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Will Reed's Guerrilla Marketing GENIUS

"Wake up your brain, learn how to earn!"

***Hypnotic writing
is spellbinding,
unforgettable,
and is filled
with imbedded
commands.
Joe Vitale***



Drawing by Dilip Mukerjee

***Any thought that
is passed on to
the subconscious
often enough and
convincingly
enough is finally
accepted.***

**Robert Collier
(1885 - 1950)
US success author**

Hypnotic marketing

Most people would rather be led than forced. As marketers, we need an ethical alternative to the conventional approach of beg, borrow, or steal.

Hypnotic marketing is the answer. It is an accessible and compelling approach to marketing pioneered by Dr. Joe Vitale. It starts with copywriting, but empowers every aspect of marketing that relates to communication.

It will excite your passion for your business, and the enthusiasm is contagious. It is a modern application of an ancient art, and is well within your reach. Market share starts with share of mind.

Captivating your customers

1. *Speak to the subconscious*

If all of your communications are directed to the conscious, rational level, you will not be effective at persuading people. Communication is more psychological than logical.

When the mind is relaxed the subconscious is more open to suggestions, more willing to imagine and experience. Of course to be effective in the long run, you must deliver on your promises.

2. *Find the psychological triggers*

Advertising and marketing entrepreneur

Joseph Sugarman popularized the term *psychological triggers*, the key mental factors that motivate, influence, and persuade.

He identifies 30 triggers, including credibility, curiosity, desire to belong, proof of value, simplicity, and storytelling. Learn what makes people tick. Then apply it to your business and your sales will go up.

3. *Rhythm and repetition*

Write headlines that use rhyme or alliteration. Appeal to visual, auditory, and kinesthetic senses. Use an assortment of marketing weapons. Be consistent and patient in your marketing.

People seldom buy on impulse alone, but only after dozens of exposures to a marketing message. You can increase your chances of getting through if you use rhythm and repetition.

4. *Create a state of flow*

Psychologist Mihaly Csikszentmihalyi developed a *Flow Theory* of human consciousness that explains the trance state that we enter when we transcend the ordinary states of boredom or anxiety.

We live increasingly in an experience economy, where shopping itself is an attempt to escape boredom and anxiety by entering a flow state. Hypnotic marketers will have a home court advantage.

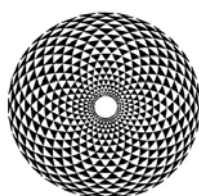
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Persuasion is better than force.

**Aesop
620 BC~520 BC**



Make the truth fascinating.

**Leo Burnett
Advertising
genius**



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5. Use gentle persuasion

In Aesop's fable of the North Wind and the Sun, the warmth of the sun proves more powerful at persuading the traveler to remove his cloak than the force of the cold wind.

Gentle persuasion is common sense, and permission marketing makes uncommonly good sense. North Wind marketers will not only alienate potential customers, but may even be forced to pay penalties.

Take your lessons from the Sun.

6. Learn from the masters

Do you want to use hypnotic marketing in your own business?

Let me introduce you to the world's best, people who can help you transform your business now. Follow me and find out more at: <http://gmarketing-genius.com/hypnotic.cfm>

Resources

Hypnosis dates back to the 1700s. It has a scientific base, a fascinating history, and a popular fascination. For a good introduction with links visit: <http://science.howstuffworks.com/hypnosis.htm>

Mind over Matter, article by Jay Conrad Levinson on psychology in marketing at: http://www.findarticles.com/p/articles/mi_m0DTI/is_n2_v26/ai_20354609

Hypnotic marketing is an emotional appeal with rational support. It works best when directed to what people actually want. For a list of 51 reasons why people buy, visit: <http://gmarketingcoach.com/Whybuy.htm>

Interview in *Wired Magazine* with psychologist Mihaly Csikszentmihalyi on Flow and marketing in web design at: <http://www.wired.com/wired/archive/4.09/czik.html>

How to Persuade People Who Don't Want to Be Persuaded, by Joel Bauer and Mark Levy. A book on how to persuade by making your message entertaining. A gem recommended by Anthony Robbins and Joe Vitale. Visit: <http://www.amazon.com/exec/obidos/tg/detail/-/0471647977/104-1661821-4572713?v=glance>

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