



Buying Trances: A New Psychology of Sales and Marketing

Joe Vitale



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Praise for Buying Trances

"The genius of Joe Vitale has never shone brighter. This thoroughly documented and easy-to-read book 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 they were begging to buy from you shortly after you uttered your first sentence. Buying Trances is an exciting ride to the edge of the mind. His finest work to date."

-Kevin Hogan, author, *The Psychology of Persuasion and Covert Hypnosis*

"This book maps marketing's final frontier—the customer's mind—and exposes the buying trance. Frankly, this may be the smartest marketing book ever written."

-Dave Lakhani, coauthor, *Persuasion: The Art of Getting What You Want*

"As with all of Vitale's books, there are magical secrets chucked 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 a trance and force you to master it."

-Mark Joyner, #1 bestselling author, *The Irresistible Offer: How to Sell Your Product or Service in 3 Seconds or Less*

"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 trance-like 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 a prospect's attention. Cutting-edge stuff that is a must for every serious marketer to absorb and implement."

-Robert Ringer, author, *To Be or Not to Be Intimidated?: That Is the Question*

"Vitale'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

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