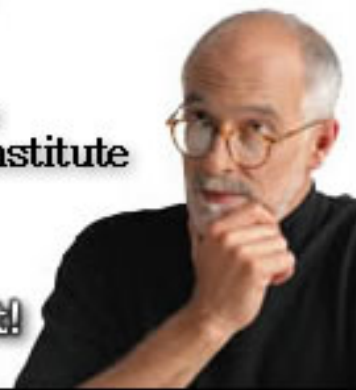


Joe Vitale's

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"Mr. Fire": What Sparked The Flames?



Controversial "Never Before Revealed" Secrets Behind Joe Vitale's Hypnotic Success

By
Joe Vitale and Jo Han Mok

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Speakers:

Joe Vitale & Jo Han Mok

Jo Han: Joe, you seem to have this seemingly morbid fascination with weird characters like PT Barnum, Bruce Barton etc. How have these people contributed to your development? We do know that PT Barnum was possibly the world's greatest publicist and Bruce Barton was THE Ad man, so did you become "Mr. Fire" by modeling them? Did you model them consciously or unconsciously?

Joe Vitale: I believe we are what we read, as well as who we hang around with. I read about great people so some of their greatness rubs off on me---at least I hope it does.

I first heard of Bruce Barton in Robert Collier's legendary book, "The Robert Collier Letter Book." I had never heard of Barton before that. I became fascinated with the man.

I was on a mission to find out what happened to him. How did this once best-selling author and famous ad-man---an advisor to presidents---fall through the cracks of history? I wanted to know. I NEEDED to know.

The result of my two year quest was my book on Barton, "The Seven Lost Secrets of Success." But I never began my mission with the idea that I would write a book. I simply followed my interests.

No doubt my research influenced me. What I learned about Barton influenced my writing style and my marketing philosophy. Barton was very sincere. I've learned to make that my war cry. Barton was a great storyteller. I've learned to tell stories to make my points.

Jo Han: So you "read" about Bruce Barton. I know that you have one of the most massive libraries with possibly the largest collection of rare, hard to find books. How would you rate "self education" in your development?

Would you say that you've come this far because you have a thirst for knowledge?

Joe Vitale: Yes! Books stretched my mind, fueled my dreams, sharpened my senses, and developed my personality. The difference between an average person and a great success is often the books he or she reads. The more you read, the more successful you will be.

You can save yourself trial and error, as well as blood, sweat and tears, by reading how others achieved their results. Books rule!

Jo Han: Most successful copywriters and Internet marketers that I know, have a HUGE library of books that they refer to over and over again. And more often than not, these books contain the "wisdom of the ages".

[Yanik Silver](#) has a huge library, Dan Kennedy has a huge library, [Ted Ciuba](#) has a huge library, and I have a pretty huge library myself and like Yanik, I'm personally am obsessed with rare, hard to find marketing books, the older the better. Ken Mcarthy has stressed that we're all direct marketers using the Internet as a medium. What do you think of the statement?

Joe Vitale: It's easy to put too much focus on the Internet. I learned how to write copy by writing sales letters for DOS software products, and for my own early books. Going online some ten years ago gave me the same education but at no cost.

Words are the driving force online. It's a great place to hone your skills of writing and persuasion. And since writing and sending emails is basically free, it's easy to make it the choice for learning direct marketing. But I don't want anyone to think the Net is the "be all and end all" of marketing. It's simply one avenue to wealth.

Jo Han: What you define as "great people having their greatness rub off you", is known in the self development circles as Neuro Linguistic Programming. I personally think that it is a really powerful science of achievement that boils down to one word.

Communication.

I mean Tony Robbins went from a janitor to who he is now, and you're well, Mr Fire. Would you attribute your success to the ability to communicate if you have to strip it down to its barest form?

What are your personal thoughts on NLP?

Joe Vitale: Communication is essential but not the only thing. I think being sincere, being clear, being positive, and being helpful are traits that become the recipe for success. As for NLP, I'm not sure what to say. I think there is more hype in NLP than help.

I think far too many people make wild claims that they can teach you to seduce anyone or sell anyone, when that is simply not true. NLP can help teach you about people, and about how to control your own mind. For that, it's priceless.

Jo Han: One of the things my associates and colleagues have always remarked about all this "motivational stuff", is that they tell you the importance about physiology, psychology, how to eat right and all that, but they NEVER tell you *exactly* how to go about becoming rich, or just giving you a detailed blueprint for changing your financial destiny.

Until I learnt to write a good sales letter, all this motivational stuff did squat for me, and didn't make much sense. Would you say that for anyone who really wanted to get rich and turn their life around, the most important thing they could do for themselves is to master the art of ["Paper & Ink" Alchemy](#)?

Joe Vitale: That's certainly been the road for me. But Mark Twain once said what worked for him may annihilate you. You have to find your own way. There is no one road to riches. I started out writing books and even plays. It wasn't until I discovered e-books that real money came my way.

Had I stuck to the traditional path of working with agents and publishers, I'd have starved. But my way to success may not be your way to success. I think it's more important to focus on your goals and allow them to lead you to their achievement. Writing is of course one powerful tool for attaining your dreams.

Jo Han: When you're communicating with people whether through a sales letter or in person, (I've heard almost all your interviews and you're just as amazing vocally as you are in print) what kind of "senses" do you try to appeal to? I mean many hypnotic techniques like "picture this, visualize this..." seem more slanted towards a person of more "visual" orientation. But we know that people are affected in an auditory and kinesthetic sense as well. So how do you try to strike a balance?

Joe Vitale: Let me confess something to you: I don't consciously try to appeal to all senses in all people. Never. That would be way too much work. And way too wooden and manipulative.

Here's my secret: I simply convey my story in the most exciting way I know how, and my key to do that is through sincerity.

In other words, if I believe in a product or service, it's easy for me to get excited, tap all the senses, and move people. My focus is on sharing my excitement. When I do, others sense it. But I don't consciously try to manipulate them. I simply share.

The same thing happened with P.T. Barnum.

I read his autobiography and fell in love with the man. His humor, story-telling, ingenious way of seeing opportunities---all of it charmed me and mesmerized me. But I never planned to write a book on Barnum until after my book on the Internet, "CyberWriting," was done and I looked around for my next project.

I proposed something on the marketing secrets of Barnum and my publisher at the time, AMACOM, jumped at the idea. The next thing I knew, I was knee deep into research on Barnum--which ended up being my book, "There's A Customer Born Every Minute."

Jo Han: Yes, stories. Joe, honestly, you've impacted my life and that of many others in inconceivable ways. I would say you had a "Barnum" effect on me. One of the most important things I've learnt from you, is that facts tell, stories sell. The whole sales letter for Christian Godefroy's [Mind Power](#) is essentially a story of how you introduced me to Christian Godefroy.

Much of my story telling techniques were implemented after reading your Hypnotic Story Telling. If you had just ONE secret to writing a good story, what would it be?

Joe Vitale: Let me tell you a story....to answer your question....

One day I opened my mail and there was a letter from my sister. In it she said she read my Spiritual Marketing book and was so inspired she went out and bought a new car. I thought she was kidding. Then I realized she was serious and in fact had bought a new car.

Well, I took that actual experience and wrote a now famous email. It began with the headline, "I was nearly in tears..." The whole letter was a true story. And that's the easiest way to write a compelling story. Be sincere. Tell the truth in a dramatic way.

And yes, I was deeply influenced by Barnum. His sense of fun and outrageousness made me stretch my own mental boundaries. I became a much stronger publicist after reading about Barnum. And because Barnum was into Magic and Hypnosis, it all served to deepen my own interest in those subjects.

Jo Han: Haha. Yes, Magic and Hypnosis are two of my greatest interests as well. If you'd recall, in one of our conversations, I mentioned that magic seemed to be a common link in writing good copy.

Brian Keith Voilles was a magician, Dan Kennedy consults lots of magicians, and makes lots of references to magic in his work, and as far as I know, he really loves magic. [Marlon Sanders](#) was a magician. Would you say magic helps us clarify how we want to be perceived?

I mean in a magic trick, there is the "Effect", which is what the audience sees, and the "Modus Operandi" which is how the trick is really done. By presenting our sales letters as "Effects" we make them more appealing, don't you think?

Joe Vitale: That's a brilliant insight. I think every marketing person should look at Magic Catalogs. They are brilliant. They sell the effect, not the secret.

That's what all good selling can do. Describe what your product or service does, not how it does it. Magic Catalogs hide the secret. I have spent thousands of dollars on magic tricks and magic books simply because I wanted to know how it was done. Again, sell the effect---or the benefit---not the how-to.

Jo Han: Speaking of magic and hypnosis, you do have an upcoming book called Hypnotic Magic. *lol* . You can bet I'll be the first to grab a copy. When will it be released? Pray, tell us more.

Joe Vitale: It is a personal project. I know many magicians, from Lance Burton and Marshall Brodien to up and coming stars. I wanted to write a book about my own ideas on how to create riveting performances. I've learned that magic is just tricks, but hypnotic magic are tricks with impact. I like magic that leaves your jaw dropping.

I've created tricks, like P.T. Barnum's Mind-Reading Miracle, and they will be in the book.

Jo Han: How did you FIRST discover Hypnotic Marketing? Please tell us where, and when you started applying it. Was there any "textbook" that you used?

Do you really know about all that submodality, contextual reframing stuff that exists in Hypnosis?

Joe Vitale: I am basically self-taught when it comes to hypnotic marketing. While I am a certified hypnotherapist, and have been fascinated with hypnosis since I was 16 years old -- over

30 years now -- most of my discoveries came from putting my ideas to the test in the street.

I simply tried some hypnotic concepts in my writing and they worked. Then I tried them in my marketing and they worked, too. I then ended up writing about my ideas in my hypnotic line of books, the first being "Hypnotic Writing."

Jo Han: Wow Joe, so you received your Hypnotic Training from the "School Of Hard Knocks". Well I think you graduated with a Summa Cum Laude. <chuckle>. I too am gonna be certified as a hypnotherapist in 2 months time. Deja vu.

Speaking of Hypnotic Writing, correct me if I'm wrong but I think it used to be called "Zen and the art of writing". How did that "Zen" factor come into play and why did you decide to rewrite the book?

Joe Vitale: I never rewrote the book. "Zen and the Art of Writing" was my very first book. It originally was a correspondence course I couldn't sell. I was too new at marketing. So I found a publisher who brought the little book out in 1984. Today it's a collector's item, as only 500 copies were printed. The book was a collection of creativity tools for writers. I'm proud of the book, though I hate the picture of me in it. Many years later, I wrote "Hypnotic Writing," which was a different and better book.

Jo Han: Personally, I've used Hypnotic writing method to write virtually all my products, and sometimes, the stuff that I churn out, actually amazes me! I'm like "I can't believe that I wrote that". Sometimes my parents would look at my writing, and go "Where the hell did you learn to write like that?"

Would you say that there is a "Writer" within all of us, and we all really need to unleash the writer within? How did you discover the Hypnotic Writing method? I think it's really amazing. How did you make all these ground breaking discoveries?

Joe Vitale: I learned to become a better writer by studying master writers. I was deeply influenced by Mark Twain, Jack London, and William Saroyan. Robert Collier, of course, changed my life. I think anyone can become a great writer by studying great writers.

As for my discovering things, I simply experiment. I think desire is a great motivator. Necessity is the father of invention. Desire is the mother of it. When you desire things---more of anything---it will move you to begin creating and discovering whatever you need to achieve them.

For example, because I desired a BMW Z3 car, I created a whole new form of marketing---the e-mail e-class. I made about \$23,000 my first week after inventing the class. And yes, I bought the

car.

Jo Han: What did you actually do, to take yourself out of that shoplifting phase? Was it REALLY the Spiritual affirmations that took you out of it? What happened in the physical world?

Joe Vitale: Simply put, I got a job.

I went through a whole series of terrible jobs. I was a cab driver, a security guard, a reporter, a laborer, a truck driver, and so it went.

It would be many years before I learned to create my own reality from the inside out. In those early days of struggle, I was still on the rough side of the mountain. No one told me there was an escalator though life. I lived in hell. It was not easy or pleasant.

As I explained in my book, "Spiritual Marketing," I needed a mentor to pull me out of my own quicksand. For me, that person was Jonathan Jacobs, whom I wrote about in the book. I think each of us needs a "miracles coach" to get us out of our own muck.

Jo Han: I never knew that about you. Shocking. It's hard to imagine you doing all those jobs. Psychologically, were you affected? How did you really feel during that testing period?

So did you work in the day, and write at night in order to turn your life around? Did you have the same type of mindset that Tony Robbins calls the "I will not be denied", frame of mind?

Joe Vitale: In many ways, those early years traumatized me. They were not easy or pleasant. I have had to go through years of therapy to get clear with those events. But there was a great gift in the events as well.

They taught me to hold to my dream, to never give up, to remain hopeful. And I learned from every job. Being a car salesman taught me about people. Being a laborer on the railroad taught me about hard work.

Jo Han: I've read about Jonathan Jacobs. Would you tell us a bit more on what "exactly" he did to help you out of your own quicksand, and where "exactly" the turning point in your life was. What kind of advice would you give our readers out there who want to experience their own "turning points?" Boy, I'm gonna love this.

Joe Vitale: Jonathan was one of many healers who helped me unravel my own beliefs. Beliefs are the wiring in your head that control your life. Change that wiring and you change your life.

My best advice is to find a miracles coach---someone who can lovingly help you see your limitations and go for your dreams. These days I work with Ann Taylor H Marcus. Some people write me to for help, as I do Spiritual Mind Treatments for a select few.

I think reading books will nudge you towards your dreams but getting a miracles coach will blast you towards them. The key is finding an authentic coach. My advice would be to check with the clients they have. Judge them by their fruits. If people are getting results, that coach may just be the one for you.

Jo Han: Mike Litman is a mutual good friend of ours (who is probably out there [shakin and bakin](#)). He has a concept of "Leverage" whereby love = leverage. In other words, it's all about sowing seeds in other people's lives and thereby reaping the harvest. How important is seed sowing in your life?

What kind of "seeds" did you sow to get where you are today, and what kind of "seeds" can our readers out there start sowing?

Joe Vitale: Great question. I have done my best to help people freely. And many people have helped me. I have also learned that the greatest money-making secret in history is this---give money away. The more you give, the more you'll get. Don't expect it to come from specific person or place, but hold on to your expectation. The greatest tycoons were the greatest givers. Carnegie gave away \$350 million in his lifetime. Rockefeller gave away \$500 million. Both became tycoons. Most of this is explained in a little book that has been around over 40 years, called "[Seed Money](#)." I'm the sole e-publisher of it.

Jo Han: Charles Burke, who is another good mutual friend, in "The Magic Escalator" talked to you about creating "lucky breaks". [Do you really believe in luck?](#) Or do you believe in the "If it is to be, it is up to me" philosophy. At the same time, I know you also advocate letting go and letting God. Please clarify, Joe.

Joe Vitale: This is a tough one to answer. Basically, I don't believe in luck as that means there is something outside of you. But I do believe in intentions and letting go, as a way of stating your order and letting it or something better come to you.

If you insist on things happening a certain way, you're on an ego trip. If you can enjoy what you have, while going for what you want, and being grateful for what you get, you up the odds of getting more of what you want. I'm not sure how else to explain this.

P.T. Barnum didn't believe in luck. He looked for and made opportunities. Yet his favorite expression was, "Not my will but thine be done." It's something you have to meditate on to understand.

Jo Han: Do you actually keep a swipe file? Whose material do you like swiping, and what kind of materials qualify to be swiped by you?

Joe Vitale: Yes. Every good copywriter and marketing person worth his salt collects the cream of the crop for inspiration later. I don't think there is any one person I like to swipe. I look for headlines, letters, ideas, concepts, that seem to work, and save them. I also collect books on how to write great copy, and probably have the largest collection in the world.

I'm a big fan of John Caples, Dan Kennedy, Denny Hatch, and Kenneth Goode. I've seen some of my own copy reproduced with minor changes all over the net. Direct copying like that is usually illegal and usually doesn't improve sales. What we all need is sincerity and originality. I use swipe files to be inspired.

That's what they are for. My own file, co-authored by Larry Dotson and me, is something I refer to every time I have to write copy.

Jo Han: Is there anyway you "organize" your swipe files so that you can access them?

Joe Vitale: I keep the swipe files that Larry Dotson and I created in a binder right beside my desk. When I want inspiration, I start flipping through the book. I don't believe anyone needs an organized approach to creating. I think what you need are triggers.

You can open a dictionary, take any word, and use it to trigger a new line of thinking. Swipe files act as triggers for me. But anything can be a trigger. Even my cat. The right look or meow and I'm ready to write. Well, sometimes.

Jo Han: I do know for a fact, that when your sales letters have a different "look" to them. How important are "cosmetics" in your sales letters.

Joe Vitale: I try to make my letters visually inviting. I like a strong headline, a secondary headline, then short opening sentences. I don't mind longer paragraphs later, but not at first. At first, I need to get people into a trance. So the statements are short.

Once I have them engaged, the paragraphs are longer. And I always use endorsements, quotes, and PS's, to enhance the look and feel of my letter.

Jo Han: What are your religious beliefs? Bruce Barton had a theory of the Free Enterprise System establishing a heaven on earth, and Jesus as the ultimate Business philosopher. Would you say that your methods are "new age", and somewhat bordering on the occult? Do you REALLY believe that we are "gods"?

Joe Vitale: Most people don't know I am an ordained metaphysical science minister. I am a New Thought advocate but I'm not necessarily new age---there are a lot of flakes in that latter category. I do believe we are each a god, at least over our own life.

We are not THE god, and we do not have the power to control others. But we are gods of the life we live and breathe. Once you understand that concept, the world is yours.

Jo Han: Finally the mystery is solved. I'm not sure if you've read the book "Neo-Tech" written by Mark Hamilton and Frank R Wallace. It's a very controversial book that talks about the evolution of bicameral man to a fully conscious god-man. What are your thoughts on that?

Joe Vitale: I think the marketing behind the book is brilliant but the book itself is all smoke and mirrors.

That's my opinion, of course. I remember all the sales letters I got for the book. They were long and powerful. But I never bought. Why? It seemed too good to be true. It was too "hypey".

One day I was in a used-books store and saw the books for sale for a dollar. Yes, a dollar. I still didn't buy them! I took one look and felt the book was needlessly and maybe purposely confusing. Again, the marketing behind it was near brilliant though.

Jo Han: If you had to name a contemporary Internet Marketer whom you admire and respect, who would that person be, and why?

Joe Vitale: Without hesitation it would be Mark Joyner. Mark is a genius. Hands down, he has been the pioneer in internet marketing. If it weren't for him, I may never have released my first e-book. Mark knows how to create traffic, make sales, woo people and persuade people. He's also daring, creative, and brilliant. His book---which I wrote the introduction to---is a classic.

Jo Han: Would you describe a typical work day for you?

Joe Vitale: I wake up early but lounge in bed and let my body wake up as it pleases. I usually check email first, and reply quickly and briefly to all important messages. I have a to-do list that I then work on, doing my best to scratch off as much as I can as quickly as I can. I tend to work fast. I write quick and edit later. I edit ruthlessly and rewrite my work dozens of times.

I also take breaks, walk the dog, exercise a little, and go swimming in the summer months in my pool, or driving my Z3 to run errands. I also dabble a little in magic, and play a little guitar. I meditate every day. And of course, I love to buy and read books.

While I live secluded in the country outside of Texas, I often drive to a large city to breathe in the aroma of books in a good bookstore or two. I don't make or get many calls, as I prefer email. I tend to work on one or two big projects at a time, and handle one or two big clients at a time. I do my best not to get too stressed or overextended. I have a good life.

We all can. We all deserve it.

Jo Han: I see. Based on your typical workday, I see that it's slanted towards product creation, JV's and self development. Now as an Internet marketer, isn't the "tech" stuff important to you. What kind of "tech stuff" do you do yourself, and what kind of stuff do you pass to "Chuck" Lewis? (Chuck [creates websites](#) that are simply out of this world)

Joe Vitale: I know little about the techie side. Charles is my web guy. I turn it all over to him. I focus on creating and marketing. I think a key to success is knowing how to delegate.

Jo Han: Lastly, if you had to give advice to someone who has never made a dime online with absolutely no web design experience, no product, cannot write a sales letter to save his life, with no money and had to make money as quickly as possible, what would you tell that person?

Joe Vitale: I'd say: Consider what you love to do that others may want to know more about. Maybe you have a hobby or a talent or an interest. Research it and [write an e-book about it](#). Then find the people online who want to know more about it. Tell them about your book. That's a short and sweet formula, but it works.

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The End

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