

# Are You Serious About Becoming A Successful, Skilled, Well-Paid Writer?

**Warning: This Breakthrough Book Gives You Power Over Readers  
That Other Writers Can Only Dream About**

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“My intention is to reveal -- for the first time anywhere -- the principals  
and strategies that will transform your writings.”

*--Joe Vitale, from **Hypnotic Writing***

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Dear Writer **Who Wants Breakthrough Success,**

I know your dream.

It's a dream almost all writers share. Whether you're a beginner or old pro, you want every piece of writing to capture and mesmerize your reader. Inspire. Excite. Grab. Touch. Dazzle. Fascinate. Persuade. Seduce.

If you had the power to do that with all your writing, imagine what you you'd attain as a writer. You'd spring open the floodgates to an incredible writing career.

Let me reveal the key to unlock those floodgates.

It's called **Hypnotic Writing**, written by **Joe Vitale**.

I know the title may sound a little strange. You might think it's a book about how to put readers in a trance. Well, it is. But not in the way you probably think.

**Hypnotic Writing** is NOT about manipulating people or hypnotizing them to sleep like you've seen in TV and the movies.

**Hypnotic Writing is about creating IRRESTIBLE writing that rivets your reader's eye to the page and won't let go until they've read every last word.**

**Think about the last really great book you read. Remember how involved you were with it? You lost track of time. You didn't want to put the book down even for a second. That's Hypnotic Writing.**

Wouldn't you love to have that skill as a writer? You'd be the writer of choice for many people.

And now best selling author Joe Vitale has created a book stacked to the roof with techniques that will mesmerize your reader into that same hypnotic state of mind.

Joe describes why **Hypnotic Writing** is so important to master today:

**“In an age when radio, television, computer games, videos and movies are screeching for our attention, and when there is more information than you can possibly read -- you MUST learn to write material your readers can't avoid. You don't have any other choice.”**

Imagine the advantages you'll have with **Hypnotic Writing** in your creative arsenal .

- **You'll be in command of cutting-edge techniques that'll make you a super productive writer. A writer that can whip off large amounts of writing in a short period of time while still writing well.**
- You'll be an in-demand writer who gets higher fees for your writing.
- **You'll outshine your competitors.**
- You'll defeat perfectionism and feel good about your writing.
- **You'll write ad copy like the pros and get your message read.**
- You'll keep your reader's eyes riveted to the page.
- **You'll write headlines that stop readers dead in their tracks.**
- You'll persuade people to your side every time.

Whether you want to be a published author, a highly paid copywriter, or an in demand article writer, you'll discover techniques that'll launch you to the top of the writing profession.

**So Who Is Joe Vitale? And What Makes Him Think  
He Can Deliver On These Lofty Promises?**

**Joe “Mr. Fire” Vitale** works as an explosive **results only!** independent marketing expert copywriter, and author. He wrote the number 1 best seller *Spiritual Marketing* as well as many other successful books.

He has helped over 200 authors and publishers write, publish and promote their books. Joe's clients include small presses to large publishing houses, such as **Doubleday Books** in New York City. He has also helped market and promote large and small companies, from **The American Red Cross** to **Hermann Children's Hospital**.

In addition, Joe creates, analyzes and reviews ads, flyers, news releases and sales letters for more than 500 clients worldwide.

#### **His reputation for writing powerful copy is well known:**

- **One of his sales letters achieved a RECORD-BREAKING 91% RESPONSE.**
- **A news release of his got a reporter to call only 7 minutes after it was released.**
- **His brochure for a seminar caused that event to SELL OUT 3 months in advance.**

Joe is also a fiery and inspiring speaker. He has spoken before hundreds of business groups, including the **Sales and Marketing Executives**, the **Publishers Marketing Association**, and the **Association of Authors and Publishers**.

#### **Look What Joe Vitale’s Clients And Colleagues Say About Him...**

“Joe has been my consultant and mentor for writing, publicity and marketing. Not only have I learned the 'technical' stuff, but he has encouraged me and made it possible for me to express my creativity, in ideas and with words, like never before in my life. I shall always be grateful to 'Mr. Fire.’”

-- **Linda Credeur**, International Publicist, LFC, Inc.

“Joe wrote a fund raising letter for me that brought in **more responses than anything else we had ever tried.**”

-- **Sue Schechter**, former Texas District Representative, Houston

“I have never seen anyone write with such impact. He has an extraordinary way of **capturing people's attention through the written word**. Joe's writing generates results, whether it's a mailer that sells, a brochure that promotes or an article that inspires...Joe knows writing AND he knows marketing.”

-- **Donna Fisher**, co-author, Power Networking!

“Just a note of thanks for the great work you did on our direct mail piece. We were not sure going in just how much you could really help. **Our results are a four fold increase in response!**”

-- **Todd Storer**, VP, The Debit Network, Inc.

“One sales letter from Joe did THIRTY TIMES better than our entire telemarketing department. I fired the phone people.”

-- **Mike Geier**, VP, Marketing, Caledonian

“They call Joe Vitale 'Mister Fire!' because he's the hottest copywriter in America. Joe can sell condoms to Nuns, rap records to churches, and vegetarian cookbooks to Texas cattle ranchers. He's the creator of the "Hot Button Headline" and the author of more books on marketing than most people ever get a chance to read. His writing is hypnotic!”

-- **Scott Hammaker**, Graphic Design, Nashville

## What's Inside Hypnotic Writing

### Chapter 1 - Super Writing!

Joe shows you what **Hypnotic Writing** is all about and how you can attain this incredible skill. As a hypnotic writer you'll sell more of your writing, be in-demand and command larger fees for your talent.

### Chapter 2 - Turbocharge Your Writing!

This chapter is an extension of Joe's breakthrough method based on his best selling book *Turbocharge Your Writing*. His electrifying seven-step formula gets you to organize the process of writing so you'll write faster.

### Chapter 3 - The Power of Your Hand

Use this five-step technique to create powerful, hypnotic writing (or anything else you want in your life). Joe reveals how setting objectives and asking yourself powerful questions are the key to achieving your dream of writing success. Discover ways to overcome mental blocks that are preventing you from getting what you want.

### Chapter 4 - What Every Reader Wants to Know

Every reader asks themselves questions while reading anything. If you don't answer them correctly, kiss your reader goodbye. Joe shows you how to capture your reader's attention and keep it glued to your page.

### Chapter 5 - The Inner Game of Hypnotic Writing

Shut down your “inner critic.” All of us have a voice in our head that judges our writing. This internal critic reduces your productivity and damages your self-esteem. Joe shows you how to replace your inner critic and unleash the “Master Writer” within you.

### **Chapter 6 - Imitation Sugar is Sweet, Too!**

Learn from the legendary writers of today and yesterday. You’ll discover the techniques that your favorite authors use to make their writing hypnotic. And how you can apply those principles to your own writing.

### **Chapter 7 - How to Jump-Start Your Muse**

Forget about waiting for inspiration. Joe shows you how to clobber procrastination and become a productive and prolific writer. He’ll show you how to use “prompt” words to jump start your creativity.

### **Chapter 8 - How to Nail Your Reader's Attention!**

Every line must grip your reader’s attention. There are so many distractions pulling your reader away that every line must be hypnotic. Joe shows you how to turn passive and dull writing into active and dynamic writing. He gives a real world example of helping a client write and rewrite copy for her book.

### **Chapter 9 - How to Make Your Writing Walk, Talk and Breathe!**

Joe delivers the secrets on the right way to use a thesaurus. Create similes that make your words dance on the page. And use analogies and quotes to add depth and power to your writing.

### **Chapter 10 - Give Me Some Meat!**

Fluff words and generalities hurt your writing. Your readers want to sink their teeth into meaty writing that’s filled with specific facts. You must be able to deliver the goods and Joe shows you how to create juicy writing that your readers will gobble up.

### **Chapter 11 - A Writing Lesson From the World's Greatest Hypnotist**

What did renowned hypnotist Milton Erickson discover about comic books? The key to powerful writing. No joking! Joe shows you why.

### **Chapter 12 - Electrifying Tips for Creating Breakthrough Writing**

Joe’s secrets to clear, crisp, alive, breakthrough writing. It’s not about technique, but what you think as you write.

### **Chapter 13 - A Case Against Perfection**

“Don’t wait for perfection” says Joe. Otherwise you’ll never get anything written. He reveals his methods on how to beat this enemy of your creativity and success.

### **Chapter 14 - How to Persuade Readers To Your Side!**

What’s the secret to getting readers to identify with your writing? Whether you’re writing an article, sales letter, press release or book chapter, you’ll discover Joe’s way of creating “audience identification.” And how to break a reader’s preoccupation with other things while they’re reading your writing. Using word pictures and testimonials to boost reader response.

### **Chapter 15 - Warp Speed Editing! Secrets Worth Killing to Get!**

Ernest Hemingway said “Most writers slough off the most important part of their trade--editing their stuff, honing it and honing it until it gets an edge like a bullfighter’s killing sword.”

With his turbocharged editing techniques, Joe shows you how to hit your writing target every time. Follow these simple seven steps and your writing will be as sharp and fearsome as any bullfighter’s sword.

### **Chapter 16 - How to Make Your Writing "Sexy"**

Make your writing attractive and alluring to every reader. Joe shares the modern devices he uses to lure readers into his writing and keep them there until they’ve read every last word.

## **Hypnotic Writing Is A Writer’s First Aid Kit Keep It Close By**

Picture yourself writing. Now see yourself hitting a snag that stops your writing DEAD COLD. Maybe you’ve hit writer’s block. Or you think that your writing just plain sucks.

You reach for your copy of **Hypnotic Writing**. Quickly flip to the relevant chapter, skim the info, and solve your problem. You hear your inner critic’s voice fade into oblivion. Now you’re re-energized and itching to get back to your writing.

With **Hypnotic Writing**, you’ve got twenty-four hour access to a trusted writing friend and mentor in Joe Vitale.

**If you were to hire Joe personally it would cost:**

- **\$500 per hour for consulting**

- **\$650 for a critique**
- **\$12,500 minimum to write a sales letter**

And attendees pay **\$5,000 each** to attend Joe's **Hypnotic Copywriting** seminar.

But now you can assess the genius of Joe Vitale for only \$17.95. With **Hypnotic Writing** within easy reach, you'll be able to achieve a new level of confidence, skill and success as a writer.

Click the order button now and **start your breakthrough career as a hypnotic writer.**

**P.S.** - If you're not completely convinced that **Hypnotic Writing** lives up to its promises, simply return it within 30 days for a full refund.