

FROM THE DESK OF DR. JOE VITALE

To: The Businessman Who Wants it All
From: Dr. Joe Vitale, President & CEO
Re: Buying Trances Diamond-Level Service

Hypnotic Marketing, Inc
121 Canyon Gap Rd
Wimberley, TX 78676-6314

Dear Successful Entrepreneur:

Allow me to begin by saying this: if you want me to help you market your book, or to promote your website... if your goal is to make a measly \$10, \$20, or \$30 thousand dollars please look elsewhere. My name is Dr. Joe Vitale and I am in the business of spawning multi-millionaires. For thirty years I've served clients such as the American Red Cross and PBS Television. I've also helped people in your position quickly take their small business from 25mph to light speed—market domination, profitability, fame—using a healthy combination of hypnotic marketing, subconscious selling, creative publicity, and white-hot lead generation. I have changed the world for others. Now, you.

Still reading?

It's a pleasure to meet you—I look forward to working with you in the near future. No matter where your company is right now... whether you're netting \$5M or \$50,000 yearly, I can tell you beyond a shadow of a doubt that you will be making twice that, more even, this time next year. But only if we choose to be friends.

Can we make that agreement? Let's just assume for a moment that you and I are old friends. Tell me something—you've made and lost some money

in your day; you've seen both wild success and soul-crushing failure firsthand over the course of your enrollment in the school of hard knocks... you know what it's like to pay \$200 for a plate of food, but that's not what you were raised on. Is it?

Let just assume that the aforementioned description of you is chillingly accurate. How did I know that about you? Even more importantly, you're asking yourself—what can Dr. Joe Vitale do for me?

Thirty years ago I was next to living on the street. No power. No money. All I had were my hopes and dreams. Today, I'm living in a colossal private estate with my own gladiator gym, a beautiful wife, seven mean cars in my garage, twelve best-selling books to my name including one for the American Marketing Association, and a passive income beyond your wildest dreams (well, maybe not *your* wildest dreams... you big thinker).

People around the world look to me for business advice. I've been dubbed the Buddha of The Internet (before my 80lb shocking weight loss) and more recently, the Godfather of Internet Marketing.

So what? All these credentials mean nothing to you except that I know a thing or two about making money, and that I started from nothing. You know your business as well as I know mine—but the fact is, you're too busy with the day to day hustle & bustle to put together a marketing campaign as effective as an atom bomb. That's why you're reading this letter. That's why you're looking to me for help. And I'll be more than glad to show you astonishing results (you know, the kind with lots of zeros behind them).

Listen—I'm going to tell you flat out that working with me is not cheap. I am a firm believer that any investment requires a thorough amount of research before dime one is expended. I believe that the proof is in the pudding. Actions speak louder than words, but louder than actions speak results. I also believe that true quality pays for itself. In fact, I've seen this phrase given life time and time again as each and every one of my diamond-level clients achieve the same kind of wild success I can provide to you, if you'll let me.

For complete details regarding pricing and availability, or to request a callback from me directly, visit my corporate headquarters online at www.HypnoticMarketingInc.com. Or, if you received this letter in your e-mail, simply open the attachment **HMI-Diamond-Pricing.pdf**.

Magically,

A handwritten signature in cursive script that reads "Joe Vitale".

Dr. Joe Vitale

"Aude aliquid dignum" *

President, Hypnotic Marketing Inc.

Author of way too many books to mention here,

Including the #1 Best Seller "The Attractor Factor"

Member BBB Online 2005

* 16th century Latin: "Dare something worthy"