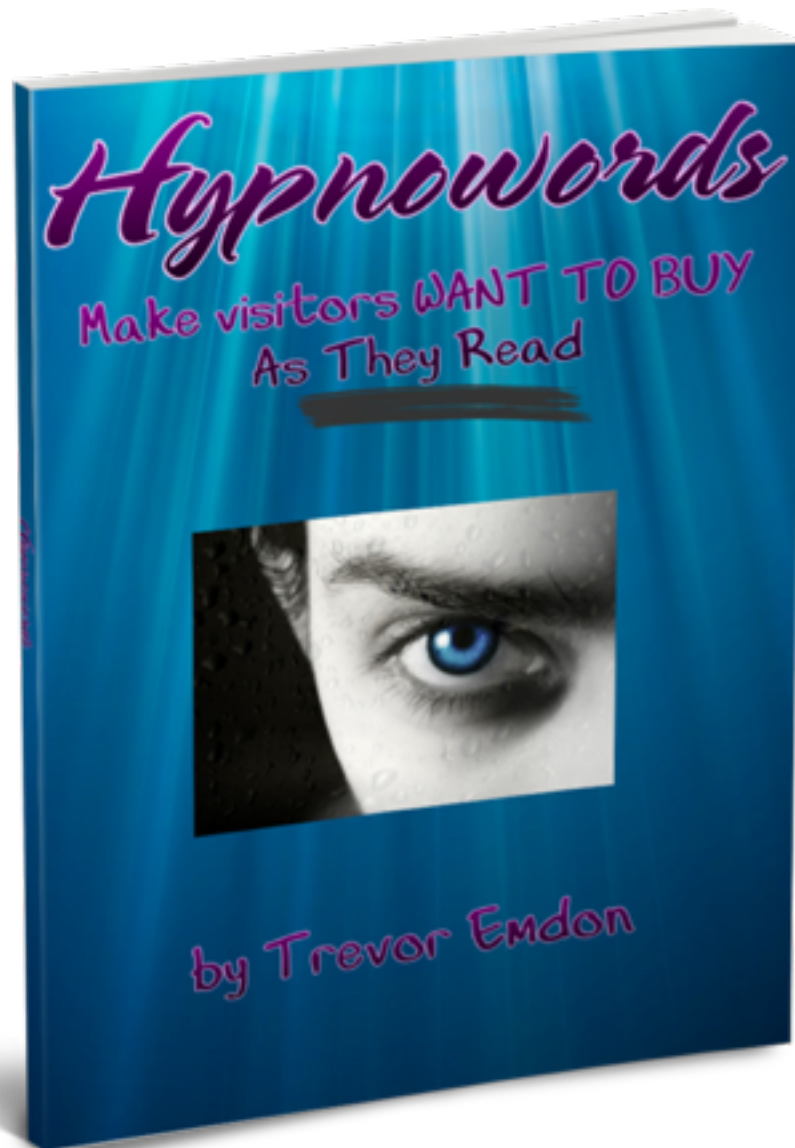


Hypnowords



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Private Coaching Available from Trevor Emdon here:

<http://wizardofwisdom.com/privatecoaching/>

Legal Stuff and Disclaimer	3
Introduction	4
Pattern 1 - Overcoming The Limiting Belief They Can't Do It.	6
Pattern 2: Making The Future Brighter	7
Empowering Questions For Subject Lines and Headlines	8
Anchoring A Positive Response	10
Create Intrigue with Nested Loops	12
Engage The Reader With Rapport	13
Truisms And "Yes Set"	16
Embedded Commands	18
Pattern Interrupt	20
Hitting The VAK Jackpot	21
General Points To Consider	24
Appendix: More Ways To Profit From Writing	27
Private Coaching Program	29

Legal Stuff and Disclaimer

First, the legal bit.

It's simple.

Don't pirate my work!

Any fool can steal someone's file. I'm sure you're not a fool. If you are and I find you, (which I well might since I protected this document), legal action will ensue.

That's that.

Disclaimer

No promise about financial or any other kind of gain can be made about the use of the contents of this book. There's no way to know how you'll use it, what kind of traffic you'll drive or what offer(s) you're making.

You have a powerful set of tools here, but I can't tell if you're going to become a master craftsman or anything else, as I'm sure you can appreciate.

So what you do with your newfound knowledge and skills is out of my hands and I therefore cannot and will not be held to account, legally or morally, for any results of any kind.

Okay. Now let's get on with it, shall we?

Introduction

Hi. I'm Trevor Emdon and a long time ago somebody taught me an amazing trick with words.

Before I tell you what it was, I imagine you may want to know what qualifies me to be teaching you how to use words more effectively in your sales copy, emails, blog posts ... in fact anywhere you write something online, especially when you intend that the readers will take some action as a result of reading it, whether that's visiting your website from a comment you leave on a blog or clicking that all important buy button on a sales page.

Even if you outsource your writing, you should still check for some of the ideas you'll find in these pages before you publish. They will not only add your "voice" to your messages, but they could increase sales because they're designed to increase engagement.

What does that mean?

It means visitors will stay on your site or page longer.

It means they'll feel they know, like and trust you as they read - making them more likely to buy. (Ask any used car salesman!)

It means they'll feel comfortable with you and that you know what you're talking about. (You do, don't you?)

Are you still wondering what the amazing trick with words was?

Good. You see, I could have told you right off the bat, but I wanted to keep you reading - and you have, clearly.

That technique is just one of many you'll find inside. (It's called a nested loop.)

In fact, I learned a lot more than one "trick." I studied, and gained a diploma in something called NLP and Ericksonian Hypnosis.

If you've never heard of that, the only word you'll understand in it will be "hypnosis." Even if you do know what it all is, it doesn't matter. (Feel free to Google it.)

What's important is that the techniques I learned, which were originally developed in the 1960s and 70s, are probably the most important breakthrough in understanding the mechanics and psychology of persuasion in the history of communication.

Since I'm both a writer and a life coach, (in those days I was doing a lot of psychotherapy and family therapy but I was still writing), I spent time crafting ways I could incorporate the ideas I was taught into writing. I've condensed many of those ideas into this book.

Not every NLP technique will work in written form. Many of them rely on speech, interaction between practitioner and subject, body language, tone of voice and so on. But a lot of the principles can be communicated off the page.

The ideas here aren't meant to replace everything you ever knew about writing sales copy or blog posts or even a postcard to your mother for that matter. They're meant to *add* to your knowledge and skills. So don't throw the baby out with the bath water.

You should still do your market research, you should still use your own style when you write. There's nothing worse than awkward, stilted writing to put people off buying from you, so don't let these ideas get in the way. Simply add them, bit by bit, to your arsenal.

Finally, this is intended to be a reference book, not a formula or recipe where you'd throw every ingredient in. Dip into it. If something appeals or fits what you're trying to convey, attempt it. Sprinkle your writing with a little of it.

But treat it as seasoning, not the meat. Overdo it and the food will taste horrible. On the other hand, leave it out and your message may end up bland and boring.

Enjoy!

Pattern 1 - Overcoming The Limiting Belief They Can't Do It.

This is very useful when you're selling a product or service you know some people will think is complicated or beyond their capability. For example, some people think they can't make a website or sing in tune. Adapt the technique for your own product or service.

Begin by getting into rapport with them; show you understand their problem, (which is currently in the way of them buying!)

So you could write something like:

I know that some things can seem, from where you are now, out of reach.

And yet, how many times spring to mind right now when you were certain you couldn't do something and then the next thing you know, in no time at all, you're doing that very thing like you'd done it this easily all your life?

Yes, the mixing of tenses is deliberate! The sentence is meant to slightly confuse, which softens resistance, and get the reader to delve within to recall times when they've overcome what they perceived to be difficulties - but actually turned out to be simple.

Variations:

I don't know if you've ever watched a baby learning to walk ... even though it looks like they can't do it from the outside, everybody knows that tiny child will never give up. Sure enough, in just a very short time, it's walking everywhere.

So many things in life are like that, aren't they - and we can all learn so much from that tiny child's example. You can too!

Pattern 2: Making The Future Brighter

You are selling a product or service which is going to improve the buyers life, right? So get your potential buyer to see themselves in that better future.

The trick is to let them fill in the gaps themselves. The more prescriptive you are, the more likely you are to miss the mark. If you can phrase your words so that they make their own “internal movies” you can’t get it wrong, because they’re convincing themselves!

Notice I’ve included the phrase, “like that” a couple of times in the text. Its ambiguity is deliberate.

Like this:

Imagine if you could just take a moment to experience your life without [insert the problem your product/service solves]

When that comes to mind, do you notice what else changes right away? Just like that! Feels good, doesn't it?

All those struggles of the past just fade away - it was like that for me anyway - and I found, just like I'm sure you will, that [doing whatever your product/service promises] just flowed freely from then on.

Empowering Questions For Subject Lines and Headlines

Many marketers know that questions are a very powerful tool for headlines and subject lines for getting emails opened.

However, some questions are better than others. While most questions will arouse some curiosity, in today's crowded internet where thousands of messages and headlines are begging for attention, how do you get yours noticed in the crowd?

Here are some, which you can vary and adapt according to your own market and product or service, which are designed not only to arouse curiosity but also to imply that the reader will somehow feel better for reading the content that follows.

Try this kind of thing:

Is this the most effective way you can [move forward, change, get some skill or result]?

Is there anyone better who could help you with [getting some result]?

Stop! Want to know why everything you knew about [X] was wrong?

Ever Been So Absorbed You Forgot What Time It Was?

(Since everybody has, they'll be curious about what you're going to invite them to be absorbed in!
You could vary it with other good feelings - e.g.):

Ever Been So In Love You Forgot What Day It Was?

How much could helping others [X] improve your own success?

(This can also be turned around into a statement, like this):

How helping others do [X] can skyrocket your own success

Sometimes, statements can be used to address internal negative questions prospective buyers are likely to ask themselves, even subconsciously.

For example, a common question many people ask themselves is along the lines of, “Why do I always fail at ...?” It would be far better if they asked themselves, “How can I succeed at ...?” but you can’t tell them that, especially in a headline or even an email. So you presuppose it by answering it subtly.

Like this:

Why Your Past Failures Can Be Turned Into Triumph - Now!

Ever Had This Much Fun [Solving Some Problem]?

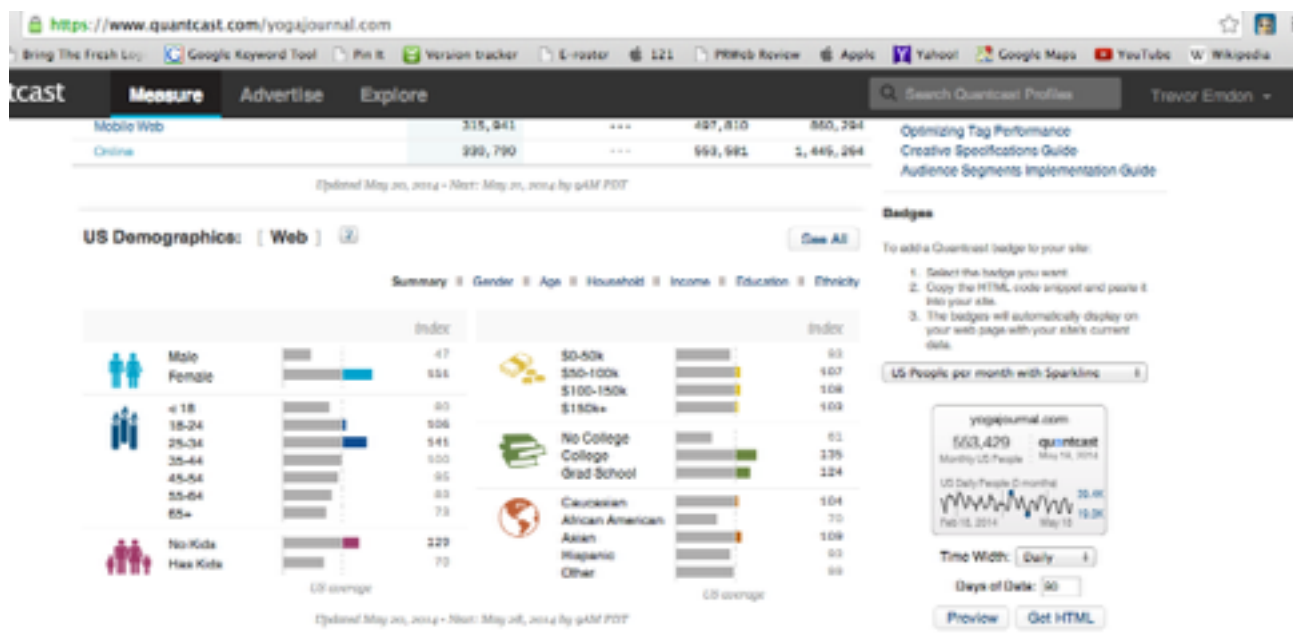
If You Like A Challenge, You’ll Love This

(I especially like that last one - most people don’t want to be thought of as not liking a challenge, and any who feel they really don’t want a challenge will weed themselves out by not reading the content. Cool eh?)

Another way you can address negative self talk is like this:

So You’ve Been An Idiot. That Was Then. This Is Now.

(Great for the dating or get your ex back market, but can be adapted for many uses!)



Anchoring A Positive Response

The idea here is that you trigger a pleasant memory or sensation, then you'll associate that pleasant feeling with the idea of purchasing whatever you're offering.

This is relatively easy to do in conversation or in trance induction, but in writing you have to be less obvious of course.

The effect you're aiming for is like this:

Remember a time when something very pleasant happened to you. Remember it again. Make the images vivid, the sounds crystal clear. Remember another time when something even better happened.

That's it. Let's call all of those good feelings "sunshine yellow."

Now I'm going to tell you about my product/service. Here's a benefit, and another, and another. And when you put all of those together, it's just like sunshine yellow.

Now, of course you can't say it like that. For one thing, it's a very odd read, and for another it's rather too conspicuous.

So here's a way you can work it in. This is probably better in sales copy rather than an email but only because generally you're trying to keep your emails short. There is no rule that says emails must be short, however. Only research which says that people's attention span is short regarding reading them.

My personal belief - and experience - is that if you can hold their attention, (by arousing enough curiosity and talking about them), longer emails will and do get read too.

Use your judgement. If your subscribers are used to getting one liners from you, a 500 word message is going to look rather out of place! On the other hand, there's nothing to stop you writing a blog post with your message in it and using the email to send the link to the post.

I personally favour that approach anyway because you're establishing the pattern of getting people used to there being a link inside your emails. That way, when you do send them to a sales page it won't seem out of place!

The key here is congruity! Be how you always are. Sudden shifts of style arouse suspicion, which is another way of saying, resistance to buying - and you don't want that!

The best way I can think of to do it is to relate it to yourself and carry the reader along with you.

Okay ... onto my example:

Have you ever had that kind of experience where something reminds you of a really good day? [NOTE: you could substitute phrases such as “triumphant moment,” “time when you had that breakthrough that had been eluding you for so long,” “moment of sheer bliss” ... etc for “good day.”]

It's like an explosion of pleasure, know what I mean? [NOTE: Again, you can come up with a different anchoring phrase].

Well, I was working on [my product/service] when ... [PUT IN A BRIEF ANECDOTE THAT RELATES TO SOME KIND OF “LIGHT BULB MOMENT.”]

At first, I thought it was just a fluke, but sure enough, when I put it to the test a second time, it worked perfectly.

Still doubting my luck, I tried it out several more times and there was no mistake.

Imagine the explosion of pleasure I felt as time after time I [got some desired result].

(Now you have them imagining an “explosion of pleasure” which you’ve already reminded them of earlier).

I'm truly excited to pass this onto you. I'm sure that by now you're eager to experience for yourself the same [kind of results] I got.

To get your hands on [whatever it is] do [put your call to action here - e.g. click a buy button, link etc.].

Create Intrigue with Nested Loops

Nested loops are a very powerful way not only to keep someone reading, but also to reference authority. You may be new on the scene with no credibility rating to your name, but you can use a nested loop to “borrow” some of that authority from someone who does.

I'll tell you how it's done, but before I begin, I want to tell you about a friend of mine who once went jogging with Anthony Robbins himself!

It all happened back in 2000 when we were attending Anthony Robbins' "Mastery University" on the beautiful Hawaiian island of Maui.

And Anthony told my friend a story as they were running and what stuck in my friend's mind was a quote that both of us believe is partly responsible for our rapid rise to success after that day. Of course I'll share that very quote here in just a moment, but first let me tell you how I came upon the great idea that ...

I'm teasing you! Did you see the nested loop I set up? I dangled a promise of something very intriguing in front of you and then said, “but before I begin,” and then promptly went on to introduce another intriguing tale about someone with a lot of influence.

Now, I could have gone on to tell you something about what Anthony Robbins did or said, or what happened between him and my friend ... as long as it's relevant to your point.

The idea isn't to be a smartypants - it's to engage the reader and establish your authority at the same time. If you understand an authority, in the reader's mind you're in the same ball park as them - and you're probably going to be a lot cheaper. (Or they could even be dead - so you're definitely the go-to person in that case!)

It's important that you remember to close nested loops ... *eventually* - so don't open too many or you may lose track! (In other words, finish each story at some point.)

Nested loops create a kind of “mini cliffhanger” effect and so keep the person intrigued - and hence reading. It's our nature to need closure. This is the method employed on a grand scale by soap operas too. Think of all the story lines there may be running simultaneously - and viewers get addicted because they want to find out what happens ... endlessly.

Use nested loops in videos too. Explainer videos and video sales pages use this technique often. Keep an eye - and ear - open for them. Take notes and keep a swipe file of the good ones!

Engage The Reader With Rapport

In everyday conversation and face to face encounters with people, it's relatively easy to gain rapport. Most of us do it without knowing it.

Things such as fashion, similar gestures and body language can all add to the experience of feeling at ease with a person. And if you're a salesperson, it's very important to have your rapport skills finely honed. The more relaxed the customer feels with you, the more understood by you they feel, the more likely they are to not only buy but to *want* to buy from you.

To do this in writing of course is trickier. You can't see the reader and they can't see you. There maybe a generation gap, a fashion gap and worst of all, a belief gap between you.

No matter how nice a person you are, or think you are, if you're trying to sell a fox fur coat to an animal rights activist, you're not going to get far.

So the first principle here is to know your market. You can't really write to them until you do. There really is no substitute for market research and the internet makes it extremely easy and fast to do.

For example, suppose your niche is yoga. All you have to do is go to Google and pick out the top two or three sites that come up for your market. Then go to [quantcast.com](http://www.quantcast.com) and paste in the URL of the top site. Quantcast will usually show you the demographics of the visitors. So you'll know immediately if you're dealing with a more male or female dominated market, the predominant age group, even their marital status.

I went to Google and simply searched for "yoga." I just want to see what the top authority sites are.

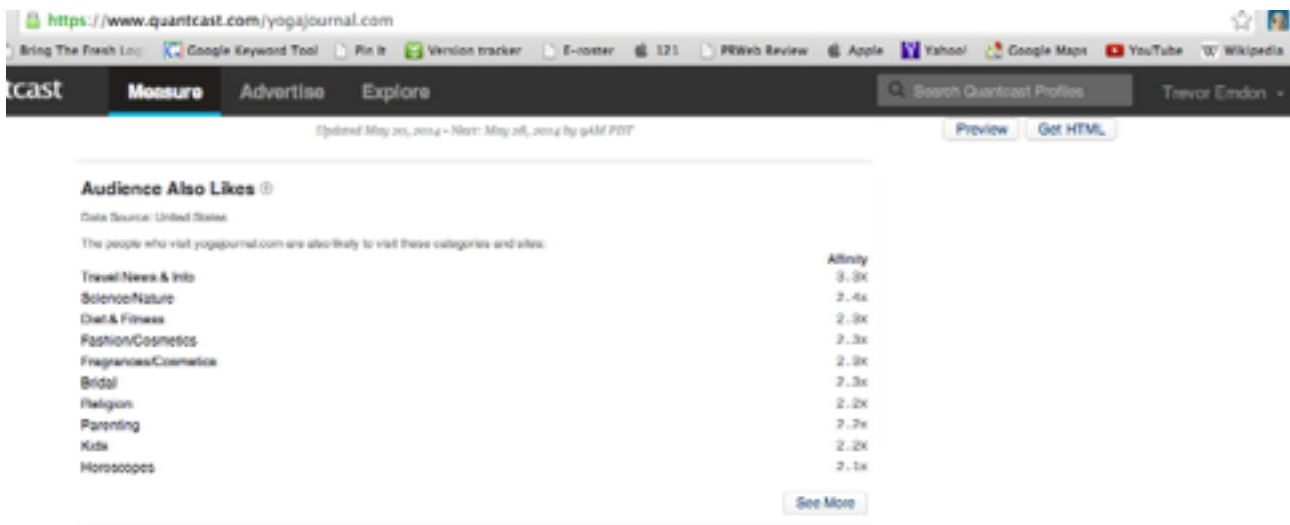
Ignoring wiki and one or two newspaper articles, the first major site on the page is [yogajournal.com](http://www.yogajournal.com)

Simply copy the URL and go to [quantcast.com](http://www.quantcast.com) and paste it into their search box. (Leave out the <http://www> part or it will tell you there's no result!)

Scroll down a little and you'll see something like this:

At a glance you can see that the audience is hugely female dominated and that most of them are in the 25 to 34 year age bracket. The majority don't have kids either, so don't start writing about your experiences as a mother or you'll lose most of them from the first sentence!

Scroll down a little further and you'll see "Audience Also Likes":



Ta-dah! All kinds of things to talk to them about! (Yes, parenting and kids are on that list, but near the bottom. Diet and fitness is, surprisingly, number 3, but I think you'd be on a safe bet with that subject matter.)

So how do you engage the reader in writing?

Well, first, use an old trick and imagine that you're writing to just one person. Maybe you know a woman around the age of 30 who's interested to keep or get fit. Even better. But if you don't, you can probably imagine someone like that. You might even bring to mind a character from a TV drama or soap opera who falls roughly into that category. Just for the sake of your writing, pretend they're real.

(It's only pretend, okay?)

Now, the key is to be real - and I mean that in a most peculiar way.

If I was writing to that market as myself, a middle aged man, I'd actually point it out. I'd say something like:

"As a man with a baby boomer date of birth, why should you listen to me?"

And then I'd use a nested loop to ally myself to some authority on my yoga based product.

Alternatively, you could create an avatar, persona, pen name ... whatever you want to call it. What it boils down to is pretending to be somebody you're not.

I know several people who do this, and provided you're consistent, it's fine.

So you could pretend to be a woman in that age bracket, (if you aren't one already!) What you mustn't do is set yourself up as an expert when you're not. People could get hurt.

Personally, I find it much easier just to be myself. If I created a character, I'd have to remember all the time what he or she is supposed to know or not know, what his or her history is supposed to be and so on. It all feels like too much work for my liking!

So as myself addressing that audience with a yoga based product for sale, to gain rapport my letter might start something like this:

It doesn't matter how old you are, or even which gender you are, fitness matters, right? Fitness of the body is only half the story as you know, because a fit body without a sharp mind is no fun. And the other way round - a sharp mind in an unfit body is sheer frustration.

So all of us need to keep both healthy - and that's why I love Yoga - it balances the two perfectly.

You see? I've knocked the two possible objections, (what would an old man like me know?) - out of the ball park in the first sentence. And then I put us all in the same boat.

By tacking on the word "right?" with a question mark at the end of that first sentence, I'm getting tacit agreement. Very few people, if anyone, is going to argue with me about that, so now I have their rapport. If I go on to use a nested loop to reference authority, I should be able to quickly win their trust too.

Onward!

Truisms And “Yes Set”

I touched on this in the rapport section, so if you haven't read that it would be useful to do that first.

Truisms and yes set are a very basic but important part of the hypnotist's arsenal. Let me give you a very crude, (not rude) example so you can see the basic idea:

We're all getting older, aren't we?

The older you get, the more your skin wrinkles.

It makes sense to buy a skin cream, then.

Now, the first statement is irrefutable. We are all getting older. The only answer to that is “yes.” The second statement may be a little more controversial, but most people would go along with that too.

The third statement, however, is utterly refutable. It makes sense to whom? Why would that make sense? What result do you expect, and has anyone asked if such a result is obtainable without buying a skin cream?

However, from a marketer's perspective, you've channeled your prospect's mind in a particular direction. By getting them to agree with you on the first two points, their mind is in a “yes set” and unless you go way out on a limb it's much easier to get a yes for the third and subsequent points too.

Of course, I do suggest you dress it up somewhat better than my example. Before giving you an example of my own, let me just recap the main points, which are:

1. Make one or two irrefutable statements. (Truisms.) You must ensure that they're not generalisations. For example, “Everyone feels happy at parties,” is not a truism. Some people hate parties, so before you commit yourself to putting it in print, check with yourself to ensure it's absolutely true.

It is possible to make truism statement which are personal. These are often used by hypnotherapists in trance inductions. Such a statement might be, “And you know how you can feel a certain way at those particular times that affect you that way,” ... or some such. There is nothing specific in there at all, and the subject's own mind will fill in the blanks. You can't say:

“And you know how you feel happy in the mornings even when it's raining,” because that isn't always going to be true.

I'm only giving you these examples to illustrate the point, not as suggestions for use in writing where they would look very odd in most cases.

2. Make a third (and if need be, subsequent), statement which is closely related to the topic of the truisms and which lead the person where you want them to go. In the example I gave above, if my third statement had been, "the moon is made of green cheese," then I'd be unlikely to get a third yes. It has to be congruent and at least seem to make some sense!

Embedded Commands

The simplest way to explain this concept to you is to tell you that, whatever you do right now, you absolutely must not ... I mean really *do not* think of a pink zebra with blue stripes. Try really hard not to think of such a creature.

You see, your brain can't compute a negative instruction! The command, "think of a pink zebra with blue stripes" was embedded in the sentence, and the harder you try not to think of one, the more you're going to find those silly images invading your brain.

(Sorry about that!)

However, unless you work for Disney, that's probably not a very useful example from a marketing point of view! Furthermore, negatives aren't the only way to embed a command.

Generally speaking, you should pepper a few into your text if it's more than a couple of paragraphs long because one single command is less likely to be very effective, although one is better than none at all.

Homonyms, (words which sound alike), can work too. Incorporate the sentence towards the end of a sales pitch which reads:

"By now, you're probably wondering how much this costs."

... and you've embedded a command. Did you spot it?

("By now" sounds like "buy now.")

It's subtle but effective. The drip feed of hints along the way is much more effective than a great big sledge hammer at the end after a gentle ride through some sales copy!

You can even embed commands that have punctuation in them.

Try this one:

"I'll demonstrate it to you, like this..."

Did you see it?

It's, "you like this." Very useful if inserted at the right point in a sales letter or even an email.

Please feel free to make up your own. Here are a few more useful ones:

... you can do [X] whenever you want to, by any of several methods.

("you want to buy")

... you'll be amazed as soon as you try this. Now, the really important thing is ...

("try this now")

I'll tell you what. To do this well you need ...

("I'll tell you what to do")

Getting the idea now?

Pattern Interrupt

Once upon a ...

Mary had a little ...

One, two, buckle ...

You know how to fill in the blanks, don't you?

Let's try something here.

"Once upon a frog."

"Mary had a little trouble."

"One, two, buckle my pirate."

Now, they look and sound odd to your brain because brains like patterns. If I write $2 + 2 = 7$ you know without a moment's hesitation that's wrong ... but it slows you down. Your eye and therefore brain is drawn to it because it wants to understand or correct it or to know what's going on.

Pattern interrupts are a well known and much used idea. Many advertisers use them, and they are well understood by hypnotherapists and NLP practitioners.

The point of them for you, in writing marketing material, is to keep your reader alert and engaged. The skimmers are the ones whose eyes you want to catch.

Now, some pattern interrupts are purely visual. It's why you'll see many sales pages with huge headlines - often in the middle of the copy - in bold red type. It breaks up the page and draws the eye, and you can be pretty certain that those bold red words will be speaking of some major benefit to whatever is being promoted.

So that's one very effective way to use them.

But what if you're just sending an email and you want to be sure you'll get their attention?

The simplest way is to throw a question into the text. Something like this:

It rained where we live today and I was thinking about the rain ... how some people say it's miserable, and the gardeners say it's good for the ground. And then it came to me ...

How much money do you want to make next week?

See how that gets a “huh?” response?

(I really don't know where that would have gone, but notice how I led you into a kind of rhythm first. The image of rain even creates associations with the sound and patter of rain, and the sentence has a kind of gentle lullaby-ish feel to make the question a real jolt.)

If you want everyday examples of pattern interrupts, think of those times when you went to a cupboard for something and then couldn't remember what you went there for. That's because something interrupted your thought pattern. Try them - they're fun!

Hitting The VAK Jackpot

When I attended Tony Robbins' “Mastery University” program in Hawaii some years ago, one of the “I'll never forget” lessons he taught concerned why some music or movies become global chart toppers.

The fact that I'll never forget is also testament to the power of this lesson. Although writing limits you to some degree, (you can always use video too, of course!), what I'm about to teach you is worth bearing in mind whenever you're writing anything whose intention is to persuade in some way.

In short, the lesson is that we each process information through our five senses slightly differently. Some people, (the majority, but by no means everyone), visualise first. Then they may process how it feels and finally they'll check in with their auditory, (hearing), sense to confirm they're accessing the correct “file” in their memory. Of course, this all happens in a flash and we're not aware of how we process bits of information.

Sounds complicated? It isn't. Let's break it down.

Our three main senses are Visual, Auditory and Kinaesthetic, (feeling), hence VAK. Just as most people are right handed, most people make pictures in their minds as a way of understanding new information, retrieving a memory or creating a plan or idea.

Then they add in how it feels and, if necessary, they will confirm it with sounds, such as speech.

(In case you're wondering, taste and smell also play a part, but nobody seems to have either of those senses as their "lead" sense, so for our purposes we don't need to worry about them.)

But not everybody does things in that order. Some people cue themselves in by listening first. Others feel their way into things, then add the other ingredients.

In other words, some people are primarily visual, some primarily auditory and some lead with the kinaesthetic sense.

There's tons of stuff written about this, so you can Google VAK systems or NLP and VAK if you want to know more.

What Tony taught was that the big global pop hits, (one was the song "Flashdance"), have something for every modality.

In a nutshell, this is how it works:

Visual people see pictures in their heads. A picture is worth a thousand words, so they tend to think, act and speak quickly. They "see the whole picture" and make snap decisions.

Auditory people are the ones who tend to say, "I hear you," rather than "I see," when they understand something. They listen first, not only to you, but to their inner voice, before understanding or making a decision.

Kinaesthetics process by feeling. They live more by intuition and their sensitivities and then let the other aspects fall into place.

Now, how does this help us?

Well, if you're trying to persuade your visitors to your sales page to make a decision to buy your product, it makes sense, doesn't it, to address the left handers as well as everyone else?

Go and listen to the Flashdance song on Youtube:

<https://www.youtube.com/watch?v=ILWSp0m9G2U>

(You can close your eyes - it's the song we're interested in.)

Notice that even the song's subtitle is "What a feeling." The lyrics speak of how good it feels. The dreamy beginning to the music appeals to auditory and kinaesthetic people alike, and then the

driving, can't-keep-still rhythm of the whole song makes all the visual people happy because that's the kind of pace they like to move at!

Flashdance was a number 1 hit all over the world - certainly on both sides of the Atlantic.

The point is, if you can address all three modalities when you are speaking to a group of people, (which you always are when writing or recording online of course), you are more likely to capture everyone's attention and imagination, and not only the people who process information the same way you do.

When you're writing, try to be aware to use language that appeals to all three modalities.

Here's an example I might include - with suitable adaptations - in the middle of a sales page. Let's say I'm selling blue widgets:

Whichever way you look at it, Blue Widgets are going to change your life [or some big benefit]. You'll have so much more [another blue widget benefit]. How does that sound? Pretty awesome, eh? Once that awesomeness touches your life, you'll wonder how you ever did without your precious Blue Widget ...

See what I mean?

Or perhaps I should have asked you, how does that sound?

Or should I ask, do you get it?

General Points To Consider

You now have a lot of tricks up your sleeve to make your copy sizzle. However, don't be like a kid in a candy store with them.

(Did you notice the embedded command there? Not intentional this time!)

It's as though I've given you an artist's palette already loaded with some vibrantly coloured paints. If you're an artist you'll know how to blend them, use them with subtlety and so on. You'll even know which ones don't go together and which to leave out entirely at times.

But if you're not an artist you could make a big, splodgy mess.

In general, my advice would be, like any good marketer, test, test, test! Try one little change - perhaps use an embedded command or a nested loop, (but not both), and see how that affects sales.

Then try a different edit.

These techniques are powerful, but so is a boulder falling on your head from the top of a skyscraper. You must use them with care and the key to that is to focus on your message more than your writing technique.

Besides, you won't remember them all in one sitting! Use this guide as a reference book, not a recipe book. If you went to a dictionary you'd look up the word you wanted, use it and put the dictionary away. It wouldn't occur to you to try to squeeze every word in the book into your letter!

The question to ask yourself as you compose your messages is, "What's my intention?" What do you want the reader to know, feel and above all, *do* as a result of reading your message?

Life for marketers would be so much simpler if you could just say, "I've got something great. Buy it." But you can't because human beings are complex.

Your job in dressing up that message is to bypass scepticism, set yourself up as knowledgeable or expert enough to give yourself some credibility, (why should they listen to you?), inspire, entertain, engage, arouse curiosity, excite and motivate sufficiently for them to take action.

It's a tall order when you put it like that.

But it's also fun, challenging, exciting, (and sometimes exasperating), and despite a good hundred years of refining and researching marketing, it remains primarily an art, not a science.

The better news is that those challenges aren't nearly as tough as they sound. (Or maybe look, if you're a "visual.") Assuming you have at least one friend in the world, you already know how to get people to like you. Many of the techniques I've presented here are only making conscious what you may already subconsciously do in everyday conversation anyway?

Did you ever tell a joke and succeed in making somebody laugh? Many jokes rely on pattern interrupts.

Have you ever kept someone in suspense while you broke some important news? Then you probably had a good attempt at a nested loop.

Have you ever made someone feel better when they were worried or upset? Then you helped to make their future brighter and probably assisted them in overcoming some limited belief, such as the situation was hopeless, for example. (Situations are rarely if ever hopeless - but that's a different book!)

Go through the material I've presented here bit by bit and make it a project to look for - and even use - examples in everyday life. They'll become familiar and as you become more aware of how, when and where they operate, incorporating them into your writing will feel natural rather than awkward.

Above all, when you write, do it playfully. Remember that whatever you're selling, if people don't like the sound of you, they won't buy from you.

It's not because you're not a nice person; I'm sure you're perfectly lovely. But awkwardness, uncertainty and self doubt will come through in your writing.

Be confident and *playful*. Serious doesn't sell well. Fun does. (Obviously, be mindful of your audience. If you're addressing the over 60's you'd probably tailor your language differently compared to marketing to teenagers, but that doesn't mean you can't do it with a smile on your face, does it?)

I've made many thousands of pounds and dollars over a lot of years from writing and I can tell you that the state of mind you approach the task in makes a world of difference.

That difference translates into your money, so check your mood and attitude before you hit the keys!

I think that's about the end of my message for now.

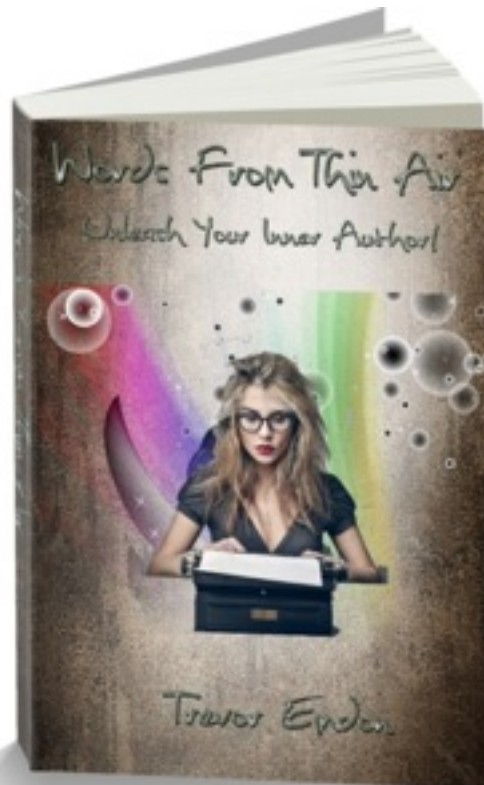
I hope you've found it helpful and above all, I hope you find ways to use these ideas to get some slick writing done that increases your sales.

Thank you for reading and enjoy playing with these tools!

Appendix: More Ways To Profit From Writing

If you love writing, or even enjoy it a little bit, (you should because the power of words is astounding), then you may find these programs will fill your brain with more ideas about how you can profit from writing.

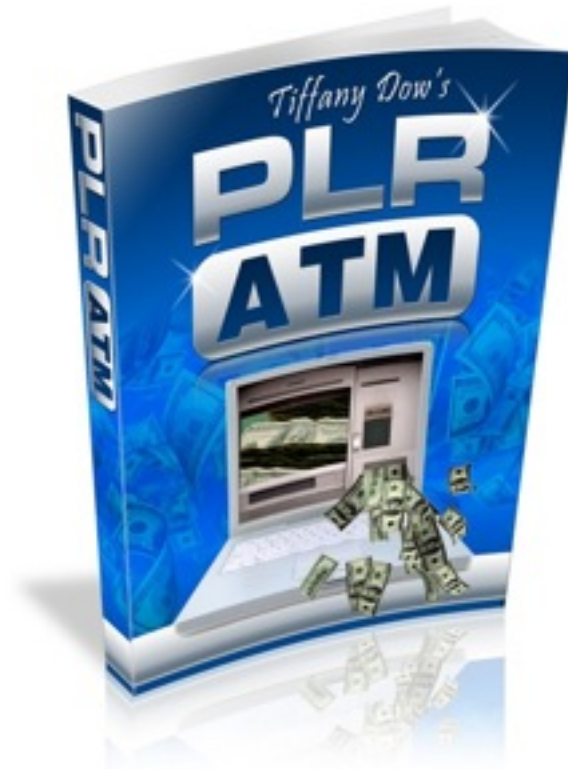
Words From Thin Air.



My WSO dedicated to unlocking the creative process and inspiring you to write for Kindle (or any other market place you fancy), just by using stuff you hear and say in everyday conversations.

A must have for you if you fancy being inspired - and banking all those royalty checks! (Cheques for my compatriots!)

[Click HERE to get all the details >>>](#)

PLR ATM

Tiffany Lambert, (who used be Tiffany Dow), made a lot of money ghost writing for big name marketers until she realised she could make a HUGE amount more selling her writing as PLR.

(That's Private Label Rights in case you don't know. It means the buyer is free to claim authorship, in a nutshell.)

Tiffany is a no nonsense lady who shoots from the hip and teaches from the heart. She'll show you how to write short pieces and get paid over and over and over and ... well you get the idea ... again.

This is my affiliate link, so I will get some commission if you purchase through it, (thanks very much for doing that), but I do own this program and it's brilliant. Nothing is left out.

[Click HERE to read all about Tiffany's PLR ATM >>>](#)

Private Coaching Program



If you want to learn more about these techniques not just for writing, (although it can be), but also for success in other areas, such as your online business or even more personal matters, you are welcome to join my waiting list, which you can [sign up for today HERE >>>](#)

All of the ideas within Hypnowords come from my training as an NLP and Hypnotherapy practitioner. (In case you're interested, I gained my diploma in London in 1988 with an organisation called British Hypnosis Research.)

I can even help you find focus, direction ... even a spiritual path if you like!

Simply go to [THIS PAGE](#) and register your interest. We'll have a private consultation - just the two of us - usually via Skype - to discuss what you'd like to achieve.

Whatever you do, I wish you all the success in the world. Enjoy your writing!

All good things,

Trevor Emdon.

