough, we might imagine the dog whining for food all alone in the house and suddenly think to ourselves, 'I must remember to feed the dog before I set off.' Now, if somebody had told you to,

'Remember to feed the dog before you go to work.' the chances of the dog going hungry would be greatly reduced! Forgetting to do something is perhaps the most common example of the way negative processing disrupts our daily lives. However, a close second is misbehaving kids! Parents drive themselves crazy ordering their disruptive kids not to do one thing or another and, you've guessed it! The kid goes right ahead and does what they are not supposed to, just so that they can understand what it is!

This backfired on me when I was a child. My father had just had a set of word carving chisels sharpened and he noticed me looking at them, 'Don't touch those chisels!' he ordered before leaving the room. Now, I wasn't trying to upset him and I certainly wasn't going to touch them just to be naughty. But, I simply had to touch them! I pressed the end of my finger into the razor sharp chisel and... 'OUCH!!!' The chisel sliced straight through to my bone and my finger began to pour with blood. I had been told not to touch them and I figured I would be in big trouble if anybody found out that I had. I escaped to my bedroom holding my finger together inside a blood soaked towel! The scar serves as a painful reminder to the power of negative processing!!

During hypnosis, negative processing is often used to fool the subject into following a suggestion that will aid the induction process. Examples such as, 'I don't want you to lose awareness of your body' and, 'Don't go into trance just yet' are commonplace in successful inductions.

We can make use of negative processing in many ways when we are creating a promotional sales letter. 'I don't want you to sign up to my program right now, first take a moment to consider these great benefits' is a particularly useful statement as it not only includes the negative thought process to sign up immediately, it also appears to take the pressure away from forcing them to make a decision, allowing them to come to their own conclusions on when they would like to join.

Statements such as these also allow you to include false choice and linguistic bridges, making them even more powerful. Basically, to construct a negative thought process that works in your favour, think of something that you would like your potential customer to do and then ask them not to! But.... This alone would look a little silly. To solve this problem simply add a time factor to the end of the statement such as, 'just yet'. In the example above we used, 'right now' as the time factor. This allows us to load that sentence with a subliminal message that reads, 'sign up to my program right now!' we will go into how to do this later.

Presumption

There are certain things that you can safely presume about a subject that is about to experience hypnosis. If you have the ability to pick these out, you gain credibility with the subject. A presumption can be used as a factual statement when constructing a linguistic bridge. It is also an essential part of gaining rapport with the subject. During hypnosis it is usually safe to presume that the subject is curious about the trance state. You would be safe to make the presumption that their legs feel slightly warmer where their hands rest upon them and that the breath that leaves their nostrils is slightly warmer than when it entered.

These presumptions are fed back to the subject in a way that deepens the trance state. Some subjects believe that hypnosis is some kind of mystical mind magic and they will readily interpret the presumption as telepathy or mind reading. In such a case the subject will condition themselves to accept anything the hypnotist says.

Presumptions also have a place in your sales letter and this will become apparent in the following section on gaining rapport. For now, we will simply look at a few presumptions that can be made regarding your potential customer.

The most obvious and safest presumption that we can make is that they have a computer and it is connected to the internet. Of course, this may not be the case, they may have received your ad through a web TV email service or be using a library, internet cafe or a friend's computer. But to presume they have their own computer and are connected to the net would be true in most cases and this makes it a safe assumption to make.

Depending on where you got their email address allows you to make a presumption as to what their involvement is online. If it was collected in a FFA posting or other business source it is safe to presume that they are trying to make some money online. If you are to presume that they are trying to make a living from their computer then you can also presume that they want to break away from the rat race, that they are a forward thinker and that they believe they can do better. Not many people meet with success in the initial stages of online business so you can presume that they have already tried a few programs that have not worked out as desired. It is usually safe to presume that they would like to quit their regular job and who doesn't want to increase their income?

Your potential customer is very probably walking the same path you did, so think back to what has happened since you started searching for an alternative income.

Rapport

We use rapport to gain acceptance. Rapport allows two individuals to bond, by realizing which characteristics or personality traits they both share. Rapport is most often seen in the mating game, especially as a new relationship begins to blossom. A couple will subconsciously act like one another in order to gain acceptance and admiration. This process works because the mind comes to the conclusion of, 'this person is like me, therefore, I am like this person... I like this person!'

People gain rapport subconsciously by steering the conversation towards the interests of the other party. Small talk is initially used to fish for a common interest and this is then exploited as two people enter the mating ritual of exchanging similarities.

During hypnosis rapport is used consciously to help relax the subject. As the hypnotist gains rapport by subtly mirroring the actions of the subject, the subject becomes more comfortable with the hypnotist and is able to relax more easily. During an hypnotic induction there are many ways that a hypnotist can use to gain rapport. Subtly mirroring body movements or posture, matching voice tonality, even gently tapping upon the desk in sync with the rise and fall of the subject's breathing.

Rapport serves two main functions, to gain acceptance and to pace and lead a client in a specific direction. Using rapport to gain acceptance with your customer will allow them to feel more comfortable with you and increase the possibility of them signing up to your program.

As you do not have your potential customer sitting before you, you will be unable to fish for common interests and it would be impossible to attempt to mirror their actions or match their breathing pattern. So you need to make use of a few presumptions, we have already discussed some of the possibilities in the previous section. By incorporating these into your sales letter your customer is able to connect with you and your sales letter is elevated to the level of friendly guidance!

During my introduction I used a rapport building scenario by describing some of the things I have been involved in. I did not simply write that because it is true, I wrote it because I think that you will be able to relate to it. I used to be an entertainer, performing children's parties, fire-breathing and working as a disc jockey, this led to a career in stage hypnosis that developed into what I do today. I could have told you that instead. It is a true account of my history, but it holds little relevance to somebody that would like to boost sales by making use of hypnotic language.

My first book, a guide to stage hypnosis entitled 'How to Hypnotize', does contain that slice of my experience because it has relevance to the readers and helps me to gain rapport early on in the book. In that case I make no mention of my years of entrepreneurial endeavours as they are not relevant to my target audience.

You will initially want to gain rapport with your customers in order to gain their trust. If they think that they are like you, they will automatically like you and your chances of making a sale will soar. A word of caution here, although you want to gain rapport with the customer you do not want to depress them! Do not come across too negative, if programs didn't work there is no need to be all doom and gloom about it. During my introduction I spoke of a few programs not working for me, I could have focused on my hideous overdraft at the time or perhaps my credit card bill. Instead I chose to focus on the exciting side of not making it as an internet marketer - the addiction of it all!

Although I was describing my failures in an attempt to gain rapport with you, I still kept the entire focus positive. The only negative sentence, 'The promised millions never came and the novelty of online business soon lost its sparkle.' contains the words novelty and sparkle. I specifically selected these to lighten the mood and distract from the negativity.

To summarize, put yourself in your customers shoes, think about the things that they are experiencing and then tell them that you had to go through them too. You don't need to lie, we all have a vast resource of experience to choose from, simply select what is most relevant to the situation.... and remember to keep a cheery smile as you do!

Patterns of thought

Back in the 70's two budding psychologists and motivational speakers, John Grinder and Richard Bandler, were being praised by a student after attending their lecture. The student made a few remarks about the lecture content and how he could really 'see' what they were talking about. Once he had left, Richard and John commented on his choice of words. How can somebody 'see' what someone else is 'talking' about? They toyed with the idea of the way we perceive information and made a very interesting observation.

Like that student, some people would say that they could 'see' the information, some confessed to hearing it, making statements such as, 'that "sounds" good to me', while others expressed 'feelings' as a method of assimilating information, this group would make statement such as, 'I have a gut feeling about this', or, 'I could really "grasp" on what you are saying'.

John and Richard spoke with many people and made notes on the statements they used; this allowed each person to be categorized as a visual thinker, an auditory thinker or a kinaesthetic thinker. Each member of each group was given a coloured card to indicate which group they belonged to. They were then instructed to find someone that they did not know that had the same coloured card and have a conversation.

As the matching couples chatted an instant rapport was created, they naturally clicked! They were comfortable in each others company and the conversations were a social success. Next, the people were told to find another stranger to talk with, this time with a different coloured card. The results were a very different story. The couples demonstrated little rapport with one another, negative body postures were adopted and the conversations were an annoyance to the participants.

This chance discovery led to the development of NLP, one of the most useful and powerful communication techniques of the modern therapist. It also served as an indication of the power of rapport. To benefit from this knowledge the therapist will ask probing questions of the patient. Once the thought processing methods are uncovered, the therapist adapts their own methods to match those of the patient, thus creating a greater sense of rapport.

Naturally, you are in no position to ask each of your customers such probing questions, and changing your website to suit each visitor would be ludicrous. However, you need to be aware of these subtle methods of describing our thoughts. If you are primarily a visual thinker and you include nothing but visual references in your promotional material you are risking losing two thirds of your potential customer base. With no conscious knowledge of why, every auditory and kinaesthetic thinker that comes across your site will simply sense that it is not for them! You will have created a negative rapport.

There are two ways of avoiding this situation, one is to steer clear of all phrases that would fit a single group and instead opt for a more ambiguous description. This, however, portrays a more clinical approach, making you appear less human, perhaps not a good thing when you are trying to make a friend!

The other method is to be extremely conscious of your word choice and cater for all three groups. Be sure to include visual, auditory and kinaesthetic references throughout your sales pitch. This will give you a lot of scope for repetition, which will also help your sales. If you are sending out emails you may want to create three emails, each targeting a different group. This will allow you to create a stronger sense of rapport with your prospects. If you have a safe list that you are able to mail to each day, rotate the emails so that your list members receive all three. It is very probable that they will not notice any difference.... at a conscious level ;)

To help you create a sales message that each group can connect with, here's a quick overview of the main thought modalities used.

Visual thinkers are visionaries, artists, quick thinkers or designers etc.. They tend to speak fast, as they are describing images as they flash before their inner vision.

Auditory thinkers like to chat on the phone! These are the musicians. Watch their lips as they read, they are often found talking to themselves and sub-vocalize inner thoughts, a myriad of voices occupy their mind.

The kinaesthetic thinkers can appear slow and lethargic during conversation; they need to connect with their inner emotions to reach decisions. These people have a fantastic amount of control over their physical body and their emotions often govern a situation.

None of these personalities are any better or worse than the others, they are simply different. Using this knowledge will help you to develop adverts for ezine publications that target a set personality group. If your ezine is going out to sports buffs use a kinaesthetic approach, for an artistic ezine opt for the visual methods and for a musically orientated ezine go for the auditory.

This may seem like a lot of effort for such a subtle difference, but it is the subtle things that make the difference. If you want to boost your sales it is worth it. Rapport is a fantastic way of gaining someone's trust. But it also has another more powerful use...

Pacing and leading

When we pace someone we are gaining rapport with them. Once this rapport has been established you are able to gently lead that person in a desired direction. You can see how this works in an everyday situation in you observe two friends that have a strong rapport engaged in conversation. If one of the pair alters their body posture the other soon follows to match them. By doing this the couple remain in rapport with each other. The movements are often subconscious, yet they can be very profound.

The benefits of pacing and leading allow you to create a bond with your potential customer and then lead them in a desired direction that will increase the chances of you making a sale. As an example you may like to initially establish rapport, by pacing your customers experience using the methods outlined above, and then use emotionally descriptive techniques to promote a sense of excitement about your product, if your rapport building exercise has gone well, then your customer will

follow your lead and become increasingly excited about your product and as a result, be more inclined to make a purchase!

It is important that you do not make a sudden leap from one extreme to another, make the changes subtle, this can be achieved using varying strength linguistic bridges. Open your sales letter with a rapport building scenario to pace your customer's experience. This could be something connected with your attempts to make money on the web, let's use my example from the introduction. Once you reach, "...soon lost it's sparkle.", you will want to introduce your program or offer.

You can do this using the weakest of linguistic bridges, 'and'. For example, "I was beginning to think that I would never make it as an internet marketer AND then I received details of the XYZ program!" From here you can increase the rapport using further pacing statements and link these, with increasing strength linguistic bridges, to leading statements suggesting where you would like the customer to go.

Your customer will have been made false promises about potential earnings in the past. So, you are able to include the presumption that they are still a little sceptical. By incorporating this into your anecdote you will increase the level of rapport. You could continue along the lines of, "I had been made promises of easy earnings before, so I was still a little sceptical, but this time things appeared different AND my curiosity in the program began to grow." By including a statement such as this you are making the suggestion that this program will somehow be different to the ones that your customer has tried before. Linking this suggestion to the statement about curiosity will help to develop a sense of curiosity in the program, this will help to increase your chances of making a sale.

Moving on to the second level of linguistic bridge, words such as, "As, when, during and while" allow you to incorporate a few suggestions to join the program. For example, "I was intrigued, but still unsure AS I decided to sign up."

Reaching the strongest level of linguistic bridge, you can include pacing and leading statements to reassure your customer that signing up to your program is the correct thing to do. For example, "Once I had signed up, the program was simple to follow AND the promised wealth did materialize MAKING me realize that I had made the right choice in joining."

All of these statements have the potential to contain powerful subliminal messages that will help you to encourage your customer to sign up to your program. We will look at how to incorporate these in the following section.

Subliminal messages

Perhaps one of the most powerful and easiest methods of influencing your customers is through the use of subliminal messages. These are easy to administer and can be very powerful. Imagine for a moment that your subconscious mind is a computer, happily processing all of the information it receives without question. To access this computer a suggestion must pass through stringent credibility checks. Every statement, order or suggestion is analysed carefully before either being passed through for processing or rejected. Subliminal messages work because they

operate at the threshold of awareness allowing them to bypass the credibility check and gain direct access to the subconscious computer!

To achieve this you must use subtle techniques to separate your subliminal message from the rest of your information. Before we look at how this is done, read the following statement very carefully and notice your response. It contains a subliminal message that is designed to make you do something.

"Armed with powerful hypnotic techniques, internet marketing has been an uplifting experience for me. It seems I will soon be earning more than I can handle, yet I am only beginning to scratch the surface! Who knows where this could lead?"

If 'anything' happened (or happens in the next few minutes), make a mental note of it for now and I'll come back to this in a little while.

Using the same technique as the example above lets take another look at some of the suggestions we included in the pacing and leading section, this time highlighting the subliminal possibilities.

"I had been made promises of easy earnings before, so I was still a little sceptical, but this time things appeared different and my curiosity in the program began to grow."

Here we single out curiosity and grow, with the intention of raising the customer curiosity in your product or program.

"I was intrigued, but still unsure as I decided to sign up."

"Once I had signed up, the program was simple to follow, and the promised wealth did materialize making me realize that I had made the right choice in joining."

Here we have three opportunities to include a subliminal messages suggesting that the customer sign up or join. You are not limited to simply picking out a word or two, you can decide on your subliminal message and then fit you text around it. This is what I did with the example I gave you earlier. You might choose to have the subliminal message, "You want to sign up to my program today" hidden within your text. You could include this is the following innocent looking paragraph.

"If you are anything like me, you have probably joined many programs already and may not want to add another to the list. But this is different! Even if you are already signed up to a hundred internet marketing programs I encourage you to take a serious look at this one. My bank balance has tripled since joining this program! And it continues to grow everyday!"

Here the words are singled out to highlight the hidden message, this may be done by changing the colour of the text very slightly. Keep the changes subtle, even if you can barely notice it consciously, your subconscious mind will spot the difference and pick out the hidden sentence. We are simply using red here for clarity.

If some instances it would not be possible to change the text in this way, such as plain text email correspondence. Here you may like to change the overall format of the text to highlight your message in a different way, for example:

You have probably joined many programs already and may not want to add another to the list. But this is different! Even if you are already signed up to a hundred internet marketing programs I encourage you to take a serious look at this one.

My bank balance has tripled since joining this program! And it continues to grow everyday.

Here the hidden message is contained in the first word of each new line, 'You want signed to my program', would be spotted by the subconscious mind and result in the customer wanting to sign up to your program!

There are many ways that you are able to single out certain words to create a new sentence that will be accepted by the subconscious mind. However, it is important to keep these differences subtle.

Subliminal exercise

The statement that you read before contained a subliminal message for you to scratch your nose. This was achieved by picking out certain words from the rest of the text by using a different colour. As not to draw conscious attention to the message, the colour used was a very dark blue. Here is the message again with the words highlighted in red.

"**Armed** with powerful hypnotic techniques, internet marketing has been an up**lifting** experience for me. It seems I will soon be earning more than I can **handle**, yet I am only beginning to **scratch** the surface! Who **knows** where this could lead?"

As you can clearly see, the words, 'Arm lift hand scratch knows' are singled out. When you originally read the statement, your subconscious mind will have noticed these words and picked them out from the rest of the text. It would have then constructed a new statement using these words. As this statement was constructed by the subconscious mind it would not have to go through the usual creditability check and would therefore be acted upon. Your subconscious mind would interpret this statement as an order to lift your arm and use your hand to scratch your nose.

Did you scratch your nose? If you didn't then you may be one of very few people that are not suggestible to this kind of subliminal persuasion. Most people do scratch their nose and this same technique can be used to encourage most people to do almost anything! However... a quick word of warning! I personally don't use subliminal messages in my advertising because it's unethical and in many places illegal. But... It's interesting to know and I'm sure you will use your own best judgement as to whether or not it's something you should do. Incidentally, as with all the tips in this book, use them at your own risk! I can accept no responsibility for how you use this information and only offer it to you for informational purposes ;)

I hope you've enjoyed this short introduction to hypnotic marketing. There are many other little tricks too! The more you learn about hypnosis and NLP the more you'll find that your ability to communicate on every level develops and you'll quickly become a very effective sales person.

Take care!
Steve.

PS. One final quickie I'll leave you with is what I call the 'YES Clicker!' I developed this years ago when I took a job selling insurance and mortgages to test out some hypnotic language patterns. As part of my presentation I used a flip book and a pen as a pointer. I always carried a Parker pen with a 'clicker'. Throughout the presentation, whenever the client gave me a really genuine 'Yes!' I casually clicked the pen... I obviously knew when to expect a 'Yes!' so I was always ready... seemingly just playing with the pen during the presentation.

During a typical presentation the client would say yes 7 or 8 times and each of those were anchored to the clicking of the pen. Later, when filling out the application form I clicked the pen every time I wanted a yes response. Doing this alone substantially increased the percentage of people that opted for additional products or services such as home insurance, which in turn increased my commission!

It's a very simple little way to boost sales with practically no effort or preparation! Just buy a pen that clicks and you're good to go!

For more information on hypnosis please visit:
www.inducingtrance.com