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# Will Reed's Guerrilla Marketing **GENIUS**

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

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November 2004

## **Subconscious persuasion**

*Hypnotic writing is intentionally using words to guide people into a focused mental state where they are inclined to buy your product or service.*

**Joe Vitale**

*If you don't persuade the subconscious mind, then you persuade at your own peril!*

Positive synonyms for *persuade* include: convert, entice, promote, seduce, win over, encourage, motivate. Negative synonyms for *persuade* include: brain-wash, cajole, force, hard sell, hook, snow job, work over.

Which approach will get better results? The response is mostly subconscious—the impression lasting. You can sharpen your sales sense by learning how to induce a trance state.

People make purchasing decisions emotionally, then justify them logically.

Emotional decisions are made in a trance state, aware and receptive. The trance state is similar to that of reading, driving, watching a movie, or staring at the fire in a fireplace.

## **Getting your message across**

### **1. Edit your message—Less is more!**

Words communicate only 7% of your message. An excess of words and logic can have a negative effect. People turn off the volume and make their judgment on body language and non-verbal cues, which may not match your words.

Your marketing messages must be tightly edited for maximum impact. Don't make your words work overtime.

Good marketing messages are hypnotic, and gain momentum over time.

### **2. Create a kit of marketing tools**

Guerrilla marketers work from a list of 100 marketing weapons or tools, many of which have a verbal element.

Your unique selling proposition (USP), elevator speech, tag lines, headlines, the title on your business card, your product name, all are worth serious thought.

Opening and closing lines are particularly important. People are more likely to remember what comes first and last.

### **3. Let your body talk**

*The Kinesthetic Speaker: Putting Action into Words* is a best selling article by Nick Morgan that appeared in the Harvard Business Review, on how to get action through speeches and presentations.

The key is using non-verbal communication to reinforce verbal messages. To be successful, rhetoric must be grounded in kinesthetic communication.

### **4. Develop real rapport**

Rapport is another word for good chemistry between people. Sometimes it happens naturally, and sometimes you have



**Hypnotic trance**

*You can't go very far in business without learning a little hypnosis.*

**Dan Kennedy**

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***When a person is unable to generate rapport with someone else, then no relationship of any significance can take place.***

**Kevin Hogan**



***Study the spiral***

***Omit needless words. Vigorous writing is concise.***

**William Strunk and E.B. White  
*Elements of Style***



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to work at it. It shows in the way you walk and talk, and you cannot fake it.

Before you launch into your sales presentation, be sure to mentally include everyone in the room. Break the ice by setting people at ease in your own manner.

Rapport works at a subconscious level, and it is vitally important in sales.

### **5. Study the spiral**

Study the spiral, in nature and in architecture. The spiral form is quite hypnotic, and *makes sense to the brain*.

Trances are brought on by pleasant and rhythmic repetition, without forcing.

Weave repetition and structure into your sales presentation.

### **6. Rehearse for real**

Make it easier on everyone by rehearsing your sales scenario in advance. Practice your presentation in your head.

Practice the parts to refine your message and develop your style. Act it out in simulated situations. Get verbal or video feedback. Use a Mind Map to help you remember and perform at your best.

### **Resources**

Hypnotic Marketing is an art and a science. Learn more about how you can apply Hypnotic Marketing to your business at: <http://gmarketing-genius.com/hypnotic.cfm>

*The Psychology of Persuasion: How to Persuade Others to Your Way of Thinking*, by Kevin Hogan, Pelican Publishing Company. A thorough discussion of the mind and body aspects of persuasion by an expert on body language and hypnosis.

For a fascinating discussion of sales technique, and how it has evolved in the last 100 years visit: <http://money.howstuffworks.com/sales-technique1.htm>

Enjoy the Jim Unger *Herman* cartoon of a hypnotist in a laboratory uniform swinging a pocket watch in front of the patient and saying: *Repeat after me. "Hypnosis is worth \$60 an hour."* <http://www.monumentmedical.com/Hypnosis.jpg>

*Hypnosis is a trance state characterized by extreme suggestibility, relaxation and heightened imagination...* Read more at: <http://science.howstuffworks.com/hypnosis.htm>

### **For further information contact**

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*Japanese-language edition also available!*

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### **Sharpening Your Sales Sense**

- *Sales as mental preparation (October)*
  - *Subconscious persuasion (November)*
  - *Managing yourself in time (December)*
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