

# HSS PACKAGE DETAILS // PRICING

*A brief message from Dr. Joe Vitale, Creator of Hypnotic Selling Secrets*

Dear Motivated Entrepreneur:

Understand that the intent of this document is to deliver specific details regarding the contents of the HSS home study course, a staggering number of confirmed product testimonials, as well as straightforward information regarding pricing, available financing, and guarantees.

This is not a sales letter. If you feel the need to be influenced, or if you are still unsure exactly what Hypnotic Selling Secrets is all about and what type of person will benefit most from the course—[click here](#) to read a very short, personal letter that I wrote just for you.

On with the details 😊

*Joe Vitale*



The Hypnotic Selling Secrets home study course is very large, thus has been broken down into three distinct components for your convenience. The first component is geared toward providing you with *immediate* results within a single afternoon or night of receiving the course. The second component of the course will bring you to the next level, allowing you to master the art of hypnotic writing. The third and final component is intended as a life-long learning guide... a hand-picked selection of supplemental tools and resources which approach the art of Hypnotic Selling from new and different angles.

As a certified hypnotist, Dr. Joe Vitale lays the course out in a unique and innovative format so that the information contained within is absorbed in your subconscious mind both accurately and efficiently.

Most important of all, everything you'll find in this course was carefully selected by Dr. Joe Vitale. Every single piece, as you will see below, is in here for a very specific reason.

**In total you will receive in the mail...**

- 11 Video DVDs
- 17 Audio CDs
- 2 Data CDs
- 3 Physical Manuals
- Quick Start Action Plan
- Course Curriculum

# T E S T I M O N I A L S

"Joe Vitale weaves a lively, insightful and powerful series of principles that will guide you into writing copy that hypnotically draws your customers to exchange their hard-earned money for your product or service. His new perspective is pure genius."

Joseph Sugarman -- BluBlocker Corporation

"Wow! Joe, you've turned my copy into a lean, mean money machine in just 10 minutes. The simple ten-minute tweak to the headline and sub-headline that you gave for the copy I wrote for my 'Build And Profit From Your List' home study system, helped me create a windfall profits of **\$224,997.75** in just ONE week! What I learned at your 'Hypnotic Writing Weekend' was definitely worth at least 10X the \$5,000 you charged."

Joel Christopher -- MasterListBuilder.com

"I thought that this would be just another marketing program. Was I ever wrong. I've made it to page 66 and already want to stop and use this for 3 different sites that I've created, merely to correct major flaws. With this I can raise my marketing coaching rates."

PM Dekker -- ByteButler.com

# T E S T I M O N I A L S

"My intention for the weekend was to write a new landing page for a Google campaign, and I wasn't getting anything I was remotely happy with... Then I picked up the manual and spent Saturday evening reading.

"As I read the ideas flowed. By the time I finished, I had the first draft done. Rereading it just now, it's some of the best work I've ever done. And I know that applying Joe's methods and checklists will make this one of the best tools I will use."

John McCabe -- MyFlickBiz.com

"I've gotta say I have been utterly clueless when it comes to writing sales copy. I've done it (everyone in business has to), but up until now it has always been hit and miss. Write some words, throw 'em at the wall, and see if they stick. The Hypnotic Copywriting weekend changed all that for me.

"Joe gave me a step-by-step "how to and why" guide to creating powerful sales copy. I was blown away by the depth of his knowledge and manner in which he weaves together words that invite the client to come in, get excited and BUY!"

Jillian Coleman Wheeler -- GrantMeRich.com

# T E S T I M O N I A L S

"The Hypnotic Selling Secrets Course manual is forcing me (in a nice way) to revalue my earlier writings. My first results (on a Dutch language site) are staggering. I just can't believe it myself.

"The number of reactions on the first site I rewrote literally more than doubled overnight! Don't call me in the next few days, I'm busy rewriting."

Tom Lassing -- beursbox.nl

**NOTE: Find even more confirmed testimonials throughout the remainder of this document**

## COMPONENT #1:

# HYPNOTIC SELLING SECRETS

This is it... the complete 15-hour DVD video recording of the \$5,000 per person sold-out Hypnotic Selling Mastery Workshop. This component of the course offers step-by-step instruction, examples, case studies and exact detail on mastering the art of Hypnotic Selling. This is almost as good as being at the live event, at only a fifth the cost to you. Specific contents of Component #1 are as follows...

- 132 page printed manual from the \$5000 per person Hypnotic Selling Mastery Workshop.
- 7 DVD videos containing the complete video recording (over 15 hours) of the workshop.
- Complete transcripts of the entire workshop. Make sure you don't miss a single word.
- DVD video containing Dr. Vitale's keynote presentation at the \$2000 per person Spiritual Marketing Summit and complete transcripts containing a 3-step marketing formula he has used over and over again for himself and for his clients to produce amazing results.
- DVD video of Dr. Vitale's presentation at the \$1,500 per person Big Seminar
- DVD video of the classic "How to Create Advertising that Sells", a \$97 value

## **Here are just a few of the important lessons Dr. Vitale will teach you in Component #1 of Hypnotic Selling Secrets**

- What's hypnosis have to do with writing copy?
- Easy ways to change average writing into hypnotic writing.
- What did the greatest copywriter of all time know about the human mind?
- The 5 Secret Laws of Hypnotic Persuasion.
- How "mind reading" can help your writing.
- The two best ways to motivate people.
- The great "intimacy secret" that will increase your sales.
- How can a "reminder" help or even hurt your sales?
- Discover powerful lessons learned from... old comic books?
- How do you write Hypnotic Stories that create buying trances?
- What takes place in conversations that can ruin your website sales?
- Why does Joe ask you to choose the impossible?
- What can you learn from an advertising alarmist?
- Thirty proven ways to write a hypnotic headline.
- How to make all your copy interactive.
- The 3 never-before-revealed hypnotic writing secrets Dr. Vitale has kept under safe lock and key his entire life.
- How people really think -- and how you can use this to your advantage in order to make them think of buying your product.
- Joe's secret to writing intriguing bullet points (yes, just like these)

# T E S T I M O N I A L S

"I have taken an extreme interest in copywriting lately, as I've come to realize that it is the key to unlock my true profit potential in online business... I had half an idea what to expect on the inside, but I honestly wasn't prepared for my reaction to it.

"The first five pages alone had my senses surging and practically grabbed me and pulled me right in. Before I knew it, it was 2am and I was halfway through the manual... and that's when it hit me. Joe was not only teaching me Hypnotic Writing step-by-step, he was making me feel the results of it!

"Can you even begin to imagine the potential you'd have if you could engage your customers in such a way?! I did begin to imagine it—and I wrote down what I envisioned. I can see doubling or even tripling my income in a matter of a few short weeks with the information I have learned from this Manual.

"I feel I've learned almost as much by watching his style and monitoring my own reactions to it, as I have from the actual information that he shares. It's a priceless experience."

Lynn Terry -- [SelfStartersWeeklyTips.com](http://SelfStartersWeeklyTips.com)

# T E S T I M O N I A L S

"I read a lot of books on marketing and copywriting. Although most are good, the Hypnotic Selling Secrets Course is awesome. Between the powerful insights into the mindset of buyers and the hands on lessons for the reader, this is the first book in a long time that has me actually participating in the exercises. If I could read only one book on marketing and copywriting, this would be it."

John Colanzi -- [TheSimpleSystem.net](http://TheSimpleSystem.net)

"The explanation of hypnotic writing as being a way of entering someone's self-centered state of mind and getting them to relax and agree with you is so true.

"The best part that I've found (so far) is tip #10 on ways to make your headlines more engaging. By using either of these two words, it makes people want to know more about what you're saying. The section on psychological copy connectors also gave me lots of good ideas of ways to compel people to action."

Carol Steele -- [WebCareConnection.com](http://WebCareConnection.com)

## COMPONENT #2:

# HYPNOTIC MARKETING LIBRARY

This section of the course includes physical printed copies of Dr. Vitale's complete set of personal swipe files and implementation guides. These are *exact* copies of the files Dr. Vitale uses on a daily basis to make the process of writing effective sales copy more efficient.

These tools are intended to help you write, in less time, more effective sales letters, emails, joint ventures, endorsements, stories, websites, products... whatever you need to write... the these tools will help you produce a quality result in less time.

Included with each swipe file is an implementation guide. Each guide gives you specific information for that item (such as how to write a Hypnotic Article to promote the release of a new product, or to generate leads for your services).

It has taken Dr. Vitale more than thirty years to compile these personal resources... tools he uses on a daily basis in his own business (just so you understand how valuable this information alone is worth, Joe charges \$25,000 for a single sales letter).

**Component #2 is a collection of Dr. Joe Vitale's most popular products.  
The combined value of these products, purchased separately: \$1,035 US**

**You'll get These Best-Selling eBooks, bundled into 2 physical manuals**

- Hypnotic Writing (\$37 value)
- Advanced Hypnotic Writing (\$67 value)
- Hypnotic Marketing (\$67 value) (not included in manuals)
- Hypnotic Writer's Swipe File (\$197 value)
- How to Write Hypnotic Articles (\$47 value)
- How to Write Hypnotic Joint Venture Proposals (\$47 value)
- How to Write Hypnotic Endorsements (\$47 value)
- Hypnotic Selling Tools (\$47 value)
- Hypnotic Selling Stories (\$47 value)
- Hypnotic Traffic Tools (\$47 value)

***Plus the following audio classics on 9 CDs***

"The Small Business Marketing Tool-Kit" (4 Audio CDs) (\$147 value)

"Breakthrough Secrets" with Dr. Vitale & Craig Perrine (\$47 value)

"Hypnotic Marketing Formula" with Dr. Vitale, Matt Gill & Kevin Wilke (2 Audio CDs) (\$97 value)

"Hypnotic Marketing Revealed" teleseminar with Dr. Vitale & Audri Lanford (\$47 value)

Hypnotic Writing Teleseminar with Dr. Vitale & Armand Morin from the Big Seminar (\$47 value)

## Here are just a few of the important lessons Dr. Vitale will teach you in Component #2 of Hypnotic Selling Secrets

- What hypnotic strategies work online, but not offline—and vice versa
- What you must do to satisfy a primal need that lies deep within your prospects
- Create your own hypnotic news releases using Dr. Vitale's proven models
- Hypnotic methods of master hypnotists which will empower you to pull orders
- How to melt the resistance of even the most stubborn, skeptical prospect
- Psychological tricks that make your sales letters impossible to ignore
- Outrageous creativity as a sales-pulling hypnotic mechanism
- How to exploit the one proven hypnotic ad format that always works
- How to saturate your writing with intense, emotion-provoking language
- Hypnotic language patterns that literally dissolve your prospect's objections
- Dr. Vitale's checklist to test the level of hypnotic influence in your sales letter
- The little-known loophole in the public's mind you can use to boost your sales
- How to hypnotize your prospects into spreading your message, word of mouth
- How to create mesmerizing scenarios that grab the attention of your reader
- How to instill in your prospects a visceral need they can feel at the gut level
- How to enter your prospect's subconscious mind using these secret words
- Creating a desire for resolution that only your product or service can satisfy
- The diabolical principle of hidden selling—used to bend human perception

**All this and a great deal more! Use these lessons to take your training to the next level... to **master** the art of hypnotic selling**

# T E S T I M O N I A L S

"As I was reviewing Joe Vitale's masterwork, I realized something that should have been obvious to me before but never was... namely, that the most persuasive copy comes from your unconscious mind, sending a persuasive message to your prospect's unconscious mind... The reason I bring all this up is that until now, I have not seen anyone or anything that could show you how to create this particular kind of copy.

"Joe has unearthed the formula, and I can promise you—follow his instructions, and it will work. Get your hands on it. Riches, yes riches, await you when you do."

David Garfinkel

World-Copywriting-Institute.com

"On my return from your information packed weekend, I put out my first hypnotic written email blast. My results doubled in attendance at my next two events and we sold more than we ever had at any previous event. It works Joe, you are one of kind and so is your hypnotic writing training."

Carol Tuttle -- Energy Therapist,

Author, Speaker, CarolTuttle.com

# T E S T I M O N I A L S

"All I can say is 'WOW!' This new course not only explains what Dr Vitale means by Hypnotic Writing, he makes it come alive in your mind as you read it.

"I can already picture an invisible hypnotist who stands over the shoulders of all my visitors, guiding them into that state of mind where they can't help but buy. I knew I had a lot to learn about copywriting but I didn't realize how badly I'd missed the mark. Thanks you, Joe, for showing me the light!"

Steve Humphrey -- [merrymonk.com](http://merrymonk.com)

"Dr Vitale's 'Hypnotic Selling Secrets' is awesome. His 'intimacy secret' tactic for writing pure hypnotic copy truly shines. You can bet I'll be applying this simple but hyper-effective strategy in all my copy for a profit explosion!"

Ewen Chia -- [EwenChia.com](http://EwenChia.com)

"I spent about an hour reading the manual and another hour making the copy changes. 200% increase in sales for 2 hours of changes. I know I'll do even better as I put more time into it."

Michael Heindel -- [beachbumis.com](http://beachbumis.com)

## COMPONENT #3:

# HYPNOTIC LIFE-LONG LEARNING LIBRARY

This includes a multitude of added audio CD interviews, DVD video presentations, never before released material, transcripts, articles, private trainings and much, much more to compliment the core components of the Hypnotic Selling Secrets home study course. Each of the training pieces included approaches the underlying concepts of Hypnotic Selling from varying angles, heightening the overall usable long-term value you receive from the package.

Purchased separately, the items within this component of the course would hit your wallet for a total of \$3,199. Specific details regarding the contents of this third and final component are covered here.

### **You'll get these 12 digital e-books on one CD:**

- Emotional Selling Tools
- How to Turn Testimonials into Traffic
- Greatest Money Making Secret
- Subconscious Internet Marketing
- Think & Grow Rich Workbook
- Zen and the Art of Writing
- Unspoken Marketing Secrets
- Effortless E-books
- Bruce Barton Report
- Special Report: Power Ads
- Make Money Teaching Your Own E-class
- Advanced Spiritual Marketing eBook

**And these 9 audio transcripts archived online for you:**

Ultimate Guide to Selling Professional Services Online w/ Bob Serling Transcript

Writing Hypnotic Copy with Dan Lok Transcript

Mark Joyner Interviews Joe Vitale audio transcript

Dan Kennedy, Jay Abraham, and Jay Conrad Levinson Call Transcript

Joel Christopher Call Transcript

Create Advertising That Sells DVD Transcript

Kevin Hogan & Joe Vitale Hypnosis Convention DVD transcript

Mark Joyner Gets Hypnotized by Joe Vitale transcript

Hypnotic Marketing Interview with Audri Lanford Transcript

**Plus these 8 Audio CDs and 1 Video DVD:**

CD #1 - Dan Kennedy, Jay Abraham, Jay Levinson, Dr. Vitale SuperConference Part 1

CD #2 - Dan Kennedy, Jay Abraham, Jay Levinson, Dr. Vitale SuperConference Part 2

CD #3 - Writing Hypnotic Copy with Dr. Vitale and Dan Lok

CD #4 - The Famous Mark Joyner Interview with Dr. Vitale

CD #5 - "Ultimate Guide to Selling Professional Services" with Dr. Vitale and Bob Serling

CD #6 - Hypnotic Copywriting Secrets Tele-Class with Joel Christopher and Dr. Vitale

CD #7 - "Hypnotic Copywriting Strategies" with Yanik Silver and Dr. Vitale

CD #8 - Dr. Vitale Interviews Dan Kennedy on "Explosive Marketing Strategies"

DVD #1 - "Off-the-Cuff Business Straight Talk" with Kevin Hogan & Dr. Vitale -Hypnosis Convention 2005

## BONUS COMPONENTS:

# “HYPNOTIC GOLD” NEWSLETTER

As an added bonus, you will receive 2 free months of the new “Hypnotic Gold” print newsletter. Each month you will receive 1 in-depth audio CD interview on using hypnotic techniques in your marketing, plus an in-depth case study where Dr. Vitale dissects a sales piece pointing out what is good about it and more importantly how to improve it. You will watch an “ordinary” letter turn “Hypnotic” before your very eyes (this is actually quite amazing)! Your subscription will then continue uninterrupted for just \$29 a month and of course you can cancel at any time.

## PROFESSIONAL CRITIQUE

Your package will come with a certificate for one “Hypnotic Copy Braindump” where Dr. Vitale will review one of your marketing pieces and give you tips to inject it with amazingly powerful hypnotic wording. Use this critique for virtually anything written with the intent to persuade...

- Your website
- Your e-mails
- Your sales letter
- Your resume
- Virtually Anything

## NOT JUST A MARKETING COURSE:

# A LIFELONG LEARNING EXPERIENCE

**Quick-Start Action Plan:** This short, 2-page guide will show you exactly what to do the same day your package arrives. Also included is a package “checklist” so you know exactly what each item in the package is. The purpose of the quick-start action plan is to provide you with immediate income and usable knowledge.

**Life-Long Learning Guide:** A simple, easy to follow curriculum which will guide you through Component #2 of the course over the course of the next twelve months. The guide requires only 1-2 hours of your time per week, and is designed to maximize the absorption of the course material into your long-term memory.

**Hypnotic Selling Secrets™ Community:** You will receive free access to this private community only for Hypnotic Selling Secrets owners. In here you will receive ongoing updates, tips, conference calls, and customer-only trainings.

You'll also have access to a private discussion board where you can network with over 1,500 existing Hypnotic Selling Secrets owners. The biggest benefit to you will be the archived postings of other members sharing the changes they made and the results they produced (imagine spending just 10 minutes looking through those posts and finding 5 solid ideas you put to use that day to boost your own results).

## REQUIRED INVESTMENT:

# PRICING, GUARANTEES, FINANCING

### Guarantee Option A

Get your copy of Hypnotic Selling Secrets today, try it out for a full 90 days and if it doesn't double your sales, subscription base, and your conversion ratios—or if for any reason you decide the course is not right for you—please send it back for a fast 100% refund of your purchase price.

### Guarantee Option B

Try it out for the next 90 days while documenting your before and after results. If these Hypnotic Selling Secrets do not improve your results, earning you at least double what you paid, then I will not only refund your purchase, I will also give you \$1,000 cash back out of my own pocket.

### Pricing Details

The price of the course, not including shipping, is \$1,497 US. If purchased separately, the combined value of everything included in the Hypnotic Selling Secrets home study course is exactly \$11,234. That's a total savings of \$9,737 in real quantifiable value.

[Click here to order now for the one-time fee of \\$1,497](#)

### Financing Details

As an alternative option, you have the option of financing the course over a period of 60 days with three separate payments of \$499. All you need to be accepted for this financing option is a credit card. There is no credit application to fill out.

[Click here to order now for 3 payments of \\$499](#)