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## Chapter 1: 800 Hypnotic Sentence Starters

These hypnotic sentence starters that will guide and trigger your prospect's emotions, feelings, memories and imagination in order to persuade them to buy your product.

After a moment or two has elapsed ...

After this ad concludes you will have absorbed ...

After you read this ad you will have learned ...

After you read this next statement you may vividly remember ...

After you read this short ad you will feel ...

After you recall a memory associated with these feelings ...

Again and again picture ...

Again as we begin to examine your past ...  
All of these feelings and behaviors have ...  
All these suggestions are now implanted in the deepest reaches of your mind ...  
All you need is to let yourself think ...  
Allow the image of yourself to become..  
Allow your mind to take you back to that event ...  
Allow yourself to drift back when you were ...  
Allow yourself to be open to ...  
Allow yourself to drift back through time when ...  
Allow yourself to drift ...  
Allow yourself to float in the future when ...  
Allow yourself to get that kind of feeling ...  
Allow yourself to imagine a mental snapshot of ...  
Allow yourself to set a course back to when ...  
Almost as if it's beginning to ...  
Already as you are looking at ( ) you may begin to see some very subtle changes ...  
Also you begin to consider the possibility of ...  
And allow that ( ) to continue ...  
And as I shoot these words in your brain you'll notice ...  
And as this begins to happen ...  
And as we even begin to discover a sense of ...  
And as you are continuing to read this ...  
And as you are dreaming about ...  
And as you dream in this information you'll ...  
And as you do, just notice how ...  
And as you do so notice, just notice how ...  
And as you do so you experience ...  
And as you listen to your brain you can notice ...  
And as you read on ...  
And as you read slowly notice how you start to feel about ...  
And as you recall that memory I want you to ...  
And as you think back upon your experience, now you are feeling ...  
And because you feel this way life will ...  
And before long you begin ...  
And by now you might feel as though your mind is ...  
And by the time you've ...  
And can you remember the time ...  
And day by day you'll find yourself more and more ...  
And do you begin to picture ...  
And each morning you wake up you'll feel ...  
And each night when you go to bed ...  
And each night you go to bed you'll imagine ...  
And even as the experience may actually last for only a few moments ...  
And for these few moments just feel ...  
And I don't know if you'll notice these feelings now ...  
And I really don't know just what you're thinking now but ...  
And I want to remind you that whenever ...  
And I want to take you back to an earlier ...  
And I want you to take a moment to ...  
And I want you to understand, just understand that ...  
And I wonder if you might begin to notice ...  
And I wonder if you'll be surprised at...  
And I wonder if you've already begun to ...  
And I wonder what your mind wants to explore ...  
And I would like you to become aware of ( ) even as you keep reading ...  
And I would like you to become aware of any possibility of ...

And if occasionally your mind wanders that's normal because ...  
And if your subconscious mind is willing to ...  
And I'm not sure if you'll remember exactly ...  
And I'm not sure if you'll think those thoughts now or after you're done reading this ad ...  
And I'm sure you've had the feeling of ...  
And in this same way you feel ...  
And in those early months of existence ...  
And in those early years, you ...  
And it begins to become easier to imagine traveling through time ...  
And it begins to become easier to visualize ...  
And it feels like you're almost reliving the experience again ...  
And it will be very interesting for you to discover for yourself that ...  
And it would be rewarding if you could remember ...  
And listen carefully to what I have to say ...  
And now as you continue to ...  
And now as you feel these feelings ...  
And now as you feel your thoughts ...  
And now as you sit there ...  
And now as you think those thoughts ...  
And now for the next few minutes you can allow yourself to ...  
And now I need to tell you something important ...  
And now I will slowly count together with you from three to one ...  
And now I would like you to concentrate on ...  
And now imagine that ( ) is beginning to spread ...  
And now let's go back over time when ...  
And now let's return to where we have been before ...  
And now the scene is fading more and more ...  
And now you begin to know ...  
And now you will be able to visually go within yourself to ...  
And perhaps traveling back to ...  
And perhaps traveling back a few (years, months, days, etc) ...  
And perhaps you're beginning to remember ...  
And perhaps you'll have some doubts about our product till ...  
And remembering that from ...  
And shortly you'll mentally hear ...  
And so if I would like to ...  
And so to begin ...  
And so your conscious mind will notice ...  
And so your mind remembers what ...  
And soon you'll find yourself ...  
And suppose you see, hear and feel yourself ...  
And the quicker you ... the quicker you ...  
And then after awhile when you are feeling ...  
And there are many things that we imagine without knowing how to imagine ...  
And there is really no need to be aware of ...  
And these suggestions will dissolve into your brain and profoundly influence your feelings ...  
And these suggestions will sink deep into your mind and instantly influence your thoughts ...  
And these thoughts, feelings and words will be implanted in your mind to remind you of ...  
And these words will evaporate into your head and quickly influence your behavior ...  
And throughout this ad a feeling of ...  
And we begin to imagine the feelings of ...  
And we see ( ) as if we never ...  
And when you're ready to go back to the present you can drift ...  
And when it feels as if ...  
And when you are aware of experiencing those thoughts again ...  
And when you notice that sense of ...

And whenever you're about to ...  
And with every word I utter you will find yourself ...  
And within another minute or two you will become consciously aware of ...  
And yet you've felt that many times ...  
And you begin to notice your mind's ...  
And you can interrupt your reading just long enough to think about ...  
And you can just let go of ...  
And you can keep in mind ...  
And you can recall and re-experience ...  
And you can sense how ...  
And you don't even have to believe that ...  
And you have had feelings of ...  
And you may recall when ...  
And you really don't need to wonder about ...  
And you remember the story about ...  
And you will be aware of the causes ...  
And you will be free of those feelings so that they will no longer influence your ...  
And you will begin to notice ...  
And you will continue to have these ( feelings, thoughts, worries in the future) unless you ...  
And you will find your attention is less and less focused on ...  
And you will keep the image in the uppermost region of your mind ...  
And you will shift your thoughts to ...  
And you will sink further and further ...  
And you will start to feel stronger and stronger about ...  
And you'll be shocked to discover ...  
And you'll look forward to every coming (word, thought, idea etc.) ...  
And your subconscious mind has the ability to continue without your conscious mind paying attention ...  
And you're going to get better about thinking ...  
Any previous discomfort you may have felt is fading away now ...  
Are you beginning to follow ...  
Are you beginning to imagine ...  
Are you beginning to learn ...  
Are you ready to live a new way and enjoy ...  
Are you willing for this to happen?  
Are your eyes comfortable with these words?  
As a child did you ever ...  
As a reaction of what you're about to learn ...  
As a result of what I am telling you now your awareness of ...  
As a result of what I am telling you right now you begin to experience ...  
As a result of what I am about to tell you ...  
As a result of your experience you know that ...  
As a result a specific feeling will become clear to you ...  
As you expose more and more thoughts ...  
As you relive that experience again you ...  
As each second passes you'll feel more and more ...  
As each second passes you'll understand ...  
As each sentence passes you'll be persuaded by ...  
As every word travels from this ad to your mind you'll imagine ...  
As hesitation enters your mind, allow it to leave from the other side of your brain ...  
As I communicate with you, you continue to feel ...  
As I talk to you, you continue to ...  
As I talk with you, continue to ...  
As if somehow every word is just...  
As if we're here now for the first time ...  
As long as you tell yourself that ...

As more and more minutes pass by ...  
As soon as you feel the urge you will ...  
As the end of this ad comes closer and closer ...  
As these thoughts occur you begin to ...  
As thoughts enter your mind allow them to ...  
As these thoughts sink deep into your mind ...  
As time goes on you will find yourself ...  
As time goes on you will live ...  
As time passes by swiftly ...  
As we descend notice the increased feelings of ...  
As you allow yourself to enjoy this state ...  
As you allow yourself to completely explore and experience this event fully ...  
As you allow yourself to go farther and farther down this ad you ...  
As you allow yourself to scroll down this ad you're ...  
As you are focusing on each and every thought I give you ...  
As you become more ( ) and less ( ) each minute ...  
As you begin to discontinue ...  
As you believe this so it will be ...  
As you concentrate your attention on this ad ...  
As you continue reading and imagining ...  
As you continue to concentrate on these words ...  
As you continue to experience ...  
As you continue to go on further ...  
As you continue to read down this ad you ...  
As you continue to sit there and listen to my words ...  
As you develop this image you ...  
As you enjoy the feeling of ...  
As you fix your eyes on this ad ...  
As you go back in time feel yourself ...  
As you hear every word I say or read ...  
As you keep reading this ad you are feeling less and less ...  
As you keep scanning over this ad you are noticing ...  
As you keep skimming through this ad you're thinking ...  
As you keep yourself focused on ...  
As you know everything is easier when ...  
As you listen to my voice ...  
As you notice the feeling of ...  
As you read every word of this ad you will uncover ...  
As you read every word of this ad you will unearth ...  
As you read this ad more and more you will start to experience ...  
As you read this ad think about each and every word ...  
As you read this ad you'll experience more and more ...  
As you read this ad you've forgotten all about ...  
As you reflect about ...  
As you remember the memories of ...  
As you scan every word you will begin to imagine ...  
As you see things again in a new ...  
As you sit in front of the computer ...  
As you sit there and read this ad you start to notice ...  
As you sit there your mind will be focused on words and thoughts in this ad ...  
As you start reading the beginning of this ad you realize ...  
As you start to read and relax comfortably, I am going to offer you ...  
As you study each word in this ad ...  
As you study every word of this ad you will ...  
As you study this material your mind will help you concentrate on ...  
As you think about all of these things ...

As you visualize each word of this ad you will shortly feel a sense of ...  
As your imagination continues to widen ...  
As your interest continues to grow ...  
As your mind reacts to this information you ...  
As your pain leaves you begin to ...  
As your questions and doubts begin to disappear and you begin ...  
As you read this ad you will experience the sensation of ...  
As your subconscious mind records this information ...  
As your breathing begins to ...  
Ask yourself these questions ...  
Associate every word you read with feelings of ...  
Assume a comfortable position ...  
At the conclusion of the ...  
At the conclusion of this ad daydream about ...  
At the end of 30 seconds you will feel...  
At the end of this ad summon a mental image of ...  
At the same time imagine how it would feel if ...  
Be aware of that feeling of ( ) that you're experiencing ...  
Because of this you will begin to ...  
Because you are able to feel ...  
Become more and more ready to ...  
Begin to find yourself being mentally transported ...  
Begin your journey by ...  
Breathe and imagine that ...  
But right now you need to think those thoughts ...  
But you can free yourself from ...  
By directing your thinking, you can bring back the thoughts you experienced when you ...  
By implanting this information ...  
By knowing this you have a way of ...  
By looking into the future ...  
By the time you finish reading this ad you'll have forgotten ...  
By the time you finish reading this ad you'll have foreseen ...  
By the time you read this ad you will ...  
By turning on your subconscious mind ...  
Can you imagine a time when ...  
Can you mentally recall a time ...  
Can you remember what ... feels like?  
Can you see that?  
Can you remember the feeling of ...  
Concentrate on each and every word ...  
Continue letting this feeling spread all over your body ...  
Continue to fully experience this ad while you notice ...  
Continue to hold the image in your mind ...  
Drive out all other thoughts of ...  
Do it right now ...  
Do you agree?  
Do you recall a memory of ...  
Do you remember a moment when ...  
Do you remember seeing ...  
Do you recall a feeling of ( ) back when ...  
Drift back to a past experience when ...  
Each and every sentence suggest (images, memories, feelings, etc.) that travel from this ad to your mind ...  
Each fact and benefit of this ad will leave an everlasting, profound impression of ...  
Each morning upon rising you can permit yourself ...  
Each second you read focus on ...

Each time that you read these thoughts ...  
Each time you complete a sentence you feel more and more ...  
Each time you think about ( ) you will ...  
Each word you read will be firmly embedded in your thoughts ...  
Each word you read you will accept as ...  
Everything you read will sink deeply in your subconscious mind ...  
Even though you can't hear me concentrate on my commanding but soft voice ...  
Even though you may not consciously remember you will relive it in your mind ...  
Even when you're not consciously thinking about these (words, ideas, benefits) ...  
Every now and then you may have the sense of ...  
Every now and then you may ...  
Every now and then you might imagine ...  
Every thought and feeling that I tell you, you are going to experience ...  
Every day beginning now you'll feel ...  
Every day T\*(Each indmw1msve ths ...)Tj T\*(Everything that I tell y isre going thaptheexactuslh i  
Eacivet ctrolse of ...Every time you reach worl ... ky nthing thah you c ..... h yoy begng ty ...Evme

I am going to describe to you a way ...  
I am going to offer you suggestions that your mind can easily accept ...  
I believe that you have as much right to your feelings of ( ) as ...  
I dare you to ...  
I don't know if these images of ( ) will pop up in your mind ...  
I don't know if your thoughts will change about ...  
I know and you know that you have been experiencing ...  
I know you can remember ...  
I know you have a conscious memory of ...  
I know you have feelings of ...  
I know you have had ( ) of ...  
I know you have thoughts of ...  
I know you're feeling bad about ...  
I know you're thinking positive thoughts about ...  
I now suggest that you can ...  
I realize you are having many problems ...  
I really cannot make you order. But at some time in the future when you're ready to buy I can help you ...  
I want to ask your mind to ...  
I want you to experience ...  
I want you to forget that I told you ( ) ....  
I want you to make believe ...  
I want you to think about the word ... What image pops in your head?  
I want you to visualize someone other than yourself who has ...  
I wonder how you're going to feel about the following ...  
I wonder if you'll be pleased to notice that today ...  
I wonder if you'll be reminded of ...  
I wonder if you'll notice ...  
I wonder if you'll remember ...  
I wonder if you've had the experience I had when ...  
I would like for you to take a few moments to think about ...  
I would like you to ask the inner part of your mind ...  
I would like you to keep this feeling in your mind for ...  
I would like you to picture in your mind ...  
I would like you to see yourself ...  
I would like you to think of a time in your past ...  
I would like you to visualize ...  
I'd like you to begin by just thinking ...  
If at times you find your mind wandering off this page, think about ...  
If you are wondering ...  
If you really have to ( ) you ought to do a good job of it.  
If you should begin to think about ...  
If you're anything like me ...  
If you're like other ...  
If you're thinking about feeling ...  
If you were able to feel ...  
I'm about to tell you ...  
I'm going to ask you to concentrate on ( ), pay no attention to ...  
I'm going to ask you to think about each and every word that follows and their direct meaning on your life ...  
I'm only going to ask you to think about certain (words, ideas, thoughts) ...  
I'm sure you can recall a time when ...  
I'm wondering even as you go through this ad if ...  
Imagine that you are learning the future which no one else knows yet ...  
Imagine anything that will remove the barrier of ordering ...  
Imagine being back in a classroom ...

Imagine feeling totally ...  
Imagine for a minute that it's a year from today ...  
Imagine for a second that ...  
Imagine images of ...  
Imagine listening to the sound of my voice ...  
Imagine my soft voice talking to you as you read each word ...  
Imagine now that hovering over your body is ...  
Imagine or do the following ...  
Imagine that the day has come that you ...  
Imagine what would happen if ...  
Imagine what you could accomplish if ...  
Imagine yourself back in ...  
Immediately after reading this article you will feel ...  
In a few minutes I'm going to tell you ...  
In a few moments I will describe a scene and as I do so, you can experience it as (real life, reality, a dream, fantasy) ...  
In a few moments I will ask you to allow yourself to ...  
In just a flash I'll tell you ...  
In a little while I'm going to return you to the present ...  
In a minute your mind and body are going to ...  
In fact it knows so much that your conscious mind doesn't even know how much it doesn't know.  
In just a short while I'm going to return you to your normal sense of time and place ...  
In just a while ...  
In order to learn how to do that I suggest that you ...  
In the coming paragraphs your thoughts will ...  
In the coming sections ...  
In the future when you may have some thoughts of ...  
In the information to follow ...  
In the next few paragraphs you are going to learn ...  
In the past you had feelings of ...  
In this fantasy you visualize yourself ...  
In this short ad you're ...  
In your present mode of thinking you do not believe ...  
Instead of reading this whole article you will limit your reading to the parts that compel you to buy ...  
Is that okay?  
Is there a past event that ...  
Is there a past experience that ...  
It becomes clearer that ...  
It may be that you spontaneously feel ...  
It may be that you suddenly become aware of ...  
It might be good to remember something that you have forgotten about ...  
It might be interesting to allow your mind to drift back through time as if ...  
It's clear that you were too young to ...  
It's okay to think whatever you think about ...  
Just a few moments ago I asked you ...  
Just allow yourself to drift back to that experience ...  
Just imagine being ...  
Just let it happen, okay?  
Just let your imagination go ...  
Just let your imagination drift with every word you read ...  
Just let yourself know almost as if you're sending your mind and body a message of ....  
Just notice some of the sensations ...  
Just notice those feelings as you ...  
Just notice yourself at ...

Just now you decided to be determined to ...  
Just picture and feel ...  
Just picture this for a second ...  
Just reminisce about it ...  
Just savor the experience for a few moments and enjoy ...  
Just suppose you could ...  
Just think of what you have learned in the last few moments ...  
Just imagine for instance ...  
Keep all that you have read locked in your mind, the letters, words, meanings, and think about them (often, every day, etc.)  
Keep your mind fixed on ...  
Know in your mind now that you will be able to ...  
Learn to trust your subconscious mind because ...  
Less and less you realize ...  
Let me ask this, if you ...  
Let me remind you ...  
Let the (fears, worries, pain etc) drop out of your life ...  
Let these thoughts go to the back of your mind ...  
Let those thoughts go deep into the back of your mind ...  
Let us explore a new avenue ...  
Let your eyes soak up ...  
Let your imagination become re-acquainted with every detail of ...  
Let your imagination focus upon this ad ...  
Let your inner mind now select a time when you've ...  
Let your mind drift ...  
Let your mind wander and wonder as you wander.  
Let your thought shift back to ...  
Let your thoughts take you to ...  
Let yourself become more and more aware of ...  
Let yourself begin to experience now ...  
Let yourself flow with the words you understand ...  
Let yourself go back and experience those feelings once more ...  
Let yourself visualize and re-experience ...  
Let's pretend that ...  
Let's take a trip into your past ...  
Let's take a trip through your brain ...  
Let's travel through your mind ...  
Let any fear fade away.  
Make yourself comfortable and allow your mind to ...  
Many of us had that experience of ...  
Maybe the first thing you feel is ...  
Maybe your subconscious mind wants you to ...  
More and more, starting today, you feel ...  
More and more you become free of ...  
Move the feeling of ( ) to your thoughts ...  
No matter how hard you try, you will not be able to remember ...  
Nothing else is important and you simply don't pay attention to anything but this page ...  
Nothing is beyond the power of your subconscious mind. Your problems will ...  
Notice any difference?  
Notice as you concentrate ...  
Notice how good you feel right now ...  
Notice how you feel about ...  
Now as every word travels from this ad to your brain ...  
Now as you continue to absorb my words ...  
Now as you continue to listen to my words you find yourself ...  
Now as your (adj) mood begins to grow more and more ...

Now begin to create another image ...

Now concentrate your mind on ...

Now feel (excitement ) passing through your body ...

Now I am going to count from one to ten and when I reach ten, all of your ( ) will have faded away

Now I am going to give you a story on ( ) so you can understand ...

Now I can almost hear you thinking ...

Now I can almost see you visualizing ...

Now I suggest when you ( ) you do what I have done ...

Now I want to ask your subconscious something and please allow it to respond in your thoughts ...

Now I want you to go way deep into your mind and visualize ...

Now I want you to ponder those feelings and begin to focus on ...

Now I want your mind to search through your memories ...

Now I want your subconscious mind to listen very carefully ...

Now I would like to help you experience the feelings of ...

Now I would like you to picture very clearly your favorite ...

Now I would like you to think about a major incentive you are ...

Now if you examine this ad thoroughly you will ...

Now imagine that you're in ...

Now imagine the result of ...

Now imagine yourself ...

Now in your mind formulate a goal you would like to ...

Now just to re-enforce that let's go through it again ...

Now keep in mind the picture of ...

Now keep thinking about ( ) notice how ...

Now let me ask you an awkward question ...

Now let me ask you about ...

Now let your imagination formulate an image of ...

Now let yourself get in touch with the feelings of ...

Now let yourself get in touch with ...

Now let's go to that lovely place of your choice and thoroughly enjoy every minute of ...

Now picture the following ...

Now picture you are watching a show about life going from the present to the past ...

Now picture you are watching the movie of your life going from past to present ...

Now picture you are watching your life in a time machine about life going from past to present to

Now retrace your life back to ...

Now tell your mind that you ...

Now tell yourself that you're ...

Now that you know you start to experience ...

Now think of ...

Now this is what you're going to think about ...

Now what I'm going to suggest to you is ...

Now what is it that you're feeling?

Now you are familiar with this state you will ...

Now you can begin to break through your negative ...

Now you find yourself drifting slowly ...

Now you find yourself drifting (back, toward) to a time when ...

Now you may choose how you would like to feel about the (past, present, future)

Now your mind will readily accept ideas for ...

Now you will let a scene of ( ) come to you ...

Now you will note that ...

Now your ( ) has completely gone ...

Now you're able to control ...

Now your inner mind will lock onto this page ...

Now your subconscious mind has made a commitment to ...  
Now I'd like you to imagine that you're watching ....  
Okay, you're probably seeing yourself ...  
Once you're completely engulfed by these ... (words, feelings, thoughts, etc) ...  
Only focus on ...  
Outline in your mind what you are doing now and for what reason you are doing it ...  
Pay attention to ...  
Pay close attention to my voice just as I am there speaking with you in a ( adj.) voice.  
Pay no attention to the background interruptions, just concentrate on this report ...  
Perhaps already noticing that sense of ...  
Perhaps even picturing ...  
Perhaps imagine once again that ...  
Perhaps remembering and re-experiencing ...  
Picture yourself (No.) years from now ...  
Picture yourself as a ...  
Picture yourself in the worst possible situation ...  
Please concentrate on your ...  
Please recognize that your mind can automatically ...  
Possibly you may want to read ...  
Perhaps you'll be aware of several different feelings like ...  
Perhaps traveling back into past experiences will ...  
Really think about a time when ...  
Regardless if you read this whole letter or not, you will think about ...  
Remember when as children we couldn't understand ...  
Remember a time when ...  
Remember the emotion of ...  
Remember the taste of ...  
Remember these words ...  
Remember when you were in your teens and ...  
Remember while you're visualizing you're always in control ...  
Repeat this 3 times ...  
Rest your eyes on my words ...  
Review all of your (experiences, memories, thoughts) through life and pick the one that ...  
Reverse yourself back through time before ...  
Right now all your worries are drifting away.  
Second by second allow yourself to experience ...  
Second by second you will find it easier to imagine ...  
See a picture of your fantasy life so it reminds you to eventually order.  
See yourself looking the way you would like to ...  
See yourself as you would like to be 3 days from now ...  
See yourself at a peaceful location ...  
See yourself standing ...  
Send a message from your mind to your body that ...  
Sense a thought which can produce (mood, memory, physical action) so that you will ...  
Sense your mind ...  
Sentence by sentence you start to notice ...  
Simultaneously we both may be thinking ...  
Since you're still here I'm going to predict ...  
Since you've made it to the end I'll assume you're ...  
So ask your mind to communicate with your body and so take action ...  
So just continue to let yourself explore this ...  
So just remember there is no risk to you because ...  
So let yourself become deeply involved with each word you read ...  
So now you have two choices ...  
So you will remember these and they will come back ...  
Something interesting is going to happen ...

Some years ago you ...  
Soon that problem will be out of sight because ...  
Soon this worry will disappear because ...  
Soon you will find yourself ...  
Soon you will remember ...  
Soon you will see ...  
Soon you'll feel ...  
Starting now a feeling of ...  
Starting now even more you will visualize ...  
Starting now identify a time in your ...  
Starting now more and more you'll ...  
Starting now you are very receptive to the following suggestions ...  
Starting now you begin to get a feeling more and more as if you're ...  
Starting now you can begin a new ...  
Starting now you fully understand that ...  
Still feeling ( ) about this (adj) letter you are reading ...  
Stop telling yourself that you can't ...  
Take a few moments to make ...  
Take your time and experience ...  
Tell yourself when this page ends ...  
Tell yourself that you'll no longer ...  
Tell yourself that your mind ...  
That's right, continue to relive that experience ...  
The closer and closer you get to the end of this ad you ...  
The effect of the following suggestions may ...  
The fact that you decided to check out this ad ...  
The fact you're still studying this ad means ...  
The farther down you read you'll begin to feel ...  
The first (word, thought, memory) I want you to think about is ...  
The first word I would like you to think about is ...  
The imagery that you see will ...  
The more you read, the more you'll forget all about ...  
The more you review this offer, the more you find yourself feeling ...  
The more you allow your mind to ( ) the more ...  
The more you keep reading this ad the less you feel ...  
The suggestion that follows will undoubtedly prove beneficial to ...  
Then would it be alright with your subconscious mind to ...  
There have been many situations and places where you've have felt ...  
There were times in the past when you felt ...  
These feelings you are having come from many sources like ...  
These graphics may remind you of ...  
These ideas will spring into your mind over and over ....  
These images will become more and more clear ...  
These suggestions will be effective only until ...  
Think about every thing you've read ...  
Think as if your problem was already solved ...  
Think back to when you were ...  
Think of a time soon in the future ...  
Think to yourself ...  
Thinking about this advice you decide ...  
This experience of reading this letter will give you more ...  
This image may make you feel ...  
This is what you're going to remember ...  
To relieve the restricted feeling of ( ) you might want to order today.  
Today I don't know how long you will wait to ...  
Try any or all of the following ...

Try not to let your mind wander from ...  
Turn your attention to the sensations of ...  
Upon reading this, you can still let yourself daydream without having to be clearly aware of anything ...  
Use all of your senses to create that image ...  
Visualize this scene as imagination or reality because ...  
Visualize your problem as being a ...  
Visualize yourself being ...  
Watch those feelings drift further and further away ...  
What do these emotions tell you ...  
What do these pictures mean to you ...  
What if you could ...  
What you tell yourself determines whether you ...  
Whenever you choose you can spend ( ) minutes just thinking about ...  
Whenever you feel a need to leave this page without changing your life, Stop! and think about ...  
Whenever you feel a need to leave this page without trying out our product, Stop! and think about ...  
Whenever you feel the onset of ...  
Whenever you have any thoughts of ...  
Whenever you notice your mind being distracted somewhere else, just think about ...  
When, for the moment, things cannot be changed ...  
When you are ready to begin to resolve your problems, it maybe possible to let go of ...  
When you go to sleep at night, you will practice saying something like ...  
When you see this clearly, go ahead and order ...  
When you think about your problem with ...  
Where would you rather be right now?  
While reading this article you are ruling out all other thoughts and feelings except for ...  
While thinking about this you become more and more receptive to ...  
While you are reading, keep in mind that ...  
While you are there feeling ( ) I will explain to you what will happen ...  
While you're reading this report your concentration will be so intense you won't be interested in anything else.  
While your mind is processing the thoughts of ( ) you can ...  
While you're off on your visualization I want you to also notice ...  
While you're analyzing this ad you begin ...  
While you're sitting down reading, begin to ...  
Will you do what I say?  
Wipe away all thoughts of ...  
With each breath you absorb, you feel ...  
With each breath you release, you imagine more and more about ...  
With every passing minute you begin ...  
With every passing word you feel ...  
Word by word let yourself feel more ( ) and at the same time less ...  
Word by word you see ...  
Would that be alright?  
Would you like me to show you a way ...  
Would you like me to supply some ...  
Would you like to have a pleasant, surprising experience?  
Wouldn't it be amazing if you could ...  
Wouldn't it be great if you were free of ...  
You are now going to be free of ( ) if you will do what I say ...  
You are so deeply focused on every syllable of this ad that you ...  
You are starting to feel an episode of ...  
You automatically find yourself ...  
You begin now to see the world again as you did when you were a child ...

You begin now to see your life as ...  
You begin to see everything again as if ...  
You begin to see your life in a new way because you've forgotten ...  
You can begin to explore ...  
You can choose the images that ...  
You can daydream as fully as you like with no need to pay attention to ...  
You can enjoy whatever experience you are feeling right now ...  
You can enjoy ...  
You can have some understanding now of the past because..  
You can hear it in your mind more and more ...  
You can not forget about ( ) because ...  
You can really let go of what you don't need in your ...  
You can see more clearly what ...  
Your conscious mind may doubt or question your subconscious mind but you will ...  
You continue to drift down and down this page coming closer to ...  
You don't even have to think about to what I'm saying.  
You don't have to fully remember if you don't want to or you don't need to, but your subconscious ...  
You don't know it yet but at the conclusion of this ad you will experience ...  
You don't know it yet but in a little while you'll begin to visualize ...  
You don't need to pay attention to any of these (words, examples, feelings, thoughts, etc) ...  
You don't realize it yet but in the next 30 seconds you're going to imagine ...  
You find you have ...  
You're going to listen carefully to what I'm going to tell you ...  
You have no idea that you will feel ...  
You have the capacity to visualize yourself in the future living out your dreams with a sense of ...  
...  
You have time now to think about such things as ...  
You haven't had time to think about these conscious problems if you don't order today.  
You know from past experience ...  
You may also notice that as I continue to ...  
You may also notice ...  
You may also notice how easy it is to ...  
You may experience this as ...  
You may feel it necessary to ...  
You may find it interesting to notice ...  
You may find it particularly surprising ...  
You may have a strange feeling of ...  
You may have some memories that come freely into your mind like ...  
You may have the unusual sensation of ...  
You may recall the feeling of ( ) from a past experience ...  
You may wish to listen very carefully to the interesting things ...  
You might feel more comfortable ...  
You might think of ( ) now ...  
You might want to think about ...  
You might want to make your scene look like a movie or picture ...  
Your mind has thought about it for (time period) ...  
You notice how every word persuades you more and more ...  
You now become aware of ...  
You probably didn't read everything but you paid attention to ...  
You, through your own conscious and actions, can ...  
You will allow yourself to accept these suggestions because ...  
You will be able to go through the day more ...  
You will be able to recall a great deal of information about ...  
You will be able to release yourself from ...  
You will be able to shift your thoughts ...

You will be less and less worried about ...  
You will discover certain (thoughts, images, memories, ideas) spontaneously passing through your mind about this ...  
You will experience just as I tell you ...  
You will feel ( ) that you have found ...  
You will feel free of ...  
You will find yourself going into a deep state of (imagination, fantasy, etc.) ...  
You will find yourself constantly alert and thinking while reading ...  
You will find yourself thinking about ...  
You will find yourself thinking this over and over until you ...  
You will look forward to absorbing each and every word into your subconscious ...  
You will permit yourself to ...  
You will respond to ideas and suggestion that are ...  
You will retain a clear picture of ...  
You will soon begin to notice these thoughts of ...  
You will temporarily forget about (the competition) ...  
You will think over and over ...  
You won't mind being ( ) while ( ) will you?  
You would like so much to say no to ...  
You would like so much to say yes to ...  
You yourself have probably often noticed ...  
You'll be able more and more to ...  
You'll become more and more aware of ...  
You'll hear yourself saying things like ...  
You'll let the (feelings, thoughts) of ( ) go and enjoy ...  
You'll say to yourself ...  
You'll yell at yourself ...  
You're becoming more in control of ...  
Your feeling of ( ) is fading away the more and more you study this ad ...  
Your feeling of ( ) is quickly changing to ( ) the further down you read ...  
Your inner mind knows exactly what it needs to ...  
Your inner mind seem strongly committed to ...  
Your mind is very curious to discover ...  
Your mind perceives every word of this persuasive ad ...  
Your mind will make the best use of these ...  
Your subconscious mind will cause you to ...  
Your subconscious mind will use this time to ...  
Your subconscious mind has a memory for everything you do and this includes ...  
Your subconscious mind has a complete record of ...  
Your subconscious is very eager to uncover ...  
Your subconscious mind will bring you all the facts and information you need in order to ...  
You're going to remember everything I tell you ...  
You're not going to allow these negative thoughts and feelings to ...  
You're probably wondering about ...  
You're going to keep telling yourself ...

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## Chapter 2: 440 Mesmerizing Copy Connectors

Regular transitions or copy connectors keep all the parts of your ad copy flowing together. Hypnotic transitions do the same thing but trigger your prospect's imagination and appeals to their subconscious mind. Here are a few examples:

As a result you remember ...

In short just imagine ...

You simply combine a transition with some mind words like imagine, recall, remember, visualize, etc.

They can put your prospect into a persuasive state of flow or zone while they're reading your ad copy.

Another tip for getting your prospects into a flow state is to use a lot of words, phrases and sentences that rhyme throughout your ad copy. Haven't you ever read a poem that just flows together and brings your mind along with it?

As you imagine ...

As well as you recall ...

Like remember ...

Likewise think ...

In much the same way look ...

In the same way envision ...

In the same manner listen ...

Just the same notice ...

To the same extent feel ...

At the same time gaze ...

To contradict it imagine ...

Contradictory recall ...

On one hand remember ...

On the other hand dream about ...

In one way think ...

In another way drift back ...

Although this may be true look ...

Nevertheless envision ...

Nonetheless listen ...

Notwithstanding notice ...

Still you feel ...

Yet daydream about ...

Still yet gaze ...

Conversely make believe ...

By the same token look back ...

Of course you sense ...

After all you hear ...

Granted you smell ...

Granted that you taste ...

No doubt you see ...

At the same time you picture ...

Naturally you visualize ...

Unfortunately you feel ...

While it's true you notice ...

Although this may be true you listen ...

Though you look ...

Although you drifted back ...

Even though you think ...

To conclude this experience ...

In conclusion observe ...

To close envision ...

In closing gaze ...

Last of all savor ...

Lastly look back ...

All in all pretend ...

To differ from the experience ...  
To differ from the visualization ...  
To differentiate from ( ), fantasize ...  
Otherwise you see ...  
After all observe ...  
Instead you taste ...  
Rather you smell ...  
Unlike what you hear ...  
Identically you experience ...  
Equally you picture ...  
Equally important you see ...  
Also you observe ...  
Similar to that you hear ...  
In a similar fashion you sense ...  
Comparatively you envision ...  
Comparably you savor ...  
Suddenly you dream ...  
All at once recall ...  
Abruptly remember ...  
Hastily think ...  
Often feel ...  
Frequently imagine ...  
Generally visualize ...  
As long as you picture ...  
At length see ...  
Never hear ...  
In an instant drift back ...  
This instant look ...  
Instantly envision ...  
In the third place dream ...  
Lastly you recall ...  
Finally experience ...  
To finalize you observe ...  
First you experience ...  
Second you visualize ...  
Third fantasize ...  
Last of all you picture ...  
Another example you see ...  
To terminate you gaze ...  
To end you savor ...  
To bring to an end you look ...  
To complete you pretend ...  
Last of all you remember ...  
At last think ...  
Lastly you drift back ...  
In the last place you look ...  
At the end you envision ...  
In the end you listen ...  
Ultimately you notice ...  
Finally you feel ...  
The final point imagine ...  
To finish visualize ...  
To conclude picture ...  
In conclusion see ...  
Consequently hear ...  
Instantaneously listen...

Thus experience ...  
Hence observe ...  
Therefore envision ...  
Consequently savor ...  
As a result look back ...  
The end result pretend ...  
As compared with ( ) imagine ...  
In comparison recall ...  
Correspondingly remember ...  
In relation to ( ) think ...  
Though you drift back ...  
Even though you look ...  
Although you envision ...  
Although true you listen ...  
And yet you notice ...  
But you feel ...  
But at the same time you gaze ...  
At the same time look back ...  
Immediately notice ...  
Promptly feel ...  
Quickly imagine ...  
Accordingly you imagine ...  
Incidentally you recall ...  
By the way remember ...  
Owing to your dream about ...  
In effect you think ...  
As a result you drift back ...  
As a result of your look ...  
Resulted in you envisioning ...  
As a consequence you listen ...  
Consequently you notice ...  
In conclusion you feel ...  
After you daydream about ...  
Following that you gaze ...  
Eventually you look back ...  
Furthermore you make believe ...  
Directly visualize ...  
At present you dream ...  
Presently you recall ...  
Currently you remember ...  
Right away you think ...  
In turn you imagine ...  
So far you visualize ...  
Later on you picture ...  
Now you drift back ...  
By now you look ...  
Sometimes you taste ...  
In brief experience ...  
In short observe ...  
In other words envision ...  
To sum up gaze ...  
In summary savor ...  
To summarize look back ...  
Again experience ...  
Some of the time you hear ...  
At times you smell ...

In the meantime imagine ...  
Occasionally you hear ...  
Rarely you sense ...  
Seldom you dream ...  
Uncommonly you recall ...  
Infrequently you remember ...  
Momentarily you think ...  
Temporarily you drift back ...  
Sporadically you look ...  
Intermittently you envision ...  
Earlier you heard ...  
Secondly you taste ...  
The second stage you hear ...  
Twice you sense ...  
Next dream ...  
The next day recall ...  
The next time remember ...  
The following week think ...  
Once again experience ...  
And again observe ...  
To repeat the vision ...  
Repeatedly gaze ...  
Also savor ...  
Besides look back ...  
Equally pretend ...  
Then drift back ...  
After that look ...  
Following that envision ...  
Immediately following notice ...  
Subsequently feel ...  
On the next occasion imagine ...  
Periodically you listen ...  
Sequentially you notice ...  
Gradually you feel ...  
Until you envision ...  
Until now you listen ...  
Today you notice ...  
Immediately you feel ...  
Simultaneously you imagine ...  
At the same time you visualize ...  
At this moment you picture ...  
During ( ) you see ...  
Equality important you experience ...  
First observe ...  
In the first place you gaze ...  
Initially you savor ...  
Primarily you look back ...  
For one thing pretend ...  
Despite this fact imagine ...  
In spite of everything recall ...  
Even so remember ...  
After all that think ...  
However drift back ...  
In contrast look ...  
On the contrary envision ...  
To the contrary listen ...

All the while you hear ...  
In the future sense ...  
Tomorrow dream ...  
To admit the truth you think ...  
To concede you drift back ...  
To make a concession you look ...  
To withdraw you envision ...  
To yield you listen ...  
Hereafter recall ...  
After you think ...  
Afterward you drift back ...  
After a short time you remember ...  
After a while you think ...  
After a long time you drift back ...  
After a few days you look ...  
Soon after you envision ...  
Soon you listen ...  
Right after you feel ...  
Not long after you imagine ...  
In the past you imagined ...  
In retrospect you visualized ...  
Secondly experience ...  
In the second place observe ...  
Secondarily envision ...  
Last of all gaze ...  
Finally savor ...  
In conclusion look back ...  
Before you pictured ...  
Earlier you saw ...  
Soon picture ...  
Just then see ...  
Previously you heard ...  
Prior to that you tasted ...  
Yesterday you dreamed ...  
Of late you recalled ...  
Recently you remembered ...  
Not long ago you thought ...  
Later dream ...  
Later on recall ...  
To acknowledge you imagine ...  
To admit you recall ...  
Most of all you experience ...  
Increasingly important you visualize ...  
Equally you fantasize ...  
Equally important you picture ...  
Instead you see ...  
Moreover you observe ...  
Furthermore you taste ...  
Considerably more times you smell ...  
Significantly you hear ...  
The most significant thing you sense ...  
Of great concern you envision ...  
Urgently you savor ...  
Increasingly you view ...  
More and more you pretend ...  
Of major interest you reflect ...

Notably you make-believe ...  
Interestingly looking back ...  
Admittedly you remember ...  
To surrender you notice ...  
To submit you feel ...  
Further pretend ...  
Furthermore experience ...  
Plus observe ...  
In addition envision ...  
In addition to gaze ...  
Additionally savor ...  
To add to that look back ...  
To succumb you visualize ...  
To give up you picture ...  
To compromise you see ...  
To adjust you smell ...  
First dream ...  
At first recall ...  
In the first place remember ...  
Once think ...  
Once upon a time drift back ...  
Begin looking ...  
To begin with envision ...  
Therefore you imagine ...  
Thereafter you recall ...  
Thereupon you remember ...  
Thus you dream about ...  
To this end you think ...  
With this you drift back ...  
So you look ...  
In fact you envision ...  
Of course you listen ...  
In short you notice ...  
Little by little you daydream about ...  
Gradually you gaze ...  
On this account you look back ...  
At the beginning listen ...  
At the onset notice ...  
To start with, feel ...  
Initially imagine ...  
Commence visualizing ...  
Commencing with the picture ...  
From this point see ...  
Following this you remember ...  
Another thing you experience ...  
The more you observe ...  
Moreover you envision ...  
Once more you gaze ...  
Next you savor ...  
Next to last you look back ...  
Following you pretend ...  
Following that think ...  
Eventually you imagine ...  
Little by little you visualize ...  
Slowly you picture ...  
In a while you see ...

Meanwhile you hear ...  
Always dream ...  
All of the time recall ...  
Every time remember ...  
Without exception think ...  
Continually drift back ...  
At that time look ...  
At the same time envision ...  
Repeatedly notice ...  
Subsequently you experience ...  
It follows that you visualize ...  
Because you fantasize ...  
Because of you picturing ...  
Because of this you see ...  
For this purpose you observe ...  
For this reason you taste ...  
For these reasons you smell ...  
In view of that you hear ...  
Hence you envision ...  
Henceforth you sense ...  
Otherwise you view ...  
Since you pretend ...  
Then you reflect ...  
For example sense ...  
Subsequently you experience ...  
Likewise you observe ...  
Similarly you see ...  
In a like manner you gaze ...  
Not unlike them you savor ...  
Above all you look back ...  
Most of all you pretend ...  
In one example hear ...  
As an example smell ...  
For instance see ...  
In this instance picture ...  
In this case visualize ...  
A case in point imagine ...  
To illustrate feel ...  
As an illustration, listen ...  
By the way of illustration, envision ...  
Considered as an illustration look ...  
To show ( ) drift back ...  
To demonstrate ( ) think ...  
To explain ( ) remember ...  
To clarify ( ) recall ...  
In order to clarify ...  
To illuminate ( ) imagine ...  
To bring it to light recall ...  
Suppose that you remember ...  
Least of all you imagine ...  
And you recall ...  
And then you remember ...  
Or you think ...  
Either you drift back ...  
Above all you imagine ...  
After all you recall ...

Indeed you remember ...  
In fact you dream about ...  
As a matter of fact you think ...  
Primarily you envision ...  
Notably you listen ...  
Actually you notice ...  
Especially you feel ...  
More important you gaze ...  
More importantly you look back ...  
Even more important you make believe ...  
Most important of all you experience ...  
Nor do you look ...  
Neither you envision ...  
Notwithstanding you listen ...  
However you notice ...  
Yet you feel ...  
But you gaze ...  
But you look back ...  
Specifically think ...  
More specifically drift back ...  
In this specific instance look ...  
To be exact envision ...  
More exactly notice ...  
Overwhelmingly you imagine ...  
Repeatedly you recall ...  
To repeat you remember ...  
To emphasize ( ) dream about ...  
Of great consequence you think ...  
To underscore you envision ...  
To highlight ( ) listen ...  
To stress ( ) notice ...  
Strikingly you daydream about ...  
By all means look back ...  
In particular feel ...  
Particularly you visualize ...  
Such as you see ...  
To confess you imagine ...  
To accommodate you recall ...  
To conform you remember ...  
To reconcile you think ...  
To agree you envision ...  
Namely you hear ...  
Dissimilar to you, sense ...  
To oppose you envision ...  
To counter you savor ...  
In opposition to you view ...  
Versus ( ) you pretend ...  
For one thing you taste ...  
That is you smell ...  
Indeed you hear ...  
Incidentally you sense ...  
In other words imagine ...  
To put it another way recall ...  
Thus think ...  
In order to clarify ( ) drift back ...  
To cite a reference look ...

In the following manner envision ...  
In the same manner listen ...  
At the same time visualize ...  
Nevertheless you experience ...  
Still you visualize ...  
Still yet you picture ...  
Though you see ...  
Although you observe ...  
To continue you taste ...

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## Chapter 3: 60 Subconscious Openers

One of the most effective way to open up and persuade your prospect's subconscious mind is to get them to relax first. They'll be more susceptible to your ads. They will also absorb, store and remember the information easier, which can be good for branding, viral marketing and word of mouth marketing.

For example, have you ever been tired or very relaxed and one of your family members or friends asked you to buy something for them and you agreed. Then later on you think, "I can't believe I spent my hard-earned money to buy that for him/her." You likely wouldn't have bought it if you weren't so tired or relaxed. Being really relaxed lowered your buying defenses.

You can just suggest that your prospect do one or more of the activities below for a few minutes before they read your ad or before they get to an important section of it.

It's more effective to suggest a couple of different ways they can relax. They will usually pick the one that works the best. If you only suggest one it might not be the way they like to relax.

If they even relax just a little, it will help open up their subconscious mind.

Here are some helpful phrases and activities you could suggest and use:

Remove any distractions before you read the ad ...  
Close your eyes and relax for a few minutes ...  
Focus on a relaxing object for a few minutes ...  
Remember a relaxing dream you've had ...  
Allow all your worries to shrink away ...  
Let yourself daydream about something relaxing ...  
Concentrate on a calming object for a few minutes ...  
Turn on some relaxing background music ...  
Burn some calming incense ...  
Focus on your natural breathing rhythm ...  
Picture yourself being fully relaxed ...  
Remember a time when you were totally relaxed ...  
Sit in a comfortable position ...  
Close your eyes and ...  
Relax your whole body from your head to your toes ...  
Concentrate on breathing in and out ...  
Pay attention to your relaxing inhalation and exhalation ...  
Clear your mind ...  
Notice the comfortable warmth of your body ...  
Relax and allow your thoughts to disappear ...  
Recall a calming memory ...  
Take a few slow, deep, relaxing breaths before you read this ad ...

Turn your attention to a comfortable time in your life ...  
Allow your mind and body to relax ...  
Forget about all your worries and concerns ...  
Play some soothing music before you read this ad ...  
Start to get comfortable ...  
Focus on your breath flowing in and out ...  
As you read this ad, feel your body becoming more and more relaxed ...  
Draw your attention to ...  
Let go of all your tension and let it pour right out of your mind ...  
Say to yourself, "I am relaxed."  
Mentally tell yourself, "I am calm."  
Repeat to yourself three times, "I am comfortable."  
Release all your cares and worries ...  
Gently close your eyes and relax for a few seconds ...  
Pretend you're enjoy your favorite relaxing place ...  
Notice the calming rhythm of each breath you take ...  
Imagine more and more stress leaving with each one of your breaths ...  
Feel yourself relax more and more with each passing breath.  
Center your focus on the relaxing picture ... above, below, to the left or right.  
Focus on the air moving in and out of your lungs ...  
Close your eyes and focus on ...  
Sit comfortably in your chair ...  
Stand up and stretch a little before your read this ad ...  
Empty your mind of every thought except relaxing ...  
Fix your eyes on a nearby relaxing object for a few minutes ...  
Think of a relaxing object from the past ...  
Dim the lights a little before you read the ad ...  
Think of a time in your life when you were at peace ...  
Take a few minutes to relax and focus on your breathing before you ...  
Just relax and take a few minutes to unwind ...  
Imagine hearing one of your favorite relaxing songs ...  
Settle back in your chair comfortably ...  
Make yourself relaxed and comfortable ...  
Straighten out a bit and get comfortable ...  
Take a few minutes to listen to the silence ...  
Imagine hearing a relaxing sound from Mother Nature ...  
Visualize a relaxing nature scene ...  
Empty your mind and re-experience a relaxing time ...  
Take a few moments to listen to your breathing ...

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## **Chapter 4: 25 Seductive Story Starters**

Stories are very hypnotic. I know when I watch or hear a good story that has a character I would like to be, or one that has some similarities to me, I subconsciously place myself right into the action of the story.

Your prospects may subconsciously place themselves in your stories too. Your real, made up or even non-human characters could be buying your product, enjoying the benefits or being punished for not buying. Anything goes! Give your characters some dialog to talk directly to your prospects or to each other. They could tell them your product's facts, benefits, guarantee, features, uses, price, testimonials, closing, etc.

Once upon a time ...  
Just the other day ...

One day ...  
Way back in (year) ...  
Yesterday ...  
Last week ...  
Last month ...  
Last year ...  
(No.) years ago ...  
(No.) months ago ...  
In (month) of (year) ...  
In (month) ...  
Round about (month) ...  
I want to tell you about ...  
It's (month) (year) ...  
In (year) ...  
Last (day of week) ...  
It's (time) ...  
One sunny day ...  
One cold evening ...  
One winter morning ...  
I was ...  
My friend was ...  
(Character's name) was ...  
It was a ...

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**It'e wscious mioundndl agstraight toheir..Yennow..Onthks..Rot..al..ti only..Yc**

bill me later  
try it  
sample it  
fully guaranteed  
no-risk guarantee  
full year warranty  
lifetime warranty  
promptly refunded  
take a chance  
quality checked  
rely on us  
friendly service  
environmentally safe  
brand new  
just released  
once in a lifetime  
money-back guarantee  
secure ordering  
toll free number  
overnight shipping  
free shipping  
order before (date)  
win big  
brand new  
sneak preview  
super important  
stop  
fact  
warning  
make money  
save money  
increase profits  
increase sales  
get a raise  
get a promotion  
work less  
eliminate debt  
bargain price  
retire early  
be successful  
be beautiful  
be famous  
live long  
be healthy  
pain free  
increase energy  
be an expert  
work at home  
be popular  
be famous  
find love  
get married  
be attractive  
have sex  
save time  
increase time

accomplish goals  
gain a skill  
fulfill appetite  
fulfill thirst  
be free  
no hassles  
gain pleasure  
make friends  
be secure  
have it easy  
change life  
solve problems  
break a habit  
feel happy  
feel smart  
feel confident  
feel important  
feel loved  
tested and proven  
very big  
calm and relaxing  
everything you need  
fast and easy  
instant results  
user friendly  
professional staff  
all natural  
hard facts  
newly revised  
information packed  
a must  
handmade  
rare and genuine  
pays for itself  
state of the art  
hits the spot  
world famous  
mind blowing  
heavy duty  
tested safe  
small and compact  
members only  
behind the scenes  
in style  
first class  
timeless and historic  
handy and helpful  
don't miss out  
huge selection  
highly regarded  
fast delivery  
easy to assemble  
custom-made  
fully automatic

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## Chapter 6: 21 Psychic Influencers

You can tell your readers vague and general things about themselves. The statements should be information that could apply to anyone or just your target audience. This will make your readers feel like you really know and understand them which will create trust, rapport and credibility. It makes you look almost psychic!

I sense you ...  
I know you ...  
I feel you ...  
I see you ...  
I picture you ...  
I know you ...  
You probably feel ...  
You likely see ...  
I'm sensing that you ...  
I'm seeing that you ...  
I see in your future ...  
I see in your past ...  
Presently you ...  
I can hear you ...  
I can view you ...  
In your past you ...  
In the future you will ...  
Recall when you ...  
Remember when ...  
In the present ...  
At times you feel ...

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## Chapter 7: 19 Sensory Persuaders

Sensory persuasion is what you or someone else saw, have seen, heard, felt, tasted, smelled or even sensed. You can use the exact source if you have their permission or if you don't, you can use a general name like book, TV, he, she, experts, etc. They bring credibility to your ad because you're not the only one making those statements. Your prospects will trust what you're saying even more.

I read in a (source) that ...  
I saw on (source) that ...  
I heard on (source) that ...  
I heard from ... that ...  
(source) heard ...  
(source) saw ...  
(source) felt ...  
(source) told me ...  
(source) says ...  
(source) said it tasted like ...  
(source) says it sounds ...  
(source) said it look like ...  
(source ) stated ...  
(source) thinks ...  
(source) has/have proven ...

(source) studies show ...  
(source) tests show ...  
(source) surveys show ...

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## Chapter 8: 12 Unforeseen Closes

Most closes you read are very direct and command you to order. That can be a real turn off for most people. People don't want to be told what to do, they hear it enough at home, at work, from the government, from law enforcement, etc.

Your closes should be less direct and allow your prospects to think it's their idea to buy, they are making the decision. For example: You might want to try out our product because ...

Your indirect close should always be followed with a good reason to buy though. It could be bonuses, limited time offer, easy payment options, free shipping, etc.

You might want to try out our product because ...

You may want to purchase today because ...

Possibly you should order today because ...

Usually people buy the first time they visit our website because ...

Rarely do people leave our website without ordering because ...

Primarily people order the first time they read our ad because ...

You may realize you need to order today because ...

Surely you will ordering now because ...

Naturally you will buy now because ...

I feel that you should order today because ...

I trust you'll order today because ...

In my opinion you should order because ...

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## Chapter 9: 16 Penetrating P.S.'s

P.S.s are usually one of the last things people read. You must be able to influence your prospects to order before they leave your ad. One way is by complimenting, praising or thanking them for attempting to improve their life or solve their problems.

I appreciate the time you took to read this ad.

You made a real accomplishment by considering solving your problem today.

I'm impressed with the time you took to read this ad.

You've come a long way at least considering making your life better.

You've got what it takes to improve your life. You just need a little help from us.

I admire you for not being scared to take a risk.

You deserve a lot of credit for changing and taking charge of your life.

You'll really make a difference in your life by ordering.

You really proved you want to better your situation.

You're really intelligent for taking time to read this ad copy.

You're certainly determined to reach your goals.

You won my respect by just reading this ad copy.

You're a winner because you're trying to get over your obstacles.

You've got determination because of your risk-taking attitude.

You've show me a lot of confidence by just reading this sales letter.  
I salute you for taking time out of your busy day to improve your family's life.

Some other complimenting and praising words you can use:

talented  
well educated  
witty  
seasoned  
resourceful  
reliable  
qualified  
serious  
skilled  
successful  
smart  
self-reliant  
proficient  
professional  
productive  
caring  
expert  
fast  
hardworking  
highly motivated  
motivated  
ingenious  
intelligent  
educated  
dedicated  
confident  
ambitious  
risk-taker

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## Chapter 10: 160 Mind-Opening Questions

Questions are very hypnotic. Your prospects have been raised their whole lives to answer questions. It's like an automatic mental habit. Questions can spark persuasive thoughts and mental images in your prospect's mind. It opens up their subconscious mind to your buying suggestions.

For example: If I could show you how to lose 20 pounds in a week, would that interest you? If the goal of your target audience is to lose weight quickly, this would stimulate their inner brain to think "yes" and conjure up a mental image of themselves 20 pounds lighter and all the benefits that go along with it, like buying new clothes, finding a date, fitting into a favorite dress, not feeling self-conscious, etc.

Are you ... ?  
Are you going to ... ?  
Are these the benefits you want?  
Aren't you ... ?  
Ask yourself ... ?  
Can I show you ... ?  
Can you guess ... ?  
Can you guess what could happen if ... ?

Can you handle ... ?  
Can you imagine ... ?  
Can you ... ?  
Can't you ... ?  
Can't you see?  
Can't you trust me?  
Couldn't ... ?  
Couldn't you ... ?  
Did you ... ?  
Did you feel ... ?  
Did you like ... ?  
Did you note that ... ?  
Did you realize ... ?  
Did you know ... ?  
Didn't you ... ?  
Do I have it right?  
Do you ... ?  
Do you believe ... ?  
Do you find that ... ?  
Do you find that useful?  
Do you like ... ?  
Do you need to hear that?  
Do you want ... ?  
Does ... interest you?  
Does that sound ... ?  
Does this ... ?  
Does this make sense to you?  
Doesn't ... ?  
Doesn't it make you ... ?  
Don't you ... ?  
Don't you agree?  
Don't you think that ... ?  
Has ... ?  
Hasn't ... ?  
Have you been ... ?  
Haven't you ... ?  
Haven't you ever imagined ... ?  
Haven't you ever dreamed about ... ?  
Haven't you ever daydreamed about ... ?  
Have you ever ... ?  
Have you ever seen ... ?  
How can I make it better?  
How can I make this ... ?  
How can you ... ?  
How come ... ?  
How could you ... ?  
How did that feel?  
How did you feel about ... ?  
How do you ... ?  
How do you feel about ... ?  
How do you feel?  
How do you know that ... ?  
How do you know when ... ?  
How do you know ... ?  
How do you see this being resolved?  
How does ... ?

How does ... fit in the picture?  
How does that ... ?  
How does this affect you?  
How do you ... ?  
How good does it ... ?  
How important is ... ?  
How is ... ?  
How might your ... ?  
How much would it be worth to you?  
How will having ... improve your life?  
How will you know if ... ?  
How would you deal with ... ?  
How would your situation change?  
How would ... do it?  
If I can ... will you ... ?  
If I can help you ... that is fair isn't it?  
If I could show you ... would interest you?  
If ... ?  
In what ways was ... ?  
Is it possible that ... ?  
Is the lack of ... your biggest problem right now?  
Is this how you want your life to be?  
Isn't ... ?  
Isn't it going to be ... ?  
Now you can answer this question ... ?  
Right?  
Shouldn't ...  
Shouldn't you ... ?  
That's reasonable isn't it?  
The question to ask yourself is ... ?  
Wasn't ...  
Weren't you ... ?  
Was it pleasant?  
What bothers you most about this?  
What changes do you want to make?  
What could be more important than ... ?  
What could this mean?  
What counts the most?  
What do you believe now?  
What do you get when ... ?  
What do you ... ?  
What do you like about ... ?  
What do you like least about it?  
What do you like most about it?  
What do you need in order to ... ?  
What do you think about ... ?  
What do you ... ?  
What else would it be good for?  
What exactly did you ... ?  
What has been your experience?  
What if ... ?  
What is important now?  
What is the most ... ?  
What is your main objective of reading this ad?  
What made it worth it for you?  
What makes you ... ?

What matters most to you?  
What outcome do you want?  
What stops you from ... ?  
What will you gain if you buy our product?  
What will you lose if you don't buy our product?  
What would ... (think, say, feel, do, etc)?  
What would be the first step?  
What would happen if you did this?  
What would happen if you didn't do this?  
What would happen if ... ?  
What would have to happen for that to occur?  
What would it be like if ...  
What would motivate you to change?  
What would you do if ... ?  
What would you like to see happen?  
What wouldn't happen if ... ?  
What wouldn't happen if you did this?  
What's it feel like?  
What's it look like?  
Where would you rather be right now?  
Which of the ... ?  
Which way ... ?  
When will you ... ?  
Who else is affected?  
Why delay putting off this vital decision?  
Why have you ... ?  
Why is ... ?  
Won't it be ... ?  
Won't you ... ?  
Would you buy it?  
Would that be alright?  
Would you be ... ?  
Would you consider ... ?  
Would you like ... ?  
Would you like to ... ?  
Would you say ... ?  
Would that motivate you to ... ?  
Wouldn't ... ?  
Wouldn't you ... ?  
Wrong?  
You like to ..., don't you?

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## **Chapter 11: 20 Unorthodox Suggestions**

Ask your prospects to read persuasive parts of your ad copy in different ways. When they do this they are using more of their senses to absorb your message. It can then influence their conscious and subconscious mind at the same time. This can quickly help to brand your product and persuade them to buy with their other senses.

Mentally ask yourself ...  
Mentally repeat to yourself 3 times ...  
Silently and slowly read ...  
Visualize each word you mentally read ...

Mentally tell yourself ...  
Concentrate on the meaning of each word you silently read ...  
Mentally talk to yourself about what you just read ...  
Imagine listening to your favorite song as you silently read ...  
Mentally sing the following sentence ...  
Mentally imagine listening to my voice as you silently read ...

Ask yourself out loud ...  
Repeat to yourself 3 times out loud ...  
Slowly read out loud ...  
Visualize each word you read ...  
Tell yourself out loud ...  
Think about the meaning of each word you read ...  
Talk to yourself about what you just read ...  
Imagine listening to your favorite song as you read ...  
Sing the following sentence ...  
Mentally imagine listening to my voice as you read out loud ...

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## **Chapter 12: 25 Forbidden Benefits**

Convert your benefits into subconscious affirmations. As your prospects read them they end up talking to themselves in a positive, present tense. It's like they are persuading themselves to buy your product!

I know how to ...  
I am learning (No.) ways to ...  
I am discovering ...  
I will uncover ...  
I am learning ( No. ) strategies ...  
I'm definitely unlocking ...  
I know why ...  
I am learning where ...  
I know ( No. ) secrets ...  
I am finding out ...  
I am uncovering ( No. ) ideas ...  
I'm definitely learning ...  
I know what ...  
I know ( No. ) tips ...  
I am profiting ...  
I am discovering ( No. ) steps ...  
I am saving ...  
I am solving ...  
I know ( No. ) reasons ...  
I'm definitely learning the best ...  
I know the secrets of ...  
I am learning the top ...  
I know ( No. ) techniques ...  
I am finding out ( No. ) tactics ...  
I am learning ( No. ) benefits ...

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## Chapter 13: 10 Emotional Triggers

It's almost common knowledge that any single word in a group of other words written in capital letters conveys emotion or shouting. Depending on the word and the words around it, it could communicate anger, excitement, enthusiasm, frustration, etc. The goal of your ad copy is to have your prospects feel emotions that will persuade them to buy. So why not have them actually say and feel the emotion in first person. It will trigger their subconscious mind to activate those feelings. For example, "SUPERB! I can't wait to learn how to ... !"

Excitement, Enthusiasm, Happiness

"GREAT! I want to learn how to ... "

"YES! I want to know 10 ways to ... "

"SUPER! I want to find out 5 secrets to ... "

"AWESOME! I want to uncover why ... "

"OUTSTANDING! I want to discover what ... "

"TERRIFIC! I want to learn the top ... "

Anger, Sadness, Frustration

"SHOOT! I don't want to experience ... !"

"HORRIBLE! I don't want to feel ... !"

"NO, I don't want to have ... !"

"X%&\*#\$, I don't want to lose ... !"

The End

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### Bonus 1

## 20 Hypnotic "Full Page" Sales Letter Templates

by Larry Dotson

### Template #1

SUBJECT: How Would...

Dear ~NAME~,

As you start reading the beginning of this ad you find yourself...

Little by little you begin...

(Introduce Your Product Here)

Here's a small sample of what you'll receive:

(bullet/benefit/feature)

(bullet/benefit/feature)

(bullet/benefit/feature)

(bullet/benefit/feature)

(bullet/benefit/feature)

(bullet/benefit/feature)

(bullet/benefit/feature)

(bullet/benefit/feature)  
(bullet/benefit/feature)  
(bullet/benefit/feature)

Here's what others are saying about our business:

(testimonial/endorsement/letter/client)  
(testimonial/endorsement/letter/client)  
(testimonial/endorsement/letter/client)  
(testimonial/endorsement/letter/client)

Your entire investment is only (\$)! Get more for less!  
Click here to order now!

Order before (day, date, time) and you'll get (No.) bonuses!

(bonus & value)  
(bonus & value)  
(bonus & value)  
(bonus & value)

As you think about ordering, you suddenly realize you have nothing to lose with our lifetime money back guarantee.

Sincerely,  
(your name)

P.S. As you strongly consider ordering, you picture just how much money you would save if you bought today.

Click here to order now!

## Template #2

SUBJECT: How Much...

Dear ~NAME~,

As you sit there and read the beginning of this ad you start to feel...

Have you noticed yet that...

(Introduce Your Product Here)

Here's a brief list of what you'll get:

(bullet/benefit/feature)  
(bullet/benefit/feature)  
(bullet/benefit/feature)  
(bullet/benefit/feature)  
(bullet/benefit/feature)  
(bullet/benefit/feature)  
(bullet/benefit/feature)  
(bullet/benefit/feature)  
(bullet/benefit/feature)  
(bullet/benefit/feature)  
(bullet/benefit/feature)

Here's what some customers have told us:

(testimonial/endorsement/letter/client)  
(testimonial/endorsement/letter/client)  
(testimonial/endorsement/letter/client)  
(testimonial/endorsement/letter/client)

(product name) is available today for only (\$)! A fit for any budget! Click Here To Order!

Invest today and receive (No.) free bonuses worth (\$)!

(bonus & value)  
(bonus & value)  
(bonus & value)  
(bonus & value)

Imagine being able to try out a product without any risk. Now it's a reality!

Sincerely,  
(your name)

P.S. As this ad ends, think about the value of getting 4 free bonuses for only ordering one product.

Click here to order now!

### **Template #3**

SUBJECT: Inside Secrets Of...

Dear ~NAME~,

As you read every word of this ad you will become(amazed, stunned, etc.) at...

The more you keep reading this ad the more you feel...

(Introduce Your Product Here)

Here's what you'll discover:

(bullet/benefit/feature)  
(bullet/benefit/feature)  
(bullet/benefit/feature)  
(bullet/benefit/feature)  
(bullet/benefit/feature)  
(bullet/benefit/feature)  
(bullet/benefit/feature)  
(bullet/benefit/feature)  
(bullet/benefit/feature)  
(bullet/benefit/feature)

Here's what our clients say about us:

(testimonial/endorsement/letter/client)  
(testimonial/endorsement/letter/client)  
(testimonial/endorsement/letter/client)

(testimonial/endorsement/letter/client)

(product name ) is normally priced at (\$) but if you order before (date) you can get it for only (\$)! An incredible bargain! Click Here To Order Now!

If you act now you'll get (No.) freebies valued at (\$).

(bonus & value)

(bonus & value)

(bonus & value)

(bonus & value)

Imagine having the chance to return our product for a full refund if you're not satisfied.

Sincerely,  
(your name)

P.S. As this page ends, imagine getting a product up front without paying for it for a full thirty days.

Click here to order now!

## Template #4

SUBJECT: Do You...

Dear ~NAME~,

As you read every word of this ad you will become (amazed, stunned, etc.) at...

The more you review this page, the more you begin to find yourself...

(Introduce Your Product Here)

Below is a list of all the tools you'll get:

(bullet/benefit/feature)

(bullet/benefit/feature)

(bullet/benefit/feature)

(bullet/benefit/feature)

(bullet/benefit/feature)

(bullet/benefit/feature)

(bullet/benefit/feature)

(bullet/benefit/feature)

(bullet/benefit/feature)

(bullet/benefit/feature)

Here are some reactions from our repeat customers:

(testimonial/endorsement/letter/client)

(testimonial/endorsement/letter/client)

(testimonial/endorsement/letter/client)

(testimonial/endorsement/letter/client)

All this for only (\$)! You must think I'm crazy! Click here to order now!

Purchase before midnight tonight and get (No.) surprise bonuses!

(bonus & value)  
(bonus & value)  
(bonus & value)  
(bonus & value)

Envision being able to return our product for a full refund and still keep all the free bonuses!

Sincerely,  
(your name)

P.S. As this ad concludes, visualize getting a \$20 rebate just for trying out our product.

Click here to order now!

## Template #5

SUBJECT: Little-Known Secrets...

Dear ~NAME~,

As you study every word of this ad you will be (amazed, stunned, etc.) at what you'll learn...

Imagine what it would be like if...

(Introduce Your Product Here)

Here is just a small portion of the benefits you'll gain:

(bullet/benefit/feature)  
(bullet/benefit/feature)  
(bullet/benefit/feature)  
(bullet/benefit/feature)  
(bullet/benefit/feature)  
(bullet/benefit/feature)  
(bullet/benefit/feature)  
(bullet/benefit/feature)  
(bullet/benefit/feature)  
(bullet/benefit/feature)

We have over ( ) pages of testimonials, here is just a small sample of them:

(testimonial/endorsement/letter/client)  
(testimonial/endorsement/letter/client)  
(testimonial/endorsement/letter/client)  
(testimonial/endorsement/letter/client)

And the price? Just (\$)! Very economical! Click Here To Order Now!

Order right now and get these special incentives:

(bonus & value)  
(bonus & value)  
(bonus & value)  
(bonus & value)

As you debate about buying our product, think about our no questions asked, 90-day money back guarantee!

Sincerely,  
(your name)

P.S. As this letter wraps up, envision paying for our product in 3 low monthly payments.

Click here to order now!

## Template #6

SUBJECT: Closely-Guarded Secrets...

Dear ~NAME~,

As you analyze each word of this document you will shortly feel a sense of (calmness, joy, etc.)...

Now I would like to help you experience...

(Introduce Your Product Here)

We will supply you with the following tools:

(bullet/benefit/feature)  
(bullet/benefit/feature)  
(bullet/benefit/feature)  
(bullet/benefit/feature)  
(bullet/benefit/feature)  
(bullet/benefit/feature)  
(bullet/benefit/feature)  
(bullet/benefit/feature)  
(bullet/benefit/feature)  
(bullet/benefit/feature)

Below is a list of what readers have said about ( ):

(testimonial/endorsement/letter/client)  
(testimonial/endorsement/letter/client)  
(testimonial/endorsement/letter/client)  
(testimonial/endorsement/letter/client)

Low Introductory Price! Only (\$)! This price won't last long! Click here to order now.

And that's not all! Order this month and I'll also include...

(bonus & value)  
(bonus & value)  
(bonus & value)  
(bonus & value)

As each second passes, you know you must be satisfied or you'll get all your money back.

Sincerely,  
(your name)

P.S. As this page nears the bottom, picture buying only one product and getting one free for a friend.

Click here to order now!

## Template #7

SUBJECT: At Last...

Dear ~NAME~,

As you scan every word of this page you will begin to discover new ways of...

Wouldn't it be amazing if...

(Introduce Your Product Here)

Here's just a small list of the resources you'll have:

(bullet/benefit/feature)

(bullet/benefit/feature)

(bullet/benefit/feature)

(bullet/benefit/feature)

(bullet/benefit/feature)

(bullet/benefit/feature)

(bullet/benefit/feature)

(bullet/benefit/feature)

(bullet/benefit/feature)

(bullet/benefit/feature)

Here are comments from some satisfied customers...

(testimonial/endorsement/letter/client)

(testimonial/endorsement/letter/client)

(testimonial/endorsement/letter/client)

(testimonial/endorsement/letter/client)

Limited Time Price! All this for only (\$)! Click Here To Order Now!

If you order in the next (No.) minutes, I'll throw in these (No.) bonuses:

(bonus & value)

(bonus & value)

(bonus & value)

(bonus & value)

Picture yourself having all the power because you have one full year to try out our product without any risk.

Sincerely,  
(your name)

P.S. Now that you're at the end of this ad you're just minutes away from the feeling of...

Click here to order now!

## Template #8

SUBJECT: Money-Making...

Dear ~NAME~,

After you read this short ad, you will feel...

And you will sink deeper and deeper...

(Introduce Your Product Here)

Here are just a few of the features you're going to get:

(bullet/benefit/feature)

(bullet/benefit/feature)

(bullet/benefit/feature)

(bullet/benefit/feature)

(bullet/benefit/feature)

(bullet/benefit/feature)

(bullet/benefit/feature)

(bullet/benefit/feature)

(bullet/benefit/feature)

(bullet/benefit/feature)

(name of customer) said:

(testimonial/endorsement/letter/client)

(testimonial/endorsement/letter/client)

(testimonial/endorsement/letter/client)

(testimonial/endorsement/letter/client)

Purchase at (%) off our regular price! It's usually (\$), you'll only pay (\$)! Offer good while supplies last. Click here to order now!

When you get access you'll also get these (No.) free gifts!

(bonus & value)

(bonus & value)

(bonus & value)

(bonus & value)

As this ad comes to an end, you realize if you return our product for whatever reason you'll receive a prompt refund.

Sincerely,  
(your name)

P.S. There is nothing more I can do for you, you either have to try out our product or order in the next 15 minutes.

Click here to order now!

## Template #9

SUBJECT: Special Offer...

Dear ~NAME~,

After you read this short ad you will have learned...

And you will start to feel better and better about...

(Introduce Your Product Here)

(product name) includes:

(bullet/benefit/feature)

(bullet/benefit/feature)

(bullet/benefit/feature)

(bullet/benefit/feature)

(bullet/benefit/feature)

(bullet/benefit/feature)

(bullet/benefit/feature)

(bullet/benefit/feature)

(bullet/benefit/feature)

(bullet/benefit/feature)

Here's what some customers have told us:

(testimonial/endorsement/letter/client)

(testimonial/endorsement/letter/client)

(testimonial/endorsement/letter/client)

(testimonial/endorsement/letter/client)

Purchase today for the small investment of only (\$)! Very affordable! Click here to order now!

If you order in the next (No.) hour(s) you'll get (\$) worth of bonus gifts!

(bonus & value)

(bonus & value)

(bonus & value)

(bonus & value)

Are you beginning to see that if you return our product within 60 days, you will owe nothing?

Sincerely,

(your name)

P.S. You know you have to make a decision about ordering, you have to decide to either buy the basic or deluxe version.

Click here to order now!

## Template #10

SUBJECT: Limited-Time Offer...

Dear ~NAME~,

By the time you finish reading this document, you'll have learned...

Just think about it...

(Introduce Your Product Here)

I developed simple strategies which allow you to:

(bullet/benefit/feature)  
(bullet/benefit/feature)  
(bullet/benefit/feature)  
(bullet/benefit/feature)  
(bullet/benefit/feature)  
(bullet/benefit/feature)  
(bullet/benefit/feature)  
(bullet/benefit/feature)  
(bullet/benefit/feature)  
(bullet/benefit/feature)

The testimonials below are proof that...

(testimonial/endorsement/letter/client)  
(testimonial/endorsement/letter/client)  
(testimonial/endorsement/letter/client)  
(testimonial/endorsement/letter/client)

Order in the next (No.) minutes and you'll only pay (\$)! It's superb value! Click here to order now!

Order before (day, date, time) and you'll get (No.) bonuses!

(bonus & value)  
(bonus & value)  
(bonus & value)  
(bonus & value)

Allow your thoughts to focus on our double your money back guarantee.

Sincerely,  
(your name)

P.S. I'm sure that by now you can see that you won't find these benefits anywhere else.

Click here to order now!

## **Template #11**

SUBJECT: Act Now to Get This...

Dear ~NAME~,

Now tell yourself that you...

Imagine, for a moment, that it's a month from today...

(Introduce Your Product Here)

You'll have these (No.) incredible ideas close at hand:

(bullet/benefit/feature)  
(bullet/benefit/feature)  
(bullet/benefit/feature)

(bullet/benefit/feature)  
(bullet/benefit/feature)  
(bullet/benefit/feature)  
(bullet/benefit/feature)  
(bullet/benefit/feature)  
(bullet/benefit/feature)  
(bullet/benefit/feature)

Here are some comments from (names):

(testimonial/endorsement/letter/client)  
(testimonial/endorsement/letter/client)  
(testimonial/endorsement/letter/client)  
(testimonial/endorsement/letter/client)

It's only (\$)! That's (\$) off our normal price if you order now! It will pay for itself! Click Here To Order Now!

Invest today and receive (No.) free bonuses worth (\$)!

(bonus & value)  
(bonus & value)  
(bonus & value)  
(bonus & value)

Okay, you're probably thinking, "I could order their product then after I'm done with it just send back for a full refund."

Sincerely,  
(your name)

P.S. Don't order until you think about our one day only 50% discount.

Click here to order now!

## Template #12

SUBJECT: Money-Saving...

Dear ~NAME~,

By the time you finish reading this page, you'll feel...

Now imagine you...

(Introduce Your Product Here)

Look what else is included:

(bullet/benefit/feature)  
(bullet/benefit/feature)  
(bullet/benefit/feature)  
(bullet/benefit/feature)  
(bullet/benefit/feature)  
(bullet/benefit/feature)  
(bullet/benefit/feature)

(bullet/benefit/feature)  
(bullet/benefit/feature)  
(bullet/benefit/feature)

This is just (No.) testimonial (s) of the over (No.) we have:

(testimonial/endorsement/letter/client)  
(testimonial/endorsement/letter/client)  
(testimonial/endorsement/letter/client)  
(testimonial/endorsement/letter/client)

I could easily charge (\$) for (product name) but you'll only pay (\$)! Very economical! Click here to order now!

If you act now you'll get (No.) freebies valued at (\$).

(bonus & value)  
(bonus & value)  
(bonus & value)  
(bonus & value)

Allow your thoughts to focus on our double your money back guarantee.

Sincerely,  
(your name)

P.S. I'm not ready to let you order until you...

Click here to order now!

## Template #13

SUBJECT: No-Risk...

Dear ~NAME~,

You have no idea that...

Let me ask you, if you were...

(Introduce Your Product Here)

I'll also throw in these (No.) tips that you'll have at your fingertips:

(bullet/benefit/feature)  
(bullet/benefit/feature)  
(bullet/benefit/feature)  
(bullet/benefit/feature)  
(bullet/benefit/feature)  
(bullet/benefit/feature)  
(bullet/benefit/feature)  
(bullet/benefit/feature)  
(bullet/benefit/feature)  
(bullet/benefit/feature)

The endorsements below are based on...

(testimonial/endorsement/letter/client)  
(testimonial/endorsement/letter/client)  
(testimonial/endorsement/letter/client)  
(testimonial/endorsement/letter/client)

You get all of this for the low, low price of just (\$) Less than ( ) per day! Click here to order now!

Purchase before midnight tonight and get (No.) surprise bonuses.

(bonus & value)  
(bonus & value)  
(bonus & value)  
(bonus & value)

The closer and closer you get to ordering you keep thinking that, "if I don't like the product, I'm entitled to a prompt refund."

Sincerely,  
(your name)

P.S. Each and every day that you go without ordering you're more than likely going to...

Click here to order now!

## Template #14

SUBJECT: Must See...

Dear ~NAME~,

You don't realize it yet, but in the next 2 minutes you're going to learn...

Now, let me ask you a personal question...

(Introduce Your Product Here)

Here's a quick recap on what's included:

(bullet/benefit/feature)  
(bullet/benefit/feature)  
(bullet/benefit/feature)  
(bullet/benefit/feature)  
(bullet/benefit/feature)  
(bullet/benefit/feature)  
(bullet/benefit/feature)  
(bullet/benefit/feature)  
(bullet/benefit/feature)  
(bullet/benefit/feature)

Here's what (name) actually said about me:

(testimonial/endorsement/letter/client)  
(testimonial/endorsement/letter/client)  
(testimonial/endorsement/letter/client)  
(testimonial/endorsement/letter/client)

You could own (product name) for an easy investment of just (\$)! Best deal on the Net! Click Here To Order!

Order right now and get these special incentives:

(bonus & value)  
(bonus & value)  
(bonus & value)  
(bonus & value)

What would be the best way for us to prove this (product or service) really does what we say? That's what we'll do for you...

Sincerely,  
(your name)

P.S. While you strongly think about buying, you can also think about what your friends would say and think if you bought our product.

Click here to order now!

## Template #15

SUBJECT: How to...

Dear ~NAME~,

You don't realize it yet, but in the next 2 minutes you're going to feel...

Are you beginning to notice...

(Introduce Your Product Here)

Just take a look at what's inside:

(bullet/benefit/feature)  
(bullet/benefit/feature)  
(bullet/benefit/feature)  
(bullet/benefit/feature)  
(bullet/benefit/feature)  
(bullet/benefit/feature)  
(bullet/benefit/feature)  
(bullet/benefit/feature)  
(bullet/benefit/feature)  
(bullet/benefit/feature)  
(bullet/benefit/feature)

Here's just a short list of our clients:

(testimonial/endorsement/letter/client)  
(testimonial/endorsement/letter/client)  
(testimonial/endorsement/letter/client)  
(testimonial/endorsement/letter/client)

Your entire investment is only (\$)! Get more for less! Click here to order now!

And that's not all! Order this month and I'll also include...

(bonus & value)  
(bonus & value)  
(bonus & value)  
(bonus & value)

I'll personally guarantee that you'll (results) or you pay me nothing!

Sincerely,  
(your name)

P.S. Just imagine days from now using our product to...

Click here to order now!

## Template #16

SUBJECT: The Shocking Truth About...

Dear ~NAME~,

You don't know it yet but, in a few short minutes you'll begin to feel...

Are you beginning to see...

(Introduce Your Product Here)

Let's take a look at all the things you'll receive:

(bullet/benefit/feature)  
(bullet/benefit/feature)  
(bullet/benefit/feature)  
(bullet/benefit/feature)  
(bullet/benefit/feature)  
(bullet/benefit/feature)  
(bullet/benefit/feature)  
(bullet/benefit/feature)  
(bullet/benefit/feature)  
(bullet/benefit/feature)

You can just ask (customer's name) what he/she thought:

(testimonial/endorsement/letter/client)  
(testimonial/endorsement/letter/client)  
(testimonial/endorsement/letter/client)  
(testimonial/endorsement/letter/client)

(product name) is available today for only (\$)! A fit for any budget! Click here to order!

If you order in the next (No.) minutes I'll throw in these (No.) bonuses:

(bonus & value)  
(bonus & value)  
(bonus & value)  
(bonus & value)

We guarantee you'll (results) or we'll give you double your money back. You have no risk.

Sincerely,  
(your name)

P.S. Just imagine minutes from now what you will be learning...

Click here to order now!

## Template #17

SUBJECT: What you should know about...

Dear ~NAME~,

You don't know it yet but, at the conclusion of this ad, you will feel...

While you're sitting down analyzing this document, you begin...

(Introduce Your Product Here)

Below are the major highlights of this package:

(bullet/benefit/feature)

(bullet/benefit/feature)

(bullet/benefit/feature)

(bullet/benefit/feature)

(bullet/benefit/feature)

(bullet/benefit/feature)

(bullet/benefit/feature)

(bullet/benefit/feature)

(bullet/benefit/feature)

(bullet/benefit/feature)

Here's what (customer's name) had to say about...

(testimonial/endorsement/letter/client)

(testimonial/endorsement/letter/client)

(testimonial/endorsement/letter/client)

(testimonial/endorsement/letter/client)

(product name ) is normally price at (\$) but if you order before (date) you can get it for only (\$)! An incredible bargain! Click here to order now!

When you get access you'll also get these (No.) free gifts!

(bonus & value)

(bonus & value)

(bonus & value)

(bonus & value)

If you are not satisfied with (product) for any reason, I'll refund your money and still let you keep the free bonuses.

Sincerely,  
(your name)

P.S. And as we told you before, you can only buy this product from us.

Click here to order now!

## Template #18

SUBJECT: Free (product)...

Dear ~NAME~,

You don't know it yet but, at the end of this page you will have learned...

Do you remember a time when...

(Introduce Your Product Here)

Here is a short list of what (product) contains:

(bullet/benefit/feature)

(bullet/benefit/feature)

(bullet/benefit/feature)

(bullet/benefit/feature)

(bullet/benefit/feature)

(bullet/benefit/feature)

(bullet/benefit/feature)

(bullet/benefit/feature)

(bullet/benefit/feature)

(bullet/benefit/feature)

Here are some recent e-mails I got from satisfied customers:

(testimonial/endorsement/letter/client)

(testimonial/endorsement/letter/client)

(testimonial/endorsement/letter/client)

(testimonial/endorsement/letter/client)

All this for only (\$)! You must think I'm crazy! Click here to order now!

If you order in the next (No.) hour(s) you'll get (\$) worth of bonus gifts!

(bonus & value)

(bonus & value)

(bonus & value)

(bonus & value)

I'm so confident that you'll (results) I am willing to back it up with a full (No.) day money back guarantee.

Sincerely,  
(your name)

P.S. Now, I can almost hear your brain talking...

Click here to order now!

## Template #19

SUBJECT: Call Now For...

Dear ~NAME~,

I wonder, even as you continue to read this ad, if you...

If you're thinking...

(Introduce Your Product Here)

Here's a summary of what you'll find out:

(bullet/benefit/feature)

(bullet/benefit/feature)

(bullet/benefit/feature)

(bullet/benefit/feature)

(bullet/benefit/feature)

(bullet/benefit/feature)

(bullet/benefit/feature)

(bullet/benefit/feature)

(bullet/benefit/feature)

(bullet/benefit/feature)

Here are some recent letters I received from (customers' names):

(testimonial/endorsement/letter/client)

(testimonial/endorsement/letter/client)

(testimonial/endorsement/letter/client)

(testimonial/endorsement/letter/client)

And the price? Just (\$)! Very economical! Click here to order now!

Order before (day, date, time) and you'll get (No.) bonuses!

(bonus & value)

(bonus & value)

(bonus & value)

(bonus & value)

I confidently guarantee that you will be completely satisfied or I'll refund your full purchase price and you can even keep (product). You don't have to return it! All the risk is on me.

Sincerely,  
(your name)

P.S. I'm really wondering if this product is for someone like you because...

Click here to order now!

## Template #20

SUBJECT: Limited to the first...

Dear ~NAME~,

At the conclusion of this story...

As you pay close attention to this page...

(Introduce Your Product Here)

You need this (product) if you:

(bullet/benefit/feature)

(bullet/benefit/feature)

(bullet/benefit/feature)

(bullet/benefit/feature)

(bullet/benefit/feature)

(bullet/benefit/feature)

(bullet/benefit/feature)

(bullet/benefit/feature)

(bullet/benefit/feature)

(bullet/benefit/feature)

However, don't take my word for it, here's what (customer's name) had to say:

(testimonial/endorsement/letter/client)

(testimonial/endorsement/letter/client)

(testimonial/endorsement/letter/client)

(testimonial/endorsement/letter/client)

Low introductory price! Only (\$)! This price won't last long! Click here to order now !

Order before (day, date, time) and you'll get (No.) bonuses!

(bonus & value)

(bonus & value)

(bonus & value)

(bonus & value)

If at any point during the first year, you are not absolutely thrilled with (product) I will personally refund your entire investment.

Sincerely,  
(your name)

P.S. You don't have to order now, but consider you'll receive the product instantly after your order.

Click here to order now!

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## **Bonus 2**

### **Psychic Marketing: Even Without Having ESP!**

by Larry Dotson

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## **BONUS REPORTS**

*24 Psychic Predictions that Can Supercharge Your Sales!*

*Make Your Website's Aura Sell!*

*How to Use the Power of Tarot Cards to Increase Your Sales!*

## **INTRODUCTION**

Psychics are known to have ESP (extrasensory perception). They gather information without using the known five senses (sight, hearing, smell, taste, or touch). But they do use information from the regular five senses as evidence to make their final conclusion. The information they acquire can be about a person, a future event, the past, etc. Other skills they may possess are moving objects with their thoughts and mind-to-mind communication.

Many experts think we all have ESP. They think some people just have a stronger sense than others. They also think you can strengthen the psychic ability you already possess, be it weak or strong.

Have you ever been in a business meeting and finished someone else's words before they did?

Have you ever had a positive feeling about a new product and you were right?

Have you ever known that an employee or associate was lying to you without having any evidence and you found out you were right?

Or maybe you've had:

A "mental sign," like a light or spark going off in your head, similar to when you suddenly have a good idea.

A "physical sign," like butterflies in your stomach, similar to driving quickly over a hill.

An "emotional sign," like the feeling of excitement, similar to getting a huge tax refund when you weren't expecting it.

A "thought sign," something you can't stop thinking about, similar to getting ready to meet a blind date.

A "visual sign," like mentally seeing an image to write about, similar to seeing an event before it happens.

I'll bet you've had at least one or all of the above sensations during your lifetime. You've likely used your intuition or had a psychic sign, which urged you to buy this e-book.

In the next week or so really try to notice and be aware of any "psychic signs" (like the ones described above) that you may have. Write them down when they come to you. Review them and think about what they mean. Think about how they are directing your life. How they are persuading you to make your everyday and lifelong decisions. You will make more profitable decisions when you use both your intellect and intuition together.

There are many people who believe in the psychic phenomena and there are many who don't. Who is right? I feel both opinions are right.

There are many reasons why people believe in the paranormal. They may have talked to a psychic who predicted their future correctly; had a psychic experience of their own like, for example, déjà vu; they want to believe because it gives them hope; etc.

The skeptics don't believe in it because they had an incorrect psychic reading; they only believe what they can see; they want to see hard core evidence of psychic powers that leaves no doubt in their mind; etc.

You don't need to be psychic in order to use psychic marketing or copywriting strategies. In order to use these abilities you just need to apply some basic psychic language and skills.

Now, you hard core psychic fans mustn't get frustrated, these psychic descriptions may vary from yours because of how they're applied to business. Anyway, while doing my research almost every description I read varied to a certain extent.

In this e-book you will learn 12 psychic abilities and concepts. You will also learn how to easily apply them to your business.

## **PRECOGNITION**

### *What Is Precognition?*

Precognition is the psychic ability to predict future events. It's comparable to future telling.

### *How to Apply Precognition to Marketing*

You can test your ad copy before you launch your product. Publish your full-page ad on your web site and just ask your visitors if they want to be notified when your product launches. You can have them sign up for an e-mail notification list. People who sign up will very likely buy your product. You can check your web site statistics to know the ratio of potential sales-to-visitors. If the ratio isn't high enough, you can try a different headline, opening, testimonial, price, guarantee closing, p.s, etc. Keep making adjustments to your ad till the ratio is high enough. Testing your product's ad ahead of time can save you money and reveal your future sales.

### *How to Apply Precognition to Copywriting*

You can tell your readers what will happen in their future if they buy or don't buy your product. Tell them all the goals they will accomplish or not accomplish, the benefits they'll get or won't get, what their friends and family will think and say, etc. Explain the feelings and emotions they will gain or avoid like happiness, fear, sadness, etc. All your predictions should persuade the reader to buy your product.

## **THE THREE BASIC TYPES OF PRECOGNITION**

### **1. CLAIRAUDIENCE**

### *What Is Clairaudience?*

Clairaudience is the psychic ability to hear sounds nobody else can.

#### *How to Apply Clairaudience to Marketing*

You can call up your best customers and ask them questions such as: What other kind of products are you interested in? What did you like best or least about our product? These types of questions can give you an idea of what kind of products to develop or offer in the future.

Persuade your customers to call you. Offer a toll free 1-800 number and 24-hour customer service. If you have an answering machine or voicemail, be sure to answer all your messages promptly.

#### *How to Apply Clairaudience to Copywriting*

For example, you could say in your ad:

One week from now I can hear you telling your friends how much our product has improved your golf game.

I can hear you telling your friend five months from now...

I hear your mother telling you three days from now...

## **2. CLAIRENTIENCE**

### *What Is Clairsentience?*

Clairsentience is the psychic ability to experience other people's sensations, feelings or emotions that no one else can.

#### *How to Apply Clairsentience to Marketing*

You could keep a collection of all your customers' e-mails and phone call recordings/transcripts. You could file them under complaints and compliments. You can look back and study these records to find out what circumstances triggered which emotions. This intelligence will give you a good idea of how to present or market your products and improve your customer service in the future.

#### *How to Apply Clairsentience to Copywriting*

For example, you could say in your ad:

I can sense your feeling of happiness two years from now.

I can feel the pain you'll experience in a few days when you...

## **3. CLAIRVOYANCE**

### *What Is Clairvoyance?*

Clairvoyance is the psychic ability to see visions or images no one else can.

### *How to Apply Clairvoyance to Marketing*

You can use ad-tracking software to track which ads are pulling the most hits. You'll know which of two ads pull the most hits. You'll know which ads to retire and which ones to keep running. You'll know which e-zine article pulled the most hits. Ad-tracking software will allow you to see your future ad-to-hits ratio and hits-to-sales ratio.

### *How to Apply Clairvoyance to Copywriting*

For example, you could say in your ad:

I can picture you two weeks from now...

I can see you earning a lot of money in just a few weeks of buying our product.

## **RETROCOGNITION**

### *What Is Retrocognition?*

Retrocognition is the psychic ability to see past events using your mind.

### *How to Apply Retrocognition to Marketing*

You can see past events by surveying your existing customers, visitors or e-zine subscribers. You can now learn things that you didn't know about your business in the past. Maybe your customers bought your main product just to get the free gifts. Your visitors may have thought it's too hard to navigate through your web site. By knowing this important information you can improve your web site, products/services, advertising and marketing. Surveying people will allow you to fix your past mistakes.

### *How to Apply Retrocognition to Copywriting*

You can tell your readers something which is in common with all their pasts. They will be amazed that you know this information and will give you instant credibility.

For example, you could say in your ad:

Remember when you were a small child and you could wake up and do whatever you wanted?

## **TELEPATHY**

### *What Is Telepathy?*

Telepathy is the psychic ability of knowing another person's thoughts by reading their mind or communicating mind-to-mind.

### *How to Apply Telepathy T=to Marketing*

You can find out a person's thoughts about trading e-zine ads before you send them your joint venture offer. One way is to look and see if they state it in their e-zine. Another way is to see if they have a similar target audience and circulation. If they do, you know their thoughts would lean heavily towards trading ads with you.

### *How to Apply Telepathy to Copywriting*

You can put yourself in your potential customers' shoes. Think about what thoughts compelled them to read your ad. Just include this information in your ad.

For example, you could say in your ad:

I know you're thinking if you lose your job, you might have to file for bankruptcy.

You can also send thoughts to your readers.

Tell your readers what they're thinking as they read your words. Most people will actually start thinking or feeling it because you brought it up. Only bring up thoughts that will attract them to visit your web site or buy your product.

For example, you could say in your ad:

As you're reading this information you begin to think about...

## **EMPATHY**

### *What Is Empathy?*

Empathy is the psychic ability to experience the emotions and feelings of another person.

### *How to Apply Empathy to Marketing*

You know that if you were selling a football magazine, a football manufacturer's emotions would be favorable to cross-promoting products. You both have the same target audience and you aren't in direct competition.

### *How to Apply Empathy to Copywriting*

You can again put yourself in your potential customers' shoes. Think about what feelings would make them read your ad. Just include this information in your ad.

For example, you could say in your ad:

I know you're worried and scared that someone could possibly break into your house and harm your family.

You can also send emotions to your reader.

Tell your readers what they're feeling as they read your words. Most people will actually start thinking or feeling it because you brought it up. Only bring up feelings that will attract them to visit your web site or buy your product.

For example, you could say in your ad:

As you're studying this article you suddenly begin to feel...

## **PSYCHOKINESIS**

### *What Is Psychokinesis?*

Psychokinesis is the psychic ability to use your mental thoughts to influence a physical object or an event. It's like making a pencil roll across a desk using your thoughts alone.

### *How to Apply Psychokinesis to Marketing*

You can type your mental thoughts. You likely already know that people are drawn to freebies if they have a high-perceived value. You could advertise your freebie on a banner ad and influence your target audience to click on your banner.

### *How to Apply Psychokinesis to Copywriting*

You can also type your mental thoughts. You likely already know that people will order quicker with a limited time offer. You could tell your readers that if they order in the next 10 minutes they'll get a 20% discount. So, your thoughts are influencing them to pull out their credit card and type up their order.

## **PSYCHOMETRY**

### *What Is Psychometry?*

Psychometry is the psychic ability to use an object as a psychic tool. Like a crystal ball.

### *How to Apply Psychometry to Marketing*

You can use your computer to get on the Internet and keep track of what your competition is doing. You could visit their web site, sign up for their marketing material, order their products, read their PR section, etc. You can use this information to find a USP (unique selling proposition) or niche to gain a larger piece of your market. You can also do this by using legal online spy software.

### *How to Apply Psychometry to Copywriting*

For example, you could say in your ad:

As I look at you through your computer I see that your problems and worries are starting to disappear the closer you come to ordering our product.

## **OUT OF BODY EXPERIENCES**

### *What Are Out of Body Experiences?*

Out of body experiences are usually related to the paranormal. It's when a person mentally leaves their own body and sees themselves somewhere else. It's comparable to dreaming, being locked in a memory, fantasizing, etc.

### *How to Apply Out of Body Experiences to Marketing*

You can send a joint venture offer to web site owners and ask them to trade links. You can give them an out of body experience by describing the future benefits of the joint venture.

For example, your JV offer could say:

Imagine getting free traffic by only doing a few minutes work. Think about all the extra orders you'll receive.

### *How to Apply Out of Body Experiences to Copywriting*

Tell your readers to imagine a time or experience in their life that's real or fantasy. The scene should be something that would persuade them to keep reading your ad and eventually

influence them to buy.

For example, when copywriting you could say in your ad:

Visualize how fast your web site will load when you sign up to our high speed cable access.

## **COLD READING**

*What Is Cold Reading?*

Cold Reading is the psychic ability to tell people things about themselves without having prior knowledge about them. It would be called Hot Reading if you had prior information about the person.

*How to Apply Cold Reading to Marketing*

You could increase the number of people that sign up to your affiliate program. Tell them things that would apply to most people who would sign up to an affiliate program. They will feel like you know their needs and you're ready to help them make as much money as possible.

For example, your affiliate ad could say:

I know you want the opportunity to make money without the hassle of writing ads, creating your own product and getting your own merchant account.

*How to Apply Cold Reading to Copywriting*

You can tell your readers vague and general things about themselves. The statements should be information that could apply to anyone or specifically to your target audience. This will make your readers feel like you really do know and understand them, which will create trust, rapport and credibility.

For example, you could say in your ad:

You have a need for other people to compliment you.

At times you seem to be depressed.

## **REMOTE VIEWING**

*What Is Remote Viewing?*

Remote Viewing is the psychic ability to become aware of the experiences or actions of people and places that are at a distant location.

*How to Apply Remote Viewing to Marketing*

You know that if you were selling marketing e-books, part of your target audience would be participating in marketing related discussion boards and chat rooms. You know that they would be reading marketing related e-zines and web sites. You would also know where to place your advertising because you are aware of your audience's actions and experiences, even though they are at a distant location.

*How to Apply Remote Viewing to Copywriting*

For example, you could say in your ad:

I can see that you're already pulling out your credit card.

## **PSYCHIC DREAMING**

*What is Psychic Dreaming?*

Psychic Dreaming is the ability to have realistic dreams which tell the past, present or future. Some psychic dreams are symbolic, which means they have to be interpreted by a dream expert.

*How to Apply Psychic Dreaming to Marketing*

Most online entrepreneurs have dreams about getting a great deal of traffic and sales. If you can remember your dream, write every detail down. Where did you advertise? What marketing strategies did you use? What did your ad say? What were you offering? Why did people visit your web site? Why did they buy? These little details could be psychic signs on how to improve your real business.

*How to Apply Psychic Dreaming to Copywriting*

For example, you could say in your ad:

I had a dream last night that you wanted to improve your sales. In my dream I saw you reading this e-book.

By incorporating these psychic abilities and concepts into your marketing and copywriting strategies, you can dramatically increase your traffic and sales. I can see it in your near future.

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## **Bonus 3 - 24 Psychic Predictions That Can Supercharge Your Sales!**

by Larry Dotson

1. Most people want to feel or be intelligent. Tell them in your ad copy how smart they would be if they invested in your product.
2. Most people in life end up replacing items that are out-of-date, used-up, broken or old. Give your current customers repeat-buyer discounts.
3. Most people want a clean environment. Tell your prospects that you'll donate a percentage of your profits to help clean up the environment.
4. Most people want to eat good food. Give your customers free coupons to a nice restaurant when they purchase your product.
5. Most people need or want new information to absorb. Give your customers a free e-book or tip sheet when they purchase your product.
6. Most people want to avoid or end pain. Tell your prospects how much pain and how many problems they will avoid or end if they buy your product.
7. Most people want to gain pleasure. Tell your prospects how much pleasure, or the benefits, they will gain if they purchase your product.

8. Most people want to win over others. Tell your prospects how their family or friends will admire them if they buy your product.
9. Most people want to have good health and live longer. Give your prospects free coupons to a fitness club when they buy your product.
10. Most people want to belong to something or to a select group. Give your prospects a free membership into your club when they buy your product.
11. Most people are curious about things that could affect their life. Use words and phrase like "Secret", "Top Secret" or "Confidential" in your ad.
12. Most people want to make extra money or be their own boss. Give your prospects the option to join your free reseller program when they buy.
13. Most people want to save time and spend their extra time enjoying life. Offer your prospects fast shipping, fast ordering options, etc.
14. Most people want life to be easier. Give your prospects easy ordering instructions, easy product instructions, etc.
15. Most people want to feel secure and safe. Tell your prospects that you have secure ordering and a privacy policy.
16. Most people want to receive compliments for their achievements. Give your prospects plenty of compliments for buying your product.
17. Most people like surprises because it's a change of pace from the regular routine. Tell your prospects that they will get a surprise free bonus for ordering.
18. Most people want to invest in their future. Tell your prospects to "invest in our product" instead of "buy our product."
19. Most people want the latest and newest things in life. Use words and phrases in your ad copy like "New", "Just Released", etc.
20. Most people want to solve their problems. Tell your prospects what problems they have and how your product can solve them.
21. Most people want to make the people around them happy. Tell your prospects how happy their friends or family will be if they buy your product.
22. Most people want to get over their obstacles so they can achieve their goals. Tell your prospects what goals they'll achieve by ordering your product.
23. Most people don't want to miss out on a major opportunity that they could regret in the future. Tell your prospects you'll be raising the price shortly.
24. Most people want to associate with others who have the same interests. Give your prospects a free membership in a private chat room just for them.

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## **Bonus 4 - *Make Your Website's Aura Sell!***

by Larry Dotson

Some psychics claim they can see an aura around other humans or objects. An aura is

basically an outline of color shining from the surface of a human being or an object. Many psychics claim that each color has a specific meaning. For example, if they see a red aura it can mean passion.

Your website and marketing materials can also have an aura. The first thing that people see and register in their mind when they visit your website is the color. They see the color of your background, text, and graphics.

Color can change your visitor's mood, emotion, feelings and behavior. What emotions do you feel, or what things do you associate with the color pink? Most people feel romantic or calm and associate love or sex with the color pink.

Not all colors have the same effect on everyone. Some colors might have negative effects on people. It depends on their upbringing, experiences in life, their culture, where they live, etc.

Below is a list of colors and how they could improve your website and business:

### **Red**

- Use red to get people a little extra-excited about your product or service.
- Use red in headlines and sub-headlines because it grabs people's attention. Red stop signs do the same thing.
- Use red in your closing and when you ask them to order. Red can persuade people to take action.
- Things people might feel and associate with the color red are: love, romance, fire, war, blood, roses, danger, fire engines, sex, stop signs, etc.

### **Yellow**

- People usually buy quicker if they're in a good mood. Yellow can create a happy mood.
- For example, on a sunny day people are usually in a better mood than on a cloudy day.
- Things people might feel and associate with the color yellow are: corn, brightness, cheerfulness, light, idea, lightening, sun, gold, daisies, etc.

### **Pink**

- Pink is considered a friendly color. When people are friendly with us, our nature is to be friendly right back (maybe like purchasing a product).
- Pink makes a good background color.
- Things people might feel and associate with the color pink are: love, romance, pigs, sex, pink roses, etc.

### **Blue**

- Blue is a very powerful color. It can make people stay at your web site longer because it relaxes them and calms them down. Just think about running water or blue skies.
- People associate darker blues with authority. Like businessmen in blue suits, or policemen. People will buy quicker from authoritative figures or businesses. Wear a blue suit if you publish your picture on your web site.
- Things people might feel and associate with the color blue are: water, rain, sky, policemen, business suits, ocean, etc.

### **Orange**

- Orange can create a feeling of warmth and comfort. Just think about the sun. Or going from cold to hot. AHHHHHH... Orange can make your prospects feel more comfortable

ordering from you.

- Things people might feel and associate with the color orange are: the sunshine, oranges, sunsets, warmth, etc.

### **Green**

- Green makes people feel secure. Use it in your privacy policy, guarantee or on your secure ordering page.
- Money is green; when people have more of it they feel more financially secure.
- Things people might feel and associate with the color green are: grass, trees, luck, spring, life, money, etc.

### **Purple**

- Purple is associated with royalty. Look at the old movies of medieval kings and queens wearing purple. People have been conditioned to respect royalty all of their lives. This association could help your customers respect your business.
- Things people might feel and associate with the color purple are: grapes, wisdom, royalty, etc.

### **White**

- Use a white background on your web site. People associate white with trust and honesty. Both of these qualities will help you sell more products.
- Things people might feel and associate with the color white are: purity, surrender, peace, doves, milk, innocence, etc.,

### **Black**

- Use black text on a white background because people associate the color combination with professionalism and sophistication.
- Things people might feel and associate with the color black are: night, evil, death, cats, etc.

### **Brown**

- Use brown colored text for your business name because it relates to credibility. It will help your customers trust your business quicker.
- Things people might feel and associate with the color brown are: earth, stability, wood, leather, etc.

### **Gold/Silver**

- Gold and silver are considered valuable.
- Use those colors on your product's packaging to make it look more valuable.
- They're also considered rare metal. People like to buy and own things that are considered rare. Use the colors silver and gold in your ad copy with a limited time offer.
- Things people might feel and associate with the colors gold and silver are: jewelry, wealth, rare items, etc.

In conclusion, really think about the aura your web site and marketing materials are giving off. It could be the difference between making or breaking a sale.

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## **Bonus 5 - How to Use the Power of Tarot Cards to Increase Your Sales!**

by Larry Dotson

Tarot cards can be used for telling the past, present and future. They can reveal a person's emotions, desires, beliefs and struggles. The types of cards the tarot reader uses can vary. Most tarot cards have numbers and pictures on them. The numbers and pictures all have different meanings.

The tarot reader will shuffle and deal out your cards. The amount of cards dealt and how they are laid out is up to the reader. The reader will then interpret and combine the meaning of all the cards. After the reader is finish they will give your psychic reading.

Do you realize that people interpret everyday objects and symbols into meanings? What do you think of when you see a picture of a light bulb? Most people think of light, a bright idea and electricity.

Not all objects and symbols have the same effect on everyone. Some objects and symbols might have a negative effect on people. It depends on their upbringing, experiences in life, their culture, where they live, etc.

Below are some examples of common, everyday objects and symbols, and how they will help you sell more of your products.

**The Number 7** -- Some people think the number seven is lucky. The number would be persuasive in a gambling ad.

**Heart** -- Some people associate a heart shape with love and romance. A heart would influence people to buy if you were selling roses.

**The Number 1** -- Some people consider the number one as being the best, and as first place. The number 1 might work well for a business or athletic ad.

**Trees And Plants** -- Some people associate plants and trees with life. These symbols should compel people to buy health or medical products.

**Red Traffic Light** -- Some people associate a red traffic light with STOP. This could grab a person's attention so that they focus on your ad.

**Money** -- Some people associate money with greed or being rich. Money objects would sell business and stock opportunities well.

There are millions of other objects and symbols. You can go to your local library and look up what certain objects and symbols represent to people in your country, and other countries if you have a global audience. Sometimes you can just think about an object or symbol and know what it represents.

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## About the Authors

Larry Dotson is the author of six ebooks and a fee based membership web site. He has written over 150 articles on business related subjects and has been published in countless e-zines and magazines. Larry first got online and began writing in back in December 1995. On his website [www.ldpublishing.com](http://www.ldpublishing.com).

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