

To: Motivated Entrepreneur
From: Dr. Joe Vitale, President & CEO
Re: Hypnotic Selling Secrets Home Study Course

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

Dear Frustrated Entrepreneur:

Allow me to make a few assumptions.

You are sick of waking up every day to stagnant website sales, because it confirms your own worst fear of failure in business. You've rewritten your sales letter so many times you can't even tell where it begins and where it ends—and your conversion ratios are still under water. Your product holds true value, yet after many failed attempts at marketing and little to no actual profit, you are beginning to wonder if there's actually a market out there willing to open their wallet for you.

Relax. If this isn't you, you wouldn't be reading this letter in the first place.

You are reading this letter because you want to know how to place your customers in a hypnotic trance. You wish to learn the forbidden art of Hypnotic Selling... the use of sub-psychological "mind tweaks" which can take you from \$2,000 in monthly sales to \$4,000 in monthly sales... or from \$50,000 in monthly sales to \$100,000 in monthly sales in no time flat. But you want more... you came here for platinum, not bronze. You want it all.

Correct?

Listen, the truth is... you don't need a degree in marketing to seduce your prospects and you don't need to be a psychiatrist to tweak your customer's subconscious mind for your benefit (\$\$\$). Why?

I've broken it down for you into a science that's straightforward, easy to put into action, and more effective than anything you've ever seen. It's a new home study course called *Hypnotic Selling Secrets* and is an investment guaranteed to take your business to a new level in no time flat.

This is **time-tested**, *proven information* you can use to sell your product, to get a date, or to convince the homeless guy down the street that Martians are coming for his brain. If I had children this is what I would give them to learn everything I know, not only about Hypnotic Selling through the written word, but about marketing and business success as a whole. It took me thirty years to accumulate this vast treasure trove of knowledge, and I'm putting it all in the course. This is it—the home study marketing course to end them all.

This is psychological warfare in a box.

What's in the box?

(Inhales deeply)

Included in the course are eleven DVDs totaling more than 23 hours of video, three printed manuals containing top-secret hypnotic selling tactics as well as every single one of my top-selling products (Hypnotic Writing, Advanced Hypnotic Writing, Hypnotic Marketing, etc.), 17 audio CDs, and 2 hush-hush data CDs bundled together in three distinct components. Also included is a course curriculum.

Now... I could spend the next fifteen pages giving you details on the *specifics* regarding package contents and pricing... but my webmaster has already done that for me. It's available for download from my flashy new corporate website, www.HypnoticMarketingInc.com. Or, if you received this letter in your e-mail simply open the file, **HSS-Package-Contents-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"