



Hypnotic Storytelling **With Dr. Harlan Kilstein** **(Interviewed by Lorrie Morgan)**

LORRIE: I am so happy to have Dr. Harlan Kilstein on the call and he is the only copywriter that is a master of persuasive language with his hypnotic storytelling. We did a call last year as a preview call and it was one of my most favorite in educational calls that I have had. He really knows how to weave hypnotic language into the copy in his own way. He actually goes way back with my mother. They were both hypnotherapists and he knew of her because he ran a branch of the same franchise which was Positive Changes. He is a master trainer of hypnosis and a certified modeler of NLP—neuro linguistic programming—and above all he is a master of persuading people unconsciously. We have gone to seminars together and I highly respect him so I am so happy that you made some time in your schedule—welcome.

HARLAN: How are you?

LORRIE: I am fine. Before we get started, I wanted to ask you about your unconventional launch that you did this week that was not with a sales letter but with a long testimonial of a guy that says he is not a fan of yours—Jason Moffat—and a video of Brian Keith Boyles talking about how amazing this product is, how are your sales going?

HARLAN: First of all, it wasn't a launch—it was like, I haven't sold that in a bit. We did a launch in the week to a seminar that sold out. Typically I do a combination of sales letter and video. The video does really well. One of the sales letters I did was for a program I run called UnBoot Camp—I did a series of 4 videos that one lead to the other and it sold out the seminar twice without a sales letter.

LORRIE: It is pretty captivating to watch video.

HARLAN: What I do is a series of videos that lead to the next video. There are 3-4 preliminary videos and each one is a minute to a minute and a half—I think that is what people’s patience level is—they don’t like sitting for too long. Once you have them hooked then they will sit for something. I did a seminar with John Carlton and David Garfinkel and we each did a sales letter that didn’t do well—mine did fair, David’s was weak and John said—I will show you guys how to do it. He went up there and it didn’t do anything either. So I went up there and did this video and it beat everything.

LORRIE: Wow. It is a little surprising—I love the interactivity of video and audio but I have had complaints from people when I have sent out audio like if they are hearing impaired or this wasn’t copy accompanying it.

HARLAN: You have a different reputation than I do—you are loving and caring and I am a gruff copywriter. If someone wrote to me I would be like—go get your hearing fixed. We have a different image; I have to cultivate this image.

LORRIE: You have worked hard at it. Your background has been hypnosis, how did you get into this field?

HARLAN: When I was a kid in high school, I lived in New York and this was during the heyday of the cults in New York. I met people that were in cults and I saw the most bizarre behaviors. At that time, I thought these people were strange and the only way to get to them was called deprogramming where they took someone and basically talked to them nonstop for 4 days—7 days—12 days, whatever and it was a grueling thing to watch or be a part of. I then read a report that someone said that he could talk someone out in a couple of hours. I thought—right, how can you talk someone out in a couple of hours? I went and started reading all of the books that he talked about and thought that it was powerful.

Shortly after that, I went to a hypnosis seminar and I never looked back. I am sitting in my office now looking at one of my bookcases that is filled with hypnosis and mind change books—there have to be 200-300 of those books here. They are all about changing people other than consciously.

LORRIE: First of all, how is hypnosis different than NLP—is it the same thing?

HARLAN: What happens with NLP was started in the early 70s in California by 2 college professors who had an idea. Their idea is that some people are really good communicators and some that are notoriously weak. There are some therapists that are good and some that are pathetic. There are some therapists that within a few minutes they have found the core problem and attack the issues that will help to change your life. Then there are the ones that you go to for 7 years and they ask do you think you are ready to address what it is about the love for your puppy? So they studied the people that were the best to find out what made these people the best. What it boiled down to to a great degree was language patterns. These language patterns were—let's just say that the good therapists were the ones who were pinning you down on your language and not giving you a lot of wiggle room. The good hypnotists were doing the opposite—they were speaking in broad language and letting every person hear their communication differently. So in studying both ways of language with the therapeutic model and the hypnotic model, I started becoming extremely sensitive to nuances in language--First in oral communication then throwing them into written communication.

I did my doctorate testing whether or not 'loaded' stories told by teachers could get students to produce desired behaviors. In other words, could you get children to raise their hands and ask questions without telling them to just by telling a story that was hypnotically coded. The results and answers were off the charts.

LORRIE: Can you give an example?

HARLAN: One of the things with language is something called a lessen included structure; it is something that is there but is not realized. If I am talking to my son and said—and Bilbo said to Frodo, close the door. On one hand I am talking about something that Bilbo said to Frodo but because I paused and changed my tone a little, my son on an unconscious level hears a command to close the door and he does—that is a gross element, not an artistic element at all.

A lot of people that are doing what they think is NLP in print are doing things that are so disgusting and blatant that I want to reach into my computer and smack them. Like the people that are saying—By now, you are probably...and they think that is going to get the person to change.

LORRIE: I am a little guilty of that but I know that it is not powerful that way; it is just a good bridge phrase. What are some of the ways you can—wait, before we get into that let's talk about your clinic.

HARLAN: What I did there was—in the beginning, they provided all of the advertising for us and as time went on I began noticing that their advertising stopped pulling in people. So what I wanted to do was to start writing my own advertising so I went to Dan Kennedy's last copywriting boot camp and I came back thinking that I can do this. Then I wrote an ad and I said—how come I am not using my NLP? I started rewriting ads putting in the NLP and it started to out pull things.

LORRIE: It makes sense that it would if you can translate what you could say verbally into what you would write—even with intonation. What are some ways to actually do that?

HARLAN: The first thing is that when most people read they do something called subvocalizing. They are pronouncing what they are reading under their breath so that even if they are reading something, it is also an audio thing that is going on and most people aren't aware of that. I think that that is a really important thing that people need to know that people are subvocalizing and even though you are writing, they are reading it out loud to themselves.

LORRIE: That would make commas and formatting more important.

HARLAN: Right, the shorter the sentence is probably better.

LORRIE: I didn't know that it had a name but I knew that people read the copy like that as they went along.

HARLAN: Right so that is really what is going on. I am taking advantage of that stuff. I am pushing the envelope on that stuff and using these tricks with my things plus stories and metaphors are the most powerful. Everyone knows the most powerful sales letter of all time was the *Wall Street Journal* letter. That letter was with the 2 young men where one was the success and one was the absolute failure and the successful person was successful because he read the *Wall Street Journal*. It is implied but not really said so people began to say that if they want to be successful, they have to read the *Wall Street Journal* as well. The bottom line here is that is was the story and stories work because they push people from the inside--when

people are reading a story they automatically start to associate that with them.

LORRIE: Is that human nature?

HARLAN: Yes there is actually a technical term that people do but they go inside and everything is applied to them—that is the normal way of things.

LORRIE: So you used a lot of story in your copy?

HARLAN: Very often I will use a lot of stories—people love stories because all of the greatest teachers of all time—Jesus, Gandhi and so forth are known for their incredible stories.

LORRIE: True and they tend to overcome sales resistance.

HARLAN: That is 100% because people don't associate that with anything else.

LORRIE: They just enjoy and go along for the ride—little do they know!

HARLAN: Yes that there is something really sneaky going on.

LORRIE: What is some of the languaging?

HARLAN: The languaging—one of them is something that is my new favorite—there are different ways that you want to address the client when you are dealing with them but you always want to value them. Dan Kennedy and John Carlton picture a client being a sloth sitting in a chair watching TV and he has to get that sloth to take action without his credit card or order. You can't tell the client that they are a sloth—it wouldn't go over well. The idea is that you have to treasure and say only good things about the client but sometimes you have to let them have it in a sales letter but you can't say anything bad about them, you want to say something like you are writing to a group of people that have downloaded your special report on speed copywriting but you know that they haven't read it because if they did they would have taken an option.

Let's say you have an exclusive DVD of you talking with Dan Kennedy and it is 100% pure content and you have him in a weak moment and you're giving it away—there is nothing to buy. But maybe it has had a

poor response so what are you are going to write—Hi gang this is Lorrie and I understand that you are a sloth that can't pick your behind up out of the chair—you can't talk to them that way. You will break state and rapport with them and you wouldn't get it again.

LORRIE: Unless you are John Carlton.

HARLAN: That is only when you are talking to copywriters, when you are talking to his golf market; the only person that could talk that way to his clients was probably Gary Halbert. So you have to treasure them and you also have to get their attention and slap them on the face or the side of the head. What I have come up with is something that I haven't seen anyone else do and that is changing the person that I am talking to. Remember going back to school—'I' is first person, 'you' is second person and 'he, she or it' is third person. When I want to talk about something that may be painful for the reader, I write about it in the third person. There are some people that think they are serious about making money on the internet—you think they are serious. These are the same people that think they are serious about becoming a copywriter but when presented with the opportunity to hear an interview at no cost with one of the world's greatest copywriters, Dan Kennedy, they just sit back and let time and life march by—but I know that that doesn't apply to you.

LORRIE: So you went from third person into second person.

HARLAN: When I want them to order or take action, it always goes to second person. What happens is that I could be saying something really strong and since it is in the third person, they don't think it applies to them.

LORRIE: So you get the message across but they don't go running from the room.

HARLAN: That's correct.

LORRIE: With the order form do you also go into first person like—yes, Harlan, I want _____?

HARLAN: Yes that is correct. Yes I want that, yes I want that—thank you for making this, etc. It is all in first person. In the sales letter, I will shift from first person to second and sometimes in the same sentence. I have clients that ask me if I took grammar in school. Then when I explain what I am doing they go—oh my gosh. I had no clue

and then they read it again and they see that every time I write something strong it is in the third person and every time you are nurturing or asking for an order, it is second person. It is basically shaping them.

LORRIE: It is really subtle. I can see how that would take the challenge out of it.

HARLAN: Remember Mr. Spock, I like him. Mr. Spock was devoid of emotion so when you go into the third person, it is like having Mr. Spock talk to them. And then you push the emotional button in second or third person.

LORRIE: Do you have any other things you could spill that we could model? You talked once about nesting and looping and I thought that was fascinating.

HARLAN: Joe Vitale just came out with a book called—*Buying Trances* and there is a chapter in there about nesting loops that I wrote—well, that I interviewed. Nested loops are stories. If I were telling you a story and it reminded me of a story and then I branch off into the second story and then the second story reminded me of a third story and that reminded me of a fourth story and that reminded me of a fifth story. By the time you get to that fifth story, you are so far gone in this powerful trance state that you are no longer tracking. That is when you can slip things in that people are no longer analyzing.

So basically, the model for that is to begin story A and then while that story is getting going then start story B without finishing story A. When you have done that, go to story C and then story D and then story E. At story E, people are zoning all over the place and once that happens then you can put in what you want them to do. And then you have to close the loops in order.

LORRIE: Do you close 5 first?

HARLAN: You close them in the reverse order.

LORRIE: Will people read all of those incomplete stories without getting frustrated?

HARLAN: Heck yeah. People love stories and so it depends on how artfully you do it. If you don't do anything artfully then nobody is going

to read it. If they feel like they are being manipulated then they will go.

I see more and more on the Internet of this incredible level of garbage—people don't want to do the work. There are affiliate emails that are all the same.

LORRIE: I know.

HARLAN: Everything is looking the same and it is one of my pet peeves. Everyone is swiping the same—how many swipes are there for the one-legged golfer? The Amazing Secrets of the One-Legged Copywriter. It is not working. I think sales letters are getting a much lower response. It is very rare now that sales letters by them selves are hitting them out of the park.

LORRIE: I agree.

HARLAN: You have to have a whole marketing plan. Your sales letter is probably not going to do it alone. I have been in enough launches to know that—there was that launch with Frank Kern and I am sure you have seen him having the copy and his headline but it was This Space Intentionally Left Blank—that was the headline. He was writing a sales letter and couldn't think of a headline and so he left it blank intending to come back to it and then clients liked it like that and it sold out. That was what was working.

LORRIE: You make a really good point about sales letters not working on their own. I believe that direct mail is important too—with the internet too many people were just doing everything by email and now I think you have to do both.

What is the difference—what do you think the trend is now with long copy vs. short copy?

HARLAN: I have some sneaky sites going up—I won't give away the niche but I put up a site for a niche that had a long copy squeeze page. The squeeze page converted at 8 or 9% which is pathetic to get an email address. Then I changed it to a short copy page plus there were videos and drop downs, there was a ton of information and gave them numerous opportunities to opt-in and it had a 90% opt-in rate.

LORRIE: What do you think the difference was?

HARLAN: I think people are getting sick of the hard sell.

LORRIE: Maybe because there is more interactivity?

HARLAN: Right. I think people are getting tired of everyone doing the same thing.

LORRIE: Do you think that long copy is going to end up the way of the dinosaurs?

HARLAN: No I don't think so. I think crappy copy is going to end up the way of the dinosaur. I think most people are writing crappy copy because they are not spending enough time looking at it. People hear what I am talking about with NLP so they may think that he can do it because he has a background in NLP. The truth of the matter is is that it is something that I had to learn and something I had to teach myself and I spent a lot of time on a particular word then most people. Most will just be writing and I won't. That got beaten into me by Carl Beleti and he was mentoring me and he would say—why did you write that word? I thought it sounded like a good word. He would ask me, why did I specifically choose that word and not this word? I thought we were overdoing it but the bottom line is that it wasn't being overdone—that is the level that it has to be done at for it to count. People like Joe Sugarman are at that level. His line was the only goal you should have in writing a headline is to get them to read your first sentence. Then the goal is to get them to read the second sentence.

LORRIE: It is true, I remember him saying that.

HARLAN: When people are thinking that I have all that time to write and I can just go on and on—the answer is—I don't think so. People won't be reading it.

Another thing that has always been known is that people are not reading every word of a sales letter. They scan it so how many people are writing their sales letters to scan? Someone had me look at a sales letter and he thought he would be cute and put all of his sales letters on the left hand side of the sales letter because he thought it looked really good. There is one problem—people scan down the middle of the page so they were missing all of the subheads.

LORRIE: What is your process for writing? You seem like a quick writer.

HARLAN: I am not sure that anyone should copy my process in writing.

LORRIE: Well just tell us.

HARLAN: My process is number one—I am the king of the swipe. My first effort is where am I going to swipe from?

LORRIE: I love your book by the way the field book that is all swipe files.

HARLAN: I want people to know that I have different titles like John is the world's most ripped off copywriter and I have been working on being the world's laziest copywriter. I saw you last at the video and I have lost more than 50 pounds since that workshop so John's new title for me is the anorexic copywriter.

LORRIE: Did you use hypnosis to lose weight?

HARLAN: No I used yoga.

What I will do is I will look for the perfect swipe and when I find it I think that a sales letter that has worked has a rhythm to it and I will swipe a line at a time. So I go line by line and change it to my topic and then I will go through it again and make language adjustments with NLP and hypnosis. That is typically what it takes. Sometimes after a few pages the swipe falls away and I am writing the pages. I know that there are people here who are probably all in an uproar that I swipe everything but the truth of the matter is that all of the great copywriters use swipe files.

In my book, I show that even the Wall Street Journal letter was a swipe of a previous letter so I don't believe in reinventing the wheel and because I am writing from a swipe, it goes really quickly. A sales letter for The Annihilation Method (I am not supposed to say that) but that letter set the record for a million dollars in a half an hour with online sales—I swiped it from one of my earlier sales letters in about 2 hours. I just ran.

LORRIE: Who is this?

HARLAN: Neil Straus.

LORRIE: He is my neighbor. That does make sense because there is a formula like if you are sewing or cooking, there is a pattern or a recipe and then you can add to it to give it your own flare.

HARLAN: Dan Kennedy is one of the great swipers of all time and one of his Looking of Dan's Shoulder last year and he said that was halfway through the year and he hadn't written a single sales letter that year. He said—let me clarify that, I have delivered lots of sales letters to my clients but I haven't written one, they have all been swipes.

LORRIE: He is a big fan of that and he actually swipes from himself.

HARLAN: That's right. He does, he will write a letter one time and then keep swiping and swiping.

LORRIE: I think John Carlton is one of the few that doesn't do that, he is just so unique with the way he writes that I don't think he could work what he does around someone else's copy.

HARLAN: I think John reads other copy and then he will actually go into a state of insanity and get mad at the sales letter and then crank it out.

LORRIE: You mentioned one time about anchoring on one of our calls before, could you go through that with us?

HARLAN: Ok I guess the best example for anchoring that I can give is the ministers in black churches where they will come up with a refrain and then repeat that.

LORRIE: Like Johnny Cochran did with "If the glove don't fit, you must acquit?"

HARLAN: No, he would have to do that a bunch of times then it would be an anchor. An anchor is something that is repeated a number of times so that it becomes associated with the stimulus. Like with Pavlov, you ring the bell and the dog salivates. When you have an anchor and you establish that anchor, it will always bring about a state. For example with couples, there is a song that is 'their' song that brings about a certain state and memories. On the other hand, there are things that can bring about a bad mood. The bottom line is to know what mood you are inducing with your client.

There are a lot commercials that have become anchors and you can use them in marketing too. What some people will do is similar to what the pastors will do where they have a refrain. Here is what this means to you and here is what this means to you now and here is what this means to you and keep that going through the letter and now it is up to you. Just following the bouncing ball and following a pattern and then the pattern leading you down the path you want them to go on. It is fascinating how patterned people are.

LORRIE: You know so much that I want to grab out of your head—what are some of the patterns that we tend to have?

HARLAN: First of all, all of our behavior is patterned. People reading sales letters are patterned. That is why if someone has the technology to break that pattern, they will have an edge until everyone else starts doing it.

Remember the sales letter where Armand walked across the sales letter? He walked out from the sales letter and began to talk. Because he was the first, people wanted to know how to do it so he put together a seminar that taught them how to do it. The competition for people's attention online now is so hard that anything you can do to stand out and get their attention is going to put you in the driver's seat.

LORRIE: It is risky to do that because like you said--why reinvent the wheel and yet we have to get their attention so you have to experiment a little.

HARLAN: People want to plan without doing their homework. When you talk to a client or a potential client or someone that you are mentoring—how much of the sales letter do you have to read before you know if it is working or not? You don't read a letter from beginning to end.

LORRIE: It depends on where I am at in the buying cycle. Perry Marshall is probably the only person that I have bought from instantaneously from reading his copy. I read all of it because I wanted to know what I was getting in to. But in general, I don't read every word.

HARLAN: When you are critiquing someone's copy, how much do you have to read before you know if it is working or not? If they have written a 26 page or 30 page letter, do you read all 30 pages?

LORRIE: No, usually the headline and the opening.

HARLAN: And then they have you or they don't. The problem is that there are people that haven't done any of the homework and yet they think that their sales letter is going to convert the same way that someone that has done their homework has and it is not that way. The first time I wrote a sales letter for John Carlton, I was so full of myself. I thought that this is the first time anyone has sent a sales letter to him and not only is he going to go—good letter—but he is going to way—Harlan, why don't you fly out here and answer emails with me and give people feedback and stuff like that. John sent back my first critique and it had two words—this sucks. John later said that he could feel my ego coming through and his goal was to see if he could make me cry.

LORRIE: That is his favorite goal.

HARLAN: I went back and wrote another one and he wrote back—even worse. I redid the letter and I sent it in again and it was different, I got back 3 words—Harlan, stop it. Then he said what I had to stop and so forth. The next few letters I got better feedback and then letter number 6, he said—wow. There are people that want to skip all of the steps and they think that they can do it without getting their knuckles bloody.

With the yoga thing, there are difficult positions to get into and you probably won't get into them unless you have fallen at least once. A lot of people want the smooth express thing where everyone does kumbaya and swears how great their copy is without knowing what is going to work or not. That's why you look at a letter and even though you have only seen the headline or the beginning of the first page, you know if it will work or not. You have seen really good letters and really bad ones.

What happens is the population is now seeing thousands of sales letters online and it is like commercials—they are tuning out. The networks are losing TV viewers and the newspaper is losing readers because everything is the same. So everybody is using the same headline formulas without thought and they are killing it for themselves and everyone else.

LORRIE: You know something I noticed is story telling is very powerful when it comes to copywriting. Your story can be unique and

you can play that off on your headlines and it won't sound like everyone else's copy.

HARLAN: Right so the bottom line is that when you go into a story people don't think you are trying to sell them, you're just telling them a story.

Let me tell you about an email that I sent out. I sent this out when selling a set called—Therapeutic Metaphors and I put up a website teaching people how to do them. In the email I sent out, the subject line was 'How coffee saved a marriage.'

LORRIE: I saw that.

HARLAN: That email got thousands and thousands of orders because people responded to the story. The story was saying—I want you to buy a product on metaphors and the metaphor is what got people. It did really well. Seeing some of the people who bought were some big names in the internet and marketing world because they loved the story and people wrote back to me saying that the story was fantastic.

A number of years ago, Michael, a friend of mine, was going through a tough time in his marriage. It wasn't that (inaudible) it was exhausting to both of them. Going to marriage counseling didn't help at all, if anything it was making it worse but in a crazy way, they were still madly in love with one another. I know, it makes no sense at all but they loved one another even though they fought all of the time. On one thing they agreed—their kids. They argued about finances, where to vacation, what to have for dinner, what movie to see, what video to rent, and what they should wear for an evening out. It was like their fighting was keeping them together. Until one day, Michael changed, he told me he was tired of fighting, it was taking too much energy. He was ready to call it quits and move on. I asked him why and his answer was that it was taking too much energy to fix his marriage. That is where the coffee comes in, you see, this was in the days before green-signed coffee shops dotted the landscape. If you wanted a good cup of java, you brewed it your self. So I asked Michael,

'Do you drink just any coffee?'

'No, I only drink the good stuff.'

'So you don't drink instant?'

'Never, I don't even consider it coffee.'

'What coffee do you drink?'

'I like Kona and Jamaica Blue Mountain.'

'Restaurant coffee'

'On extremely rare occasions.'

'So how do you make your coffee?'

'First I buy the best beans and keep them in air tight containers in my freezer, then I grind them right before I brew the coffee.'

'Why?'

'Because the flavor gets weak if you buy the beans too far in advance.'

'How do you brew the coffee? In an electric percolator?'

Michael turned up his nose, 'and ruin the coffee? No way, coffee must be dripped for perfection.'

'So you pour the coffee through a filter and brew it?'

'I only use unbleached filters; I don't want traces of bleach in my coffee.'

'Is there a method to pouring the water?'

'First, it is only spring water and we pour it rather slowly and wait for the water to seep through the coffee before adding more'

Then I got to the main question—'isn't that a lot of work for coffee?'

He said, 'if you care about something, it is worth the extra effort.'

That was all the therapy I did. The next time I saw Michael, he said he was going to stay and work it out. He looked at me and winked, 'when you care about something, it is worth the extra effort.' What I did with Michael is called a therapeutic metaphor—it is a powerful technique that helps you assist people in changing their lives. Not only is it my favorite technique but it is one that I spent a great deal of time

perfecting. This technique was invented by Milton Harrison the legendary hypnotherapists but the technique is explained best by his student David Gordon and you can learn more about it here—and then there is the URL. This technique works on bosses, employees, students, teachers, wives, children and the long and short—everyone. It is easy to learn when you have the right teacher, here is to helping people change.

That email was just thousands and thousands of dollars.

LORRIE: I am at www.therapeuticmetaphors.com and I had to stop myself from buying.

HARLAN: No, don't stop yourself.

LORRIE: I have this book already and I haven't even opened it.

HARLAN: Most people that have the book need the video to help them understand it.

LORRIE: I guess that is why.

HARLAN: The thing with videos is that some people need the audio. The video came out 14 years after the book so he had changed things he didn't realize in the beginning.

LORRIE: I love the graphic that you used too about how therapeutic metaphors work; you explained it and demonstrated it in the copy.

HARLAN: The problem is how many people are taking that kind of time to write an email?

LORRIE: Exactly.

HARLAN: They're like, you can get it here, my buddy so and so made 6 million dollars in the last 30 seconds doing this and you can see it here for free.

LORRIE: I delete those.

HARLAN: I think that if marketers studied their email list they would find that they are getting a larger number of undeletes or not getting read.

LORRIE: Even ones I want to read I don't always because there is so much out there.

HARLAN: And then there are things that drive me crazy—if you are already on a marketer's list, why do they need to bring you to another squeeze page. I can see if they are trying to get someone to do a joint venture or affiliate and they want to tag it but just to bring you so that you can start getting like 6 emails from the same person—it is one of my pet peeves.

LORRIE: I noticed that everything on this email is double spaced—it is on one line, why?

HARLAN: Because I wanted it spaced out to look clean so that it didn't scream at people and it worked.

LORRIE: Obviously. Start getting Harlan's emails—what is your website where people can sign up for you?

HARLAN: Goodemails can be found at www.physiologyofexcellence.com that is where I send my most creative emails.

LORRIE: I didn't know about that one.

HARLAN: The other one is www.sixfigurecopy.com I especially like the ones where I can sneak through the radar. I have other sites that we have not really made public—we'll keep those under the radar.

LORRIE: Do you have time to take some questions?

HARLAN: Sure.

LORRIE: Anyone want to ask Harlan about anything?

HARLAN: Or have I intimidated you? That was my goal.

CALLER: I have a question. I think I heard a call with you and Lorrie from last year and you talked about being your own client. For every client assignment you take on other people so that you keep developing your own products.

HARLAN: Yes, I am a big believer in that and my most successful students are all doing that themselves—making their own products.

For example, at the site physiology for excellence does really well. If I got set up with clients, I could live just off of that site.

LORRIE: Wow.

HARLAN: Live really well off of that site.

LORRIE: I have actually been trying to get my group to get their products out and going because it is nice to have that passive income.

HARLAN: The reason that that came is because I wrote a sales letter—we hear about the complaints but we don't always hear about the homeruns. I didn't hear anything about our sales letter so I called and asked how it did and they said that it broke a million dollars. I thought great, I made then a million dollars early in my career and I made \$6000 to \$8000 and they made a million. That doesn't sound fair to me so that was like—ok. What I started to do was to create more and more sites. I discovered that unless you can manage those sites then it doesn't really pay. So that is why I now have cut down on the number of sites that I do—I probably had like 30 sites at one time but I don't believe that anyone can do that anymore. I would rather do one site really well.

LORRIE: You continually tweak the copy so you have to commit to upgrading it and fixing it.

HARLAN: Putting it up is the most important thing. Anyone that puts up copy gets a hats off from me because they had the guts to do it. I think it is important that people do that. There is a thrill when you start making money off of it.

LORRIE: Definitely. I am getting ready to launch my Speed Copywriting Workshop product with DVDs and that has been a nightmare. I don't know what it is about creating DVDs but it was a nightmare so it has taken since September to get it out there but I am so excited because I have to tweak my sales letter and get my affiliate copy together and I am counting the money all ready.

HARLAN: I hope it does really well. Any other questions out there?

CALLER: Thank you for the great information. Lorrie, terrific interview. Harlan you say that putting up one site and doing it really well—do you have any templates that you use for the site and any advice on how that site should look?

HARLAN: Here is the problem—in the good old days, you could do anything and Google would send traffic to you, it doesn't work that way. You have to spend a lot of time on getting traffic to your site. Google now wants a quality site and they don't define what that is. Bottom line is a one page sales letter works really well, but how are you going to get traffic to it?

CALLER: So that is the rub? Another question is that you are saying that you have to sweat the details on copy. You brought out a headline that got great response, you are right about the headlines being junk mail anymore, how do you get super headlines?

HARLAN: I read lots of copy. So read lots of copy.

CALLER: That is what I do.

LORRIE: Also hand copying other people's copy.

HARLAN: I know that people do that but I never did. I know that everyone talks about it but I am one of the few that didn't

LORRIE: I actually know a copywriter he memorized a sales letter and copied it by hand. If he messed up on a word, he would make himself start over again.

HARLAN: That might be a little overdoing it.

LORRIE: I agree. I would recommend picking up Harlan's book, is it on the market?

HARLAN: It's at Amazon.

LORRIE: Steal this Book—there are a lot of swipe files in there. Describe the book.

HARLAN: It is a collection of sales letters that did really well that are templates. If you use models of, and I teach you how to swipe, you will get really good results.

LORRIE: It is good to have in your marketing library.

CALLER: So you teach how to swipe?

HARLAN: I teach how to swipe and get away with it.

LORRIE: Without plagiarizing.

HARLAN: Right, that would not be good. It will get you in trouble. I don't plagiarize, I don't believe in it.

CALLER: It got Katie Couric into trouble. One of her assistants plagiarized an entire article and got fired. Then she had a twin sister that did the same thing in another magazine—it must run in the family.

Thank you very much.

LORRIE: Anyone else have something?

HARLAN: I have another seminar coming up--Covert Communications.

LORRIE: Where is that one?

HARLAN: In Vegas—it is sold out with a waiting list.

LORRIE: Who are you doing that with?

HARLAN: I am doing it with a fellow that is named Chris Tomasulo and he is like the secret weapon that no one has ever heard of. He has this amazing marketing thing that no one has ever heard of.

LORRIE: Congratulations. You have become quite the seminar promoter.

HARLAN: Just enough to keep life interesting.

CALLER: How do you spell Chris's name?

HARLAN: It is at www.covertcommunications.com. It is so covert that I can't spell his name.

CALLER: When is your seminar?

HARLAN: May 19 and 20 but it is sold out.

LORRIE: So watch for the product.

HARLAN: You know that we are showing them with the seminar that I am not a marshmallow and not a bad guy—we are giving 100% of the profit to Gary's children's charity.

LORRIE: That is nice. Children's Hospital.

HARLAN: The Halbert fund there.

LORRIE: That is amazing.

HARLAN: Don't tell too many people, I don't want to lose my image.

LORRIE: You have a teddy bear image—without the belly though.

HARLAN: When you see me you will see the new image.

LORRIE: I can't wait. Thank you for being on this call. I will release you to do what you need to do.

HARLAN: Take care.

ALL: Thanks.



Dr. Harlan Kilstein is a direct marketing wizard who runs the online sensation, Doggington Post. He is also an expert in Neuro Linguistic Programming (NLP) and a yoga nut. Harlan gets great returns on his clients' investments. He also mentors other select copywriters. His Type A personality has ratcheted down a notch or two due to his practice of yoga.



Lorrie Morgan of Red Hot Copy is a pioneer in the world of copywriting when it comes to making a connection with prospects who hate hype. Her background in the entertainment industry and as a journalist prepared her for the level of wordsmithing and psychology necessary to build her decade-plus long career. Her list of clients reads like a Hall of Fame list of marketers and corporations such as Office Depot, NAWBO, Ladies Who Launch, Ali Brown International, Braveheart Women, Glazer Kennedy, and more. Author, speaker, and creator of *"The She Factor Copywriting Bootcamp," "The Conscious Copywriting Formula,"* and *"30 Day Storytelling Challenge"* (free on Facebook), Lorrie knows what it takes to build rapport for long-lasting relationships. And more importantly, she knows how to SELL with copy! Follow Lorrie at www.RedHotCopy.com.