

# Hypnotic Writing: How to Seduce and Persuade Customers with Only Your Words

By Joe Vitale

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Discover the secrets of written persuasion!

"The principles of hypnosis, when applied to copywriting, add a new spin to selling. Joe Vitale has taken hypnotic words to set the perfect sales environment and then shows us how to use those words to motivate a prospect to take the action you want. This is truly a new and effective approach to copywriting, which I strongly recommend you learn. It's pure genius."

-Joseph Sugarman, author of Triggers

"I've read countless book on persuasion, but none come close to this one in showing you exactly how to put your readers into a buying trance that makes whatever you are offering them irresistible."

-David Garfinkel, author of Advertising Headlines That Make You Rich

"I am a huge fan of Vitale and his books, and Hypnotic Writing (first published more than twenty years ago), is my absolute favorite. Updated with additional text and fresh examples, especially from e-mail writing, Joe's specialty, Hypnotic Writing is the most important book on copywriting (yes, that's really what it is about) to be published in this century. Read it. It will make you a better copywriter, period."

-Bob Bly, copywriter and author of The Copywriter's Handbook

"I couldn't put this book down. It's eye opening and filled with genuinely new stuff about writing and persuading better. And it communicates it brilliantly and teaches it brilliantly-exemplifying the techniques by the writing of the book itself as you go along."

-David Deutsch, author of Think Inside the Box, [www.thinkinginside.com](http://www.thinkinginside.com)

"Hypnotic Writing is packed with so much great information it's hard to know where to start. The insights, strategies, and tactics in the book are easy to apply yet deliver one heck of a punch. And in case there's any question how to apply them, the before-and-after case studies drive the points home like nothing else can. Hypnotic Writing is not just about hypnotic writing. It is hypnotic writing.

On the count of three, you're going to love it. Just watch and see."  
-Blair Warren, author of The Forbidden Keys to Persuasion

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### Editorial Review

#### Review

"...[gives] a huge amount of useful advice and ideas...lots of valuable references too..." (*Professional Marketing*, June 2007)

#### From the Back Cover

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#### About the Author

**Joe Vitale** is President of Hypnotic Marketing, Inc., a marketing consulting firm. He has been called "the Buddha of the Internet" for his combination of spirituality and marketing acumen. His articles are widely read, and his professional clients include the Red Cross, PBS, Children's Memorial Hermann Hospital, and many other small and large international businesses. His past books include *There's a Customer Born Every Minute* (Wiley) and the *AMA Complete Guide to Small Business Advertising*. Subscribe to his free newsletter at [www.mrfire.com](http://www.mrfire.com).

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