



CottageBlogger

Vacation Rental For Profit Guide To:

Hypnotic Language

FOR VACATION RENTAL

Emails and Listings



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*"Insanity is doing the same thing
over and over again and expecting
different results."*

- Albert Einstein

Legal Disclaimer

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About the Author

Heather Bayer has owned and rented out seven vacation homes and currently and successfully rents [Osprey Cottage](#) and [Kingfisher Cottage](#), both three bedroom waterfront homes in Ontario, Canada. As well as these two she is the CEO of [CottageLINK Rental Management](#), one of Ontario's leading rental agencies renting over 200 properties for other owners.

She is also the author of "[Renting Your Vacation Home for Profit](#)" published by Self-Counsel Press is known widely as the co-owner of the web site [Cottageblogger.com](#) or '[cottageguru](#)', her Twitter name.



Heather is regularly quoted in rental-related articles in national and international press and has been **featured in Forbes online magazine, Fox Business News, MS Network Cottage Life magazine, The Toronto Star, Globe and Mail, Ottawa Citizen, on CTV Breakfast Television and CHEX TV** and numerous other internet articles. Along with writing frequent articles for Cottageblogger.com and the Voice of the [Vacation Rental Success Podcast](#), Heather is also the Director of Owner Relations at the top-rated listing site, [Vacation Home Rentals](#) (now owned by Flipkey)

Before immigrating to Canada, Heather was a practicing psychologist specialising in psychotherapy, hypnosis and counseling. She trained for several years in the field of hypnotherapy and studied Neuro Linguistic Programming during that time. She uses the techniques used in this eBook in all her written material and enjoys great results!

The Art of Hypnotic Writing and Conversation Persuasion

When was the last time you were hypnotized?

I bet many of you will say never – “I have never BEEN hypnotized” – and I am sure you believe that is the case. If you have never experienced a stage show hypnotist or a session of hypnotherapy, you may feel you can truly state you have not been in a hypnotic trance at any time in your life.

What would your reaction be if I were to say that you were hypnotized last week; yesterday – and perhaps even now while you are reading this? In fact it’s likely you have been in a hypnotic trance on numerous occasions over the past few days.

Now, you may be looking back over the past couple of days, wondering what I am talking about, and perhaps feeling a little uncomfortable about what you are going to find out.

Because, it’s true.

When we think about hypnosis we often get the picture of the Las Vegas-style show with the slick operator calling people onto the stage where, within seconds, they are falling backwards into a catcher’s arms. Then, with a click of the hypnotists fingers they will do something uncharacteristic and ‘hilarious’ – perhaps barking like a dog or getting on all fours and sniffing each other as only canines will do.

Trust me – I have seen that one done.

We watch that, perhaps with an element of disgust, and claim it's a fix, and say we would never allow ourselves to be humiliated like that. But in fact, if you were the one on stage, it is quite likely your susceptibility to suggestion would have you barking and sniffing along with the rest. This is because your acceptance of being part of the show and willingness to go on stage in the first place demonstrates an openness to being hypnotized.

Then there is the therapeutic use of hypnosis which is widely agreed to be extremely effective for many psychological conditions. Generally used for treating phobias, overeating, addictions and other behaviourally related problems, this approach is often successful, yet few among you will have ever experienced this structured method of therapy. If you ever think about trying, it can be extremely effective.

The Trance-like State

In our day-to-day lives we don't have anyone telling us to follow the swinging watch as we close our eyes and enter a trance. We don't need that because we get there all by ourselves a dozen times a day.

Let me give you a few examples.

- You are driving home from work and when you get to your driveway you realize you can't recall the last few miles. You can't remember going through the last set of traffic lights or over a busy junction.
- You are in the middle of a conversation with someone and completely lose your train of thought.

- While planning a vacation you lose track of time and wonder where the last hour went, yet while you were at the dentist getting some work done, time ticks by so slowly.

In each of these situations you are essentially in a trance, meaning you have 'gone inside your head' rather than observing consciously what is going on around you.

If you think about it, while you are sitting in a dentist's chair, it is pretty hard to get away from what's going on inside your mouth, but easy to go into day-dream mode when looking at images of sun-kissed beaches and azure Caribbean water.

The Subconscious Mind

We do stuff automatically all the time – when you drive your car you don't stop to think through every action – when to slow down, when to speed up – your subconscious mind takes care of all that.

The subconscious takes care of your thinking and decides much of what you do - like an autopilot. In general when you are focused, the conscious mind works to evaluate these thoughts, puts the ideas into action, and process new information, but it has limited capacity. While your conscious mind can process a couple of events at a time, the subconscious has almost unlimited capacity. That is why you will often go to another room to get something and completely forget what you wanted when you get there. Your attention has wandered and the conscious mind had moved onto something else and filtered out that initial intention. So, you are not going nuts.....it's a natural phenomenon. But when you are in a 'trance', which may be multiple times during the day, the subconscious mind has free range.

So what the heck does this have to do with vacation rentals and booking-up our properties?

Well, we have the opportunity to help people to get into a 'trance-like' state by using specific words, phrases, images and actions that deliver information directly to the subconscious mind.

Once there, we don't ask them to bark like a dog or crawl around on their hands and knees - instead we ask them to "Book Now".

We use our knowledge of how they prefer to represent and understand the world and tie our communication in with that.

Is this ethical? **Yes, it is.**

It is simply a matter of becoming a better communicator, and moving away from our own preference of viewing the world and towards broadcasting on your potential guests' wavelength instead.

□ This eBook will take you on a journey of discovery through psychological concepts and their real world applications. When you get to the end you'll have a new understanding of your power to guide people into making the decision to rent with you and not your competition.

- We are going to examine different representational systems and find out if you are predominantly a visual, auditory or kinaesthetic processor....and yes, I'll be explaining what that means.

- You'll find out what the 3 most powerful words are, and how to use them to create listings that send your site visitors into a trance.

- And there's a wealth of examples to guide your through creating your own power listings.

- We'll explore how to connect so well with your guests by email that they feel an instant rapport with you, from your very first greeting.

- And as an added bonus to this book on hypnotic writing, you'll discover 5 tried and tested techniques to create a powerful first impression when guests arrive at your property, by touching on their preferred ways of viewing the world.

And yes.....you've just been hypnotized!

Buy your copy NOW and read the next 77 pages to get your listing and emails singing to your guests