



BUYING  
*trances*

A NEW PSYCHOLOGY  
OF SALES AND  
MARKETING

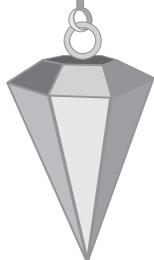
JOE VITALE

Bestselling Author of *The Attractor Factor*



# Buying Trances

A New Psychology  
of Sales  
and Marketing



**Joe Vitale**



John Wiley & Sons, Inc.

## Praise for *Buying Trances*

“The genius of Joe Vitale has never shone brighter. This thoroughly documented and easy-to-read tome on *Buying Trances* is the first of its kind. Vitale gives you the keys to their minds. All you have to do is turn the keys. They said yes to you long before you said a word . . . and were begging to buy from you shortly after you uttered your first sentences. *Buying Trances* is an exciting ride to the edge of the mind. It’s Joe’s finest work to date.”

—Kevin Hogan, Author of *The Psychology of Persuasion* and *Covert Persuasion*

“I absolutely refuse to endorse this book at all because of the chapter on the all-time best trance inducer. I feel it is dangerous and irresponsible to expose this information. Joe, what were you thinking? If I were going to endorse this book, I might say something like: This book maps marketing’s final frontier—the customer’s mind—and exposes their *Buying Trance*. Frankly, this may be the smartest marketing book ever written, yet that chapter makes it the most dangerous book on the planet in the wrong hands. Proceed with caution.”

—Dave Lakhani, Author of *Persuasion: The Art of Getting What You Want*

“As with all of Joe’s books, there are magical secrets dealt out like a mad Vegas poker dealer on every page. Not only will you learn to put people into *Buying Trances* with this book, the act of reading it will put *you* in one and force you to master it.”

—Mark Joyner, Author of *The Irresistible Offer*

“Joe Vitale’s expertise in hypnotic marketing, combined with his extensive research, challenges the reader on many different levels. He forces you to delve deeper into the benefits of creating a buying atmosphere and a trancelike desire on the part of your prospect. I found this an absolutely fascinating book.”

—Joseph Sugarman, President,  
BluBlocker Corporation

“*Buying Trances* is not your run-of-the-mill marketing book. It’s an exceptionally well-written, well-thought-out, high-level work that gives the reader unique insights into how to capture his/her prospect’s attention. Cutting-edge stuff that is a must for every serious marketer to absorb and implement.”

—Robert Ringer, Author of *To Be or Not to Be Intimidated?*

“Once again Joe Vitale has written another masterpiece but this surely must be his finest work! Joe’s understanding of how and why people think and act like they do is remarkable. By unscrambling complex ideas and explaining them in simple language he reveals how to fashion messages that will turn people into compulsive buyers of our products and services. Now we can take control and create the Buying Trance. It’s a totally refreshing and very effective approach to hugely profitable sales and marketing!”

—Winston Marsh, Veteran  
Australian Marketer

“Dr. Joe Vitale has written a very informative, entertaining, and dangerous book. By revealing the deep, secret workings of the buyer’s mind, he makes it all too easy to analyze anyone’s current mental and emotional state, and use that knowledge to put prospects in a helpless Buying Trance. Whether you’re selling or buying, buy this book for your own protection.”

—Pat O’Bryan, Director, Milagro  
Research Institute,  
[www.patobryan.com](http://www.patobryan.com)

*“Buying Trances* isn’t about controlling or manipulating customers. It’s about how to get your sales message heard by the people most likely to act on it. When your offer matches your market’s desires, you will get their attention.

However, you’ll quickly see that Joe Vitale believes most people in sales and marketing are stuck in a selling trance. Without a change in focus, you’ll alienate your customers and the competition will eat you alive.

The concepts presented in this book, once applied, will make it easier for you to truly reach your customers—and make the sale. I highly recommend this book to anyone in sales or marketing. Not only is this a well-written, intelligent book, it’s a fun read, too.”

—Bill Hibbler,

[www.ecommerceconfidential.com](http://www.ecommerceconfidential.com)

“If you want to understand how to match what your customer is thinking about and lead them to want to buy from you, this is a must-have book. I couldn’t put it down! Whether I’m writing a sales letter, an e-mail to my list, or a blog post, this book has given me quick and easy ways to make sure I’m reaching my prospects in their trance and bringing them into mine. As advertising overload saturates your customers’ attention, tapping into the power of *Buying Trances* not only will be sharp marketing, but it may well become essential for your business’s survival.”

—Craig Perrine,

[www.maverickmarketer.com](http://www.maverickmarketer.com)

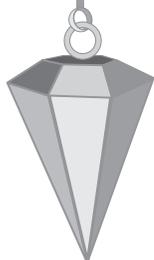


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