# BUYING trances

A NEW PSYCHOLOGY
OF SALES AND
MARKETING

JOE VITALE

bestselling author of The Attractor Factor

# **Buying Trances**

A New Psychology of Sales and Marketing



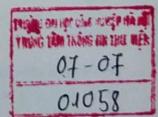
# Joe Vitale

GIFT OF THE ASIA FOUNDATION NOT FOR RE-SALE

QUÀ TẶNG CỦA QUỸ CHÂU Á KHÔNG ĐƯỢC BÁN LẠI

1807 (F) WILEY 2007

John Wiley & Sons, Inc.



Copyright © 2007 by Hypnotic Marketing, Inc. All rights reserved.

Published by John Wiley & Sons, Inc., Hoboken, New Jersey. Published simultaneously in Canada.

Wiley Bicentennial Logo: Richard J. Pacifico

No part of this publication may be reproduced, stored in a retrieval system, or transmitted in any form or by any means, electronic, mechanical, photocopying, recording, scanning, or otherwise, except as permitted under Section 107 or 108 of the 1976 United States Copyright Act, without either the prior written permission of the Publisher, or authorization through payment of the appropriate per-copy fee to the Copyright Clearance Center, Inc., 222 Rosewood Drive, Danvers, MA 01923, (978) 750-8400, fax (978) 646-8600, or on the web at www.copyright.com. Requests to the Publisher for permission should be addressed to the Permissions Department, John Wiley & Sons, Inc., 111 River Street, Hoboken, NJ 07030, (201) 748-6011, fax (201) 748-6008, or online at http://www.wiley.com/go/permissions.

Limit of Liability/Disclaimer of Warranty: While the publisher and author have used their best efforts in preparing this book, they make no representations or warranties with respect to the accuracy or completeness of the contents of this book and specifically disclaim any implied warranties of merchantability or fitness for a particular purpose. No warranty may be created or extended by sales representatives or written sales materials. The advice and strategies contained herein may not be suitable for your situation. You should consult with a professional where appropriate. Neither the publisher nor author shall be liable for any loss of profit or other commercial damages, including but not limited to special, incidental, consequential, or other damages.

For general information on our other products and services or for technical support, please contact our Customer Care Department within the U.S. at (800) 762-2974, outside the United States at (317) 572-3993 or fax (317) 572-4002.

Wiley also publishes its books in a variety of electronic formats. Some content that appears in print may not be available in electronic books. For more information about Wiley products, visit our web site at www.wiley.com.

### Library of Congress Cataloging-in-Publication Data:

Vitale, Joe, 1953-

Buying trances: a new psychology of sales and marketing / Joe Vitale.

p. cm.

Includes bibliographical references and index.

ISBN 978-0-470-09519-5 (cloth)

1. Selling—Psychological aspects. 2. Marketing—Psychological aspects. I. Title.

HF5438.8.P75V58 2007 658.8001'9—dc22

2006031241

Printed in the United States of America.

10 9 8 7 6 5 4 3 2 1

Copyright © 2007 by Hypnotic Marketing, Inc. All rights reserved.

Published by John Wiley & Sons, Inc., Hoboken, New Jersey. Published simultaneously in Canada.

Wiley Bicentennial Logo: Richard J. Pacifico

No part of this publication may be reproduced, stored in a retrieval system, or transmitted in any form or by any means, electronic, mechanical, photocopying, recording, scanning, or otherwise, except as permitted under Section 107 or 108 of the 1976 United States Copyright Act, without either the prior written permission of the Publisher, or authorization through payment of the appropriate per-copy fee to the Copyright Clearance Center, Inc., 222 Rosewood Drive, Danvers, MA 01923, (978) 750-8400, fax (978) 646-8600, or on the web at www.copyright.com. Requests to the Publisher for permission should be addressed to the Permissions Department, John Wiley & Sons, Inc., 111 River Street, Hoboken, NJ 07030, (201) 748-6011, fax (201) 748-6008, or online at http://www.wiley.com/go/permissions.

Limit of Liability/Disclaimer of Warranty: While the publisher and author have used their best efforts in preparing this book, they make no representations or warranties with respect to the accuracy or completeness of the contents of this book and specifically disclaim any implied warranties of merchantability or fitness for a particular purpose. No warranty may be created or extended by sales representatives or written sales materials. The advice and strategies contained herein may not be suitable for your situation. You should consult with a professional where appropriate. Neither the publisher nor author shall be liable for any loss of profit or other commercial damages, including but not limited to special, incidental, consequential, or other damages.

For general information on our other products and services or for technical support, please contact our Customer Care Department within the U.S. at (800) 762-2974, outside the United States at (317) 572-3993 or fax (317) 572-4002.

Wiley also publishes its books in a variety of electronic formats. Some content that appears in print may not be available in electronic books. For more information about Wiley products, visit our web site at www.wiley.com.

### Library of Congress Cataloging-in-Publication Data:

Vitale, Joe, 1953-

Buying trances: a new psychology of sales and marketing / Joe Vitale.

p. cm.

Includes bibliographical references and index.

ISBN 978-0-470-09519-5 (cloth)

1. Selling—Psychological aspects. 2. Marketing—Psychological aspects. I. Title.

HF5438.8.P75V58 2007

658.8001'9-dc22

2006031241

Printed in the United States of America.

10 9 8 7 6 5 4 3 2 1

## Contents

Foreword Kevin Hogan	xv
Acknowledgments	xix
Author's Strange Introduction	xxi
Got Trance?	1
The World's Largest Private Collection of Hypnosis Books	13
The Man with the Golden Helmet	17
The Truth about Why People Buy	29
The Nude Wizard of Moneymaking Appeal	35
How I Discovered the Buying Trance	43
How to Uncover Someone's Current Trance	51
The Story of the Portable Empire	69
Conversational Trances: The Four States of Mind	77
How to Handle Resistant Prospects	81
The 10-Second Trance Induction	85
Who Else Wants to Write a Headline That Always Works?	95

xiv	Contents
~11	

101
107
111
115
133
137
141
145
149
167
169
187
201
203