

HOW TO:

DOUBLE YOUR SALES

by **DOING LESS!**



**Simple Hypnotic
Marketing Techniques
that Work!**

Easy Read Pocket Books©

All content, To the point, No fluff!

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*“Insanity is doing the same things
over and over but expecting
different results.”*

Albert Einstein

Introduction

Research has found that the most successful;

Salespeople,
Marketers,
Entrepreneurs,
Public speakers,
Political and
Religious figures ...

... all have something in common. The manner in which they speak is remarkably similar to that of a hypnosis practitioner. They are able to include the power of suggestion as well as a multitude of additional techniques, properly within their conversation so as to quickly build rapport, respect, confidence and desire with whom they speak.

The average person has never been acquainted with most of these techniques and wouldn't understand how to insert them in conversation if they had. This is the difference between the results of the *average salesperson* and the *sales superstar*.

In this book you will learn how to utilize some of the most powerful and often overlooked mental marketing techniques being used by today's superstars. They have been developed by taking advantage of scientific research derived from just one of the natural traits of the conscious mind. They are techniques that are very simple, powerful and if used properly, extremely effective.

I urge you to take the time to study this short book and not only read about these remarkable tools but “use them”. If you do... they will make you lots of cash. If not then it's just more clutter taking up space in the back of your mind.

“In order to be in the top 10% of your field you must stop doing what the other 90% are doing!”

Disclaimer

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Editing Notice

If you find typographical errors in this book, I'd like you to realize that they are here for a reason. Some people actually enjoy looking for them and we strive to please as many as possible. Thank you!

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About Easy Read Pocket Books

Our Easy Read Pock Books are designed to be read in one sitting and easily carried with you as a reference guide. They will actually fit in most Pockets. (Thus the term "Pocket Books")

By keeping the books short they are more likely to keep your attention until completion thereby helping you to retain more of what you read. Most longer books may lose your attention due to unnecessary babbling known as fluff and long history lessons that you will not use.

Our Pocket Books are filled with usable content and get right to the point.

It is our goal that you learn from them, use them, tell your friends about them and most importantly benefit from them. If we have attained our goal with you please let us know.

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*"HOW TO DOUBLE YOUR SALES
BY DOING LESS"*

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Chapter 1

UNDERSTANDING THE MIND OF MAN

The Five Traits

The human mind can be broken down into two categories; the conscious mind and the subconscious mind. The conscious mind is the smaller part of the two that we use in our busy, active working times. It encompasses our senses of touch, sight, smell, taste and hearing.

This conscious mind can be further broken down into five basic traits which I will briefly describe here. The third one of these natural conscious mind traits will be the focus of this book.

One: Decision Maker - The conscious mind is always in control and makes decisions. It is able to sift through information from the years of subconscious stored data to come up with solutions or responses to the stimuli it is confronted with on a daily basis.

Two: It is Geared Negatively - The conscious mind is often hesitant in accepting compliments or praise but it is usually accepting of negative comments. Just complement a stranger and observe their reaction to see this in action. They are waiting for the other foot to drop or the “reason” for such a comment.

Three: Resists Change - The conscious mind is a creature of habit. It will resist change even if the change is beneficial. It wants to remain the same or status-quo. It is comfort driven.

Four: Limited Abilities - The conscious mind is very limited in its abilities. It can only do several tasks simultaneously. Through repetition of these tasks they become habitual

and are then taken over by the subconscious mind such as in the case of walking, driving a car or brushing your teeth.

Five: Ego Driven – The conscious mind is “self” conscious. It is concerned with individuality and distinctiveness. Wanting to look good and stand out in a crowd in a positive manner. Although it may follow the crowd or group it still sees itself as separate and distinctive.

Trait Number Three

This is one of the most important traits to understand about the mind if you want to understand the behavior of your clients or virtually anyone else for that matter. Let’s delve into this resistance phenomena for a few moments.

Can there be such a thing as remaining the same? The world is “always” changing around

you whether you join in or not. Time goes by, you get older and your hair and nails grow. Each day people get up, go to work and come home in the evening. We as individuals or even groups cannot stop the wheel of life and get off. So this natural trait of the conscious mind is a fallacy.

Any improvement requires change. That's why so many New Year's resolutions fail. People want to get better, healthier and even smarter as long as it doesn't inconvenience them. Since it does require change however, most will quit before even giving it a chance.

Here's some interesting statistics: According to research it usually takes 3 - 5 days for most people to return to their initial behavior upon receiving a positive suggestion for change only once.

In other words, most people will quit and be back to their previous bad habits in less than a week. That's a very strong bit of information to

understand. It is also the KEY in understanding the marketing secrets you'll be learning in this book.

If the same positive suggestion is delivered to the subject daily for a minimum of 30 days the client will never reach that 3 - 5 day rejection period and will develop a new subconscious, automated behavior of change also known as a new habit.

In this 30 day period the brain is creating new pathways of the new behavior to override the old or replaced habit. It takes a minimum of 30 days in most people for these neural-pathways to be developed as a habit.

That is the same procedure you used to create any permanent habit that you now have, from riding a bicycle, juggling, driving a car and even when you initially learned to walk. Through constant repetition it became habit and now you don't even have to think about it.

It's interesting to note that even negative habits such as smoking or even criminal behavior initially were difficult until they eventually became a habit as well. Just ask a smoker if they actually enjoyed their very first cigarette. Most will say they didn't and it was actually disgusting or made them cough or gag. Through repetition it became easier and easier until it became an automated habit.

We progress in levels - All change is new until it becomes habit (*a subconscious automated behavior*) then it becomes the “same” again. A new level, status quo or sameness is formed.

When you were first learning how to type, it was difficult. Correlating the keys with your fingers, remembering where all the keys were, etc. Many people wanted to quit because it was so inconvenient and uncomfortable, “but” through repetition, making mistakes and just doing it you eventually became proficient. It became a subconscious behavior and no longer required much conscious thought and then it

was comfortable again. A new level has been reached.

That is the same process that must be followed to attain any new ability. Even though these abilities may be very helpful and even extend life, they are still resisted and often abandoned.

Quitting smoking for instance is something that most people who smoke want to do but due to the inconvenience associated with the process most will fail or not even try. They will make excuses that they don't really want to quit or when they're ready it will just happen.

They know it is the right decision. With all the statistics available today they know it can lengthen their life, help them to breathe better and give them added stamina. They even know how to do it... simply don't put another one in their mouth... but still they resist. Why? The Conscious Mind!

Purpose of Hypnosis

This is the main reason why the field of hypnosis has been so successful throughout the years. The purpose of hypnosis in a nutshell is: to deliver strong suggestion to the subconscious mind for change by directly bypassing the rebellious conscious mind.

So, if the *conscious mind* is resistant to change and you will learn that the *subconscious mind* is very accepting to positive suggestion then all we have to do is go around the conscious mind with your desired suggestions and they will be accepted. Ta-Dah ... Instant non-smoker! Now you're catching on.

How do most hypnotherapist bypass the conscious mind? In a clinical setting (*a hypnosis session in their office*) they simply relax it. By relaxing the conscious mind the rebelliousness or resistance simply fades away and you will accept virtually any suggestion given unless it is against your nature or morals.

Yes you read that right, you will not do anything against your “will” even in hypnosis, but quitting smoking or most other positive changes are not against your will or morals, they are simply uncomfortable so the conscious mind will readily allow them.

Now that I’ve explained how it works it is important for you to understand that even by using the techniques you are going to learn, you are not going to be able to “make” the client buy your product if they do not want to. You will be able to help them to understand it better or see it in a more favorable light but they will not do anything against their will or nature.

“Although hypnotic persuasion is one of the most powerful tools available to man, it is not a weapon; it is a tool or a helpmate.”

Chapter 2

CONVENIENCE PURCHASING

The Concept of Doing Less

How can this trait be used effectively in marketing? Since it is natural for man to desire to remain the same, anything that can be marketed that could appease that innate characteristic would be a sure winner.

If you market a product or service that will benefit man in some way in which the client would have to do little to nothing in order to purchase and benefit from you would be much more likely to close the deal.

Push Button Society

We do indeed live in a push button society. Virtually anything needed to survive and even to live comfortably can be purchased from the comfort of a padded chair sitting in front of a computer screen. You can purchase food, clothing, entertainment, vacations and you can even video chat with friends and family at the push of a button.



Many entrepreneurs have completely converted their businesses to online services so they can run their businesses from anywhere in the world as long as they have internet or telephone connection. With so many online banking options available they can have an online store, advertise and sell their products and even have the money collected and deposited into their

online banks so it can be spent directly from their online debit card. A complete cycle from making a living to purchasing everything you need without even leaving your computer. What can be simpler?

Of the Past

Even before the convenience of the computer there were many businesses that capitalized on this conscious mind feature and flourished. Here are a few that did it very well back then. Some of them were able to transform and continue to be on top with today's new technology and others were not so fortunate with their transformation and declined.

In the Past:

Mary Kay Cosmetics, Avon and Amway: are sold through distributors. They are products that were initially sold in home and door to door. Most distributors will begin selling to their family, relatives and friends and expand their

circles from there. Note the convenience of have someone you know, come into your house showing you catalogs of the items you can buy. They collect the monies for purchase and even deliver the product when it arrives.

Girl Scout Cookies: this one can be a real weakness to most people. I just bought four boxes of them yesterday myself! They were initially sold by the Girl Scouts to relatives and friends going to their homes and taking orders.

This company had great insight to realize that they can exploit cute young children to sell cookies to their relatives at a super inflated price and make huge profits. After all who can say no to their cute niece or granddaughter?

Magazine Subscriptions: You may remember the local college students going door to door selling magazine subscriptions to earn money for their tuition. They displayed super glossy brochures and had a sales pitch that was very difficult to say no to.

Kirby, Rainbow and Electrolux Vacuum Cleaners. What can be better than having a stranger come into your house and offer to clean your dirty carpet for free as part of a sales demonstration? Unfortunately many of these salespeople were so good at what they did that not only did you get a *small square* of carpet cleaned but you also purchased an \$1800 vacuum as well.

Tupperware Parties: This in home party plan way of sales was a big success as well. A distributor would do a product demonstration at your home for a houseful of guests that you invited in. The demonstration included fun, games and even free merchandise contests and giveaways. It ended out as a great get together for the host and guests and a great profit for the demonstrator.

QVC: has weathered the change- They initially started our selling you products of all kinds right from the convenience of sitting in front of your television and calling in orders. They boasted

great guarantees and “easy Payment plans”. For some stay at home moms and shut-ins it became an addiction that spelled out huge profits for QVC. Now they are still in the game selling on the internet as well.

The Replacement

The Internet – has virtually replaced in-home door to door sales of the past by making it even more convenient to buy. No longer do you have to have salespeople or strangers come into your home. You can even shop in your pajamas with curlers in your hair if you like.

In the Present Day:

Email: has become one of the marketing tools of choice as offers can be sent to millions of prospective buyers for little to nothing. For the Entrepreneur with a sizable email list, understanding this concept and how to properly use it can result in a lucrative income.

Anything you need to know more about, you can find the company webpage online and send an email to the owner to get an explanation or instructions. You can chat with just about anyone around the world without leaving your seat.

Telephone Texting: this is also a great way to reach millions of customers especially if your product is targeted towards teens or the younger crowd.

YouTube Videos: is a wonderful, FREE way to get your message out to millions as well. You can create commercials, announcements, teach, or just have fun with it. For someone trying to be discovered as a new talent it may only take one video going viral for them to become superstars as in the examples of Justin Bieber.

As for convenience, virtually anything you want to know about, how to do or where to get it can be found on YouTube. Chances are that someone in the world had the same issue as you

did and made a video tutorial telling about their experience.

EBay: If you want to find a product at a great price, especially those hard to find, rare items, then EBay is the place. It's super quick and convenient.

Drive-thru windows and Delivery Services: If you're on the way to work and don't want to get out of your car you can drive up to a window for coffee, meals, prescription drugs, get your dry-cleaning and even do your banking. How great is that?

Double Your Money Back Guarantee: In addition to all of these push-button conveniences many business include ridiculous guarantees such as Double your Money Back if not satisfied. In my city all of the grocery stores presently have double your money back for fresh fish or meat products that are not satisfactory. That goes a long way if you were a bit weary of trying a product.

Chapter 3

SIMPLE *is* EASY *but not always* BETTER

Blinded by Convenience

So far we have covered how many wise businesses had taken advantage of this major human trait to make huge profits in the market. Now let's take a look at the other side of these phenomena. Can there be a downside?

Door to Door Sales

Vacuum Sales: I mentioned earlier that some of these vacuum cleaner companies virtually cleaned up by selling their basic models in the range of \$1800 each. Yes people were willing to spend up to 90% more than they should have just to have the convenience of buying

something from home. The truth is that they could have found another vacuum cleaner such as a Kenmore, Royale or a Hoover that operated just as well from most departments stores for only \$100 to \$200.

The same goes for Cookware or Vinyl Siding and Patios. In home salespeople sell lifetime cookware for thousands of dollars. They even finance it for the customer right in their living rooms. It is interesting to know that very similar quality cookware that could be bought in stores for a fraction of the price.

House siding and Patios can be purchased and even installed by places like Lowes or home Depot for a mere fraction of the cost that the door to door salespeople offer but the key to their success again is in the convenience to the customer.

The Miracle of Placebo

Did you know that approximately 1/3rd of all pharmaceuticals as well as many medical practices are based on the placebo principal?

What is a placebo? It's believing that something will work even though it may have no helpful value at all. Such as giving you a sugar pill but telling you it is a remarkable cure that will heal you overnight. Then miraculously in the morning you are healed believing that the pill saved you.

Pharmaceuticals

The Pharmaceutical industry has capitalized on this concept and made a virtual fortune off of it. Looking at the convenience of it; what can be simpler if you are sick than to simply take a pill and call your doctor if it gets worse?

If you had a choice between exercising a half hour each day to feel better or simply taking a pill, which would you choose? People will

choose the pill almost every time in spite of the statistics that come with it such as the many side effects and astronomical amount of deaths that occur each year.

- An extensive study in 1998 by the Journal of American Medical Association (JAMA) showed that approximately 106,000 deaths occur annually in US hospitals due to adverse reactions to prescription drugs that are properly prescribed by physicians.

- An additional 125,000 deaths occur annually due to adverse reactions to drugs that the physician never should have prescribed.

- This amounts to about 231,000 deaths every year which makes drug deaths caused by pharmaceuticals the third leading cause of death in the US.

To put it in prospective, that would be like having the same amount of deaths occur as at the twin tower catastrophe, every 5 days, for a

year. Or to make it even more visual, imagine an industry killing over 600 people "every day", making a fortune over it and completely getting away with it. Kind of makes you think doesn't it?

In spite of this people will still take the easy way out and pop a pill. Can you see how strong this trait of the conscious mind is? Remaining the same and taking the easy way out is what drives us as human beings. Now you can see why it is important enough to write an entire book about it. Understanding this mental power will help you to understand how to transform it to your needs in marketing your product.

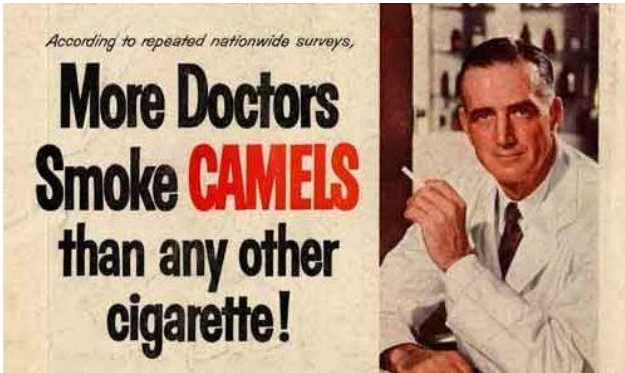
Third Party Influence

A third party influence is getting endorsement by someone other than the person selling the product who is in an authority capacity to give their endorsement giving it added credibility.

Years ago many cigarette companies advertised that their brand of cigarettes were preferred by more doctors than any other. (*I have included two such advertisements here to see third party influence in action*)

* The figures quoted have been checked and certified by the JAMA staff, also with the cooperation of American and British.

20,679* Physicians
say "**LUCKIES**
are less irritating"
"It's toasted"
Your Throat Protection against irritation against cough



Other third party influences who propelled the selling of cigarettes were movie stars, beautiful models, mothers and even babies depicting that their parents would treat them better if they would smoke to calm down before dealing with them.

Doctors however, wearing their white coats are a great third party influence since they seem to have a place of authority in our minds. If a doctor says it is so then it must be! That's why so many medical commercials on television usually have the slogan, "just ask your doctor".

That is a very powerful suggestion to be sending to the mind.

Western Medical Practices

Even with the extremely low success rates of modern Western Medicine people will still seek it out before attempting the more successful Holistic or Natural Cures or remedies. Why? Due to the simplicity of it.

Western Medicine encourages:

- Taking synthetic pharmaceuticals
- Out-patient procedures
- Doctor visits
- All of it is covered by health insurance
- Bombarded by third party influence and advertising

Eastern Medicine, Holistic Practices and Hypnotherapy while usually having a higher success rate in most cases and little to no side effects are:

- Not covered by insurance (*unless offered by a Western Medicine Practitioner who will usually*

offer you the product with the highest profit – It is a business after all.)

- Use only natural health supplements or pills if any at all.
- Advertised very little.
- Are looked upon as second rate practices.

They cannot be made to look as simple as Western Medical Practices, therefore are looked upon less desirably. I have often said that if I could create a Hypnotic Pill with a big H on the side of it to give to clients to quit smoking I would have a staggering success rate as well as a huge influx of clients.

The amazing thing is that there are many pills and even gums dedicated to the purposes of helping people to quit smoking. There are also entire shelves in the pharmacies for cold medicines. If either of them were designed to be effective they would not be as profitable as they are. Have you ever heard of a concrete cure for the common cold? Of course not! Then why are there so many cures being sold on the shelf?

Some smart marketers knew what they were doing!

More is Less

“The more the effort, the less the sales.”

Keep this in mind when you are creating a sales presentation or program that involves too many hoops for the customer they jump through. The more they will have to do or become inconvenienced the less they will want to do it. If your competition requires less hassle then they will get your business.

As a result of this chapter I would like you to understand two important points. First, you can actually get more sales by having your client do less. Second, it's important that you offer a service that is good for the client as well. Ease should be accompanied by quality.

Chapter 4

HOW TO USE IT

Techniques

Now let's talk about how you can market your product in a way that the client's conscious mind is not inconvenienced and can remain the "same" as much as possible...

Although our focus is primarily with clients keep in mind that hypnotic marketing can be used to enhance all areas of your life including dealings with your peers and family rather than simply for business.

FIRST – You have learned that the conscious mind is a creature of habit and resists change even if it is good for it.

SECOND – You have learned that suggestions given only once will be rejected within 3 to 5 days by most clients.

THIRD – You have learned that the same suggestion given daily for a minimum of 30 days will create a permanent habit in the subconscious mind.

Here we go:

Simplifying your product to make it easy for customers to buy.

Let’s take a look at what the most successful marketing techniques were in the past and present that we covered in Chapters 2 and 3. Realizing that these were the most successful superstars or businesses of their time and now, how can what they did help your marketing efforts?

Most of the marketing techniques mentioned from the past had to do with marketing directly

to clients in the home through distributors, family members and salespeople either on a door to door basis or through television. Other than the television route many of those past techniques have been replaced.

Today's superstars and successful business still market to customers in the home but do it primarily through the medium of internet.

Learning from them we find that the most successful ways to influence customers is through webpages, Google searches, email, telephone texting, webinars and YouTube videos and many of the social media networks just to name a few.

If your company has any or all of these already then you are on the right track and it is time to do some fine tuning.

What is the Unique Selling Point (USP) of your product or services? Meaning what makes your business stand out or different from all the

others in your field. You should have at least one but not more than three of these points. Are all of your USPs clearly stated? You should include them in every form of advertising you have as they are your advantage. Keep in mind however that whatever your USP is, it must be of benefit to the client and not just something about the company that makes *them* different. Clients are interested in what's in it for them and not your company history or how much research went into developing your programs.

Learning from the experts you must easily bring your product to the client via computer or even door to door depending on your service or bring the client to you.

If your client is to come to you are the directions to your location easy to find and do you have plenty of accessible parking? If you have an online presence can your products be offered electronically or downloaded upon purchase?

Be sure that clients can easily find your payment

buttons, contact information and anything else they may need without having to search for it.

Is it as easy to work with you *as taking a pill and calling in the morning* and if not what can be done to make it easier if possible?

You can add a money back guarantee. It is important to add lots of testimonials as well. To put it bluntly, testimonials sell!

In Chapter 3 we found that the pharmaceutical companies used doctors as a third party influence. How can you use this same technique to instill confidence in the mind of your clients?

Can you get endorsements, video testimonials or commercials by celebrities, people of influence such as doctors, scientists, professors or politicians? If you belong to a larger group that has associations, could you get the association or influential people from the top to endorse your products?

We can probably go on forever with little techniques that the professionals use to make your marketing easier but the bottom line is whatever you can do, do it now. If your client finds too much resistance they may just seek out your competition. After all, they’re only a click away...

NOTE: Often times after teaching these simple technique to students I hear statements such as this; “but those things are so easy!” To which I simply reply, “but are you doing them?” It is usually the simplest of tasks that are overlooked and can amount to being the most profitable.

“It doesn’t have to be difficult to be worthwhile.”

Covert Hypnotic Marketing

You’ll be using the 30 Day process to easily create positive habitual change towards your

services without creating mental resistance

Although it would be unpractical to give your client a sales presentation every day for a 30 day period, there are other things that can be done to put suggestions of your product in front of them. You must basically create a habit of your product in their mind. What are ways of doing that?

One of the best and most successful ways I have seen this accomplished is by the military in sending recruits to basic training to become combat soldiers. In a short few weeks they have transformed ordinary young men and women into precision, and slightly brainwashed automated soldiers.

If you have the ability to develop a 3 to 4 week long boot camp then you have a true winner of a product and I applaud you however most do not. So how else can you keep your product in front of your clients for that length of time so they may eventually return to you for purchasing?

One powerful way is through branding. You see billboards every day driving too and from work depicting certain products. Most any type of signage can do this.



There are many other ways businesses can brand their products other than following clients around with a sandwich board sign around them.

30 Day Giveaways

Depending on what you're marketing, one technique would be to give your client a 30 day supply of your products. This can be done with many inexpensive foods or products. Some cosmetic companies do this quite well with samples of perfumes or lotions.

My wife was recently given a 30 day supply of disposable contact lenses when she mentioned she may be interested in purchasing some. That was a wonderful marketing tool.

Novelty branding

How about novelty products with your name branded on it such as a baseball cap, bumper sticker or t-shirt. It would be hard for someone to place a bumper sticker of Starbucks on their car and frequent other coffee establishments. Even if they do go to the competition, it is a great advertising to see your bumper sticker in their parking lot as well.

Software or eBooks

Do you have a free downloadable software that can be used for 30 days? If a customer likes it and gets used to it they will usually want to purchase it as well. This can also be done with a downloadable video game, online app or even a free eBook.

In fact one of the best marketing tools we ever used was to give away our 446 page Clinical Hypnosis Training Manual for free online. It is the actual curriculum for our training courses which at the time was selling for \$99. We started doing this about five years ago and it has propelled us into having paying students in virtually every country worldwide. In fact if you'd like to have one you can get the address to download it at the end of this book.

Another great point about giving away a book is that not only will it get your name into your customers' hands and help them to see your benefits as often as they use it, it will also propel you to being an authority in your field.

Authors are usually looked upon as the top 10% of society.

“If you want to be an expert in something then write a book on it!”

Newsletters and opt in email lists

Now here’s the Golden Ticket for virtually any business so read this section carefully... One of the main advantages of giving away something free online is that to get it you’ll ask prospective clients to simply send their name and email address where they would like it sent. This will place them on what is known as an opt-in email list.

Once they are on the list you can send them the free product and also periodic emails telling them about other points of interest you have with your products or company. This will keep you in front of them and free to send as many messages as required to create a buying customer. This can be done with eBooks, videos, articles, free samples or virtually

anything that would seem of value to your followers.

It is said that it takes 7 to 10 contacts in order to get a customer to buy. Compare this with the statistics I gave you in the beginning of this chapter when I said it takes 30 days of repeated suggestion (*which can easily be done by email*) to create a habit. Also that a suggestion will be rejected in 3 to 5 days if not repeated. So doing the minimum math would look like this. An email every 3 days for a month would be 10 emails. That coincides with the 7 to 10 contacts that I mentioned in the beginning of this paragraph doesn't it?

Not that you know this little secret, realize that you must spread these emails out for at least a month. If you are impatient and send one a day of 10 days and then give up, you would have never given their minds the chance to develop a complete habit of working with you and they will reject your suggestions a few days afterwards. Thirty days are required for change!

There you have it; some easy, gradual ways of creating lifelong clients without creating change in their day to day life. You did it in a sort of covert, suggestive manner that grew on them slowly rather than being forced on them quickly which would have caused rejection.

Conclusion

Want to learn more Hypnotic Marketing Techniques?

In this short book we included some effective hypnotic marketing techniques based on just one of the natural traits of the conscious mind. If just using techniques from one facet of the mind could double your income, imagine what learning many others could do.

It is important to realize that there are many forms of similar mental persuasion techniques available to you that are just as powerful. These include topics ranging from neuromarketing and

hypnotic persuasion to scientific research on the buying brain. It has also been found that non-verbal communication accounts for over 60% of a successful sale leaving much to learn in the way of nonverbal communication such as body language, pacing and leading.

These additional methods are the reasoning behind creating our professional membership site; "Hypnotic Marketing Experts". Although I can personally teach you to drastically increase your income from my years of experience as a hypnosis and marketing expert, imagine how much more you can learn from the combined knowledge of other experts and authors in various fields.

That's what Hypnotic Marketing Experts is all about. It's an ongoing monthly membership program where we bring the experts and their most effective techniques to you.

We help you to become super-successful by becoming more effective. This can be done by

modeling those who have already achieved this top 10% of greatness.

Take a moment to check us out at www.HypnoticMarketingExperts.com and see the many helpful resources we have available to you to attain success, all for less than the cost of a meal.

The difference between success and continually just getting by... is action. Remember, the main lesson taught in this book is that the conscious mind is a creature of habit, continually resisting change. So make a decision right now and do something that is outside of your comfort zone. Go to: www.HypnoticMarketingExperts.com Now!

I look forward to a lucrative relationship for both of us whether you join us or not. I'd like to leave you with one of my favorite quotes:

“If what you've been doing hasn't brought you the success you've wanted so far, isn't it time you tried something different?”

To your success!

Rene

Other Books by Rene Bastarache

Clinical Hypnosis Manual from A to Z

The Comedy Hypnosis Bible

Getting Out of Your Mind,

How to Make \$100,000 a Year as a Hypnosis

Practitioner

Hypnotherapy Scripts I

Hypnotherapy Scripts II

Hypnotherapy Scripts III

Hypnotherapy Scripts IV

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To your Success,