



KEYS TO CREATING HYPNOTIC AD COPY

WHAT DO YOU WANT TO SAY?

Get clear on what the purpose of your message is for the specific ad that you are creating. Ask yourself:

- Are you **Selling** something?
- Are you **Announcing** or **Introducing** something?
- Are you **Teaching** something?

Ask Yourself “Why” you are wanting to create this ad
What is your intended outcome?:

- Get noticed
- Make a sale
- Grow your list

Never Mix Your Message! More than one idea in your ad will confuse and bore your customer.
Pick One and Stick with One!

WHO DO YOU WANT TO LISTEN?

Understanding your **Target Audience** and the specific **Demographic** for your ideal customer will greatly determine how you speak to them, and increase your results.

You will certainly speak differently to the woman who manages your local bank branch compared to the words and ideas you’ll say to the guy who prints your business cards. It is very important to take these differences into account whenever you are communicating.

Know your audience and how best to speak to them so that they fully understand what you are sharing with them.
Speak/Write their language otherwise your important message will simply be lost in translation.

If you’re speaking and they’re not listening, then you’re wasting both your time and theirs.



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USE YOUR VOICE

You have a very unique way of speaking/writing that can be recognizable as you. This is true for every one of us. It's not the tone of your speaking voice, it's the words, mannerisms and even slang that you use which identify you as You. Leverage your uniqueness and always bring that into your ads and communications.

Personal:

If **you** are the business, then write as you speak; your voice is your personal brand. Think of how Tony Robbins would write something compared to Oprah Winfrey.

Company:

If you are a larger company, your company brand will be the voice. Compare how Coca-Cola writes their ads with how John Deere or Apple Computers communicates. Definite differences.

Conversational:

Write as if you are talking directly to your favorite customer or client. Conversational is Comfortable. Comfortable builds Trust. Trust lands you Customers!

GET PEOPLE OUT OF THEIR LIVES

Take your audience away from their lives and troubles, and bring them into your life and your solutions for them. Do this by hypnotizing them with:

- **Feelings** ~Make them feel happy, confident, hopeful, etc.
- **Imagery / Experience** ~Make them visualize themselves with a better life (because of you). Or ask questions to open their perception of possibilities.
- **Personal** ~Make them relate to your message as if you are in their shoes and you get them
- **Patterns** ~Make them sync with your rhythm using Repetition of words or ideas, or by following the Rule of Three; people remember things when they come in groups of three.