

Hypnotic Marketing Tips™ Issue #2:

"How to Analyze Advertising Profitability... or, How to Read Your Customers' Mind and See Into the Future of Your Profits"

"Your newsletter is just what I need Right Now! I am blown away that you would share all this invaluable information with me for free. The software you shared with us today is truly eye opening, and helped me see the real possibility of me reaching my goal for the week. Ad to that the one 'hypnotic key' you shared in the newsletter I am really charged up."

Very warm Aussie regards to you both Judith Bamford www.jlbambi.com

Written & Published By:

[Jason Mangrum](#)

Hypnotic Business Manager

The time has come. Another educational delight has just arrived, and it's all yours. :)

Last week, you discovered the [million dollar secret](#).

Right now, you're reading perhaps the first "e-Publication" to *read your future*...

You'll either be:

a) broke, wishing you had taken action to better your life.

b) extremely rich, because you applied everything you were ever taught about marketing. (Even if someone else says 'it *doesn't* work.' I'll reveal why in a minute) ...

First, what state of mind are you in right now? Are you calm and relaxed, comfortable and ready to enjoy a few minutes of active learning? ...

Or, are you questioning these words, wondering if there's an "alterior motive" hidden somewhere in here? ... I bring it up because it's called an objection and these things called *objections* are the **#1 and ONLY** thing keeping you from getting the full experience of learning something new, or believing something is true.

Did you know that? Consider this... I've just revealed the only thing that seperates you from your customers' money. Objections. How do you remove objections? State them, either right before -or- at the exact time the objector has them.

This is essentially, mind reading.

The fact that you're reading these words right now says I'm getting pretty good at overcoming objections. So I figured the best way to teach you is to make you *very aware of my every word*. Do you notice that I ask you a lot of questions?

Questions hold a greater power than you may realize.

I'll demonstrate by quoting a passage from "[Advanced Hypnotic Writing](#)" by Dr. Joe Vitale - **Ch. 8: Embedded Hypnotic Commands that Make People Act** (page 47):

Let's talk about the power of words and sentences. To start this section, let me quote from the sales letter Mark Joyner used to get people to enroll in my first eclass on Hypnotic Writing:

"You don't know it yet, but in the next 5 minutes you are going to learn two things that will enable you to command someone to do something – anything -- and that person will do it without question. What's more, they'll think it was their idea, not yours.

Read these questions carefully.

Can you shut the door?

Is the phone ringing?

Do you have the remote?

Did you know you need this?

What do these questions have in common?

These innocent sounding questions are all commands disguised as simple yes or no questions. Typically, people will respond by acting as if you had just asked them to shut the door, answer the phone, hand you the remote, etc., without ever questioning it. What does this mean to you? It means that there are ways of giving commands to people without their conscious awareness that they have received a command.

Typically, they will obey your command as if they had received it directly, but without any resistance whatsoever.

Now, I can almost hear you thinking, "How else can I use this strategy to get others to do my bidding?" There are countless ways if you want to learn more.

Remember the old adage: Be careful what you ask for, you just might get it! With the art of persuasion, that adage takes on a whole new meaning. Just imagine -- if you wanted someone to do something, all you have to do is give the command – with the right words. ([Chapter 8 : Page 47 - Advanced Hypnotic Writing](#))

Dr. Vitale & Mark Joyner expose a critical secret in overcoming objections:

"...and that person will do it without question. What's more,
they'll think it was their idea, not yours."

Think of this. How do you overcome your *own* objections?

Chances are, you think them through.

You occupy one thought after another, each pleading its case.

Where do these thoughts come from? You attract them by your past experiences.

One could theorize that by holding onto these past experiences, you are "stuck in the past" -- hence, you have objections.

Where is the key that unlocks the mystery of objections? In your mind.

When you write, stay in the present tense. Think of writing as "recorded thinking."

Before you begin your letter, ad, ezine, or any promotional or influential piece of work, write your purpose. This works better than stating your purpose, or knowing it in your head. Make it concrete. Write it. If it's to sell something, state how many copies. If it's to get subscribers, get clear on a specific number. And stick to it.

Below your objective, write every possible objection that appears in your mind to why you cannot make or exceed the exact numbers you wrote down. Think of this as an extreme warm-up to explode your creative writing ability.

Now go to the top of the list, and concentrate on finding where this objection comes from. Does it come from a past experience you had, or was told about? It is *at this very point* - in **this** moment, when you identify the *root* of the belief you create, you can now REPLACE it with the *opposite* of your limiting belief, thereby overcoming the objection entirely.

When you can look at the objection and see it as something that *used* to get in your way, move onto objection #2, and 3, and 4 ... and so on -- until you have no more objections to reaching your objective, and can (and will) move forward into a new level of confidence and ...

Did you get the tip?

The key that unlocks your customers' mind is found within your own thoughts. As you study your own objections to any sales material, note them - write them down and use them as fuel to connect with your audience. At the exact point of identification of the objection in analysis, it can be replaced by installing a supportive statement, leading the customer to claim ownership of the new belief.

To make it clear, you can lead your audience into *any* action when they believe it is their idea to *take* action.

This is done by letting them come to their own conclusion about *which* action to take.

So instead of a SINGLE call to action, you have two?

No. You have two (or three) OPTIONS to action.

For example: You're selling a \$347 product.

You can have either:

Order Now! - Just \$347

And your prospective customer has two actual choices...

- a) Buy it now. Pay \$347 upfront.
- b) Do not buy it now. You lose \$347. And a sale.

Or, you can realize the total revenue for your product can come to you over time, and you can blow your competition out of the water by giving your customers a choice.

So instead of just \$347 upfront, you now have...

- a) \$347 upfront.
- b) 3 easy payments of \$117.
- c) 5 easy payments of \$69.50.

With b) you'll total $117 \times 3 = \$351$ in three months.

With c) you'll total $69.50 \times 5 = \$347.50$ in five months. Per customer.

Here's another tip: Often, the prospective customer only registers the number of immediate dollars (upfront cost) they have to pay in order to obtain the benefit promised. If you have an option for 3 payments of \$69.50 for example, the customers' mind will only *immediately* register "...\$69.50."

And if surrounded by higher numbers such as "\$117" and "\$347" this installs a sense of value at lower cost in the mind of the customer, and they buy. **You make a sale.**

Know you can do this with any numbers you wish.

The numbers change - the process stays the same.

If you're digital, you have no overhead. If physical, just make sure your upfront amount *at the very least* covers your cost to ship the product to your customer.

Ah, another objection? ... "but what about refunds? ...what if I get a fraud order? ...what happens if they pay the first installment and I send the product and they cancel ...or

worse, file a chargeback!" **See where this leads you?**

Down the paths of nowhere, stagnation and procrastination.

Let me put this to you clearly:

If you are really THAT paranoid about losing money from fraud orders, refunds and chargebacks... you need to work on your marketing.

This is an indicator of two things:

1) Your marketing needs work. Consider constant incremental improvements over time through testing and tracking your progress.

2) You blame "outside" circumstances for being the cause of your not making the amount of money you think you should be making. You are too focused on LOSING to get a clear picture of ATTAINING.

And what does all this have to do with advertising?

In the last issue I mentioned "what you focus on, expands." When you advertise and allow objections to overcome you to the point where you are *unsure* or lose confidence in your ad's ability to inspire action, guess what happens?

Those objections reflect the profitability of your advertising. They say, *"I don't have a clear enough picture of exactly what I want to happen as a result of running this promotion... I don't have enough evidence to support why this ad will be a success and achieve my desired goal... I -- "*

STOP THIS.

You're focused on what you DON'T HAVE. You are not focused on your goal in mind.

And now, you are.

Funny how that works, isn't it? :)

I'll close out this issue of Hypnotic Marketing Tips with a free gift that has truly and honestly *never* been released before. I created it awhile back when I was teaching myself PHP programming, and given the title of this issue, I guess there's no better time than now to release it... it's called, *"The Advertising Profitability Analyzer."*

[I'd love to hear your feedback of this gift - click here to use it in a new window](#)

Here's an example of what the software does...

Let's say I want to generate \$25,000 in 90 days from selling a \$347 product with a 1% conversion rate. (1 out of every 100 makes a sale)...

I enter my financial goal, my deadline, and the price of my product. And finally, I

click a button. (exhausting work, I know) ...

The software tells me:

I have a goal of \$25000 to make in 90 days with a product selling for \$347.

I need 72.046109510086 sales total to meet this goal.

In order to make 72.046109510086 sales total, I need to make at least 0.80051232788985 sale(s) per day, for the 90 day period.

If I convert 1 out of every 100 visitors into customers, I need 7204.6109510086 targeted visitors to my website in 90 days to achieve this goal. I need 80.051232788985 targeted visitors per day for 90 days and each visitor to my site is worth \$3.47.

If I convert 2 out of every 100 visitors into customers, I need 3602.3054755043 targeted visitors to my website to achieve this goal. I need 40.025616394492 targeted visitors per day for 90 days and each visitor to my website is worth \$6.94.

If I convert 3 out of every 100 visitors into customers, I need 2401.5369836695 targeted visitors to my website to achieve this goal. I need 26.683744262995 targeted visitors per day for 90 days and each visitor to my website is worth \$10.41.

If I convert 4 out of every 100 visitors into customers, I need 1801.1527377522 targeted visitors to my website to achieve this goal. I need 20.012808197246 targeted visitors per day for 90 days and each visitor to my website is worth \$13.88.

If I convert 5 out of every 100 visitors into customers, I need 1440.9221902017 targeted visitors to my website to achieve this goal. I need 16.010246557797 targeted visitors per day for 90 days and each visitor to my website is worth \$17.35.

Pretty cool, huh? :)

Try it yourself. Just pick these 3 things:

- 1) Your financial goal. (any number you wish)
- 2) How much time you want to reach the goal (in days)
- 3) The cost of your product or service.

The Advertising Profitability Analyzer does all the rest!

Check it out and tell me what you think. (www.jmskye.com/adv/)

Please take a moment to write a short note letting me know how you feel about your experience with this newsletter. If you want your testimonial to be displayed on the main page at www.HypnoticMarketingTips.com please be sure to include your full name and website URL: [Click Here to Send Your Testimonial](#) - Thank you! :)

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To Your Hypnotic Success,

A handwritten signature in blue ink, appearing to read 'Jason Mangrum', with a long horizontal flourish extending to the right.

Jason Mangrum, CEO, Author,
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