

# Did Joe Vitale's Hypnotic Marketing Force Me To Buy His Ebook?

A case study written by a non-guru!  
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## **A case study on... Dr. Joe “Mr. Fire” Vitale**

Do you doubt his so called hypnotic marketing methods? You may not after you read this!

Maybe I figured out a secret. Maybe I did not. I’m writing this case study on Joe Vitale. Joe is one of my favorite marketers. His books, newsletters, articles, interviews have amazed me ever since I started learning to market online. No one has ever held my attention like Joe does.

As a subscriber of his newsletter at <http://www.MrFire.com/> I got an email from him the other day asking for me to fill out his survey The E-Book Survey by Dr. Joe Vitale. The title of his survey was “What stops you from writing or marketing your e-book?”.

It instantly got my attention. Anything to do with writing ebooks I am interested in. Writing ebooks is something I study constantly as an ebook publisher. It was a quick simple ten-question survey. After I filled out the survey and clicked to submit the survey, Joe had a very simple statement on his thank you page.

### **Exact statement from Joe’s thank you page after filling out his survey.**

I appreciate your time in answering these questions. As soon as the book is written, I will let you know. If you can't wait, you might read [www.7DayEbook.com](http://www.7DayEbook.com) or [www.create-ultimate-ebooks.com](http://www.create-ultimate-ebooks.com)

Thank you. - Dr. Joe Vitale

I instantly went to the [www.7dayebook.com](http://www.7dayebook.com) site. I didn’t read but about half of the salesletter there before I then bought the book that the site is offering. (By the way I am only on page 29 of this ebook and already have 4 pages FULL of notes and ideas! It’s INCREDIBLE!)

Let's think about this for a minute. I got an email from Joe. I clicked on the link in the email. I then did as he wanted again and filled out his survey. After filling out the survey, I went straight to a site he was promoting on his survey thank you page and BOUGHT something from him.

Do you realize that with one simple email, Joe got me to do THREE things? Most people have trouble just getting people to open up their emails. Joe not only got me to open his email, but he then got me to take my time and provide him with information, and then by putting a simple note on his thank you page, got me to buy something from him. Not because he's one of my favorite marketers. That wasn't it at all.

Hypnotic marketing? I would think so. I can't tell you that for sure though. I can't expect Joe to tell me his marketing strategy, but I can tell you how to use my discoveries from reading just one email from him.

## Using Surveys To Get Your Marketing Message Out

We are all constantly looking for new ways to get our marketing message to our customers. Customers are becoming numb to pop up messages, banners, and all of the other over used marketing methods..

So, do exactly what Joe did. You may have to add some methods to the formula, but I'm living proof that it works!

### **Here's exactly how to get started.**

Depending on your market will depend on the questions you ask your visitors or subscribers. In Joe's case, he wanted to know, "What stops you from writing or marketing your e-book?". There were only ten questions on this survey, but they were very powerful ones. When asking questions, be sure to ask precise detailed questions so the subscriber or visitor filling out your survey knows exactly what information you are wanting. This will save you a lot of time in getting the exact answers you are looking for.

Note\* When you get your visitors or subscribers to fill out a survey for you, it's better than anything thing they will ever buy from you.. It's gold. It's money in the bank. You must act on it. The information you are collecting will tell you their demands and their wants! You can cash in on this information by providing a product or service for their demands and wants.

Joe and many others use <http://www.surveymonkey.com/> for hosting their survey. It's a very simple process to setting up a survey using <http://www.surveymonkey.com/>. They also have a free option. Once you sign up, they even give you an example survey to show you the type of survey you can set up. As a free member, your surveys are limited to 100 responses. There are many more free survey provider services out there. I am only using <http://www.surveymonkey.com/> as the example here.

Before setting up your survey, you will want to know exactly the questions you want to ask your subscribers or visitors. As I said, depending on your market will depend on what questions you ask. Let's stick with the topic Joe used: What stops you from writing or marketing your e-book?

Joe asked ten questions pertaining to his topic. I won't tell you what they were. You'll have to take his survey to figure that out.

You can have as many questions as you want. Just be sure it doesn't take your subscriber or visitor too much time to complete. If it takes too much time, they may not finish your survey or worse won't even take it. After your subscriber takes your survey you will want to send them to a thank you page. Some survey providers offer this, and some do not. You'll need to find one that does to make this work!

On your thank you page, offer them something that pertains to your survey that they will have to pay you for. Just like Joe did with his ebook survey. After the ebook survey he offered an ebook related to writing ebooks on his survey thank you page. You don't think they will buy from you using this method? I bought from Joe this way, why wouldn't someone else buy from you using this method?

If this method doesn't work the first time, you can use either different surveys asking different questions, use different products to offer them, or both. It doesn't cost you a dime. Just a little time and a little testing.

Not all of us have a name like Joe Vitale, but we all can certainly learn from anything he does. Maybe your visitors or subscribers aren't as apt to take your survey as Joe's subscribers and visitors are because of one reason or another. You can still get them to take your surveys. Offer them a free gift. Just make sure your free gift is a QUALITY free gift. There's enough junk online, so do your part and give your visitors or subscribers quality even when offering them something for free. In the long run you will benefit. Your subscribers will value you and anything you promote to them more! You can place the free gift (or even better gifts) on your thank you page above or below the main product your advertising for them to buy! Another way is to keep the advertising on the page and place a link under your advertisement that will take them to their free gift. If

you use this option make sure your “free gift” page opens in a new window. If you have no control over this place your advertisement on the “free gift” page also, just make sure you put it at the bottom of the page. Remember we are trying to use hypnotic marketing not in your face obvious marketing.

This is just one of the many ways you can use anything Joe Vitale does to learn from, and implement in your own marketing efforts. I encourage you to visit [Joe's site](#), and look over all of the incredible products he has created.

You can also get some of Joe's books at [Amazon.com](#)

I hope you have enjoyed this case study as much as I enjoyed writing it. I welcome all comments and questions!!

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