

# Hypnotic Marketing Tips™ Issue #1:

## "How to Make Money TODAY!"

*"Hypnotic Marketing Tips has opened a secret corridor in my brain. I'm producing my first music producers package as we speak. My independent record label will be even more diverse than I originally planned."*

-Micah Readom [www.531music.com](http://www.531music.com)

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### Written & Published By:

[Jason Mangrum](#)

Hypnotic Business Manager

Welcome to yet another timeless issue of Hypnotic Marketing Tips. This issue will be short, powerful and probably the most to-the-point, cut straight to the bone newsletter issue I've ever written . . .

As you might have observed, this issue of HMTips will focus on the concept of making money today. And by this I do NOT mean making a 'commission' today and having to wait two weeks to a month or more to be paid... I'm talking about waking up in the morning, getting down to business and making an ATM withdrawal at the end of the day for that DAY's earnings. Sound good? Well, I certainly hope so because it sounds so good to me, that I'm going to write this entire issue right now about this very concept.

And then you're going to go out and do it on your own.

First, if you read the previous HMTips issues, you know that clarity is king, when it comes to making something (anything) happen the way you want.

Next, you learned my special 'MMO' formula for writing a crystal-clear, actionable plan in about 60 seconds. Finally, we're going to explore a concept that ties the previous lessons in together, with a so-good-it's-almost-scary idea of pulling cold, hard cash from 'thin air' that you can actually hold in your hands in less than 24 hours (once the foundation is set in place). . .

How is all this possible?

This is made possible through having the following three (3) items:

- 1) A Paypal Account with a Paypal Debit Card
- 2) An eBay Account OR [An Affiliate Program that Pays You Instantly Through Paypal](#)
- 3) The previous 4 issues of Hypnotic Marketing Tips

Ok, here's how this works . . .

Right now, more than likely you're probably a bit skeptical. After all, if one single issue of this newsletter could really show you a "fool-proof" way to pull money from thin air TODAY, it'd probably be on the news, in the media, and before long everybody would be doing it, so much to the point where the 'system' for doing it would become non-effective and would no longer work... right?

Consider this. The fact that you are not right-at-this-moment 100% confident that you CAN make money today, is an indicator that you don't have the system to do it. In other words, you do not yet possess a crystal-clear mental and written picture detailing HOW you would make money today... the first step, 'clarity' is not activated for you at this moment . . .

So, let's take care of that obstacle right away with an [MMO](#):

Mission -> I now choose to deposit **\$50 or more** in my Paypal account today, to be withdrawn at the end of the day. This or something better. (For free information to learn more about why this method works, see: [www.UseManifestSoftware.com](http://www.UseManifestSoftware.com))

M1 -> Do Research. Find Something to Sell.

a) Head over to ebay.com and check the listings for auctions with bidders in whatever niche (or topic/subject) you're either interested in, or interested in selling.

To do this, follow these steps:

- 1) Go to [www.ebay.com](http://www.ebay.com)
- 2) Sign into your account (or sign up for your free account)
- 3) Under the search box (top-right) click "Advanced Search"
- 4) **Search: Find Items**

In the box for "Enter keyword or item number" type in a keyword relating to your chosen niche market, or relating to whatever niche you'd like to sell within. (i.e. "golf") OR choose a category from the "In this category" drop-down box. These ARE niches!

For this specific objective, we are going to select these options:

- a) **Enter keyword or item number** - If you type in a specific keyword, you can check "Search title and description" -- Otherwise, leave it unchecked and choose a category. (sidenote: If your keyword contains 2 or more words, choose "exact phrase" in the drop-down menu, located just under "Search item and description").
- b) **Items Priced** - Since our target amount in this example is \$50, we'll set our minimum price at \$50. This will show us all

listings selling currently for AT LEAST \$50.

c) **Show Only** - We want to make money TODAY, so check "items listed with PayPal"

d) **Number of bids** - We don't want to waste our time searching through a myraid of listings that have 0 bids, so we'll choose "1" so we see all listings with at least 1 bid.  
(consider this: a bidder = a buyer)

e) **Click Search** - We have specified exactly what we want eBay to tell us, now we hit the 'search' button and see what comes to surface . . .

A few important things to note here:

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eBay does not run completed searches that are also filtered by number of bids.

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For completed items, eBay can run a title search but not a title and description search.

5) Find and make a note of (copy & paste the URL into notepad) each auction that is selling (meaning people are bidding on it) for more than \$50 (your target amount).

a) Study each of these listings, and try to see what makes them sell. Pay very close attention to the headline and sub-heading of these listings, as they determine whether or not the ebay page is ever seen (or clicked) by ebay shoppers.

M2 -> Compile the eBook. Write the Report.

a) Visit free article directories that contain niche-specific categorized content, such as [www.goarticles.com](http://www.goarticles.com), [www.articlecity.com](http://www.articlecity.com), or use automated article-extracting technology such as [can be found here](#).

b) Make sure the articles you extract are highly relevant to your chosen niche or topic, and you have written permission to use them. (It's actually a GREAT idea to contact each and every author of every article you use, because #1 it keeps you 100% safe and #2 you can get testimonials for your ebay sales page!)

c) Create a Table of Contents for your report, and give it a Title.

d) Carefully read through each and every page of your newly compiled

report, as if you were a first-time reader. Note EVERY objection that pops up in your mind, write it down as a QUESTION, and then ANSWER IT. You can use this for an FAQ (Frequently Asked Questions) section of your eBay sales page.

e) To conclude your report, you want to encourage feedback, and also give them an option to buy something else from you, such as a logical upsell (course, training, class, etc.) of which you are an affiliate, or items for which you have obtained rights to resell.

f) It would benefit you greatly to include a resource box (otherwise known as a "sig line") at the end of your special report. This will help your readers learn more about you, what you do - and how you can help them beyond their existing transaction.

g) Compile the report in PDF. [Click Here and learn 5 different ways to create your PDF files.](#) (This will open a new PDF - a free 'surprise' gift!)

M3 -> Make the Presentation.

a) Using your research from before, take the listings having the highest number of bidders (or highest conversions) and use what you learned from these sites to create a "template for success." This means to focus on the headline and description displayed on the ebay listings page, and see if you can create a "fill-in-the-blank" style headline and description, modeled after your researched listings.

b) It would also be highly beneficial for you to include a visual representation of your report on your sales page. If you don't have one, you can head over to [www.ebookwow.com](http://www.ebookwow.com) to get one created for you.

c) Set your bid price to **\$1** and if possible, set your "**buy it now**" to either \$7, \$17, \$27 or \$47. (You can also experiment with other prices to test)

d) Since you want to make money TODAY, you will set the auction to ONE DAY ONLY. This will blatantly prove the exclusivity and time-limited nature of your offer. (i.e. "This auction is for today ONLY and will be gone tomorrow -- so place your bid as soon as possible!")

e) Write up any emails or information you want your future customers to receive. First, you definitely want to write an email that will attract buyers to your ebay sales site. Here's a template you can model and send out to attract targeted, interested buyers to your eBay sales page:

**SUBJECT:**

JUST RELEASED: Special Report for Sale (TODAY ONLY!)

Are you looking for a quick and easy method to finally get your website up and running, and ready to take orders?

Right now I have an amazing deal for a special report I've created called, "Websites Made Easy."

This report contains several web design experts' views and techniques to help anyone create their website without any technical knowledge, quickly and easily -- and with very little effort.

You also get full rights to resell this report, and use it however you wish in whatever way you choose.

The bidding starts at just \$1, but hurry because this auction is for ONE day only. In LESS than 24 hours this auction will be OVER, so if you want to get more information and learn how to quickly and easily create a website that's ready to take orders, quickly hurry to my site and place your bid!

Check it out now at:  
<http://tinyurl.com/3ruja>  
(this is a redirect link and goes straight to my ebay page.)

Sincerely,  
Jason Mangrum, Author  
"Websites Made Easy"  
952 Norman Drive  
Clarksville, TN USA 37040

PS. I am happy to answer any questions you may have about the auction. Just use the contact function within eBay!

-> <http://tinyurl.com/3ruja>

Also, a simple 'thank you' email coming from you personally, along with a positive feedback rating can go a long way to establishing trust, and lifelong relationships with your customers:

SUBJECT: Just wanted to say thanks

Hey John,

Jason Mangrum here, from the eBay auction you just won.

I just wanted to drop you a line and say thank you for your business. Also, I want you to know that if you have any questions at any time, I'm here to help.

I just left you some positive feedback, and would very much appreciate it if you would do the same for me, once you've read the report and find value in it. If I can help you in any way, you just let me know, ok? :)

Have a fantastic day,  
Jason Mangrum

d) Be the visitor. Visit your finalized eBay site, as if you were a potential bidder, seeing it for the very first time. What's in it for YOU? (the bidder) Note EVERY objection, and write them down. Find answers to them, answer them, and add them to your eBay sales site in the FAQ section. (If done correctly, this will remove ALL objections from the mind of your visitors, and they will become bidders.)

e) Once all objectives have been tested and everything is 100% working and operational, your campaign to attract bidders will now begin.

M4 -> Attract Attention. Get the Traffic.

a) [Rent-A-List.com](http://Rent-A-List.com) is one of the few 'list rental' services you can trust to deliver positive results. If you have any doubts, just check their website and read their testimonials and case-studies. Many use them exclusively for every ad campaign they run - and report positive, sometimes phenomenal results. (You can also specify your niche for targeted traffic)

b) [InstantBuzz.com](http://InstantBuzz.com) can deliver your ad to thousands of other InstantBuzz users, the instant you place the ad. You can easily begin to get qualified visitors the very first day you use it.

c) [TrafficSwarm.com](http://TrafficSwarm.com) has over 200,000 members who often rave about this free traffic generation service. You can see results very quickly here.

d) [BusinessWorldList.com](http://BusinessWorldList.com) you can sign up to this service for a free limited trial, or you can foot the \$19.95 per month for the "Pro Plus" membership and send out your email to over 50,000 ACTIVE and responsive readers now, and every 47 hours!

M5 -> Complete the Experience. Withdraw the Cash.

a) Every time you get a buyer, send him or her a personal "thank you" email you wrote earlier in Objective E, Milestone #3.

b) Upon sending the item, immediately leave POSITIVE feedback to the buyer of your item. Your seller notification email from eBay should give you simple instructions on how to do this.

c) Allow the buyer 72 hours (3 days) to read your report and leave feedback. After the three day period, shoot off a quick email reminder and ask if they received everything ok, and if they have any further questions about anything related to what they've read. This will often open a gateway for communication to occur between you and your buyer(s). This strongly establishes trust, and will make the buyer want to buy from you again and again. This is now your life-long customer.

d) At the end of your day, when you have made your 'quota' or accomplished your target amount, run to your nearest ATM and use your Paypal Debit Card to withdraw your earnings. Congratulations, you did it!

## FREQUENTLY ASKED QUESTIONS

Q: What if I want to make hundreds or more in a day? How can I do it with just one auction in one day?

A: Well, the "trick" is in re-packaging your content. You can sell the PDF report alone for \$7 in one auction, sell an audio CD or MP3 of the report in another auction for \$17, sell them both for \$27 in another, and sell both a PRINTED version of the report and a physical CD together for \$47! (or you can experiment with other price-ranges up to \$5000 or more - your choice.) This will encourage your visitors to check your other running auctions to see what you have available at the moment.

Q: Can I use anyone's content when compiling my ebooks and reports?

A: Absolutely NOT. I would highly, *highly* advise you to contact each and every person who wrote the content you want to use in your report.

Establish communication with them and remind them of the free publicity they'll receive from allowing you to use their article in your ebook. A very wise choice would be to offer the ebook to them for free in exchange for their testimonial so you can have some instant-credibility to add to your ebay sales site. This alone can go a long way toward increasing your conversions and number of buyers!

Q: How can I learn to write my title and description well enough that people will want to click through and bid on my auctions?

A: You can do two things. #1 study this report and learn how to create a "template for success" modeled from other successful ebay sales sites within your niche. And #2 [get yourself a hypnotic library card](#) and learn everything you need to know to become a master of hypnotic writing.

In conclusion, I want you to see and understand the concept of making money today is not as far-fetched as you may have imagined when you first began reading this issue.

**It is in this way -- through gaining knowledge -- that we transcend what is seemingly impossible, and become aware of the possibility of ALL things through obtaining the clarity of how to accomplish one's desire, by creating a path from want to fulfillment.**

Don't forget you are free to use the [Advertising Profitability Analyzer](#) at any time to assist you greatly in your research and analysis before you run any campaign.

You now have the plan. It is now up to you. Now state the intention of your desired target amount, follow the steps given in this issue and GO FOR IT!

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](http://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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