

# Energy Marketing -- An Unusual New Way to Attract New Clients

By Joe Vitale

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Joe Vitale  
webmaster@unspokensecrets.com

Joe Vitale's Unspoken Marketing Secrets <http://unspokensecrets.com>

"It doesn't matter what you say in an advertisement," Esther Hicks told me over dinner with her husband, Jerry, one day many years ago.

"People will pick up on the energy in the ads, not the words in the ads," she continued. "They'll respond, or not, based on what they feel from the ad."

That was probably my introduction to "Energy Marketing" or what I now call "Mental Science Marketing." I've since met several people who practice this unusual new form of marketing.

Sandra Zimmer, for example, runs the Self Expression Center in Houston. One day she and I were having lunch and talking about marketing. I told her I remember seeing her ads years ago, and that they seemed to have a halo around them.

"I put that there," she said.

"How?" I asked.

"I meditate on the ad I'm about to run and infuse it with my energy," she said. "When the ad comes out, only those people who pick up on the energy in the ad will call me."

Since Sandra has been running a thriving business for many years now, I'd say her method works.

Two years ago I began seeing ads run by a healer named Ann Taylor H Marcus. Those ads had the same border of invisible light around them. When I called Ann the first time, I said, "Your ads are charged!"

She knew exactly what I was talking about.

"I put my energy into those ads," she told me. "I sit in silence and consciously send my energy into them. I am charging them so they magnetically attract the people who need me most."

Considering Ann has now worked with well over 100,000 people, I'd say her method is working, too.

A month or so ago I was interviewed by Terri Levine, of [www.comprehensivecoachingu.com](http://www.comprehensivecoachingu.com). She had read my latest book, "Spiritual Marketing," and wanted to know how someone "charges an

ad" with magnetic power. It was the first time anyone had asked me that question.

"Well, I simply intend for the ad to pull the perfect clients to me," I began. "I know that intention rules the earth. So I simply decide to add my energy to the ad and program it to bring me the results I want."

I could tell I needed to explain myself further.

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