

Unspoken Marketing

JOE VITALE'S PRIVATE COLLECTION OF
CONTROVERSIAL TRUISMS



Secrets



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Introduction

What you now have in your hands is something I never thought I would ever release.

This information is extremely powerful.

Use it and you can increase your sales.

Use it and you can better understand people.

Use it and you can almost rule the earth.

When I first came up with these insights, I showed the bare list to two marketing consultants. They both asked me not to publish it.

I then showed it to a non-marketing person. He said he was going to print the list and tape it to his computer, so he could refer to it every day. Apparently there is real dynamite here. It scares some people. It inspires others.

After writing eleven books on marketing, reading several hundred other books on persuasion and psychology published over the last century and a half, and spending more than twenty years creating advertising and publicity to convince people to do what my clients wanted, I sat down and compiled the list.

You could probably build an entire marketing campaign or improve an existing one with any one of these insights into human nature. Since the list by itself won't give you all you need to start increasing your sales, I've taken the time to briefly explain each truism in the pages to follow.

At only one dollar per insight, you've managed to grab a bargain.

Please keep these insights to yourself. They are hard earned, you paid for them, and they can be incredibly persuasive in the right hands.

Meditate on each one of them.

Here they are...

JOE VITALE'S UNSPOKEN MARKETING SECRETS

This week's controversial truism is...

"People can be persuaded to your side with a good story."

In my book, "The Seven Lost Secrets of Success," I explain that one of the lost secrets is story telling. People will listen to you and absorb your message if you clothe your intent in an absorbing story. One of the reasons one of my sales letters is copied so much is because it began with the phrase, "I'm nearly in tears..." That opening suggested that a story was to follow, not a sales pitch. The next time you want to persuade someone to your way of thinking, consider explaining your position with a story.

JOE VITALE'S UNSPOKEN MARKETING SECRETS

This week's controversial truism is...

"People want to be loved."

When my father was building a house for his family, the electrician he hired became his best friend. They ate together, made wine together, drank it together, and laughed and told stories. My father listened to anything his new friend told him, because my father wanted the feeling of being loved. He also wanted a sound house, of course, but he was only going to hire the electrician he trusted, which of course was the electrician who showed the most love for my dad. Neither man would ever say they felt love for the other, but deep down, just like every one of us, what they longed for was love. Help your customers feel loved and they will pay you in gold.

JOE VITALE'S UNSPOKEN MARKETING SECRETS

This week's controversial truism is...

"People idolize the past, complain about the present, and fear the future."

I often hear people say we live in stressful times today. A quick look at history, however, reveals that we are richer, healthier and happier now than at any time in world history, ever. Yet we all long "for the good old days." And we all complain about the present and fear the future. If you want to make more sales, tie your product to the nostalgia of the past, or urge people to buy now to solve the agony of the present, or convince them that your business will make the uncertain future less risky. Until more people are enlightened, and realize that now is the point of power and the moment of greatest joy, you can increase your profits by playing to what people already believe.

JOE VITALE'S UNSPOKEN MARKETING SECRETS

This week's controversial truism is...

"People never question their own beliefs, so don't try to change them."

Socrates encouraged us to know ourselves, but most people don't realize they are fish in a pool. They don't question being a fish or see the water. We are all in a trance of one sort or another, believing we are doctors, lawyers, salespeople, or whathaveyou. The deepest beliefs our parents gave us are rarely questioned. If you want to make more sales, don't try to tell people that what they believe is wrong. You'll be spending money to persuade people that you are right, which will irk them. Instead, let them believe what they like, and sell them in terms of their existing beliefs.

JOE VITALE'S UNSPOKEN MARKETING SECRETS

This week's controversial truism is...

"People will deny that advertising works while responding to ads."

A friend of mine says she hates junk mail. She goes out of her way to get her name taken off mailing lists, to the point of sending certified letters to magazines and banks demanding that her name never be sold. Yet I've seen her respond to an offer in the mail that was targeted to her interests. And one day I heard her bragging about a new razor she was using on her legs. When I asked where she got the razor, she said it was sent to her in the mail. Never believe that people don't respond to advertising. They do, as long as it is targeted to their interests. When it isn't, it's junk mail. When it is, it's a sale.

JOE VITALE'S UNSPOKEN MARKETING SECRETS

This week's controversial truism is...

"People will mentally fill in holes to complete a story or sales pitch."

After my girlfriend and I saw the remake of the movie, "The Planet of the Apes," we had coffee and talked about the movie. There were numerous holes in the story. What we did was fill in those holes with our own guesses about what should have been in the movie itself. This helped us better enjoy what was ultimately a disappointing movie. People do the same thing with your business. If you don't give enough details in any sales pitch, whether written or spoken, people will fill in the holes in your story. If they like you and want to justify doing business with you, their explanations will be flattering to you. If they don't like you and don't want to do business with you, their explanations will be harmful to you. This is tricky. You want to give people all the information they need to make a thoughtful decision. And you want this information to be positive. If you leave anything out, you better at least hint that what you left out is good. Be aware.

JOE VITALE'S UNSPOKEN MARKETING SECRETS

This week's controversial truism is...

"People will tend to say yes if you start them saying yes."

Popular stage magician C.J. Johnson and I were having lunch. He told me he had a great idea for a new headline. It was, "Do you make as much money performing magic as your neighbors make with their real jobs?" I told CJ I liked the headline but wanted him to change it so it could only be answered with a "yes." His existing question could be answered with a "no," which would put his prospects into a "no" mindset. I suggested CJ change his headline to read, "Would you like to make as much money performing magic as your neighbors with their real jobs?" Now people can say "yes" and get into a "yes" mindset. Once there, they will tend to say yes once you ask them to buy.

JOE VITALE'S UNSPOKEN MARKETING SECRETS

This week's controversial truism is...

"People only do things for the good feelings they get."

Think about it. Why did you buy the new car? Or the new dress? Or the new tool set? You bought it because on some level the item would make you feel better. My girlfriend just bought a new lawn mower. She would probably never admit that buying it made her feel better. But the truth is, not buying it would make her feel worse. Keep both sides of this insight in mind when trying to sell people. Remind them of what happens if they don't buy (continued pain) and remind them of what happens when they do buy (pleasure). Focus on those good feelings and you'll increase sales.

JOE VITALE'S UNSPOKEN MARKETING SECRETS

This week's controversial truism is...

"People only buy from people they know, like, and trust."

All sales people should already know this. It's obvious most don't. One reason you should continuously send out postcards or emails or letters to people, whether they have bought from you yet or not, is to get them used to your name. The more they hear of you, the more they will begin to feel they know you and can trust you. I heard of Gallery Furniture in Houston for five years. The first few years I thought their ads were nauseating. By the fifth year I was buying furniture from them. Why? I came to know them, like them, and trust them.

JOE VITALE'S UNSPOKEN MARKETING SECRETS

This week's controversial truism is...

"People will pay any amount of money to have their inner states changed."

People aren't happy. They have a desperate, black, sinking feeling within themselves that silently gnaws at them, saying, "Life can be better than this." They'll pay any amount of money to feel better, often illegally. They'll line up to take terrifying rides on roller coasters or sit in theaters to watch horror flicks and scream in fear. They'll pay you to help them feel anything other than what they feel right now. When you serve them, treat them like royalty. When you sell them a product, make sure it is offered as fun, unique, or controversial. Change their inner state and they will make you rich.

JOE VITALE'S UNSPOKEN MARKETING SECRETS

This week's controversial truism is...

"People make snap decisions about you and your business based on little things you usually overlook, even the paper stock of your business card."

There aren't many restaurants here in the Texas Hill Country, where I now live. One small Mexican restaurant in the local town looks like a dump. I would never go there on my own. One day a local merchant suggested we try the place, saying it was fantastic. We took his word. Well, the food was glorious. The thing is, that restaurant is losing business because it LOOKS like a dump. While situated right at the only red light in the entire town, the business often has no customers at all. It would behoove them to dress up their shop. Take heed.

JOE VITALE'S UNSPOKEN MARKETING SECRETS

This week's controversial truism is...

"People pick up on your energy, more than on what you say or do, and decide to work with you or not based on what they sense."

People aren't stupid, though they at times may make what appears to be stupid decisions. When you try to sell them, they are listening to your body signals, voice inflections, facial cues, and much more---only barely listening to your words. And when you send them email or snail mail, they pay attention to how your message "feels." The only way to handle this in a way to increase sales is to be sincere. If you don't believe in your product or service, don't try to sell it.

JOE VITALE'S UNSPOKEN MARKETING SECRETS

This week's controversial truism is...

"People know when you are lying, though some may mistrust their own instinct."

Can't you spot a liar? Doesn't something inside you send off a warning signal when you hear or read something suspect? A friend of mine and I once planned to write a book called "Red Flags." The idea behind it is that we all get "red flags," little warning bells, that nudge us to be aware of danger ahead. The thing is, not all of us pay attention to those red flags. When trying to sell someone, keep in mind that they have a built-in "Red Flag Detector." Don't try to cheat them. Shoot straight and you'll increase sales.

JOE VITALE'S UNSPOKEN MARKETING SECRETS

This week's controversial truism is...

"People want you to do what you say you will do when you say you will do it; they will reward you if you go one step further and deliver more than what they expect sooner than when they expect it."

Auto repair people still haven't learned this truism. When they say your car will be ready at noon, and it isn't, you feel miffed. However, if they said your car would be ready at noon and it was ready at eleven, one hour sooner, you would be delighted. And if instead of giving you your car back with grease on the steering wheel from the mechanic's work, and washed your car and gave it back to you not only early but CLEAN, you would feel like doing business with them again. The point: Not only do exactly what you say you will do, but do it better than you promise. Do so and you'll increase your profits.

JOE VITALE'S UNSPOKEN MARKETING SECRETS

This week's controversial truism is...

"People cannot tell you why they buy anything or predict if they will buy something."

Most of us do things for reasons other than what we think or say. No one buys a new car because they "need the transportation." If they just wanted transportation, a bus would do. They want the new car for unconscious reasons, which they could probably never articulate. I drive a BMW Z3. Why? Probably because it makes me feel young and sexy. But I never said that to any car salesperson! By the same token, people can't predict what they will buy, either. You can take a poll and get a reading that says your product will be a hit. But bring out the product and it might flop. The only way to find out if people will buy your idea is to actually put it up for sale. Anything else is wild guessing and won't lead to any profits.

JOE VITALE'S UNSPOKEN MARKETING SECRETS

This week's controversial truism is...

"People always respond to free offers of something interesting to them."

Aesop Marketing has made several of my e-books, such as "Hypnotic Writing," global best-sellers. One of the reasons the ebooks are such staggering hits is that Aesop offers at least five free bonus items whenever you buy the product. These freebies push people into buying. There are countless stories of people who bought a product simply because they wanted the freebie offered if they bought it. This is called "the psychology of the second interest." The freebie has to be something of interest to the prospects, of course. But offer a relevant free item and you'll increase your sales.

JOE VITALE'S UNSPOKEN MARKETING SECRETS

This week's controversial truism is...

"People will spend their last dime to be entertained."

Most of us are bored silly. We are starving for some excitement. Most of us will spend money on hobbies, movies, food, sex, drink, or heaven knows what, all in an attempt to be entertained. Add some entertainment to your business and you'll increase your business. It's no accident entertainers are some of the highest paid people in the galaxy. They are providing us what we desperately want and will spend our last dime to have: Entertainment.

JOE VITALE'S UNSPOKEN MARKETING SECRETS

This week's controversial truism is...

"People want to be happy. Period."

Thoreau said it best when he said the mass of men (he meant women, too, I'm sure) lead lives of quiet desperation. I learned many years ago, while studying the Option Method in Massachusetts, that more than anything else in the world, people want to be happy. When I go to any place of business, if the clerk or owner or person on the phone is up-beat and friendly and makes ME feel up-beat and happy, they'll get my repeat business. How can you help people feel happy? Treat them with respect, show your humor, and radiate your own happiness and you'll attract more sales.

JOE VITALE'S UNSPOKEN MARKETING SECRETS

This week's controversial truism is...

"People want low prices while still wanting the best deal."

We all want a bargain but none of us want crap. In other words, while people may price shop, they also want the best value. You can lower your price and maybe get more sales, or you can add value to your service and get more sales. A "good deal" doesn't mean lowest price. It means the customer got the most value for the lowest dollar. Don't be quick to slash prices. Be quick to add value.

JOE VITALE'S UNSPOKEN MARKETING SECRETS

This week's controversial truism is...

"People can tell if you don't believe in your product or service."

Your lack of belief in your business will always show. You'll hire the wrong people to wait on customers. You'll order inferior parts. Your energy will be low. Your website may not have the zip it needs. You, of course, may not be aware of anything more than the fact that your business sucks. Your customers and prospects, on the other hand, will know that you don't believe in your business. However, believe in your business and you'll do more of the right things and attract more of the right prospects.

JOE VITALE'S UNSPOKEN MARKETING SECRETS

This week's controversial truism is...

"People respond to flattery."

You are really smart to be reading this. Few people are wise enough or aware enough to sign-up for a weekly ezine that will help them earn more money and lead happier lives. You're the exception. And like everyone else, you like to think you're smart, hip, sexy, popular and other positive traits. Note how you felt when you began reading this week's commentary. Didn't you feel good as you read "You are really smart to be reading this"? Didn't you also feel good about ME for noting how smart you are? Everyone responds to flattery. You. Me. Everyone.

JOE VITALE'S UNSPOKEN MARKETING SECRETS

This week's controversial truism is...

"People respond to enthusiasm."

"Step right up!" is the cry of the carnival pitchman. One reason he (or she) is able to round up a crowd quick is because of his contagious enthusiasm. Show your fire, your heart, your soul, your LIFE ENERGY, and you'll pull people to you like fillings to a magnet. I was nick-named "Mr. Fire!" many years ago because of the "fire" I showed in my talks. That energy was simply my natural enthusiasm for what I had to say. Show it and you'll sell more.

JOE VITALE'S UNSPOKEN MARKETING SECRETS

This week's controversial truism is...

"People buy for emotional reasons and justify their decisions with whatever logic they can find or create, no matter how ridiculous."

We're all in a trance of one sort or another. You. Me. Your neighbor. Your largest operating system is entirely unconscious, meaning you have little idea why you do what you do. Hypnotists know this. When they put someone into a trance and command them to later, while OUT of the trance, go open a window, that person will do it without a thought. When you ask the person, "Why did you just open the window?," they will say something, anything, and think the answer is rational. They will have no idea that they operated for an unconscious reason. People buy for emotional reasons and justify what they do with logic. To increase sales, cover both. Give plenty of emotion, but also give plenty of facts so your prospect can justify what he or she is about to buy.

JOE VITALE'S UNSPOKEN MARKETING SECRETS

This week's controversial truism is...

"People will never argue with you if you never make them wrong."

When someone calls you and complains, listen. Don't argue. Don't make them wrong. As long as you can remain neutral, you will resolve the issue and win a friend. This same principle works in every aspect of your life. It may be a challenge to do, because you have to keep your ego in check. You'll want to be right. Whether you are or not, be quiet. You'll win the "argument" if you don't argue. Besides, arguing just escalates the argument. Neither of you will win, and you'll lose a customer for life.

JOE VITALE'S UNSPOKEN MARKETING SECRETS

This week's controversial truism is...

"People always act for positive reasons, even if the behavior is negative."

Some of these truisms are tough to swallow. "People always act for positive reasons." ALWAYS? Yes, always. No exceptions. Even the person who is hurting another is in some way crying out, in the only way he or she knows, to be heard or to express something. The person isn't wrong; their behavior is. Closer to home, an employee who doesn't do his job may still be doing the best he can; the customer who routinely complains may still be doing the best he or she can. The point is to not condemn the person at all, and to separate out what they do. Focus on their activity, don't judge them, and you'll keep your life and business afloat. People work perfectly. When what they DO doesn't work perfectly for you, find out what the person needs to achieve what they are trying to get, and help them get it.

JOE VITALE'S UNSPOKEN MARKETING SECRETS

This week's controversial truism is...

"People will read any length of sales copy as long as it is interesting to them."

I'm always amazed that business people still question this truism. "My customers won't read over one page," I'm often told. Really? Those same customers read magazines, newspapers, online journals, and even full-length books. Why wouldn't they read a long sales letter? Answer: Because you're boring them. Write with humor and benefits and you can hold anyone's interest. I've written one-page letters and 32-page bookalogs. In general, longer copy always sells more than shorter copy. The trick is to be interesting to your prospects. Bore them and you've lost them--- as well as your sales.

JOE VITALE'S UNSPOKEN MARKETING SECRETS

This week's controversial truism is...

"People will respond to you if you get out of your ego and into theirs."

Who would you rather talk about today: Me or you? I'm betting you'd much prefer to talk about yourself. When someone shows you a group photograph of your family, whose face do you look for first? Yours, of course. When you are talking to prospects, writing to customers, or in any way interacting with people, focus on THEM and you'll increase your sales. Why? Because people quite naturally are interested in themselves first. It's not wrong. In fact, it's a key to your wealth.

JOE VITALE'S UNSPOKEN MARKETING SECRETS

This week's controversial truism is...

"People want to be recognized."

Carl Stevens is a famous sales person, author, speaker, and trainer. He once told me that he entered and won a sales contest not for the trip to Hawaii that the winner would receive, but for the attention he got from his peers for being the best sales person they had. Stroking egos can be a big money maker for you. Recognize your customers. One year the first birthday card I received from anyone was from Radio Shack. That was five years ago. I was never a fan of them until that moment. Acknowledge your customers and you can keep them.

JOE VITALE'S UNSPOKEN MARKETING SECRETS

This week's controversial truism is...

"People are interested in other people."

Gossip remains alive because people like to hear about other people. We are always first interested in ourselves, and second interested in others. One reason "Biography" magazine remains so popular is because it is, obviously, about people. Don't be afraid to let your customers know about you, your employees, or even other customers. It can be a way to create relationships and increase sales.

JOE VITALE'S UNSPOKEN MARKETING SECRETS

This week's controversial truism is...

"People are interested in the new, the off-beat, the unusual."

Add the word "New" to your headline and you'll get more people reading it. One reason we buy newspapers is for the "news." But we're also looking for unusual stories. The other night my girlfriend and I saw an independent film about animal communication. In it we heard of a cat that designed a building. That's right, the cat allegedly drew the plans for the building. Now THAT'S an unusual story, and it captured the attention of everyone, whether we believed it or not. Keep this truism in mind when you create your marketing and you can increase your response: People are interested in the new, the off-beat, the unusual.

JOE VITALE'S UNSPOKEN MARKETING SECRETS

This week's controversial truism is...

"People love food and will read a recipe stuck in a sales letter."

Publish a cookbook and you can get more attention for your business, no matter what it is. Add a recipe to your sales letter, monthly newsletter, or even in any conversation, and you'll attract more readers. This is a cool way to pull people to you. I remember being at a giant convention with a thousand booths all wanting people to visit them. The one booth that had the most traffic was the one giving away popcorn. In short, food can increase your sales.

JOE VITALE'S UNSPOKEN MARKETING SECRETS

This week's controversial truism is...

"People become information junkies when they are interested in buying."

I was in Australia having dinner with famed marketing guru Winston Marsh when he uttered the brilliant phrase, "People become information junkies when they are interested in buying." He's right. When someone is interested in buying your product or service, they are then a magnet for any facts related to that product or service. They'll read long copy and even entire books. Don't be afraid to tell your story in complete detail. It will increase your sales.

JOE VITALE'S UNSPOKEN MARKETING SECRETS

This week's controversial truism is...

"People universally feel deprived."

Few of us are satisfied. We feel cheated by life. We expect more and feel deprived when we don't get it. We are much like babies in adult bodies. To make more money, help people feel fulfilled. Serve them. Cherish them. Give them more than what they expect. Surprise them with little gifts, notes, or even visits. Show you care.

JOE VITALE'S UNSPOKEN MARKETING SECRETS

This week's controversial truism is...

"People will read an ad if it doesn't look like an ad."

"Advertorials"---ads disguised to look like articles in a magazine or newspaper---pull up to 500 times more readers than traditional ads. This has been proven over and over again by ad-man greats such as John Caples to little ole' me. If you want more response, put your ad in the form of an article. Simple. Yet effective.

JOE VITALE'S UNSPOKEN MARKETING SECRETS

This week's controversial truism is...

"People will believe a news story over an advertisement hands down."

While reporters are not as likely to get the facts wrong as anyone else, they are believed hundreds of times sooner than a copywriter writing an ad. If you want the public to pay attention to you, get publicity for yourself. When a reporter says your product is great, people will believe him. When you say it, it is questioned. P.T. Barnum said one of the greatest keys to his wealth was the press. It worked in the 1800s. It will work today, for you, as well.

JOE VITALE'S UNSPOKEN MARKETING SECRETS

This week's controversial truism is...

"People are collectors of something, whether of books or thimbles or recipes, though they may deny it."

I told this truism to a friend and he said, "Yea, people are funny, but I sure don't collect anything." Yet on his self was every video in the James Bond 007 series. If you want a quick way to get rich, find out what a specific group of people are collecting and sell them something in that same category. Write a booklet about 007 and you may get my friend's money. Find people who already buy weight-loss products and you can probably sell them another weight-loss product. While they would never admit it, they collect weight-loss products, in the hope one of them will one day work.

JOE VITALE'S UNSPOKEN MARKETING SECRETS

This week's controversial truism is...

"People will continue with a bad habit until it hurts."

It takes a lot for people to change---usually a lot of pain. Don't expect to see anyone change soon, but do expect to sell them ways to easily change. Sell them the dream and they'll likely buy. Tell them it will take hard work and they will rarely buy, even if that's the truth. Respect the fact that people will continue to smoke, drink, over-eat, or whatever they think their bad habit is, and continue to offer them quick solutions. They'll buy, and one day they may even change.

JOE VITALE'S UNSPOKEN MARKETING SECRETS

This week's controversial truism is...

"People will do whatever you want as long as they don't have a counter-thought to your request. Handle the objection and they will comply."

Hypnotists know this. They cannot get you to do something that goes against your core values and beliefs---not unless they change those core values and beliefs. Your prospects are the same. If they want to buy your product, they will do so. If they have any concerns, they won't buy until you resolve those issues. The best thing to do is handle objections before they come up. Then, when you ask them to buy, they will comply.

JOE VITALE'S UNSPOKEN MARKETING SECRETS

This week's controversial truism is...

"People feel that someone else is in control and desperately seek ways to have power again."

How many times a day do you hear yourself and others complain about "them" or "they"? "They won't let us park there" or "Their new rules suck." This unnamed "power" makes people feel impotent. As a result, they are eager to feel in control. Sell them a way to have more power, to beat the system, and you'll have their attention and their money.

JOE VITALE'S UNSPOKEN MARKETING SECRETS

This week's controversial truism is...

"People think about sex far more than they will ever admit."

How many times a day do you think about sex? Don't even try to answer. Studies show you think about it every minute. How can you use this to your selling advantage? By remembering that people are preoccupied ALL the time, that your ad or letter is an interruption to their thinking, and you had better be thinking of their needs with your offer.

JOE VITALE'S UNSPOKEN MARKETING SECRETS

This week's controversial truism is...

"People will follow commands that make them feel superior."

You are in a small group of people. This group is highly intelligent, perceptive, and on the leading edge of growth. How does that make you feel? Don't you feel a sense of pride? And how do you feel about me, now that you know that I realize you are one of the "superiors" in the world? Don't you think I'm pretty smart for being so perceptive? Yes, I've flattered you. (Remember that "People respond to flattery" is another truism.) But I also have some power over you. Now that I have your respect, I'd like you to visit one of my websites below. Better yet, why not go to amazon.com and order my latest book? You, as a leader in the world today, can appreciate the importance of reading even the most controversial material. It's the superior thing to do. And only superior people will go do it right now.

JOE VITALE'S UNSPOKEN MARKETING SECRETS

This week's controversial truism is...

"People are deeply affected by what others think."

Most people can't decide to do something on their own. They need to know what the rest of the world thinks. To sell anything, deliver a long line of endorsements---testimonials from real people who have experienced real results. By the same token, keep your service and quality top notch. People will talk about you behind your back. Unless your business is impeccable, the word will get out that you are to be avoided. Again, people won't decide totally alone if you are valuable or not; they will look to their family, friends, coworkers and peers to tell them what to think. Help people to think about you the way you want them to think about you by giving them quotes from people that make you look good.

JOE VITALE'S UNSPOKEN MARKETING SECRETS

This week's controversial truism is...

"People only act for self-serving reasons, no matter what they say or you think."

Everyone disagrees with this week's truism. Still, it's true. No one does anything without a secret desire to benefit from what they are doing. As I wrote in my book, "CyberWriting," even the most altruistic among us is behaving in a way that makes them feel better. If you want to sell more of anything, tie your goods to what people want. People will donate more money to any cause, for example, if you give them something with their names on it. People will buy your product or service if it strokes their ego, even subtly. Face it. You do it, too. You gave money and didn't get anything in return? Baloney. You FELT better or you wouldn't have done it. Feeling better was your pay-off. Again, play to people's egos and you can get rich.

JOE VITALE'S UNSPOKEN MARKETING SECRETS

This week's controversial truism is...

"People are always interested in women, babies, and pets."

This is a formula guaranteed to get publicity or boost any direct selling you may do: Tie your product or service to a woman, a baby, or a pet. Why? Because everyone is interested in the trio. Every good publicist for example knows that if they put women on motorbikes and have them ride around a new restaurant, that place will get air time. As I described in my book, "There's A Customer Born Every Minute," P.T. Barnum held baby contests to help promote his famous museum in New York City in the mid-1800s. It's not that people are suckers (they aren't and Barnum never said they were), it's just that people are interested in women, babies, and pets. Include them in your business and you'll boost your profits.

JOE VITALE'S UNSPOKEN MARKETING SECRETS

This week's controversial truism is...

"People unconsciously respond to your unconscious intentions."

This is a principle from "Spiritual Marketing." It means that your unconscious desires affect other people. In a way, you train people to respond to you by what you say and don't say. I was on the phone with Bob Proctor, who wrote the intro to my latest book. He said, "Your energy goes out and touches the person you are talking to while you are talking to them." That means that if you have a self-sabotaging desire in you, or if you are trying to pull a fast one over people, or if you don't believe in your own business, your prospects will sense it. They will respond to your unconscious. If you want to get more business, get clear. Be congruent. Be sure you totally believe in yourself, your business, and your customer's good will.

JOE VITALE'S UNSPOKEN MARKETING SECRETS

This week's controversial truism is...

"People will believe a wild claim if it is just this side of unbelievable."

When P.T. Barnum offered a mermaid at his museum, ticket sales tripled. When a circus in modern times said they had a unicorn on display, fifty percent more people came to see the show. When a network television show aired an "alien autopsy," ratings increased. People are fascinated by the bizarre. They want to believe in aliens, ghosts, mermaids and more. This doesn't mean you should mislead them, but you can certainly entertain them with something unbelievable---but possible.

JOE VITALE'S UNSPOKEN MARKETING SECRETS

This week's controversial truism is...

"People will never change their human emotions or basic desires, only their dress and their tools will change."

People throughout time have been motivated by the same desires and emotions. The top three goals of everyone alive are food, love, and money. They were the same in the 1700s and will be the same in the 2700s. What changes are customs and technology. Humans remain human. Appeal to their basic self interests---help them achieve food, love, and money, for example---and they'll help *you* get at least one of your goals.

About The Author

Joe Vitale, called the World's First Hypnotic Marketer, is the author of numerous books and tapes, including the best-selling e-book "Hypnotic Writing," the recent book "Spiritual Marketing," and the best-selling Nightingale-Conant tapeset "The Power of Outrageous Marketing." His websites include <http://www.MrFire.com> and <http://www.HypnoticWriting.com>. Amazon.com carries his books.

