

The 10 Most Unusual Marketing Secrets

An Interview with Joe Vitale

TERRI LEVINE : Well, I am just so darned excited, I've hardly been able to wait for this last class because we have an amazing guru. And I'll just make a quick check, you're there, yeah?

JOE VITALE: I'm here. I guess you're talking about me. ☺

TERRI: Yes, I'm talking about you. Well, you guys are in for just a most special treat and it is with just extreme joy that I share with you that our guru is Joe Vitale. And many of you have met Joe before on some of our calls and heard about Joe and read his books.

He's author of the best-selling e-book, *Hypnotic Writing*, the number one best selling book, which we refer to frequently, *Spiritual Marketing*. Joe also recorded a best-selling audio program for Nightindale Conant, and it's extraordinary, I have it, it's called, *The Power of Outrageous Marketing*, it's very cool.

He also wrote one of the first books ever published on Internet Marketing and that was back in 1995, that's really interesting to me, called, *CyberWriting*.

He's written, *There's a Customer Born Every Minute*. And *The Seven Lost Secrets of Success* and gosh probably seven books or more after that.

Joe is also President of Hypnotic Marketing and his clients include: The Red Cross, Herman Children's Hospital, PBS Television, Jerry & Esther Hicks, hundreds of authors, speakers, small businesses, and entrepreneurs from all around the world.

And here is what I want you to know: One of his news releases made a man a millionaire. And Joe's publicity ideas have gotten his clients on national television and the national media including on Oprah.

And one of his strategies brought in \$25,000 with one email in one week. Wheeew! So, I'm delighted to have Joe share some time and some of his wonderful wisdom with us. He has taken time out today to bring his proven ideas for fast marketing and his fast marketing, as you can hear, gets results. Joe, thank you for being here.

JOE VITALE: Well thank you, what an honor and what a treat, and what a nice introduction. I feel proud of myself after listening to it. ☺

TERRI: Good, as you should. But I have really one burning question and then I'm just going to let you go. How's that sound?

JOE VITALE:

All right.

TERRI:

Our listeners have been with us now for this Fast Marketing Journey and they have many, many pieces and many components. This is much like people who have read many books, heard many tapes, devoured many ideas, and now wonder what out of all of it they should do. I'd like for you to share any wisdom you could in how they take all of this and now how they can get fast results.

JOE VITALE:

OK, and how much time do I have?

TERRI:

You have about four minutes. No I'm kidding.

JOE VITALE:

All right, I'm going to break the four-minute mile here. I figured that was the question you were going to ask, or something like that, so I have ten pointers that I can go through. But I can go through them fairly easily and fairly quickly, but you or anybody can ask any questions along the way. In fact, I can pause after each one and if somebody has a question just spout off and I'll see if I can answer it.

So the very first one for me, and this is the guiding light principle for me, that helps me, helps my clients, and I'm sure will help you. Maybe it's been discussed and maybe it hasn't, and that's the idea *Set An Intention*.

Setting an intention will direct every thing you do and it will also direct the universe to bring you what you need to achieve that intention.

I remember you mentioned Oprah, a few minutes ago. And I don't watch her that often but I remember one time turning on the television and I heard her say, as if she was speaking only to me, "Intention rules the earth."

I thought, oh my word, there it is, the quote of the lifetime. And most people know by now I've got a license plate holder on the front of my car that says, "I am the power of intention."

So I would ask everybody to set an intention for what you want, what are the results you want to achieve from the fast marketing you've been learning about. I have no idea how many principles, ideas, tips, tricks, methods, strategies you've been listening to. But it will all sort itself out if you start with the fundamental premise of what do I want and declare it, state it, write it down and say it to yourself so it's an intention that's going to guide you in everything you do.

So, any questions about that one?

SHARON WILSON:

Joe, I don't have any questions, I just want to say yes, that that is probably the most powerful principle I know also.

JOE VITALE:

I say right now, *set an intention*. Ask yourself, what do I want to achieve in the next 30 days, what do I want to be at the end of that 30 days. And write that so it is a guiding light, that is your principle, that's the light at the end of the tunnel. That is what will orientate you to everything you've been learning. It will sort out the stuff that will make that happen and the stuff that won't make it happen will fall away. But it all begins with an intention. That rules the universe as far as I'm concerned. So that's number one.

Number two is, *Follow Your Hunches*. I'm a big believer in this and I'm often surprised by what my hunches tell me. I mean I may get an urge to turn left one day when I've been turning right for years, and suddenly I discover a store or a business or, in an actual case, in Houston I discovered a house by turning left one day following my intuition, that I ended up buying and living in it for nine years.

I feel that your hunches are going to come into play more---this is why it's step two---*after* you do step one, set an intention. When you set that intention you're telling your unconscious, you're telling your conscious, you're telling the universe, you're telling all aspects of all energies that are in the world to bring this about.

But then it starts to give you hints on what to do by speaking to you through other people, through turning on the TV one day and Oprah speaks to you and says, intention rules the earth.

Or, you'll get this hunch to do something, or to make that call, or to write the letter, or to pick up a particular book, or to go to Amazon one day and search marketing books when you hadn't done it before.

And so step two for me is pay attention to that intuition, to your gut, to your hunches, and I guess that goes right into acting on them. You want to pay attention to your hunches, but also act on them. There are too many people that get the hunch and don't act on it. And I've learned from hard, hard experience that if I didn't act on that hunch, I'd regret it later. It was warning me, it was alerting me, it was leading me to an opportunity or away from something I didn't want to go to. So step two for me is pay attention to your hunches and act on them.

I'm pausing for dramatic emphasis

TERRI: And I'm pausing to soak that in, so thank you.

JOE VITALE: And to let anybody ask a question if they want.

And number three is, and this starts to get even more concrete, number three is *make a list of the to do's that you want to act on.*

This can be the beginning of your marketing plan. You might want to reflect on what you've been listening to on all these calls and I hope you've been making notes or you've had a way to re-listen to the calls so you can refresh your memory about what was being said. And then make a list of the top 10 best ideas, the things that you want to act on. And again, just write them down. That list can end up being your marketing plan, and it's as simple as writing a list.

I have a daily list that I use every day and I've often used, I don't know if you've talked about this or not Terri or Sharon, but the Abraham Calendar is a great tool.

TERRI: We haven't. That would be great to bring up.

JOE VITALE: Oh, OK, gosh. I think everybody should have the Abraham Planning Calendar.

TERRI: I keep mine sitting right here.

JOE VITALE: I forget what it's called, isn't it --

TERRI: It's called *Daily Planning Calendar and Workbook for a One Year Study of Spiritual Practicality.*

JOE VITALE: There you go. I didn't even know we were going to talk about this, but this is so cool. I have it right here in front of me. But every day I write down my to do's on the left side of the page. So I've got this little page, there's a left column and a right column. And on the left column it's a heading that's already pre-printed it says, "Things I intend to do today."

So on that I'll write down the things I intend to do. Like today at 4:00 I'm being interviewed, I'm giving this little talk. So that's on the list. And there's a few other things that I needed to do and that all goes on Joe's side of the list – this is what I am going to do. These are the things that are my marketing strategy, my things to do for the day.

Then, and this is fascinating, and probably unheard of in anybody else's planning calendar. On the right side of this column there's another space and you write down all the things that you want to have happen. This is the to do list for the universe. That's how I describe it. This is so wonderful, the left side is the to do list for Joe, the right side is a to do list for the universe.

So if I am looking to have something happen, I want one of my intentions to come about, I want a publisher to make a particular offer, or I don't know I'd have to make up some different things, but whatever it is, I would put it down on the right side and say universe, that's what you do today.

I remember when Jerry and Esther Hicks developed this thing and they described it to me and they really did say, the left side is what Esther does and the right side is what the universe does. And that is such a perfect way to do it.

So step three for me is *to make a list of things that you plan to do*. So the thing that stood out from what you've been hearing over the last few weeks, and I would use this Abraham Hicks Calendar, and hopefully you've told them about www.Abraham-Hicks.com, the web site where they can go get this calendar, and read an inspiring message on the front of the page, turn the page over then make your to do list on the left, the universe's to do list on the right. That's step three.

I'm pausing for any questions, or applause. ☺

TERRI:

I just wanted to say too Joe, that it's just so amazing when you do that, and you put this side of what you want the universe to do, like oh I don't know, attract clients, or millions of dollars, that's all the universe's job. And then when things just start showing up when you didn't do anything, and that is the coolest thing.

JOE VITALE:

That is truly wonderful. That's when we live in this magical universe. That right side of the page is just putting in your requests, your orders, your intentions that you want the universe to act on and trust that it will act on it, and that goes back to my step two thing about following your hunches, because they're going to start speaking to you and directing you to achieve those.

So number three is make a list and I'd use the Abraham Calendar and rely on the universe a lot to help you.

Number four is, *do something every day on the list*.

Or, get someone to do it. Don't be afraid of delegating. And I guess I wrote delegate down because a lot of people don't want to do that. And I have found that that's one of the great keys to success in business is not being afraid of having other people do some of the things you either don't have time to do or don't want to do.

I know that in my recent newsletter I sent out, I told the story about how Nerissa, my girlfriend, was saying that she doesn't like selling, she just absolutely hates selling. I could address that in a number of different ways and have talked about it from time to time where I say, well I'm not a big fan of selling either. What I do is tell people stories and share my enthusiasm, and get excited and tell them about what I'm up to. And they end up buying but it's not because I sold them, it's because I shared my heart with them and they got touched.

But in her case I went and talked about maybe she could get a virtual sales person, like we have virtual assistants. And Terri, I know you have a virtual assistant. But a virtual sales person would be somebody that maybe worked out of their home, maybe works with their phone or their computer or their fax, or anything that they want to do to get sales for you.

So that's a minor example, it doesn't have to be sales, it could be the phone calls that you're reluctant to make, or I don't know, running your errands, that you don't need to be going to the dry cleaner if it's more productive for you to be working on your book or making some important phone calls.

So, step four for me is to do something every day that's on that list that you made in number three and don't be afraid to get other people to help you finish that list. Boy, it frees up your time amazingly to get that done and sometimes when you pay somebody else to do the minor thing, you're free to make much more money doing the bigger thing. So that's number four for me.

OK, I'll go to number five.

TERRI:

They're all just nodding going yes, yes, yes

JOE VITALE:

The following --- number 5 --- is a big one. and I know I've talked about it with you Terri and a lot of other people. And that is, *go where your prospects are*. In other words, ask yourself where are the clients or customers that you're looking for, where are they already gathered? What do they belong to, if there's an association, what do they read, what do they watch, what do they listen to? That's where you want to be.

So this is really a massive marketing tip here, a very earth level principle. But what you're asking yourself is where do they go. If all of the people that you traditionally serve watch a particular television show, or read a particular magazine, or subscribe to a particular newsletter, or listen to one radio station more than another, those are the places where you want to advertise or promote or publicize yourself.

To give you an example, if you find out that most of the people that you want to serve, or are serving, tend to belong to a particular association, and there are jeez, probably 100,000 if not more associations for everything from bee keeping to, I don't know, hobbies, to engineers, to journalists, to well there's associations for coaches and so forth. You would want to be in front of those people in some way, and one of the best ways is just to be a speaker for one of their events.

I've always found that being perceived as the expert in front of the crowd you want to serve is a wonderful way to get them to call you. So step five for me is to go where the prospects are, ask yourself where they're located, what do they read, what do they watch, and so forth. And advertise, promote, or show up in those places. Does that make sense?

TERRI:

Oh yeah!

JOE VITALE:

OK, number six. Ask yourself, *who else serves the prospects you do that aren't your direct competitors*. So in other words, let's see how I can make this up here...

You want to make a type of joint venture deal with people who serve the same clients you do but aren't in the same business as you. So maybe, let's see if I can think of an example, if you go to rent a movie, at the check out you might see a coupon for a pizza. Well the pizza people and the video people there are working together to serve the same customers. They are not in conflict at all, they're not competitors, they just know that the people who rent movies also eat pizza and the people who eat pizza also rent movies, so they're going after the same audience.

This is really a million-dollar earth level tip – ask yourself, who is already serving the prospects you want to serve and go to those people and see if you can create some kind of win-win where you will promote them and they will promote you. And the example I gave with the pizza and the video, I mean anybody can do that. On that level it's just exchanging coupons.

But say you're doing a direct mail campaign and you want to send a sales letter to potential prospects. You can't for some reason afford the postage or the printing or whatever it would cost to get that out the door. Well if you went to two or three or more other businesses that serve the same clients, but weren't your competitors, you can say look, let's all do this together and share the expense of putting it in the mail.

So number six for me is who else serves the same prospects as you but aren't your competitors and work some sort of win-win joint venture deal with them.

TERRI:

By the way Joe, you had shared that with me a while back, and I've heard you talk about that on a call, and in many of your books and programs. And when you get creative it's pretty easy to see how many people serve the same kinds of clients.

JOE VITALE:

On my Nightingale Conant program, I talk about how to do this, and maybe I can go through it real quick.

It would be a matter of drawing a circle on a piece of paper, and in the middle of the circle writing down who your target audience is, who are your prospects that you want to reach or the customers that you want to reach.

And then extending from that, doing a type of mind map, just drawing lines out and then circles at the end of those lines, start writing down all the other companies that serve those same people.

It could be as simple as everybody is going to go to a dry cleaner at some point. So the dry cleaner might be somebody you can create a joint venture or alignment with and just go and start talking to the dry cleaner and say, when people come in, could you tell them about my particular business? When I talk to people I'll tell them about your dry cleaning service.

That's a very spontaneous, maybe weak example, but it shows that there's probably a whole lot of businesses who serve the clients you want to reach, they're already doing business with them, and they're not your competitors, and you can make arrangements with them that you're doing equal marketing and sharing in the marketing. It's just helping each other.

So that's number six.

Number seven is to *write articles, write short how-to articles, fillers, even write a column*. One of these wonderful, synchronistic events happened to me a couple months ago, I mean they happen

everyday, but the one I'm going to tell you about happened a couple months ago.

This woman wrote me about my spiritual marketing book. She sent me an email and said how much she loved the book, she was glad it became a number one best seller, and by the way, we should meet because she lives one mile away. And I thought, that's pretty wild, I live in the country, I live in the woods, there's not that many people around.

Well it turns out, she is one mile away, and she's a coach, and we did have lunch, and we did talk about marketing. One of the things she did was contact a local paper, and our local paper out here in the Texas hill country is not going to serve that many people. But she went to that local paper and arranged to write columns for them. And her first article for them, which was probably 250 words, which is very short, was simply about goal setting, which to me everybody's heard a million times. She just put her own take on it, gave it to them, they published it. Well, she got two new clients instantly from that. And that's a very low impact way of doing it when you're doing it in a hill country, low-distribution newspaper.

Part of the reason that a lot of people know my name or have gone to my web site online is that I've been writing, distributing, and sharing articles for about ten years. And I do it almost weekly. I don't do it weekly any more, but almost weekly, virtually weekly. I'll write another article, and I'll put it up, and I'll send it to my list, or I'll put it on my web site, or I'll send it out to ezines and say you're free to use it, if you like it go ahead and distribute it, no problem with me. And of course there's no problem with me because it's free promotion for me. ☺

So this is incredibly powerful and I want more people to do it. Because there is a real need for helpful articles, how-to articles. If I can give any one tip that's going along with this seventh step on how to write articles, is to think about what do people ask you all the time. So in other words, is there a re-occurring question that occurs, do your clients tend to ask you a particular question? And use that question as the stimulus for you to write an article that answers that.

Now, that's a very easy way, I mean some people can do this afternoon. Just think of the question that people are asking you, sit down and write an answer to it and you probably have an article.

The big fear that comes up for a lot of people and I'll address it in

case it's on somebody's mind is that, if I tell what I do, or if I answer the question, why will they need me?

Well, they're still going to need you because most people don't absorb the information very easily with an article. And most of the time they can write an entire book about what you do and it's not going to say everything about what you do. And further than that, writing an article, writing a book, whatever the case may be for you, whatever you're willing to do, establishes you as the expert and people want to hire the expert.

So there's a whole lot of perks that come up from just writing simple articles. If you can start a column going that serves that community or prospects that you want to reach. Or if you want to go bigger, figure out a way to do it on the Internet so that it reaches the prospects you want to reach.

So number seven for me is to write articles and distribute them.

We doing OK here?

TERRI: We're doing great! I think these are just amazing, powerful, and a great way to put this together into an action plan, that's what I'm getting.

JOE VITALE: OK, well I've got a couple more tips, that was number seven.

Number eight, and it's going to seem a little strange and I was very reluctant to talk about this, but you know, if I'm going to talk about metaphysical, spiritual, woo-woo concepts to any audience, it's going to be this one right here.

TERRI: Yeah, you can do this here, you're safe here.

JOE VITALE: I think this is the most open minded one, you're going to absorb these things without much resistance.

Well, one of the things that has worked for me, and I started writing an article about it a few weeks ago, and I kept putting it aside, because my inner beliefs about whether it was going to be well received or not, were blocking me. And finally I got through and I finished the article, I set it out and I titled the article, "The Greatest Money Making Secret in History."

Now, I'm real fond of these flamboyant titles, so The Greatest Money Making Secret in History is to get your attention, but it's also, in my mind, absolutely true.

So number eight for me is to implement this Greatest Money Making Secret in History, and that is ---

TERRI:

I'm on the edge of the chair, come on!

JOE VITALE:

Thank you for the interruption, that helps build up some theatrics here. ☺

All right, I think people will want to know about this one.

That is, *give money away*.

Give money away. Reflect on where you have received your inspiration, your spiritual nourishment, your encouragement, where people have reminded you of your own goodness, your own greatness, your own potential. And reward that person, or that company, or whatever that was, and give them money. I have found that the more freely you give, the more greatly you will receive.

Now the article I wrote is posted at my web site so anybody can go to www.mrfire.com and go see it. But the point of this, it's kind of a mind set. Because too many people, if they give at all, give as if they are going broke or they already are broke. So they're coming from this mindset of scarcity. And where you want to come from is a mindset of abundance.

So even right now if you're entertaining the idea of giving money to some body, person, place thing, whatever it happens to be for you, probably you're thinking things like well, I can only do a handful of dollars, five dollars, or fifty cents or something like that. And I'm saying that because that's where I was at one time. When I would do that I would wonder well how come this principle of giving isn't really working for people. Well I didn't really give.

I'm saying, if you want to receive money in a big way, if you want your business to blossom in a truly abundant, fantastic, colossal, unforgettable, record-breaking way, then you need to start giving money. And I don't mean to give to the extent that you're going broke, you want to maintain some kind of comfort level there, while at the same time stretching yourself. And again my article goes into a lot of detail with this, and I quote other people and bring in examples and I don't have the time to do that here. So I'm planting this metaphysical law in your minds that says if you want to make money, give money away. Think about where you're benefiting and reward that place.

GUEST:

Joe, I have huge questions about this one.

JOE VITALE: I've heard from somebody in the back. ☺

GUEST: I've tithed for such a long time, and at this point, I'm not feeling nourished by my spiritual community. And that's been a drama that's been going on for a little while now. And so I'm feeling like tithing there is just like practically anti-productive.

JOE VITALE: Well, that's a good point. I don't want you to tithe or give money to any place that's not giving you the nourishment that you want. My point here is to think about where you *are* receiving it and to give it to that place or that person.

GUEST: Without flattering, I mean today's tithe would go to you, but darn my church needs it a lot more than you.

JOE VITALE: Oh, I wouldn't go with need at all. We really want to get out of the negative. You're bringing up a great point, you're bringing up great questions.

GUEST: Oh! Wow! I just heard what I said....!

JOE VITALE: OK, you heard what you said, so, you're clear about it?

GUEST: Yeah, wow.

TERRI: What did you get? May I check in?

GUEST: What I got was this sense of going to need and focusing on need, focusing on oh my church just needs this and getting really heavy and onerous. And ohhhh!

JOE VITALE: What happens is you amplify that feeling when you start rewarding it.

GUEST: Whoa

JOE VITALE: They're going to stay in need as long as they're asking and coming from need and you're rewarding need.

Where I'm saying you want to come from is from joyful sharing of plenty. Go to the person, place, or thing, whoever that might be, and if it's me, my address is on my web site. ☺

But in all sincerity, what you want to look for is wherever that's coming from. And I have given to waiters and waitresses and people on the streets that smiled at the right time and the right way. To people who have sent me email at the right time and the right

way. I'm rewarding that special feeling.

You know, for some reason I'm going to say this, I'm looking at a tape set now that's at my feet by Terry Cole-Whitaker, who was a best-selling author for a while. And she's still around, and on one of her tapes she's giving this talk, and she's very metaphysical and she was talking to her group. And suddenly she said, "god really loves you."

And she repeated it, "god really, really loves you."

And she said it again, "god really loves you."

And I swear, I still get chills when I think of that. I swear, that was worth millions of dollars to me. And I tithe heavily to her. She's flown to India now, I think I paid for the flight. But the point was, that is was just simply listening to a tape and something connected with me and that's where I'm going to reward it. I am not doing it because anybody said I need your money. And I would not do it in that case, most of the time I would not do it in that case. What I'm looking for, for this principle I'm talking about in step number eight is where are you getting your light and reward that light with some money. As you do that you will get more.

But you're already caught on, the system has to be in place, don't come from need, don't come from scarcity, come from abundance, come from love, come from sharing, come from plenty.

GUEST: Cool

TERRI: You got it, huh?

GUEST: Thank you.

JOE VITALE: All right, we're down to the wire and I've got two more steps.

TERRI: Good, keep going!

JOE VITALE: OK, number nine is, I'm a marketing person right. Number nine is, *get my Nightingale Conant tape set, The Power of Outrageous Marketing.*

TERRI: I agree, absolutely.

JOE VITALE: Get it, it's at www.nightingale.com, or just call their toll-free number, 1-800-323-3938. That's 1-800-323-3938. And their catalog describes it and the web site describes it so I won't go into too much detail. I guess I'll just quickly say there's ten principles

for making a business work that I researched from the top tycoons and titans from the last hundred some years. So these are the principles that always work as long as you know them and implement them.

So that's number nine, get the Nightingale Conant tape set, *The Power of Outrageous Marketing*, by yours truly.

And number ten, and again, this is kind of esoteric way of increasing business, but I have read that 19 separate studies have proven that meditation can lower the crime rate and violence in the areas where they're practiced by a group of meditating people.

That's 19 separate studies, that's pretty amazing to me.

So I have extended it and said meditation can also increase your business as long as you do it with an intention, which of course circles back to our first step, you have to have an intention that's going to orient you and the universe to bring you whatever you say that you want.

So number ten for me is *meditate everyday*. And that meditation doesn't have to be something where you've got your own personal pyramid in your bedroom or something.

But meditation can be taking a few minutes where you are living in your mind the end result of what you want to achieve, to the extent that it is so real you don't even need it to happen any more. It's already happened. And spend a few minutes every day doing that.

There you have it, "Joe's top 10 most unusual marketing secrets in history!"

TERRI:

WOW! These have been incredible! I've taken pages of notes. Thank you, Joe!

For more information about Joe Vitale, please see <http://www.mrfire.com>

or visit the brand new Hypnotic Marketing Institute and download your free copy of "The Proof" at

<http://www.HypnoticMarketingInstitute.com>