



Hypnotic Writing: How to Seduce and Persuade Customers with Only Your Words (Paperback)

By Joe Vitale

John Wiley and Sons Ltd, United Kingdom, 2006. Paperback. Condition: New. 1. Auflage. Language: English . Brand New Book. Discover the secrets of written persuasion! The principles of hypnosis, when applied to copywriting, add a new spin to selling. Joe Vitale has taken hypnotic words to set the perfect sales environment and then shows us how to use those words to motivate a prospect to take the action you want. This is truly a new and effective approach to copywriting, which I strongly recommend you learn. It s pure genius. -Joseph Sugarman, author of Triggers I ve read countless book on persuasion, but none come close to this one in showing you exactly how to put your readers into a buying trance that makes whatever you are offering them irresistible. -David Garfinkel, author of Advertising Headlines That Make You Rich I am a huge fan of Vitale and his books, and Hypnotic Writing (first published more than twenty years ago), is my absolute favorite. Updated with additional text and fresh examples, especially from e-mail writing, Joe s specialty, Hypnotic Writing is the most important book on copywriting (yes, that s really what it is about) to be published in this...



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