

The Marketing Secret Behind 'The Secret'

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The Marketing Secret Behind ‘The Secret’

By Nerissa Oden

<http://www.TheVideoQueen.com>

The movie ‘The Secret’ has captured the adoration and praise of millions of fans across the globe. Most of those fans have also purchased The Secret on DVD for themselves, family and friends. According to one reporter, over half a million DVDs were sold in its first six months of release. It also rode Amazon’s Top 5 best seller list during the 2006 Christmas season. Most of these sales are the result of a viral video marketing campaign that started with a bang and continues to this day. The other sales are spawned from small public screenings in churches and homes as well as word of mouth recommendations.

What did this viral video marketing campaign look like? And is it a marketing campaign or technique that anyone can do?

First, let me say a little about me and why I’m qualified to write about this subject. I worked as a professional film and video editor from 1990-2001. And I spent a few of those years working on independent films that struggled to get screenings, much less purchased by a distributor. So I was naturally fascinated about this viral video marketing technique that launched The Secret into the world AND I am in very good position to get some answers.

After all, I do live with one of the “stars” of The Secret, Dr. Joe Vitale. Everyone recognizes him on the street as the handsome man who wears the beads and seems to be talking directly to you through your TV. I call him JoeJoe at home. But what makes JoeJoe unique and perfectly suited to be useful on this topic of marketing is that he started his journey to fame as a sought after self-made internet marketing guru. And to this day he continues to fire up old and new fans by infusing spirituality and marketing – on the web and off.

Secondly, it’s worth pointing out that the ability of The Secret to be seen by millions as a streaming (non-downloadable) video product *is not news*. Today’s filmmakers have unlimited resources for getting their films distributed (accessed by the public) via dozens if not hundreds of online businesses that rent and sell independent movies. And most of those offer streaming video for a fee. In fact, selling your independent film on DVD through Amazon’s publish on demand DVD/CD company was not news either—anyone can do that for free here--

<http://www.createspace.com>

What is unique is that this independent “documentary” film used common internet marketing techniques to generate millions in revenue. Yes, they used today’s video technology to deliver the film on DVD and with ‘pay-on-demand’ streaming video--BUT the hyper flash sales figures were produced using good old fashioned internet marketing techniques.

The following is a list of questions I asked my JoeJoe about the marketing behind The Secret---

1

THE VIDEO QUEEN: 'The Secret' is a huge on-demand-DVD hit. No question. People now recognize you on the street as the metaphysician in the movie, and sometimes you're recognized simply as 'the bead guy.' But many of the movie's fans also know you as a marketing guru of the Internet. So, in your opinion, would you say The Secret's success is a result of the movie's appeal to viewers, or a result of the movie's marketing tactics? Or a combination of both?

JOE VITALE: It's all the movie and the message behind it. The marketing has been mainly word-of-mouth, which means the people are so excited about it and the message of it that they want to share it. The producers made a hypnotic trailer for the movie and let people see it, which was smart, but the real marketing is being driven by the fans, not the producers.

2

THE VIDEO QUEEN: How would you label the marketing plan that's being implemented by the producers of The Secret? Another way to say this is please identify the marketing tactics the filmmakers are using.

JOE VITALE: Viral. It's viral marketing at its best. This one will go down in history. Making the mesmerizing movie trailer and letting people see it was the smartest move of all time. The trailer is not only good, it's truly riveting. More than that, there's a sign-up box right where you see the trailer online, which meant the producers built a mailing list from scratch. Everyone who saw the trailer wanted to see the movie. This meant there was a humongous fan base eagerly waiting for the movie's release. Everyone told everyone else, which is how it went viral. I'm still in awe.



THE VIDEO QUEEN: Are you involved in the marketing decisions of this movie? What insider secrets do you know and can share.....pleeeeeease?

JOE VITALE: I wish I was. I'm not. The last time I had dinner with the movie producer, she told me her marketing manager is "the universe." All I could say was, "Keep that relationship. It's working." Obviously, she is being driven by inspiration. She's doing better than having marketers like me on board. I'm not as smart as the Universe.



THE VIDEO QUEEN: How much emphasis would you say the filmmakers put on marketing with viral videos, and do you think they accomplished their goals?

JOE VITALE: TOTAL emphasis was on the first hypnotic teaser. And it clearly without any doubt accomplished their goals. People are still talking about it.

THE VIDEO QUEEN: The newer trailer video can be seen at [TheSecret.tv](http://www.theseecret.tv) . But there are no links by which one can share the video to others (download, tell-a-friend, share html, etc) except by copying and sending this url <http://www.theseecret.tv> ("Email a friend" can be found at their lesser promoted url <http://www.whatistheseecret.tv>)

Also, Rhonda Byrne has released 'visualization videos' using footage from her movie The Secret herself on video.google.com and through her friend 'MarciFromMaui' shares two visualization videos on YouTube.com.

What I'm pointing out is that the original trailer video wasn't shared via download or any video sharing services like YouTube-- so what was the primary means by which the original web video trailer became viral?

JOE VITALE: Every teacher in the movie -- about 24 of them - has a list. We each told our list about the teaser. I was the first. I couldn't wait to share the news. As each person got my message, or one from a different teacher, they simply passed it forward. Viral it became.



THE VIDEO QUEEN: I suspect the filmmakers are aggressively requesting removals of the illegal video postings of their film from being shared on popular video sharing websites. I have seen one illegal posting disappear and there are very few listings of postings overall considering just how popular this movie is. Are the filmmakers using the marketing tactic of "scarcity?" If yes, does this contradict the teachings of the movie that says (paraphrasing here) that "lack and limitation are an evil seed planted in the mind of humanity?"

JOE VITALE: They are not aggressively going after violators at all. They are the most laid back producers I've ever seen. Instead, they politely ask people to remove their copyrighted material. I heard that a TV station in one country aired the entire movie without permission. The movie producers contacted them and said, "We appreciate the air time but please don't do it again." It's all done with love and respect.

THE VIDEO QUEEN: I didn't mean to imply the filmmakers were taking legal action against offenders, but rather that they seem vigilant in limiting clips from the movie posted online to promotional pieces only. Trying to secure the best worldwide distribution rights for broadcast may have something to do with their decision.

In an article I wrote named, "The Secret to Video Health," I talked about how new digital sharing technologies actually lead to increased sales. In that article I mentioned your tested example of offering free ebooks as a way to increase sells of the hard product. Other authors have now followed your lead and confirm your findings. Do you think the same marketing concept-- give away a lower quality digital file of a product in order to increase sales of the hard copy product-- would hold true for video makers and their videos?

JOE VITALE: Probably, but I'm not on the inside with the producers decisions. They may have something bigger up their sleeves. Or they may just want to maintain quality control.

THE VIDEO QUEEN: Back to the other half of the question--- Are the filmmakers using the marketing tactic of "scarcity?" If yes, does this contradict the teachings of the movie that says (paraphrasing here) that "lack and limitation are an evil seed planted in the mind of humanity?"

JOE VITALE: I don't think so. The movie is abundantly available online to view or to buy. I don't see any scarcity at all. I think it's brilliant that they made it available in two ways: to view online for pocket money or buy outright as a DVD for a little more. Sounds like prosperity thinking to me. :)



THE VIDEO QUEEN: What's your favorite section, quote or part in the movie?

JOE VITALE: I love the part where my friend Jack Canfield narrates how he went from being a \$8,000 a year school teacher to making just under \$100,000 and then on to \$1,000,000. The story illustrated the principles in a memorable and fun way.



THE VIDEO QUEEN: You've said that none of the teachers appearing in the film were paid to do so. What are the side benefits of appearing in non-compensated media projects such as teleseminars and documentaries in general? What unexpected side benefits arose by agreeing to be interviewed for this movie?

JOE VITALE: I and the other teachers in the movie are becoming mini-celebrities. We're recognized in the street, we're asked to speak at events, our books are selling like crazy, and we're involved in a life changing project we all believe in. I would have paid to be in this movie. I still believe it can awaken humanity. I'm proud to be associated with it. It's not much different than being on radio, TV or web shows to get publicity and to spread a message. Being in this movie even got me on Larry King Live. Who knows what's next?



THE VIDEO QUEEN: How did you attract your role in The Secret?

JOE VITALE: The producer read my book, "The Attractor Factor," and contacted me. She told me about her movie idea and wanted to know if I would be in the movie. I agreed but wasn't sure she would pull it off. She had no funds and no plan. But one month later she was filming this historic movie, and I was one of the stars.

THE VIDEO QUEEN: You tell people in your manifestation seminars about your stated intention to be in a movie before The Secret people approached you--can you share with us that story?

JOE VITALE: A month before I got the call from the producer, I had written an intention to be "in a movie." I thought it was a dumb idea as I didn't have any connections to movie people. But I put it down as a request, as something I would like to experience, and let it go. A few weeks later, because of my book The Attractor Factor, I got a call about some movie about the law of attraction. The rest is, and is still becoming, history.



THE VIDEO QUEEN: What have you learned from your experience with The Secret about the power of web video specifically?

JOE VITALE: I underestimated the power of a simple video to set the world on its rear. The entire web sat up and took notice of the trailer for The Secret. That's powerful. I'm going to have to do more with web video.

RELATED LINKS:

Time Magazine, "The Secret of Success"

<http://www.time.com/time/arts/article/0,8599,1573136,00.html>

ABC NEWS reveals the secret, "The Secret to Success"

<http://abcnews.go.com/Health/story?id=2681640&page=1>

Larry King Live "The Power of Positive Thinking" with Dr. Joe Vitale, James Ray, John Demartini, Jack Canfield, Dr. George Pratt and Jayne Payne.

<http://transcripts.cnn.com/TRANSCRIPTS/061116/lkl.01.html>

The Secret --

<http://www.theseecret.tv>

<http://www.whatistheseecret.tv> ("email a friend" the movie trailer)

A Secret Scrolls message from Rhonda Byrne

<http://video.google.com/videoplay?docid=-2975496719884485163&q=theseecret.tv>

Marcy's YouTube.com channel. Includes visualization videos for "The Secret"

<http://www.youtube.com/profile?user=MarcyFromMaui>

The Video Queen's article named, "The Secret to Video Health"

<http://www.thevideoqueen.com/articles/article/2937025/60093.htm>

Dr. Joe Vitale's Video Blog

<http://MrFireBlog.com>

Teachers of *The Secret* on The Power of an Internet Movie—or How Web Video has Inspired the Teachers

By Nerissa Oden

<http://www.TheVideoQueen.com>

Now that we're all aware that message, medium and marketing were all key to the unparalleled success of a not-yet-distributed feature film, I thought it would be great if I could ask a few questions about video and marketing to a few teachers who appeared in *The Secret*. JoeJoe met all three when they appeared together on Larry King Live in November '06. I was excited when JoeJoe agreed to forward my eager questions to the teachers and they responded.

Here they are--

THEVIDEOQUEEN: Do you personally know how to put a video on the internet right now?



James Arthur Ray:

No but my web guy does.



John Demartini:

No! I have a web/internet technology specialist that does this for me for which I am grateful.



Michael Beckwith:

No, I do not know how to put a video on the internet, however we have staff here at Agape that do know how to do this.

THEVIDEOQUEEN: What's been the direct impact of the success of the movie, The Secret, on you and your business?



James Arthur Ray:

Huge traffic and exposure... I was on Larry King you know ;o)



John Demartini: I have seen a gradually increasing mild to now moderate response and recognition from appearing on "The Secret" for which I am very grateful.



Michael Beckwith: The direct impact has been a dramatic increase in attendance at Agape, in telephone and email inquiries, formation of study groups and website hits.

THEVIDEOQUEEN: What are the pros and cons of viral marketing 'The Secret' as a pay-per-download and DVD product?



James Arthur Ray: Can't think of any cons at this point. Pros are that it's spread like wildfire.



John Demartini: It seems to be a phenomenon. I am amazed at how many people are watching the movie multiple times. It is obviously an idea whose time has come.



Michael Beckwith:
Not sure what the pros or cons would be.

THEVIDEOQUEEN: What have you learned about viral video marketing since your interview in The Secret?



James Arthur Ray:

It works.



John Demartini: How amazing it is when an inspired idea is unleashed in an inspiring manner backed by supportive efforts and an inspired vision.



Michael Beckwith:

Not familiar with viral video marketing.

THEVIDEOQUEEN: What are you anticipating will happen when The Secret is finally broadcast or released theatrically in the US?

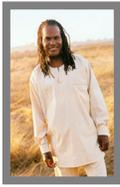


James Arthur Ray:

I plan to walk the red carpet.



John Demartini: I am not sure. It may actually remain more powerful by being released in the format that it has been up until now. This format keeps it more of a mystery and keeps it filled with intrigue. The additional footage that comes with the video adds a touch that TV viewing may not be able to capture. On the other hand it could become the most watched movie of all. Or it may be anticlimactic to those who have already seen it unless the full version can be released without commercials.



Michael Beckwith:

Anticipating another major surge in attendance at Agape as well as people showing interest in taking classes at our university.

THEVIDEOQUEEN: Do you think The Secret is close to saturation of its target audience? Why?



James Arthur Ray: No, I think more and more people are opening up to this line of thinking and it will only accelerate.



John Demartini:

No not yet. It is still spreading to other fractions of society. It would be great to have the additional footage that was originally filmed also released in a different version II since there is much more love and wisdom to offer.



Michael Beckwith:

No, The Secret is not at it's saturation point. Once it is released theatrically for a few months it may then reach full exposure.

The Famous “Meet & Grow Rich” Mastermind Weighs in on The Secret’s Viral Marketing

By Nerissa Oden

<http://www.TheVideoQueen.com>

Masterminds are in essence small support groups formed together under a unified topic. JoeJoe and I are in the same internet business mastermind group. Bill Hibbler founded the group and in it are Jillian Coleman Wheeler, Pat O’Bryan, Craig Perrine and Cindy Cashman. The group is now famous because Bill Hibbler and Joe Vitale co-authored a book titled “Meet and Grow Rich!” The group has come to me for video help over the years so I thought it would be fun to flip and ask them the questions. Bill declined to participate.

THE VIDEO QUEEN: How did you first learn about The Secret movie?



Pat O’Bryan:

Joe, at the mastermind meeting.



Jillian Coleman Wheeler:

From Joe.



Craig Perrine:

From Joe Vitale.



Joe Vitale:

From me. I’m in it!



Nerissa Oden: From Joe. He’s in it!



Cindy Cashman: From Joe at our mastermind meeting.

THE VIDEO QUEEN: Would the same viral marketing tactic work in 2001, or 2007? Why?



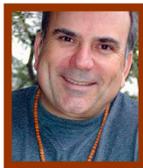
Pat O'Bryan: Nope, streaming video sucked in 2001. Still a problem for a lot of people. The money shot is: "The study estimated that 53 percent of Internet users now have a high-speed connection at home, up from 21 percent in 2004" in 2001 it was single digit.



Jillian Coleman Wheeler: I expect it will work better as time goes on.



Craig Perrine: Absolutely. The message carried such fascination for the viewer that it had to spread. People are hungry for meaning and understanding, and The Secret delivered.



Joe Vitale: Absolutely. People always share what they find inspiring or wacky.



Nerissa Oden: Absolutely. Video on the web wouldn't have worked for most people in 2001. So back then the main inspirational message would have needed to be delivered via text and images and maybe some free promotional VHS and DVD copies. But the viral video marketing tactic will work even better in 2007 and beyond as video continues to become more easily accessible to people via broadband and handheld entertainment.



Cindy Cashman: Absolutely. People desire to know and will spread the word to other people.

THE VIDEO QUEEN: Why was The Secret's viral marketing campaign successful?



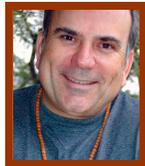
Pat O'Bryan: A great message and relentless marketing... The psychology behind the marketing was brilliant, resulting in an army of disciples who acted as independent marketing pods.



Jillian Coleman Wheeler: I believe it is an idea whose time has come.



Craig Perrine: They teased and kept it a secret. The title reinforced the curiosity. The (movie trailer) production was very high quality. The video was available as a trailer. Then viewable online. CDs were passed around.



Joe Vitale: It ignited passion within people and the hope to be one of the first to tell others about it.



Nerissa Oden: An amazing video trailer that evoked curiosity in everyone who then signed up on their email list to stay informed of when they 'would learn the secret.' AND most participants in the movie have loyal readers who were told about the trailer and they in turn got hooked into the curiosity and signed up with the website's email list.



Cindy Cashman: Absolutely. All you have to do is look at the result to see that it was very successful.

THE VIDEO QUEEN: Pretend that your first time to watch the movie was on video.google.com or YouTube.com. After viewing it, would you have purchased the DVD? Or paid for the \$5 high resolution streaming version?



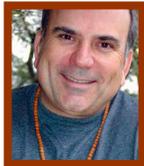
Pat O'Bryan: Depends on how I got there. If a person or group of people I respected had directed me there, probably... maybe... that was the power of the marketing, IMHO. A top-down social proof/authority model that drove people to the site and made them feel like they were part of a select group of special insiders with intimate access to the "characters" in the movie. For me, it's unlikely that a short clip would have had enough of an effect without the power of belonging to a tribe or group, and without the power of Joe, Jack, John, etc. pushing.



Jillian Coleman Wheeler: I'd have purchased the DVD.



Craig Perrine: I would have bought the DVD. I never bought the online version.



Joe Vitale: Would have bought the DVD.



Nerissa Oden: I would have definitely wanted to have my own physical high resolution copy of the movie -- I would have bought the DVD. I've already done this with several independent films that I watched on online in their entirety first.



Cindy Cashman: I would have bought the DVD.

BONUS #1: Why Esther Hicks isn't in *The Secret*

**NOTE: This article is printed with the permission of Dr. Joe Vitale and originally appeared on his blog here-- <http://mrfire.blogspot.com/2006/12/why-esther-hicks-isnt-in-secret.html>*

Everyone keeps asking me why Esther Hicks, of Abraham fame, isn't in the new version of the hit movie, *The Secret*.

I've known Esther and her husband Jerry for decades. They are dear friends, clients, and some of my favorite people on the planet. I wrote the introduction to their first Sara book. I helped them create and promote their website. I wrote an ad they ran in a national magazine. I've consulted with them and of course am a major fan of them and Abraham. I love them.

But I've not understood their wanting to be taken out of *The Secret*, and I haven't had the chance to ask them personally what's up.

Yesterday Suzanne, my assistant, found this blog post by them explaining their position.

I think this is a loving explanation why Esther wanted out. If you're curious, go see --

<http://abrahamhicks.meetup.com/70/boards/view/viewthread?thread=2283719>

Ao Akua,
Joe
www.mrfire.com

PS - The new version of *The Secret* is better than the previous. It's got nothing to do with Esther Hicks being out of the movie at all, but instead the movie is better edited and includes new footage. You must see it. www.theseecret.tv/ Get it for yourself and friends.

If you like the free articles on this blog, let Joe know by buying him his all-time favorite gift - an Amazon gift certificate. His email is joe@mrfire.com Click Here-- http://www.amazon.com/gp/product/B00067L6TQ/ref=ad_gr1

BONUS #2: Is ‘The Secret’ a Cult?

By Bruce Burns

The Negotiator

www.yourownbestgood.com

According to Webster, The Secret is a cult. What follows is the definition of ‘cult’ as Webster defines it--

(1) formal religious veneration : WORSHIP

(2) a system of religious beliefs and ritual; also : its body of adherents

(3) a religion regarded as unorthodox or spurious; also : its body of adherents

(4) a system for the cure of disease based on dogma set forth by its promulgator <health cults>

(5a) great devotion to a person, idea, object, movement, or work (as a film or book); especially : such devotion regarded as a literary or intellectual fad

(5b) the object of such devotion

(5c) a usually small group of people characterized by such devotion

The challenge with the word however isn’t its factualness but its common usage. According to Webster – The Catholic Church is a cult (see definition #1). In regards to your inquiry of how to “spot a cult” – then the very last reference in #5 is probably what you are referring to (from above) -- (5c) a usually small group of people characterized by such devotion.

Now that the facts are out of the way – if I was writing an article on this subject it would read as follows:

Today a good friend of mine who happens to be a world renowned publisher asked me how one could spot a cult. I thought about his question for a brief moment and the first thing that popped into my head was the Jim Jones Tragedy. Jim Jones was the founder of the Peoples Temple Group who eventually ended up in the country of Guyana located in South America. The nitty gritty of the cult known as Peoples Temple Group led by Mr. Jones is that 913 people committed or were urged to commit mass suicide. There is a more recent American example of such a cult by the name of Heaven’s Gate where Marshall Applewhite convinced 39 followers to duplicate the Jim Jones Tragedy. I don’t think anyone would disagree that these two groups were cults. However, did you know the first

two definitions in the Webster dictionary defines all religions as cults? According to Webster:

(1) formal religious veneration : WORSHIP

(2) a system of religious beliefs and ritual; also : its body of adherents. It is the third definition that might be what people most likely think of when they think of the word “cult”

(3) a religion regarded as unorthodox or spurious; also : its body of adherents.

So, since an institution as well regarded as Webster has given us a definition that covers just about every faith based institution in the world – I’ll set that aside for a moment and give you my own definition. First of all I was a member of a new age religion from age 14 to my young 30s. I’m 42 at the time of this article. The average American would probably think my faith was a cult since it wasn’t a Christian based faith or one of the other two acknowledged world religions Judaism and Islam (changed from Muslim to Islam). I assume when people use that word they mean “surrendered your free will”. That is the generalized fear, the unconscious core of the knee jerk reaction to the word cult (in my opinion).

You don’t have to commit suicide to belong to a cult. Another infamous example of a modern day cult was Osho which was led by Bhagwan Shree Rajneesh (his real name was Rajneesh Chandra Mohan Jain). What I remember him best for was buying his own town in Oregon and owning 90 Rolls Royce cars. I spoke to a woman who was a member of this faith once upon a time and she told me there was a free sex ‘rule’ in the religion at the Ashram (the compound where the faithful live and worship) that suggested you should have sex with any of the members if they wanted it. She didn’t particularly like this rule while she was a member but she did it anyway because she was faithful to the cult.

I’ve given three strong examples of American cults and I’ve left out some famous ones, but I think we can all agree that people caught up in the Peoples Temple Group, Heaven’s Gate and Osho had been inspired to surrender their free will to the dictates of the leaders. The need to believe something becoming so strong that the adherent disengages critical thought is how I define the loss of free will. I think what cult ISN’T is any movement or group or idea that has a following which is different, controversial, unique, etc. I think a cult is a group that inspires you to follow so completely that the cult gains in some manner from your following purely at your expense. So based on this definition I consider most Multi-Level Marketing businesses a cult. Most MLMs will admit that very few ever make the big bucks but it is the hope they push, sell and market that inspire the large number of pawns in the pyramid to try anyway. When people (myself included) work through their MLM phase – they don’t get deprogrammed – they

just have a new appreciation for a good deal versus a bad deal or they aren't as willing to dive into a pool marked "Too good to be True".

There are lots of things out there today in the fast world we live in that are easily proven "not good for you". Lets take the alcoholic drink of Scotch for example. There are corporations that make millions a year based on this product alone. They market their product, lure non-scotch drinkers into the scotch drinking habit. Inspire groups and support groups that promote and participate in scotch drinking. Would you consider advertising of something not good for you the activities of a cult? I would not. Just because there are things out there that might be bad for you doesn't rob each of us of our own ability and more importantly self RESPONSIBILITY to make our own choices. You see, the woman I spoke to about Osho probably used her free will to join the free-sex cult. She probably used her critical thought to the best of her ability. When she was faced with doing something she thought was wrong or giving up her faith, she set aside her critical thought and her self-responsibility to think for herself and let the dictates of the cult choose for her.

Being excited about something new, being "really into it", feeling the passion of your self-interest and even being inspired to make changes in your life, to try something new is not my definition of a cult. Sometimes the things we are inspired to do last an hour or a week, sometimes a year or a lifetime. As long as we can choose to stop we have free will. **So, in answering my friend's question about how to spot a cult – my answer is a short list of questions:**

1) Does the source of the potential cult use your greatest fears and greatest hopes to box you into a set of behaviors that only benefits the cult and not the adherent or anyone else?

2) Does the philosophy of the potential cult suggest you stop thinking about the life you once lived and the life you live now and only live the life they want you to (including supplementing you with what that life should be)?

3) Does the potential cult inspire you to surrender your well being into their hands, evicting your self responsibility?

4) Does the potential cult require you to surrender most or all of your resources (home, money, cars) to the cult because they know best?

5) Does the potential cult suggest you break the law, do things to others or yourself that are taboo or illegal?

6) Last and most significantly by participating in the potential cult do you become more of what you want to become (self-realization) or more of what someone else wants you to become (cult puppet)?

In closing – I have seen people get upset or be opposed to all kinds of things that aren't cults and call them a cult. The word cult itself almost always invokes fear in the listener. I suspect most people who misuse the word "cult" are afraid as well. Critical thinking is essential in anyone's life. When someone throws the word "cult" around then pay attention to them, ask yourself and perhaps them some thoughtful questions. 1) How do you know it's a cult? 2) Have you ever been in a cult? 3) Ever known anyone that was in a cult? 4) What does the word cult mean to you? If they can't give some substantial answers to these questions – they are probably feeling some very strong feelings and perhaps misusing the word on the wave of their intense emotions (a reaction).

Free Your Mind!

Bruce Burns
The Negotiator
www.yourownbestgood.com

BONUS #3: A Secret Conversation with Dr. Joe Vitale

By Joe Vitale <http://www.MrFire.com> and
Nerissa Oden <http://www.TheVideoQueen.com>

THEVIDEOQUEEN: Why was one teacher removed from the original version of The Secret?

JOE VITALE: You're referring to Esther Hicks. She asked to be removed. She was in the original version of the movie but for unknown reasons she not only requested to be edited out of the movie, but she even got her attorney involved. The producers of The Secret didn't want to go to the time and expense of editing an already finished and released movie, but because of the legal threat, and out of respect to Esther, they gave in and edited the movie. Esther is not in the current edition, which is an extended version which has more of Lisa Nichols and even myself in it. Esther never speaks negatively of the movie or the people behind it, and neither do the folks who created and edited the movie. They made these changes with mutual respect and good wishes for all. Personally, I think the new edition is better and more emotional. I'm friends with Esther and love her still.

THEVIDEOQUEEN: Were the teachers paid to be in the movie?

JOE VITALE: I wish. No one was offered a dime and no one requested or expected anything. I love the movie and would endorse it whether I was in it or not. I do not make any money from the sales of the movie, and nor does anyone else in it that I'm aware of. We all gave freely of our time and energy.

THEVIDEOQUEEN: Will there be a sequel?

JOE VITALE: You know it. I announced on Larry King's TV show in March that there was one in the works. I spoke too soon. There's one in the mind of Rhonda Byrne, the creator of The Secret, but she told me a few days ago that she has no idea what it will be just yet. But we both know there will be a sequel.

THEVIDEOQUEEN: Would the movie have succeeded if the teachers in it weren't marketers?

JOE VITALE: The teachers in the movie kicked off the promotions, but that's it. Many of the teachers know each other and have done promotions together before. NONE have ever seen the colossal success of this movie. Having two dozen people with their own mailing lists and followers talking about the movie certainly lit the fire, but if the movie was bad, that fire would have died. The people who saw the movie and liked it are the real promoters of it. I once asked Rhonda who did her marketing. She said, "The universe." That's the real key to why this movie is succeeding at historic levels.

THEVIDEOQUEEN: Is the movie harmful?

JOE VITALE: No. People will take from it whatever they bring to it. The one argument I hear the most is that the law of attraction isn't real, so the movie encourages people to believe in the impossible. That's quite a stretch. The movie encourages you to believe anything is possible, but doesn't tell you to go into debt, run up credit cards, do nothing, quit your job, avoid medicine or anything else that so many people read into it. If people watch the movie, they will see me clearly say the universe likes speed and to act and act quickly. I don't think the movie is harmful in any way, shape, or form, but I know some people may do harmful things and contribute their actions to the movie. In reality, they take whatever actions they take based on their own choices. The movie encourages awakened thinking, not victimhood.

THEVIDEOQUEEN: What do you think of all the critics of the movie?

JOE VITALE: They are seeing what they want to see. A person who was once in a cult will think the movement supporting the movie is a cult, even when there's no leader, no organization, and no cult-like activities. A person who has been hurt in the past by believing something that wasn't true will lash out, afraid to believe again. And finally, the easiest thing in the world to do is be a critic. I once semi-jokingly told a friend that if he wanted quick

fame, criticize something already popular. I've seen many people get noticed as a result of being a critic. Since The Secret is endorsed by everyone from Oprah to me, it would be real easy to get attention by being a critic. I don't pay much attention to the critics. Their energy is a drain and doesn't help anybody. I ignore them.

THEVIDEOQUEEN: Any final comments?

JOE VITALE: Yes. Be a creator, not a critic. Be a lover, not a hater. Be a doer, not a done-to. Make a difference in the world by expressing the divine spark within you. That's what Rhonda did in creating this beautiful movie. That's what you can do as a result of watching it. It's your turn now.

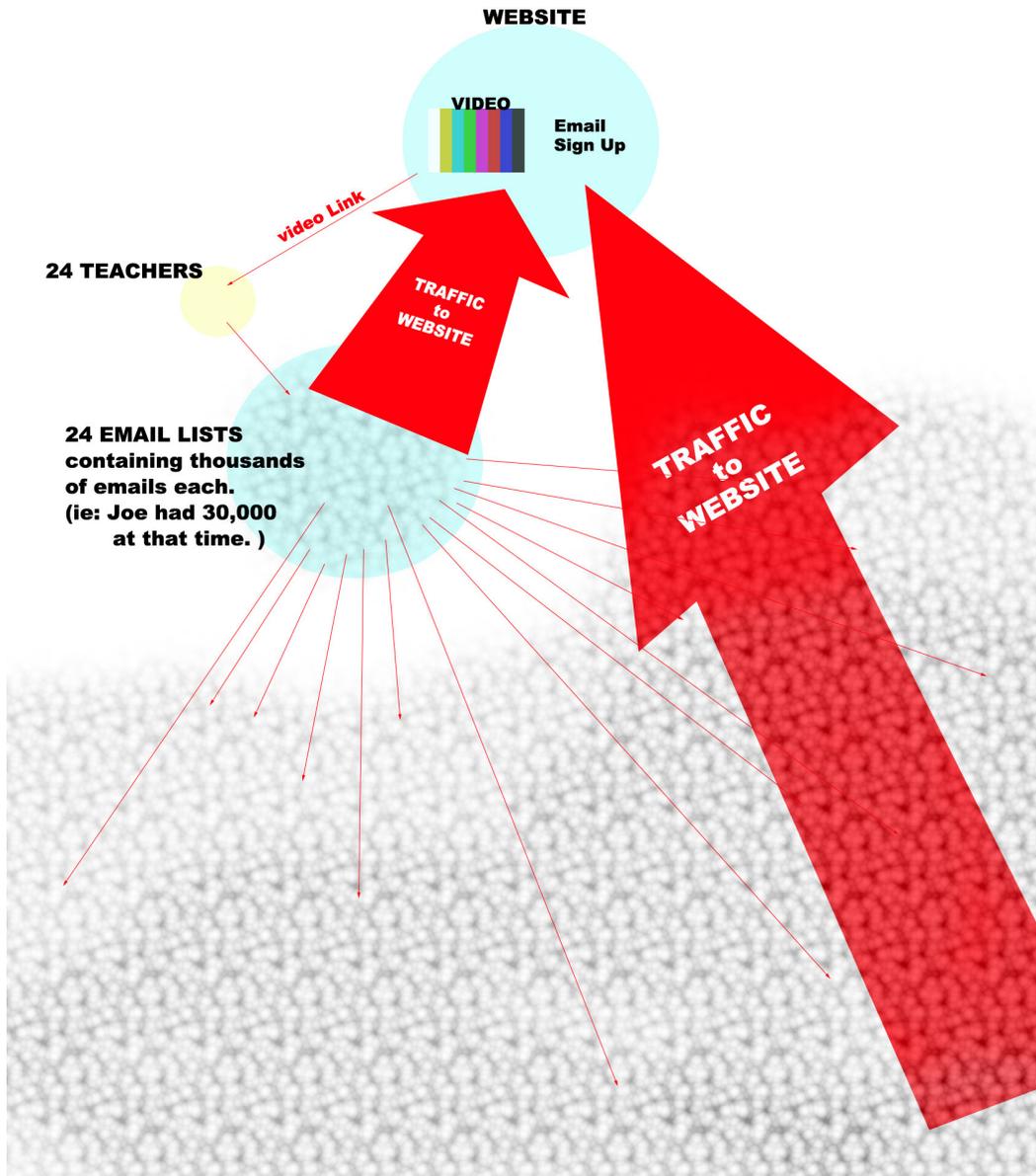
Summary

This booklet has now answered most of your questions about what was The Marketing Secret Behind 'The Secret!' So let's summarize and answer a couple more—

- 1) First, the producer, Rhonda Byrne, in her conversation with Joe said that The Universe acts as her “marketing manager.” In other words she attributes her movies success to The Law of Attraction. Period. I have heard her say this over and over in interview after interview.
- 2) Second, Joe tells us in his interview starting on page 4 that the power of the movie trailer had a large part in the movie's initial success (and of course, that the continued success is a testament to the movie itself.)
- 3) Third, Joe tells us in the same interview that the viral marketing of the movie trailer was phenomenal and will be remembered as a viral marketing phenomenon. He describes it as being 3-pronged: a--hypnotic movie trailer b--All teachers in the movie have established email lists containing customers, clients, fans, and followers to which they send a link to the movie trailer. c—The customers, clients, fans and followers then forward the movie trailer link to their email lists, and so on. The movie trailer is now a viral video.
- 4) Lastly, what wasn't communicated up to this point is that the movie trailer was only viewable on this website www.whatistheseecret.tv . And that the web address, www.WhatIsTheSecret.tv was listed at the end of the trailer. All that website was at the time was the trailer AND an “Email Sign Up form” asking people to sign up to stay informed about when the whole movie would be released. The entire movie wasn't completed for almost a year. (The trailer was the first thing that they made, even before videotaping Joe and other teachers. They used film archive from the early 1900's.) People would go the website, see the video, and sign up on their email list. Tens of thousands of people signed up.

Get it? The Secret movie trailer was the main component for building excitement and buzz about the product, AND generating a huge email list of self targeted customers. So when the movie was released in midway in 2005, the initial sales were explosive. Apparently the sales were so good that Byrne could afford to give away “millions” in DVDs to organizations and groups that would show them to like-minded people who as it turned out, wanted to buy the DVD after seeing it.

Summary Graphic



Joe estimates that WhatIsTheSecret.tv had gathered over 500,000 emails of targeted potential customers by the time the movie went on sale.

RESOURCES

OFFICIAL MOVIE WEBSITE

<http://www.theseecret.tv>

THE SECRET VIDEOS (shareable)

<http://www.whatistheseecret.tv> (“email a friend” the movie trailer)

A Secret Scrolls message from Rhonda Byrne

<http://video.google.com/videoplay?docid=-2975496719884485163&q=theseecret.tv>

Marcy’s YouTube.com channel. Includes visualization videos for “The Secret”

<http://www.youtube.com/profile?user=MarcyFromMaui>

PEOPLE

Dr. Joe Vitale

<http://www.MrFire.com> (main website)

<http://www.MrFireBlog.com> (blog)

<http://drjoevitale.blogspot.com> (video blog)

Nerissa Oden (The Video Queen) <http://www.TheVideoQueen.com>

John Demartini <http://www.DrDemartini.com/>

Rev. Michael Beckwith <http://www.AgapeLive.com/>

James Arthur Ray <http://www.JamesRay.com/>

Esther Hicks <http://www.abraham-hicks.com/>

Joe Sugarman <http://JoeSugarman.com/>

Pat O’Bryan <http://www.patobryan.com>

Jillian Coleman Wheeler <http://www.GrantMeRich.com>

Craig Perrine <http://www.MaverickMarketer.com>

Cindy Cashman <http://www.CindyCashman.com>

Bill Hibbler <http://www.BillHibbler.com>

NEWS REPORTS:

The Video Queen, "The Secret to Video Health"

<http://www.thevideoqueen.com/articles/article/2937025/60093.htm>

Time Magazine, "The Secret of Success"

<http://www.time.com/time/arts/article/0,8599,1573136,00.html>

ABC NEWS reveals the secret, "The Secret to Success"

<http://abcnews.go.com/Health/story?id=2681640&page=1>

MrFireBlog.com, "Why Esther Hicks isn't in The Secret"

<http://mrfire.blogspot.com/2006/12/why-esther-hicks-isnt-in-secret.html>

Larry King Live "The Power of Positive Thinking" with Dr. Joe Vitale, James Ray, John Demartini, Jack Canfield, Dr. George Pratt and Jayne Payne.

<http://transcripts.cnn.com/TRANSCRIPTS/0611/16/lkl.01.html>

AdWeek, "YouTube Adds Record, Film Promotions"

http://www.adweek.com/aw/iq_interactive/article_display.jsp?vnu_content_id=1002342810

VIRAL MARKETING LINKS

Viral Marketing definition—Wikipedia

http://en.wikipedia.org/wiki/Viral_marketing

Viral Marketing defined – MarketingTerms.com

http://www.marketingterms.com/dictionary/viral_marketing/

Word of Mouth Marketing Association

<http://www.womma.org/>

"Top 12 Campaigns You Should Swipe Ideas From" by Marketing Sherpa

<http://www.marketingsherpa.com/sample.cfm?contentID=3225>

"Viral Marketing" by Joseph Jaffe

<http://www.imediconnection.com/content/1063.asp>

"Can Viral Video Clips Drive Targeted Traffic?" by MarketingExperiments.com

<http://www.marketingexperiments.com/improving-website-conversion/viral-video-clips-targeted-traffic.html>

OTHER LINKS

Download Movie Trailers from Video.Google.com

<http://video.google.com/movietrailers.html>

CustomFlix, Amazon's publish on demand DVD/CD company

<http://www.customflix.com/Index.jsp?ref=140192>

This booklet's web page

www.MarketingTheSecret.com



Me and my JoeJoe on his 53rd birthday!

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