

# Your Six Figure Hypno- Coaching Business

Where Passion & Purpose Change People's  
Lives

**For Coaches, Hypnotherapists,  
Authors and Alternative  
Practitioners**

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HypnoProfessional Publishing/California Hypnosis Center & Academy

BY

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## DEDICATION

*I would like to dedicate this book to you! You are a pioneer of a new world, a new way of thinking and being and creating success. If you're reading this, it's time to Stop playing small...Manifest Your Destiny...Step Into Your Power...Be the You, you've Always Known You Could Be!*

*With Love and Light, Suzie Bowers, CHt*



# Your Six-Figure Hypno-Coaching Business – Where Passion & Purpose Change People’s Lives

Including NEW for 2018 Bonus Social Media BluePrint/MAP!

## Why You Should Be Making \$100,000 or More

Welcome to HypnoProfessional Publishing World-Wide Membership, where your passion as a life, business coach or hypnotherapist and purpose for your business will change people’s lives for the better. HypnoProfessional.com and Your Six-Figure Hypno-Coaching Business was created for you, the professional, by hypnotherapists and coaches, to help **you** succeed!

“**Why is this important?**” you may be thinking?

I will answer this question in a moment but first, you’re probably wondering, who am I?

I am Suzie Bowers, Certified Clinical Hypnotherapist and “Soul-Discovery Coach™” and founder of California Hypnosis Center & Academy, and HypnoProfessional Publishing. I absolutely love what I do. I started as a hypnotherapist and my career morphed into a combination of hypnotherapy and life/business coaching. So hence “Hypno-Coach!” If you’re a coach, I am sure some of the tools you use closely resemble hypnosis, guided imagery, relaxation, image boards, releasing subconscious obstacles and changing beliefs.

If you are hypnotist, I’m sure you use coaching techniques, such journaling goals, clients writing down areas where they’ve been blocked, visualizing positive outcomes and accountability.

I have worked with hundreds of people all over the world since 1995 utilizing powerful hypnosis and coaching techniques, NLP and guided meditation to help others reach their personal improvement goals. So many different issues have come up over the years and honestly, I haven’t found anything in life that wasn’t improved by using the power of hypnotherapy and coaching processes. We have something so spectacular that we just can’t keep it to ourselves. Unfortunately, it is still very misunderstood.

I am author of 2 published books: ***Ten Keys to Living a Soul Life*** and ***Ways to Quit Smoking*** which are both available on Amazon and Kindle. <https://www.suziebowersonamazon.com> . My passion for our profession has enabled me to create a successful business while living the life I desire for myself, continuing to learn, quenching my unending thirst for knowledge about human potential, helping others and creating freedom. Not only that, but the skills I have shared with others all over the U.S. and Canada, have enabled me to overcome challenges in my own life in such an amazing way, I am awestruck at the success of it. Also, having the flexibility of

ownership, I have been able to spend time with my 3 children and raise them in a way where I was present in their lives. Having a hypno-coach as a mother, I am sure has been an interesting journey for them as well. Thanks to this fabulous field of work, I've been able to teach them the power of their own minds to achieve their goals in life.

The reason I became a hypnotherapist to begin with, leaving a lucrative real estate career, was because of the profound effect it had on my life. Since I began this journey, I have overcome my fear of speaking and now speak to audiences of a hundred plus. I was able to regain my life from depression, and begin horse-back riding again after a serious horse-back riding injury in which I damaged my brain, neck and upper back. This is what led me to hypnosis as a healing modality. I've been able to heal my body and drop 20 pounds, train for ½ marathon and my next goal is a mini-triathlon.

I have helped hundreds of people stop smoking and lose weight, overcome depression and anxiety, move beyond hurtful relationships and find happiness in their lives, create business success and so much more. My techniques morphed easily into coaching combined with hypnosis, guided imagery, regression therapy, neuro-linguistic programming and much more – hence the “Hypno-Coach. One of the most well-known and famous “Hypno-Coaches is Tony Robbins!!! You may have heard of him. LOL.

We have something very special here, my friend and it's been the best kept secret around, until now. We are positioned for explosive growth over the next 20 years, perhaps the next century. Will you be at the forefront of this amazing growth, or will you be scratching your head 3 years from now wondering why you aren't making a living? There is a distinct difference. And I have seen both ends of the spectrum in this business.

I saw a sad and pathetic survey that was conducted by Scott Sandland of HypnoThoughts.com. (HypnoThoughts is a wonderful forum for hypnotherapists and coaches to connect and find answers to many perplexing questions.) Scott decided to do a survey and the results really astounded me. Out of 10,000 members only about 1,500 hypnotists responded and showed that hypnotherapists and coaches on average were making less than \$20,000 per year.

I happen to know that if you work your business correctly, you can easily make \$60k to \$85k working part time. And with a little bit of coaching and implementing strategy, you can create a \$100,000-a-year or more business. The challenge is, most hypnotherapy certification and coaching schools do not teach their students how to run a business. You know, this is true in many vocations from hair dressers to massage therapists. So don't feel like the lone ranger here.

Did you know that the top hypno-coaches in the world make \$300k to \$1,000,000.00+ a year? I once heard from an authority on the subject, Tony Robbins, probably considered one of the top coaches, and evolutionary leaders of our time charges over \$1million dollars for an hour of his time.

If they can do it, so can you and you don't necessarily have to be a celebrity. However, a little notoriety doesn't hurt.

You may not want to make as much money as the top hypnotherapists and coaches, however, desire a comfortable living for yourself calling all the shots in your business. I call that Lifestyle Freedom!!! This book is for you too.

I am sure you have passion for what you are doing and why you became a hypno-coach to begin with was because it helped you in some way. Or you also may be experiencing a "reinventing" of career, like many others during these changing times. Whatever the reason you decided to get certified as a coach or hypnotherapist, you have chosen an amazing career. I love it for so many reasons. Here are a few:

1. Unending learning opportunities and breakthroughs about human potential.
2. Time freedom. I can schedule my office time or work in my pajamas from home.
3. Fantastic and unlimited income potential. I make \$150-\$400 per hour.
4. Personal growth
5. Popularity in the media!
6. **Rewarding**, helping others succeed... (this is actually at the top of my list!!!!)

You should be traveling, exploring our amazing world, enjoying life, while you help others do the same: **(Below: Suzie enjoying some dolphin time. Couldn't stop smiling!!!)**



## Hypnosis...So MisUnderstood!

When I started telling people, "I'm a hypnotherapist" in the little town of Stockton, California, in 1995, where I lived, I got a plethora of interesting responses.

"That's Witchcraft!" "That's Devil Worship!" "Oh, That New Age Stuff!" "I tried that, it doesn't work"...(while they continue to puff away on their cigarette.)

I have heard it all! Believe you *me*. I really got my feelings hurt in the beginning. I knew I had something so wonderful and no one else believed me. (talk about the power of beliefs in the subconscious mind!)

Stockton, although in California, you'd think we are all so hip and cool and stuff, is a farming area in Central California. Seventy miles east of San Francisco, you'd think we were cosmopolitan. NOT! Absolutely one of the most closed minded pockets of the world I've ever been in. I had my work cut out for me. To this day, there are only 4 or 5 hypnotherapists in this little metropolis of 600,000 people.

Due to Oprah, Dr. Oz, Anderson Cooper shows, for starters, I am in demand these days. Hypnosis and Coaching is becoming main stream. You, my friend, will get to ride this amazing wave, no more trails to blaze. And I want to help you do it! Together, we will raise the bar in our industry, gain the credibility and respect we deserve and change people's lives for the better in the process.

When you are successful as a hypno-coach, not only do you benefit, but so do I. Why?

**Because the credibility of our profession is key to helping others.**

If you're anything like me, you're probably a little skeptical, so I want to share with you what my client income looks like during a typical week or two. I can't show everything due client confidentiality, but I will give you a sampling of what I am able, so you know, without a shadow of a doubt, I am sharing what I know, what I've learned and I use it in my own Hypno-Coaching Business every day successfully. (see next page)

My schedule: I see clients 2 days per week, occasionally 3, if I need to accommodate someone in need. I average \$800-\$2,200 per week. (this is part time!) And, MOST importantly, I LOVE what I do.

My programs sell between \$395/495 for stop smoking and \$650-\$4,500 for other issues and coaching. I take checks, credit cards, cash and use Paypal. Below, I've shared some random copies of checks, credit cards and Paypal income, but I cannot show you everything and I also cannot account for all the cash clients I have all the time. You'll just have to take my word on that one. Break it down like a traditional J.O.B.: I make anywhere from \$137.50/hour to **\$500/hour**.

Take a look at the copies I made for you and I hope you'll realize, if I can do this...so can you! It's a formula I've learned over many years of trial and error. With my coaching, and your determination and follow through...you really can create a Six-Figure Hypnosis or Coaching Business...and this formula will work for any alternative health program. The big secret is in building relationships, giving great value and being true to your word.

<Back to Activity

Transaction details

Print

Recurring Received

November 13, 2017 at 11:59:33 AM PST

Transaction ID: [REDACTED]

Gross amount

\$1,196.00 USD

Payment Status: COMPLETED

[View Recurring Payment Details](#)

OK to ship to

Eunice [REDACTED]

Seller protection

Eligible

Congratulations, you made a sale

PayPal makes shopping on the web faster and easier. Sign up today.

✓ \$1,100.00 USD

Hypnocoaching	\$1,100.00
Subtotal	\$1,100.00
TOTAL	\$1,100.00 USD

*[Handwritten signature]*

Congratulations, you made a sale

PayPal makes shopping on the web faster and easier. Sign up today.

✓ \$395.00 USD

Hypnosis smoking cessation	\$395.00
Subtotal	\$395.00
TOTAL	\$395.00 USD

*[Handwritten signature]*

Congratulations, you made a sale

PayPal makes shopping on the web faster and easier. Sign up today.

✓ \$3,052.00 USD

[REDACTED]	\$3,052.00
Subtotal	\$3,052.00
TOTAL	\$3,052.00 USD

*[Handwritten signature]*

Congratulations, you made a sale

PayPal makes shopping on the web faster and easier. Sign up today.

✓ \$367.00 USD

Hypnosis	\$367.00
Subtotal	\$367.00
TOTAL	\$367.00 USD

*[Handwritten signature]*

Congratulations, you made a sale

PayPal makes shopping on the web faster and easier. Sign up today.

✔ \$1,030.00 USD

Amount	\$1,030.00
Subtotal	\$1,030.00
TOTAL	\$1,030.00 USD

Congratulations, you made a sale

PayPal makes shopping on the web faster and easier. Sign up today.

✔ \$406.85 USD

Hypnosis to stop smoking	\$406.85
Subtotal	\$406.85
TOTAL	\$406.85 USD

PATR 2422 2 CHICAGO, IL 60608-4392

DATE 5/24/17

2419

PAY TO THE ORDER OF CHC

Three hundred twenty five ~~xx~~ \$ 325.00

CHASE JPMorgan Chase Bank, N.A. www.Chase.com

MEMO [REDACTED]

SHARON [REDACTED] 204 STOCKTON, CA 95219-1882

DATE 5/11/17

204

PAY TO THE ORDER OF SUZIE BOWERS

Eight Hundred Eighty ~~xx~~ \$ 880.00

WELLS FARGO Wells Fargo Bank, N.A. www.wellsfargo.com

MEMO [REDACTED]

ESPRIT [REDACTED] 5015 STOCKTON, CA 95202

DATE 10-26-17

5015

PAY TO THE ORDER OF CHC

One thousand one hundred dollars ~~xx~~ \$ 1100.00

CENTRAL STATE credit union Preferred Member

MEMO [REDACTED]

CLA [REDACTED] 2278 MODesto, CA 95350

DATE 3/27/17

2278

PAY TO THE ORDER OF Suzie Bowers

one thousand one hundred and 00/100 Dollars

The Golden 1 Credit Union

MEMO [REDACTED]

SHAREEN [REDACTED] 3890

DATE 9-5-17

3890

PAY TO THE ORDER OF Chae Bower

Five hundred dollars ~~xx~~ \$ 500.00

CHASE JPMorgan Chase Bank, N.A. www.Chase.com

MEMO [REDACTED]

JEAN [REDACTED] 137 TRACY, CA 95377

DATE June 6/19

137

PAY TO THE ORDER OF CHC

exactly three hundred and fifty five ~~xx~~ \$ 355.00

BANK OF STOCKTON

MEMO [REDACTED]

JANE [REDACTED] 4420 LODI, CA 95240

DATE 8/1/17

4420

PAY TO THE ORDER OF CHC

One thousand one hundred ~~xx~~ \$ 1100.00

WELLS FARGO Wells Fargo Bank, N.A. www.wellsfargo.com

MEMO [REDACTED]

90-7162 40890 1510  
3222  
SAMANTHA J. [REDACTED]  
LOBI, CA 95240-4752  
DATE 7/7/17  
PAY TO THE ORDER OF Suzie Bowers  
Three-hundred and ninety-five <sup>00</sup>/<sub>100</sub> \$ 395.00  
DOLLARS  
CHASE  
JP Morgan Chase Bank, N.A.  
www.Chase.com  
MEMO S. [REDACTED]

90-844/1211 1201  
CLAI [REDACTED]  
AGAMPO, CA 95229  
DATE June 2, 17  
PAY TO THE ORDER OF C.H.C.  
ONE THOUSAND ONE HUNDRED \$ 1,100.00  
DOLLARS  
F&MBANK  
Farmers & Merchants Bank of Central California  
100 Main Street, San Jose, CA 95131  
MEMO SESSIONS / SUZIE BOWERS. Cleve [REDACTED]

90-7162 41496 3882  
3222  
SHAREEN M. [REDACTED]  
CA 95252-0488  
DATE 6/19/17  
PAY TO THE ORDER OF CHC  
One thousand dollars \$ 1,000.00  
DOLLARS  
CHASE  
JP Morgan Chase Bank, N.A.  
www.Chase.com  
MEMO [REDACTED]

As you can see, these are just some of last year's clients, so I'm still doing what I'm training you to do. Oh, and CHC stands for California Hypnosis Center.

## Hypnosis, Coaching and Our True Value:

There are so many myths and misconceptions about what we do, what hypnosis can and cannot do that we have to work extra hard to build rapport and trust so people will come to us to be better.

Let's face the facts. Overall Hypnosis has a much higher success rate than other "traditional" therapies. Check out these statistics:

### ***How Effective is Hypnosis-Coaching?***

*In a comparative study conducted by American Health Magazine, the typical success rates for the following therapies for general concerns:*

*Psychoanalysis ~ 38% recovery after 600 sessions*

*Behavior Therapy ~ 72% after 22 sessions*

*Hypnotherapy ~ 93% recovery after 6 sessions (this includes all you coaches.)*

**We need to get this out there and dispel the myths. You are the person that's gonna make a difference! Yay!**

How do we do this?

By handling ourselves as professionals. We are no different than doctors, lawyers, psychotherapists in how we should handle our business. However, we have to swim upstream a little bit.

This book, I've created just for you, will help you get started in the best way to help all of us in creating the new paradigm, the new perception of Hypnotherapists and Coaches as the go-to, have to have, need now, service of the masses. I mean really, who wants to spend 600 sessions with a psychologist and still have the same problem we walked in with, when you can go to a hypno-coach and experience immediate results?

We are healers. We help others to understand the power of their own thoughts, mind, emotions and beliefs. The mind affects everything and as such can make immediate, powerful and profound changes. As we heal ourselves, we assist others in healing, we heal this entire planet and raise and uplift the consciousness of all.

**The time is now!**

Enjoy this book. Take a stand. Decide today to take your passion and multiply it, focus your purpose on building your business, becoming a sensational success, helping others and as a result, create amazing prosperity! You can do it! I believe in you and I am here to help you Create the Life You Desire and Deserve, (the title of my next book.)

As soon as you can, sign up for our monthly coaching program and newsletter service. You will receive thousands of dollars-worth of success coaching and step-by-step business building techniques each and every month as a member of [www.YourSix FigureNewsletter.com](http://www.YourSixFigureNewsletter.com). You will learn how to set up your business for success, how to use the internet and a properly branded website to increase revenues, how your monthly newsletter will increase your referrals by branding you as the expert in your niche, repeat business, keeping your advertising costs down, and so much more.

You will learn how to leverage your website/blog to expand your business world-wide. We will also be teaching you how to specialize, brand yourself as an expert, become a professional trainer or speaker, author your own book and soooooo much more.

**Hypnoprofessional.com will provide many of these services *and* success coaching, for a fraction of what other companies and coaches charge.**

You will have access to experts who have already achieved success in our field and in others. We are bringing in the most successful coaches, authors and experts in many different areas, all so you can learn everything there is to know about creating a successful, prosperous hypnocoaching business. There is so much more. Stay tuned. Dive into this report and start taking the steps to create your business.

I am so excited about what we are going to accomplish together!

***Enjoy! With Love and Light,***

Suzie Bowers, CHT, Author, Soul Discovery Coach™

Oh and don't forget to connect with me on Facebook:

<https://www.facebook.com/groups/HypnoProfessional/>.

**Join Our Membership HypnoProfessional World-Wide Success Club Gold:**

<http://www.HypnoProfessional.com> for only \$19.95/month, you'll have a profile on our site with links to yours, discounts on our services and coaching, private~members only area and more coming soon.

Let's get started:

## OFFICE SPACE

Office space is very important. Hypnosis and Coaching have a very interesting reputation. Some believe it is all smoke and mirrors and something strange and weird, others just don't believe it or are skeptical that it really works. As we know as hypno-coaches, belief is a large part of the success of what we do for others. It is important to create the perception of success and professionalism. To do this, a professional office makes you credible. Yes, I know, office rent can be challenging. If you work your business correctly, your office rent should be easily paid with just one client.

Unless you are an online, international coach, working out of your home gives the wrong impression and doesn't attract the kinds of clients that can afford to pay you what you are worth.

Sharing office space is perhaps the best way to get started. Find another hypnotherapist, life coach or even psychotherapist to share the space. I have even shared space with a couple massage therapists who were starting out, but it became a little problematic due to differences in office set up. (More on office set up later.) If you schedule all your clients and consultations on the same two days per week, you will be able to see everyone who contacts you.

## AS YOU ARE STARTING OUT, YOU WANT TO HAVE CONSISTENT OFFICE HOURS.

For example: your office hours are Tuesday and Thursday from 10am to 6pm. This gives you a solid 4 or 5 session times, more than enough as you are building your business. Regular office hours give the perception that you are very busy and your time is valuable. Doctors, chiropractors and psychotherapists do this and so should you. Stick to your schedule. Treat your business like a business and others will too. Of course, the same rules apply to a home based office.

In my area we can rent a small office for \$300-500 per month. So on the high end the split is only \$250. Decide who will work on what days. Monday, Wednesday

and Friday for example or Tuesday, Thursday and Saturday, depending on how busy you are. Maybe you would like to work one or two Saturday's per month and that is all. One of the most fantastic things about working for yourself is that you can schedule time your way. Remember, you will need other days for marketing, writing, creating products, speaking and networking. It is important to set regular office hours and stick with them. I don't recommend you see or work with clients more than 3 days per week anyway. If you get energetically burned out, you are not as effective, and your results will go down. No worries though, seeing clients is just one way to monetize your business.

#### FOR THE INTERNATIONAL HYPNO-COACH

Is it necessary to have an office? Of course not. I've been working with clients all over the U.S. and Canada and all I needed was my phone, a head-set and my computer to send stuff via email and video chat or do sessions over the phone.

Obviously there are many of us who work strictly over the phone or conduct group trainings and so there's no need for an office space outside of your home. However, having your own "in-home" office is very important. You really need to separate work from home, so you can shut down, turn the phone down and reboot. It also tells your family that when your door is closed, DO NOT Disturb!

When I first started working over the phone, it took me forever to train my kids not to bother me. A dedicated room for you home office really helps!

There is nothing like the freedom of commuting from your bedroom to the computer and working in your underwear and slippers!!! Just be sure to wear your SMILE!



## THE POWER OF THE FREE CONSULTATION

Offer your potential clients a free consultation. Let them know that you would like to get to know them better, find out in more detail what their challenges are so you can make the best recommendation for what you believe will work for them. Building rapport is the most important thing you can do as a hypno-coach.

Without rapport it is difficult to get people to hire you and if they do, your sessions will be less effective. This step is so important, because when this person becomes your client, you will already be half-way to a successful session. Whether or not you sign the potential client up for a session or package, they will remember that you cared about them.

Sometimes they will even come back to see you in the future or refer their friends and family. (When you use Your Six Figure Newsletter Service to stay in touch with past and potential clients, you'll find more people come back and hire you!) Like it's been said, no one cares how great your services are until they believe how much you care about them.

I have been very successful using the Free consultation model. It goes something like this: The phone rings, or I am returning a phone call. After asking them a few questions, they will often ask me what I charge for a session. I tell them, well, that depends on how much work we will need to do.

The conversation sounds very much like this:

*Ring. Ring. "Good Afternoon, California Hypnosis Center, This is Suzie."*

*Potential Client: "Hi are you the hypnotist? How much does it cost?"*

*Suzie: "Hi, yes, this is Suzie and you are?" (always get their name and use it a lot during the phone call.)*

*"Tell me Jodi, how long have you been dealing with this issue?"*

*“Why do you want to work on it now?” etc., etc.*

*After listening and asking a few questions for clarification. I always ask permission as well: “Jodi, may I ask you a couple things about that?”*

*“Jodi, I understand how difficult it can be to invest in ourselves. It’s difficult for me to discuss pricing over the phone, because I need to learn more about you before I can determine how much work you might need, etc. Everyone’s different. I am very goal oriented, Jodi, and I would like to get to know you a lot better before figuring out if we are even a good fit to work together.”*

*“So, Jodi, how I work is I have you come in for a Free consultation, you come in, we get to know each other better and then I can determine what I believe will be most effective for you. We will go over pricing then. I am sure we can create an affordable and successful program for you. How does that sound?” Or “How does that work for you?”*

Sometimes I will close for the appointment: *“Jodi, I have some time available on Tuesday, does morning or afternoon work better for you?”*

However, usually, they will say, ok, when are you available? I then pull out my calendar and let them know I see clients on Tuesdays and Thursday. I give them 2 options. I have time available on Tuesday at 1pm or Thursday at 10am. Then I am silent. They will tell me when they are available.

If they say, well I work during the day, do you have anything on Saturday, I will say, “no,” my office hours are on Tuesdays and Thursdays. Would you prefer the morning or the afternoon appointment?

Sometimes people will tell me that they have to work and cannot come in until after work, usually in the evening. It is certainly ok to offer evening appointments, but do not bend your schedule to accommodate potential clients. If given the chance some people will walk all over you. I personally, take my last client appointment at 6pm. Others I know work until 8:30pm. It’s up to you.

Let's face it, people will take off work to go to the doctor, the dentist, the plastic surgeon, their massage therapist and the manicurist. As a valued professional, your schedule is just as important and your office hours are *your* office hours. If you start bending all around for them, the perception of you as a professional diminishes. One of my goals in helping you to build a six-figure income is also universal for all of us. As a group, we must make our field more credible. That means we all need to behave like professionals. Our services are valuable, we save people's emotional lives and we do it quickly, effectively and without any side-effects. Your personal belief about what you offer to help your clients achieve their goals is key in your ability to create a fantastic income.

To really impress upon you what I am talking about here, imagine your doctor or your lawyer, going, oh, ok, you have to work, well I guess I can cancel Aunt Sally's wedding this weekend so I can get you in on Saturday. Yea, right, that never happens. How would you feel about your doctor if he or she did that? Also, I can tell you from experience, when you do this, and you spend your Saturday time for them, 9 times out of 10, they won't show up.

Yes, there are exceptions to this rule, for example, you have regular Saturday office hours some chiropractors I know, or you decide to do all your back-up sessions or consultations on the 2<sup>nd</sup> Saturday of the month. Also, you may want to consider collecting a deposit via credit card for Saturday appointments, as part of your standard operating procedures. You can then refund them after their free consultation if it turns out they are not a good fit for you and your program, or you can apply the deposit to their session or program.

Keep in mind, most of what we do as hypnotherapists revolves around "belief" in what we do. Your client needs to understand that in order for them to heal or overcome their particular challenge, they must believe in the therapy, expect it to work and be committed to the process. This may mean making sacrifices in their life. You cannot want healing and success for your client more than they do. As business owners, we need to create the perception of value and success. Your potential client must have "skin in the game," as part of their success plan.

Part of your confidential intake form information that you will have them sign, will explain how the Free consultation works. If they do hire you for a full hypnocoaching program of 6 sessions, for example, the Free consultation has ended and this (the free consultation) is considered the 1<sup>st</sup> appointment. Give them a 15 minute experience of hypnosis and set the “therapy” into motion.

## ADVERTISING

Besides office space, advertising can become your largest expenditure. The first thing you need to do is get a high quality professional business photo of yourself. You will use this photo on everything and you need to be consistent with your branding.

The second thing you will need to do is get some professional high quality business cards printed up on heavy card stock. Have you ever met someone at a networking event and they seem so professional and then they hand you a business card they printed on their computer and it looks the same as another person you just met. Yuk! Completely changes my perception of them. Remember, we are in the professional hypno-coaching business, 1<sup>st</sup> impressions are important.

Everyone has different ways of processing information. Obviously we have visual, auditory and kinesthetic. Your business card is both visual and kinesthetic. It should stand out, be vivacious and have your picture on it. Faces help people remember you. The card stock should feel strong and have substance. Wimpy business cards, send a message that you are wimpy. Thick business cards send the message that you are professional and here to stay, someone to depend on.

### **Yellow Pages (what’s that, right?)**

In the past yellow page advertising was very important, but today, so many people are on the internet looking for stuff, or their phone, that your best bet is a website. It is a good idea to have a yellow page listing, but I wouldn’t spend the same kind of money here that I once did. To keep your costs down, use the internet. We’ll discuss this a little bit later.

## **NewsPapers**

Advertorial Advertisements in local and surrounding newspapers are a great way to get your name and your business in the public eye. Newspaper advertising is very expensive and not that effective. The best way to use newspaper advertising is to negotiate for left over space and write an advertorial, which is basically an article written in a way that it appears the paper did an interview with you. You will want to use client testimonials and photos in the article as well as your own picture or a photo of you working with a client.

## **Press Release**

A press release is a great way to let the local papers know you are here. You can create press releases on a variety of topics. Every time you do something new in your business, you should do a press release. Contact your local paper and find out who is in charge of press releases. You should contact them and introduce yourself. Building a relationship with the local press release editor is a great strategy.

## **Interviews (print)**

Find out who handles the Local section interviews of your local papers. Make contact and let them know what you are up to and ask them if they need an interview. Invite them to come out to your office and have a free session. There are marketing opportunities each and every month of the year. Find an angle that matches up to a holiday and contact them with your interview idea. For example, November 17<sup>th</sup> was the Great American Smoke out. If you are a Smoking Cessation Specialist, offer to do an interview on successful ways to quit smoking and offer a special to anyone who comes in to quit smoking in the month of November.

January and April are great months to talk about weight loss and exercise and how hypnosis can help people lose weight and get in shape. February is a great month to get interviewed about love and relationships using hypnosis to get over a bad breakup.

## **Interviews (radio or online)**

Online interviews are a GREAT way to get known as an expert. Usually, the host will give you a link to the live interview or the recording. Plaster that link everywhere. Your blog, then your social media with a link back to your blog. Use it as a credibility booster!!! It's fun, it's amazing effective and it helps drive your Search Engine Ranking up!

## **Classes**

Offer to do an introductory workshop on whatever topic you specialize in. If you have decided to specialize in weight loss, then offer an introductory, informational workshop on how to use the power of the mind to lose weight, get motivated to exercise, and how to eat healthier. Give a sample group hypno-coaching session, but also be ready to schedule one on one consultations in your calendar.

If you are business coach, any time is a good time to offer a free class to real estate agents, network marketers, anyone in sales.

What does matter is that you decide what niche you are going to focus on and what you believe your area would be interested in and offer to do a class.

The best way to do this is to partner with a shop owner or business that already has a big mailing list and ask them to promote your class their clients or customers. You can start by offering something for free to get them in and start building your list, or charge a small fee, such as \$10.00 and offer to give the money to the shop owner as compensation for their help.

Whenever you do a class, have each participant fill out a confidential informational form, with disclosure and release. Make sure you get their physical address as well as their email address.

Provide lots of wonderful information and be relaxed and sweet. Offer to put them on your mailing list for future classes and information about the solutions that you offer.

Metaphysical stores are great for this, book stores, gyms and check and see if your local community college offers adult programs and get yourself on the schedule.

## **Brochures or Shop Drops**

Once you have gotten your professional photo done, you will want to pick a look and feel for your business cards and you will want your brochures to match. Getting full color brochures printed can be a little pricey, anywhere from \$250 to \$1,000 for 500 to 2,000. The best way to get started for less is to print your own. Microsoft Publisher program offers many attractive brochure templates that you can tweak to look a lot like your business card. You can purchase tri-fold brochure paper at your local office supply store. This is a great way to get started out. Once you are seeing some profit, then you will want to invest in a professionally done piece.

The most effective way to use your brochures is to get them out in the public eye. If all you had was a stack of brochures and a couple hours a day for a few days a week, you could build a successful hypno-coaching business.

Here's how you're going to do it:

Find an area with a large number of shops, mall, shopping center, etc.

Rubber band about 50 brochures together with a plain piece of paper and a pen.

Make sure you're smiling and positive.

Walk into the first shop and introduce yourself: "Hi, I'm \_\_\_\_\_. I'm the local hypnotherapist or coach. I help people to stop smoking, lose weight, increase their business, help relationships, etc...(whatever you specialize in) and basically all areas of self-improvement using hypnosis/coaching. I don't know if it's worth leaving one of these with you?" (show them a brochure)

Move quickly from one shop to the next, spending only a minute or two in each shop. This conveys that you are busy and your time is precious, momentum of energy and excitement. Some people will show interest and will start asking you questions. Let them know that you will be thrilled to speak with them later and get their phone number. Promise to call them later to answer all their questions.

Some people will be rude, some will be interested, some will be indifferent and some will be skeptical and even rude. Don't take any of it personally, just get the telephone numbers, drop off a brochure and move on.

Try to have some fun with this. Keep your attitude and energy high. Don't spend more than an hour or two at this.

### **Chiropractors and Doctor's Offices**

Chiropractors are considered alternative doctors by many and as such they are much more receptive to allowing you to place your brochures in their office or waiting room. I have built fabulous rapport with many chiropractors and have received a lot of referral business from them. Let's face it, they know a lot of people who are into alternative health practices. If they like you and believe in you, they will send you business. Be sure to offer them a complimentary session, if it seems appropriate.

Medical Doctors are wonderful, but take time to nurture and cultivate. Unfortunately, it seems, most doctors would rather prescribe pharmaceuticals than refer patients to an alternative practitioner. However, with a little diligence and relationship building, you can get in with them.

One way to do this is to ask your clients for their Dr.'s information on your confidential intake form and if it would be alright to contact them and let the Dr. know of their sessions and their progress. If they indicate this would be ok, (works best for weight loss, depression and anxiety, and smoking cessation programs) then follow up their session with a letter to their doctor, letting the Dr. know that their patient is working with you. Your letter will become a permanent part of your client's medical record and the doctor will now become aware of your good work. Let's face it, pharmaceuticals don't work for everyone and some doctors will recognize that and be grateful for another outlet for some of their patients.

Dentists and Plastic Surgeons are also a great referral source. For example, smokers who are having dental work done or breast augmentation will be told they must quit smoking prior to their procedure. This is a great opportunity for you. Some dentist and most plastic surgeons do not take insurance, so their clientele is perfect for your business. They are used to paying out of pocket. The 20% Rule: Never spend more than 20% of gross revenue on marketing and aim to spend no more than 10% of gross revenue on marketing.

## Networking –

By far my favorite thing, I am totally a people person, however networking works for anyone...networking with others who are your potential clients is fabulous. It takes time to make connections and build relationships though, but there is a secret to making it work for you.

Whenever you are at a networking event or speaking with anyone, always ask about them. Get their business card and send a nice thank you note or follow up with a call or email and ask for a one- on-one appointment to get to know all about them. People like to do business with those they like and trust.

### CLIENT RETENTION: THE POWER OF A MONTHLY NEWSLETTER

This is a **Big Secret** right here and worth potentially hundreds of thousands of dollars to you. The monthly newsletter is **absolutely essential** to your success as a hypno-coach and truly in any business. When you decide to become a published author and take your business to the next level with online products, or your book launch, the email list you build with your newsletter becomes “priceless.”

As a hypno-coach, I am sure you already know the value of building rapport with your clients and future clients. Staying in front of them every month by providing valuable, fun and insightful information and tips, does this for you fabulously, inexpensively and easily.

**Let's face the truth:** the highest cost to your business is bringing in new customers and clients.

In fact it costs 5 times more to get new customers than to retain current customers. A monthly newsletter has been proven to increase your repeat business and referrals by a whopping 33%. Not only that, you can use your newsletter to promote other products and services, joint venture partner with a complimentary business and let people know about new classes you are doing and upcoming holidays and specials. When you leverage your time and service with a monthly newsletter, it simplifies your life in so many ways.

According to the “Newsletter Guru” Jim Palmer, by using a newsletter to stay in touch with your clients you increase customer retention and increase your referral business. Jim says: **“Each 1% increase in customer retention = 7% increase in profits.**

Plus you are saving thousands of dollars in advertising and spending your time going out networking, speaking and looking for new clients. Although, these activities will drive more customers your way too and will be an essential part of your business.

Staying in touch with an ezine (an email newsletter) or traditional snail-mail newsletter is also inexpensive and for what it does for you it is extremely costeffective.

By using a newsletter, Jim Palmer quadrupled his bicycle shop business in a time when other shops were going out of business. Another company, Tridon Industries, was awarded a \$400,000 contract due to their monthly newsletter. A chiropractor utilizing a newsletter service said that in one month his business referrals and repeat patients increased by 33%. That was in the first month his chiropractic office started utilizing a monthly newsletter to stay in touch with patients. Thirty-three percent is huge for a small business.

Coach Penelope Jane Smith, (List Building Guru from Real Prosperity) says that your list of engaged clients and potential clients could increase your income by 233%!!! WOW! How is that possible?

Example: You’re building relationships and those followers want to buy from you. Not only can you offer private and group coaching and hypnotherapy, you are setting yourself up to market downloadable products and books, in addition to joint venture partnerships and affiliate platforms, where you make a percentage of someone else’s programs. The possibilities are endless.

**I Cannot Emphasize Enough the Importance of Staying In Touch with Your Clients and Potentials by Utilizing a Monthly or better yet, weekly Newsletter.**

As a hypno-coach, my consistently sent, newsletter made a huge difference in my business. I was sending mine out via my “opt in” list on my site to hundreds of past

clients and general opt-ins from speaking engagements and networking I did. I sent my newsletter all over the world and it started to get passed around.

I knew it was getting read, because I could track the open rate, but also because I would run into people and they would say: “Suz, I really enjoyed this month’s Newsletter. I forwarded to Aunt Sherry, because she is dealing with the issue you discussed.”

Not only was my newsletter filled with articles about the Power of the Mind. It had inspirational quotes and even a book review, which I linked to Amazon and got paid a commission for “click thrus.” New clients called every month from my little newsletter and I received repeat business from past clients for new issues.

**Does Email Marketing Still Work?:** Lately, when I’ve been out training other Coaches and Hypnotherapists about the value of branding and the online newsletter, I’ve heard that email marketing is too saturated and it doesn’t work any more!! **I am like “WHAT? Are you kidding me?”** Yes, it’s true, we’re getting a lot more emails than I think most of us want to look at, but if email marketing was dead Oprah, Dr. Oz, Dr. Phil, and basically every department and drug store in America would stop doing it. That’s just not the case! It’s definitely more competitive, but if you’re not doing it...you are seriously missing the boat for a healthy and successful business. However, there is definitely a formula for success and we’re here to help!

### **Why Don’t More Companies and Small Business Owners Utilize Newsletters?**

As a small business owner, I know you have many hats to wear. It is so fun and liberating being your own boss, but it also comes with a price. You are not only the fabulous therapist/coach changing people’s lives, you are the janitor, the bookkeeper, web-designer, marketing specialist, the secretary, writer, business planner, networker, speaker, etc., etc.

So often, other coaches have told me, the reason they don’t offer a newsletter is because it just takes too much time, they have no idea how to do it, it can be costly to print and they have no idea how to write or what to write about.

Well, we at [HypnoProfessional Newsletter Service and Website Services](https://www.hypnoprofessional.com/newsletter-service-options), <https://www.hypnoprofessional.com/newsletter-service-options> we take all the

hassle, time, energy and expense out of your hands. For a very inexpensive monthly charge and a one-time set up fee, we do it all for you. [HypnoProfessional World-Wide Success Club Gold Members](#) get discounts on all of our services, including our newsletter services, website services, social media and blogging, and private coaching. You will be miles ahead of your competition because of your monthly newsletter.

### **I have to share a little secret with you.**

I have opted in to some free newsletters some from very well-known hypnotherapists and coaches. You know what? I never received their newsletter. Yep. That's right. They never sent a newsletter, nor did I even get a thank you for joining their list message. I am sure it is for the reasons I shared with you. It is time consuming and I just bet they haven't been getting it done.

That's why I am so excited to offer this fabulous service for you. We take all that pressure off your shoulders so you can focus on what you do best, work with clients. We do it all for you. It doesn't get any easier or more affordable than this and it is such a simple way to increase your revenues.

<https://www.hypnoprofessional.com/newsletter-service-options>

### **There Are a Few Secrets for Producing a Great Newsletter**

The best way to create your newsletter is with a timely and well thought out article featuring you, your professional photo and something to do with the power of the mind, beliefs, goal setting, whatever, that will add benefit to your client's life.

Next you want to provide some generic, in general information that will add value in other areas of your recipient's life.

Testimonials are very important, so you may also want to include a story about your client who overcame whatever challenge, confidentially, of course. (While I was in my original certification program, our instructor and owner Jim D'Girolomo shared with us that testimonials can increase your business response by 3,000% percent.) Wow! Good idea to include testimonials on everything you do. We'll talk about this a little bit more in a later chapter.

Make sure you have the proper balance with relevant business information and non-relevant information that has nothing to do with you or your business.

Remember, the less you make it all about your business, the more money you will make.

Your clients and potential clients love to read interesting articles and information that adds value to their lives and improves their understanding.

Frequency and timing is very important. You must deliver your ezine or print newsletter the same time every month. It needs to be routine. Choose the same 23 day period every month, to mail your print newsletter, which will create a higher perceived value. Truthfully, ezines should be emailed at least 2 times per month with a quick text only email here and there.

**Here's What a Few of Our Clients Have to Say About Our Professionally Done For You Newsletter Service: (see below.)**

**Marty Daly, Harmony Through Hypnosis, Colorado**

**Dr. Amir Ben-Solomon, Solomon Hypnosis & Wellness Center, South Carolina**

**Colleen O'Callaghan, Department of Neuro-Hypnotic Sciences, Las Vegas, NV**

**Randi Light, Enlightened Living Hypnosis, Indiana**



I struggled with my email marketing campaign for years. I had been told over and over again that email marketing is crucial for growing my business, but I had no idea what to do. I learned the mechanics behind it, but found that I didn't have the time to research, write, and create an interesting, informative, and nice-looking newsletter that I would feel proud to send to my contacts. I decided I needed to outsource that part of my marketing, and I was happy to find Hypnoprofessional. This service is exactly what I was looking for. I have received compliments on the articles, and I am beyond happy to not have to worry about my newsletter anymore. Suzie and the Hypnoprofessional team are great to work with, and when I shifted the focus of my hypnotherapy practice, they very easily provided new content that aligned with my new direction. I have been their client for over a year and I've been extremely happy with the services I've received. I recommend any hypnotherapist who would rather spend time with clients than struggle with putting out a regular newsletter to contact Hypnoprofessional ASAP.

Marti Daly, CHT, Harmony Through Hypnosis, LLC – Weight Loss Specialist



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**Suzie, Are You Struggling to Get Rid of that Stubborn Belly Fat?**

I know, it's super frustrating!

There have been some recent studies



Just a few changes to your mind-set, diet and exercise program and the body fat will melt [rate on](#)



Having monthly newsletters going out to our clients is one of the best marketing decisions we've made. Many have called to thank us for the informative material and say they look forward to receiving it. Anyone who visits our website may also choose to get on our mailing list, and we've tracked many new clients back to this initial contact.

Suzie Bowers and her marketing team provide fresh, new ideas for attracting business and continue to help us successfully build our brand. We highly recommend that hypnotherapists and other alternative health care professionals contact Suzie Bowers for smart, timely and effective marketing tools that are easy to use.

Sincerely,

Dr. Amir Ben-Solomon, CHT

Solomon Wellness & Hypnosis Center



**Suzie,**

(View this email [online](#) if it doesn't display correctly)

We've all experienced moments in our lives when we hear ourselves say "YES" to a job, person or situation we know deep in our heart isn't right for us. And still we do it. This article has tips that may help.

**Here are 5 Tips for Getting Your Life Back On Track -- After Taking a Wrong Turn**



**Happy Thanksgiving to You and Yours!**  
Be Safe and Don't Let the Holidays Deraill Your Healthy Diet!

We've all experienced moments in our life when we hear ourselves say "YES" to a job, person or situation we know deep in our heart isn't right for us. And

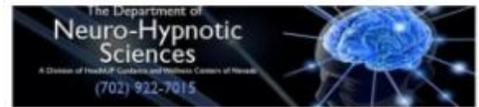
**Tips for Helping You Watch Your Waist Line During the Holidays:**

**1. Eat into of track. [www.suzie.com](#)**



We've been working with HypnoProfessional Publishing for over 2 years now, since we started the Department of Neuro-Hypnotic Sciences and we absolutely love it. They built our website for us and then upgraded it to be more in alignment with new technology. Suzie and her team send out an enewsletter for us every month and they always over-deliver providing more value than we pay for. They are always Professional, Timely, Accurate, Informative, Streamlined, Detailed, Cutting Edge and have amazing customer service and accountability. Suzie has spent her personal time consulting and coaching us to grow our business, and get the most out of our services. We love our newsletter service so much, we also ordered social media and blogging services. I never worry about the work being done and the quality of the product is impressive. Technology is not my thing and I am so busy with speaking, interviews and seeing clients, it's a huge relief to know these details are being handled and so professionally!

O'Callaghan-Miele, CHT and CEO – Heads Up of Nevada and the Department of Neuro-Hypnotic Sciences



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Suzie,

I am so grateful for you and your professional team. You are a pleasure to work with and savvy in your marketing. My business runs much smoother and I get to focus on important components of my business that would be neglected without your assistance. Thank you!

January is World-Hypnotism Month! 🎉

**Hypnosis Certification Enroll Now!**

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*"Randi's training is like laser accuracy to move the mind to heal, to change, to grow!"*  
*In a short, it is brilliant!" - November 2016 Guest*

Coaching, Consulting, Training



*Randi Light*

**Happy New Year Suzie,** Whatever We Want for Ourselves, We Can Achieve with Hypnosis

January 4<sup>th</sup> we celebrated the 14<sup>th</sup> annual World Hypnotism Day! And as a way to share how amazing hypnosis truly is, I did a FREE Facebook Live Experiential Session. If you didn't get a chance to enjoy it, you still can! (see below.)

Isn't that just Perfect!? January is the time we all want a fresh start, dissolve away all our bad habits from last year and step

[Friend on Facebook](#)  
[Follow on Twitter](#)  
[Forward to a Friend](#)



**Hypnosis**

## **Mailing List Services**

Who is your ideal client?

What do you charge for your services?

If you are charging \$100-\$200 per session or let's say \$1,500 for a package, then your clientele is probably in a higher tax bracket.

Is your clientele well educated? What age group do they fall into?

It's important to know who your market is so you can tailor your newsletter and marketing effort towards them. Why waste time and money on a demographic that just isn't likely to use your services? Or towards those who really can't afford them. I am not saying you shouldn't work with people on occasion that can't pay or trade services, because we all need to give back to our community. But, from a business standpoint, you'll have much more to give as a successful business owner than starting out trying to make a living from those who just aren't the right clientele for you.

Once you know who is most likely to buy your services, next find a mailing list service to search them out within a 5-mile radius of your office. If you are just starting out you can create a list in this way. Make sure you include your website address and phone number in your newsletter. Your newsletter should offer loads of value to your potential clients.

Keep in mind, typically results you experience will begin after you have consistently sent out a newsletter for 3-6 months. Don't quit after 2 months believing it doesn't work. It takes consistency for people to trust you and respond. This is also true of display advertising.

### **ANSWERING SERVICE**

Starting on a shoe string budget, this topic can often bring up some controversy. Of course, you can just have people call your cell phone and leave a voicemail. I will share with you that voicemail has worked for me quite well. However, there are

those who believe that a professional answering service raises the bar. There are many wonderful answering services available and I do believe they are well worth the extra cost.

We want to elevate our profession to the level of doctors, lawyers and psychologists. Having a live person answer your phone creates the perception of quality and stability. As soon as you are able, hire an answering service.

Some will just answer the phone with your business name and take a message, which is fine. Other answering services offer a concierge type service and can be trained to screen potential clients and set up appointments, which is fabulous. Start with what you can afford here and put it in your business plan to upgrade as soon as possible.

## **TOLL FREE NUMBER**

It's a good idea to get a portable toll free number. This was a huge mistake for me. When I first started my business, I had lived in the same place for many years. I had no plans to move, so I used a local number, a 2<sup>nd</sup> line in my home office with voicemail. I forwarded the number to my cell phone so I could answer the phone while I was at my office. This worked out fine, until the inevitable happened. We had to move and I couldn't take my number with me. This was a very costly mistake because I had to reprint my business cards and all my marketing materials. The numbers I had in the yellow pages were wrong, but I still had to pay for the advertising.

Use a portable 800 number. Your 800 number will forward to any phone you want. So you could move to another state and still have the same number. Don't make this simple mistake. There are plenty of wonderful companies available. Just go online. I have used Opex for years with great results. The best part, is that it only costs me between \$8.00 to \$25 per month depending on how many calls I get. Well worth it. And because it is an 800 number, it is very convenient for my national and international clients.

Your personal Cell Phone: Yes, times have changed and I also give out my cell phone number, particularly to clients. In today's tech world, people kind of expect to contact you by text and by mobile phone. I used to be much more privacy conscious, but today, it really can't be helped. Don't be afraid to give your mobile number out, especially if you want to be successful, you're starting out and you don't have an answering service. The more accessible you are, the more you may turn phone calls into consultations and consultations into paying clients.

If you're not answering your phone, all of your energy networking, money spent advertising and on networking groups, brochures, etc., will be going to waste. The more portals people can find you through, the more successful you will be.

**TIP: Also, sending out text reminders cuts down your no-shows! Big Time!**

#### **YOUR WEBSITE/BLOG AND BUILDING YOUR LIST**

I cannot believe it, but I have actually heard business owners tell me they don't need a website. They have told me they don't believe in technology and do everything by word of mouth. Well, my friend, in my mind that translates into several things:

1. I don't have a clue about technology and I am too lazy to learn.
2. I am living in a dream world where somehow I believe that a flow of clients will come to me because I am just so special.
3. I am stuck in a business model that went the way of the do do.
4. I plan on trading my time for money until the day I die.
5. I am not prepared for the next wave of change in my business.
6. Refer to 1-5

We live in a new world, where technology reigns supreme. In our industry, as previously discussed, credibility is a major key in the public's perception. Without a website, your credibility is almost nil.

We have seen the most major change in business in U.S. history with the exception of the Great Depression. Old ways of doing things just don't work

anymore. We have to think outside the box and move gracefully with the flow of the new times and that includes technology. It is important to monetize your business in a variety of ways and a website is the tool that will carry your voice out into the world, not just to your local Mayberry! Building relationships, building rapport and monetizing your site are the keys to a six-figure hypnosis business.

### **Remember 8 track tapes? Hmmmmmm? What about CDs? Gone.**

Almost everything is digital download you can get on your portable phone. People may see your display advertising and they are gonna look you up. So YES, make sure your website address is in all your advertising and marketing materials. If you aren't on the web, they will figure, you're not that great. People want to check you out without you knowing about it. That's one of the reasons Facebook has exploded. That reminds me, Social Media, yes, you'll have to do that too.

Trying to build a six figure hypno-coaching business without a website is like continuing to sell 8 track tapes. It just ain't gonna get you there, Wilma.

Everything today is about building your list and branding yourself as an expert. You must be willing to create some online products and services as well. You can literally make money while you sleep if you make and follow the plan to monetize your business online. The most successful hypno-coaches don't just see clients, they sell audio programs online, they have classes and are speakers, they sell books. There are a myriad of ways to monetize your business with the internet even if you don't like public speaking.

### **The Good News: This is part of the training you will get as a member of <http://www.HypnoProfessional.com>.**

(We are bringing in experts in technology, business building, practice management, speaking techniques, successful networking...everything you can think of to help you create your Six-Figure Hypno-Coaching Business.)

The secret is in your list. You must have an "opt in" and a free give-a-way to encourage your visitors to join your mailing list. I heard it said that a list of 10,000 = \$100,000 in income, if you know how to monetize it.

### **What Should Be on Your Website?**

A warm and inviting home-page with a very special video welcome by you and an explanation regarding what the site is about. Focus on the benefits to your readers. Honestly, nobody cares much about you, they want to know how much you care about them and how are they going to benefit by visiting your site and working with you. Offer fabulous and timely information that will help them lead a more productive and joyful life.

### **Your Site Should Be a Blog**

Bloggging is a great way to stay in touch with your readers. With an RSS feed, your readers will be notified every time you update your blog with a new post. My suggestion: post a new blog article at least once per week. There are several easy platforms to use and diverse ways to create your site. **The Most Important THING...Your site is about capturing leads for your newsletter, it doesn't have to be fancy, in fact, today, less is more. However, It does have to look good on a mobile device!!!! Things have changed. 80%+ of the population online is searching on their phone or tablet!!**

If your site is too cluttered, not clear, has too much verbage, not focused on your target market with an urgent solution to their urgent problem...they are GONE in 3 seconds or less!

A scrolling site is ideal, no pages to load and easy to navigate. Your site should be targeted to the niche you specialize in. The Riches Are In the Niches!

Your site should have an "About" page where you have your photo and your bio. I also think your photo in your header is important in branding you and your site. I have two different websites. One is the name of my company cahypnosiscenter.com and the other is me branding myself suziebowers.com. If your name is still available as a url or domain name, buy it and keep it. This could be important to your future even if you aren't using it now. Depending on your business strategy, you will choose a business name or your own name. I buy all my urls at <http://www.godaddy.com>. You can easily do a search to find out what is available and they even offer suggestions based on what you punched in.

Always use ".com." There is a perception in the public that ".com" is better.

If you decide not to niche down and want to share all of your skills and areas you work in, you should also have a page or section for each of your individual specialty areas you work in. For example, if you are a smoking cessation specialist, you should have a page dedicated to Stopping Smoking, loaded with testimonials. Ahhhh, “testimonials.” There is that again. See below.

Weight Loss, Past Life Regression, Depression, Anxiety, Success Motivation, Test Taking...whatever you specialize in, make a page.

I hope by now, you realize that you must have a website. It doesn't have to be expensive and in fact as a member of you can have a simple professional site up and running for \$997\* and a small monthly management fee. We can even manage your “opt ins” or what we also call your database or list and included in this service is...you guessed it, your monthly newsletter, all done for you. \*pricing subject to change.

### **Do you Have to Have a Website to Start Building Your List?**

The answer might surprise you, but no, you don't! We can show you how to build your list with your Customer Relations Management System or CRM. It's easier than you think, but the most important thing you can start doing, whether new or in business for years already...is to start building your list.

#### **Testimonials:**

I mentioned earlier that testimonials on all your literature and your site increase your response by 3,000%. Wow! You cannot afford *not* to use them. Testimonials are very important to the hypnotherapy practice in particular. Because there is so much doubt, misunderstanding and skepticism about what we do, you must get testimonials.

The best way to get a testimonial is to ask. Each time you get close to finishing a program with a client or after the session, ask your client how the experience has been for them. If they mention to you that they have noticed improvement since your last session, ask for a testimonial. If you have a Yelp Account, give them the link to put their testimonial on your Yelp. (If you don't have Yelp...get it!)

Your testimonials must be in writing and signed by your client. You need to add some verbiage that basically says they are giving you permission to use their testimonial along with their name in any marketing material that you choose.

Make sure you include testimonials on your brochures, on your site and in your published book.

If you can snap a photo of your client to go with their testimonial. This adds so much credibility to your services because there is a face with the quote. It is just more believable that way.

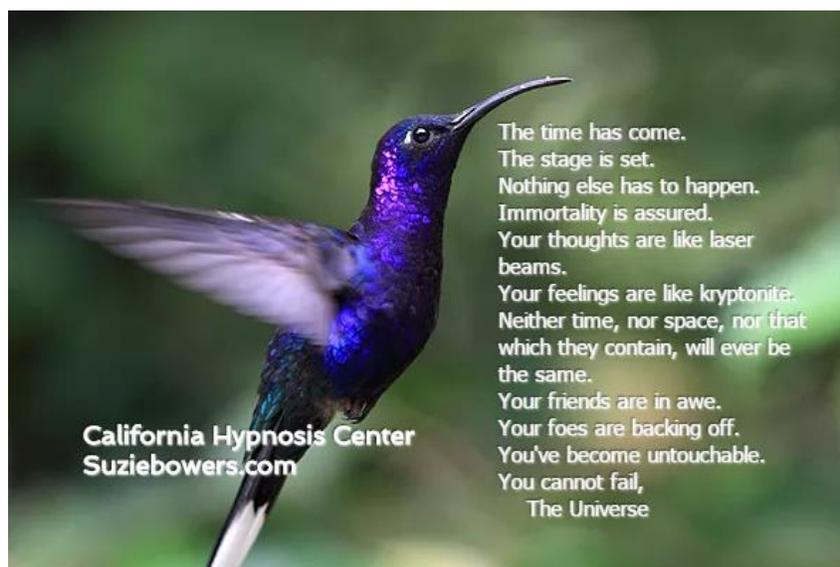
## **Video**

By far the most effective testimonial is a video testimonial that you place on your website/blog. Video not only creates perfect credibility, it also helps your site go up higher in ranking on the search engines. You can post on social media sites as well and drive more traffic to your opt in for your newsletter and other products and services. Video is the way to go! You can create a simple video with your smart phone. You can also post on video sites like Youtube and Vimeo. This gets passed all over the web and greatly enhance your Search Engine Optimization. You can purchase an inexpensive, hand held video camera online or just use your mobile phone.

I have 2. They are both Kodak's and work great. They plug right into my computer and Voila! I have videos to upload onto Facebook, my site and Youtube for all the world to see how totally awesome my services are...(all modesty aside. LOL!) If you are going to shoot video...important tip...make sure you use great lighting on your subject. Lighting and sound quality will make or break your video endeavors.

Lately, I've just been using my cell phone and ipad to make beautiful videos. I then upload the video into my computer using Windows Movie Maker. It's so easy to add captions like my website address, phone number and business name right to the video. It's unbelievably easy and I can upload the edited video straight to Youtube where I think get a unique link to post on social media.

Remember, Google owns Youtube. You could just upload directly to Facebook from Windows Movie Maker or even your phone, but you won't get the "bang" you get in the Search Engines like you do from posting your video on your Youtube channel. Google LOVES this! Next, you want to be sure to post your new Youtube video right to your blog. Google Loves this too and you will literally watch your website move straight up to the top of a Hypnosis or Coaching search.



## OFFICE SET UP

Office set up is not difficult. In fact simpler is better. A comfortable reception/waiting room is appropriate. I found it to be very helpful to have a good sized waiting room so I could conduct meditation and hypnosis classes as an extra income and for exposure.

Really, all you need for your office space is a small desk and chair for your consultations and a nice recliner. I suggest you get a leather recliner because 1. It is easier to clean and 2. It doesn't hold negative energy like cloth can. I found my recliner at CostCo and it was reasonably priced. I have used it for 10 years and it still looks like new.

A lamp with soothing light, a stereo for your session music and make sure your space is somewhat quiet, away from loud voices and potential distractions. Although most clients do not notice the sounds, I find I can get distracted and off task when I am deeply tuned in with my client.

### **Unless You Are a Tarot Reader or You Specialize in Spiritual Hypnosis, Keep the Spiritual Stuff to a Minimum**

If you are a metaphysical practitioner, for example you specialize in past life regression or other “spiritual” type hypnosis, keep the “new age” paraphernalia to a minimum as to not scare off the more mainstream or religious client.

Overall, I try to create an inviting, relaxing atmosphere where my clients feel welcome, comfortable and able to let their guard down. The atmosphere or energy in your office can have a direct effect on how you build rapport and ultimately trust, which is what we need to be most effective.

You can use a spray water bottle to cleanse the energy after each client. I fill mine with filtered water and a few drops of essential oil. I mist the air a couple of times after each session. Works great, lifts the energy and smells fabulous. I also like to sage or smudge from time to time, but due to the strong and smoky scent of sage, I only do that once in a great while when I am done with clients for the day. Also a good thing to do in your home office!!!

## **ARTICLE MARKETING**

You may not be a writer, but you know what, if you write from your heart, you can use article marketing to build your list and therefore your business. There are many article marketing companies that will put your articles on the web for free. There is also software that will help you write a great article. If you can't type, Dragon Software has been touted to be a very efficient way of talking to type. All you have to do is speak your thoughts and Dragon will write it down for you. How easy is that? The software isn't cheap, but if you are going to focus on authoring articles and books, it is well worth the investment.

Good articles get passed around the internet and have a direct link to your website. This is a fabulous way to get people to your site to opt in.

## **Monetizing Your Site**

Monetizing your site is an excellent way to create an additional income stream and keep the cash flowing in. As I already stated, article marketing is a great way to drive traffic to your site.

Since the internet is world-wide, you definitely want to offer your visitors products and services that they can use long distance. If you don't have your own products yet, you can use affiliate products which you can find on Clickbank.com. You can get paid a commission every time someone clicks on a product and purchases. This is all tracked by software provided by Clickbank. So there is nothing to worry about.

If you don't have a site up yet, <http://www.HypnoProfessional.com> offers a done-for-you website service with opt in to get you started. This goes perfectly with our done-for-you newsletter service. Both services are affordable and will pay you back 10 fold what you invest.

## **But Suzie, I am No Writer**

Don't have time to write, feel too nervous? Hire a professional writer. There are many inexpensive copywriters that will write you wonderful articles for article marketing and for your blog. A good writer is well worth it. You can find writers on Elance.com and Fiverr.com

Ezine Articles (<http://www.ezinearticles.com>) is a very popular site for you to become a featured author. However, there are many more. Go to the site and sign up for an account. I use Microsoft Word to write and save my articles and then I just copy and paste into their template. Make sure you understand and follow their guidelines and before you know it you will be a published author on the internet.

Still not sure what to do?

<http://www.HypnoProfessional.com> has a service for this too. Our writers can write you as many articles as you want and all you have to do is post them.

## YOU, A PUBLISHED AUTHOR...YOUR BOOK = YOUR BIG BUSINESS CARD!

So far we've discussed the Absolute Power of Client Retention and Referral Business by sending a monthly or even bi-weekly newsletter to your database of customers. We've also discussed the power of article marketing to drive traffic to your website and the power of video. All are extremely effective and lucrative ways to brand yourself as an expert in your field.

What could get you there in an even bigger way? Writing a book. Yes, you too could be a published author. There are many easy ways to become an author and you don't even need a big publisher. Amazon has a fabulous self-publishing platform called CreateSpace. It is free, but there are a couple things you may consider buying. So, for about \$50 bucks you could publish your very own book on Amazon. Yes, Amazon actually will market and sell your book on their site. I've heard it said that publishing a book is like creating your BIG Business Card. A book gives you immediate credibility at your speaking events, networking, on the internet, on your site and can be used to drive traffic to you site and get you more clients.

Imagine you, sitting at a table at a speaking event and signing books to your enamored audience! How sweet is that? And on the Create Space/Amazon platform, there are sooooo many ways to monetize with a book. I used social media to promote my book launch and lots of people went to Amazon and ordered. The profit using Amazon is much higher than a big publisher.

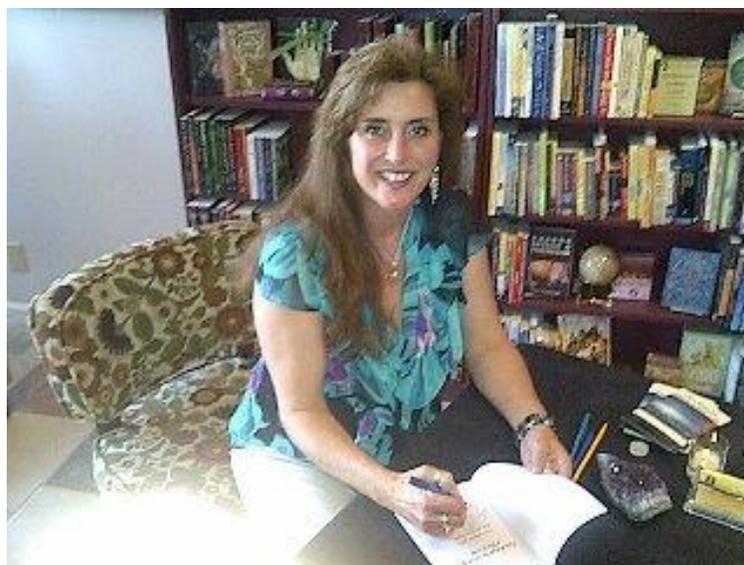
I was at a book signing last weekend, sitting next to a friend and colleague of mine. She got signed by a big publisher located in the UK. She shared with me she only makes \$1.00 on the sale of her book. You know how much I make? \$5.00, plus the Kindle version and Amazon's estore, which is included, is almost 100% profit to me. The other beautiful part, because I own the rights to my own book, I can offer a digital download right on my site, which also includes a free relaxation/hypnosis audio! ChaChing!!!! That is 100% profit to me and no shipping costs.

### **Not sure what to do or afraid it will take too much time?**

<http://www.HypnoProfessional.com> offers a complete done for you book publishing service and coaching to get you going in the right direction. After all, we are

publishers in addition to hypnotherapists and coaches. We want to offer everything you need to be a successful hypno-coach, so not only will you create a fabulous income for yourself, but you will help thousands of people all over the world change their lives for the better.

Writing and publishing my book, was the BEST thing I ever did. It's gained my speaking engagements, major credibility, sky-rockets my client's success rates, when I hand them a signed copy of my book to go with their program and another stream of income.



## SOCIAL MEDIA – DO I HAVE TO?

YES!

Unfortunately for some of you social media is here to stay and you have to be on it! I get client inquiries all the time from just my Facebook Page and there's so much more. And, FORTUNATELY for a lot of us, it is! It's an amazing way to grow your business and it's FREE! That's the really exciting part!

Social Media needs to be used strategically and not just willy nilly. Also, you don't want to constantly be offering links to sales pages, etc. Social Media is about providing valuable, uplifting content and developing relationships.

There's so much about social media that you need to know that I am not going into it in depth here, but know, it is one of the areas we coach on in our Success Club. Social Media marketing combined with your "lead-capturing" website is one of the most fun, effective and cost effective ways to build your business...but today, it takes a certain kind of blueprint and follow through to make it work. You need to have a grasp on technology and how it's always changing.

Social Media is such a huge part of marketing, I could literally write an entire book, probably several, just on how to do it. This is another service we offer, so you can focus on what you do best, networking, speaking and seeing clients. Call me for a FREE consultation on how we can work together to grow your business.

I have included a special bonus for you about using Facebook and how we put it all together. There is actually a list you may follow in your own marketing and branding efforts.

### **BONUS Section ~ Facebook Success Blueprint:**

**Your Six-Figure Hypno~Coaching Business ~ BONUS updated section: Social Media/Facebook.**

Social media is not Rocket Science, but I think the challenge most of us have is the time involved and keeping up with the technology because it's always changing, evolving. It is a GREAT way to get the phone ringing, build your list,

grow your group, get participants into your webinars/classes, brand awareness. Most importantly: Money in the door!



I've always prided myself on my Facebook knowledge, for example, and yet, Facebook has changed several times since I originally was educated on this platform...so yes, it's true, there's constant learning curve going on. For me, I think that's part of the allure of doing it...I LOVE learning new things and get bored when things get stagnant....another reason I love being a hypnotherapist and coach, because everyone is so different and there are always new things to learn about the mind, body, emotions, energy, physics, power of our thoughts, etc.

Back to social media:

If you do this correctly, map out your plan, it should only take you about an hour per day, or less! The easiest, most consistent and most efficient way to use social media is to make a schedule and set it up on your wall next to your desk to keep you on track. I do this first thing in the morning with my coffee, in my pajamas.

Then head to the gym, shower and go to my office. It's really pretty easy and it gets my day started off in the positive!

Choose 2 social media platforms and master them. I use 4 and it's difficult to stay consistent with this many, but I also have help, which I highly recommend as well. (HypnoProfessional has services to help you!)

You can connect your Facebook and Twitter Feed together so when you post on Facebook or Twitter it automatically posts on the other. This is amazingly efficient!

### **Host a Facebook Group:**

A Group is pretty easy to create from your own personal profile page. With a Facebook Group, you have the option to add people who request to join.

You may even have them answer a couple of questions to assure they are a good fit for your group. This also projects an expectation of "Value."

Create a "policies" welcome section and pin it to the top of your group page for everyone to read. Be clear if you are going to allow advertisements/links to be posted on your group page or NOT.

1. **Post something positive every day.** I suggest a graphic with a positive message or quote and be sure to include your website address at the bottom, probably in smaller font, so as not to look too salesy. And, a post with a question related to your niche potential client.

For example, if you specialize in weight loss hypnosis, you will want to post a question that addresses a challenge your potential client may have.

"What do you do each morning to get motivated to exercise and workout?"

Or, "How are you keeping yourself on track with your portion sizes?"

Or, another may be: "Do you focus on your weight, or on how many inches you need to lose?"

The list is endless...incorporate questions that will invoke a conversation and give you an opportunity to respond with a positive suggestion.

2. **Hashtags#:** What are they? Why? I know, it's crazy. Hashtags allow your post to show up in feeds that have that key word. For example, I always #hypnosis #hypnosisstockton #suziebowers #weightloss #weightlosshypnosis

Be sure you use hashtags that would be a keyword your potential client might be searching. Do some research yourself and pop a keyword into the search bar. This will tell the tale.

3. **Find other groups focused on weight loss.** (or whatever your niche is.) You're looking for active members. If they have a lot of activity, then it's good. Post something positive in that group too. Or # that group's name in your posts. Respond to the other member's questions and comments. Offer valuable content. Of course, be sure to respond to **any and all** comments and questions in your own group. Otherwise, your group members will lose interest and all your work will be for nothing. Engagement is key.

### **Promoting YOURSELF:**

YES, believe it or not, it's expected that you promote yourself from time to time. I suggest you make an offer at least once or twice per week, sprinkled amongst the great, positive content you're offering.

4. **Message Your Members Directly:** They will LOVE to hear from you personally. After you've responded to a member's comments or questions, message them directly and OFFER THEM A FREE 1/2 HOUR Consultation with you!!! Cha Ching!

Not sure what to make your training about? Use the questions your posted, for example, as a jumping off place to offer a FREE tele-conference call or webinar about how to overcome those areas, or achieve success with practices...offer a FREE visualization to create your ideal body. If people are engaging in your question, then it's probably a great topic to train on.

At your FREE webinar, be sure to offer a special if they sign up for your group weight loss Hypno-Coaching program at the end. If you pay attention to the posts from your members, you'll know exactly what to have in your training.

Have your webmaster create a link to a page on your website where they can opt into your free webinar...now you've got them on your email list to start building a closer relationship with your newsletter.

And a link to a page where they can purchase your special coaching program.

If you offer this once per month, and be consistent, you'll be thriving in your business in no time. Most of this doesn't cost much, just for your webmaster, or VA to set it up for you. Once it's set up, you just "Wash, Rinse and Repeat!"

Don't forget the power of Facebook Live to promote your webinar or class too. Facebook Live is very powerful. One of my online marketing guru friends just shared with me that your potential audience is 80x more inclined to watch a video than read an ad!!! That is huge.

I know, video can be intimidating...but you know what???...YOU Are an Amazing Professional!!! You Are a Transformational Leader!!! Imagine yourself as THAT right now! Step into your power and be the leader you always wanted to be...which is why you became a Hypnotherapist or Coach! Go For It! You don't have to be perfect...just do it!

### **BOOST Your Post!**

Have you ever seen this on Facebook? Yep, things have changed again...now Facebook has announced they are not going to share your business posts as much as they used to.

### **Facebook says: Pay to Play!!!**

Now you're going to have to Boost Your post if you want to get it out there. This is GREAT! One of my clients actually reached 150,000 qualified people for \$10. Not bad. With Facebook Ads, you can tailor your market reach into a micro-cosm target! Very effective and may get your phone ringing.



### **IMPORTANT KEY:**

Remember though, YOUR Main Purpose is to GROW your list! You have to grab them fast. You have 3 seconds to get their attention and grab them. If someone sees your Boosted Post (advertisement,) they may not be ready to pick up the phone and buy, but they may be ready to learn more about you or “hypnosis” by opting into your list and getting your FREE goody. Once in your list, you have abundant opportunities to engage with them through your newsletter, stay in front of them, invite them to your group, webinar or even send them a coupon.



**The Average Human Today Has  
an Attention Span of 3-8  
Seconds...Roughly the Same as a  
Goldfish!!!!**

**You GOTTA Grab Them FAST! Get  
them into your list!**

Of course, you will need to spend a little time and be clear on what you want your boosted post to do for you.

1. Make the phone ring.
2. Get them into your list for free give-away.
3. Join your Group.
4. Sign Up for Your FREE Webinar
5. Purchase an online digital product you've created.
6. Buy your book.

Your advertisement must have a clear "call to action." Or you will be throwing your money out the window. Please don't do that!!!

**Here is the BluePrint (Map)** I use this and we (our team at HypnoProfessional Publishing) also implement for our HypnoProfessional clients:

1. Schedule a day to sit down and write: Create 10-20 helpful articles, 300-500 words. (Tip: I often get ideas from books and then write an essay about the idea in my own words and conversational style. Don't over think it.)
2. Create 10-20 graphics. You can use Canva.com for this. Pretty easy and free. Be sure you include a pretty photo, (please *don't use photos that you don't own!!! You could get in trouble.*) Add your inspirational quote and your website address at the bottom in smaller font, which should go to your opt in box.
3. Post your article or graphic on your blog and # or SEO the article/post.
4. Take url address link of your article and post on your Facebook group and personal profile page with a short description, or insight. #your Facebook post... make sure there's an "opt in" box on your blog as a side bar, in your header or as a pop up when they visit your blog.
5. Post or schedule your graphic on your Group page and personal profile. Be sure to comment on the graphic and # the graphic in your comments.
6. Ask a question and post on your FB group. Respond to comments and answers or questions from your members at least twice per day.
7. Personally message 3-5 members each day and offer a FREE consultation, or personally invite to your free webinar.

8. Create an event for your FREE webinar and invite everyone you know, members, your friends...post everywhere.
9. Create a script about a tip and shoot a Facebook Live video. Maybe schedule for each Friday morning as a perk for being a member of your group. Videos should be about 3, no more than 5, minutes in length. Remember: Gold Fish! Be sure to invite them to get their free goody by visiting your site or to your FREE webinar.
10. Now You Got This! Easy Peasy. Be consistent and your calendar will be booked up!

If you connect your Twitter and Facebook together, everything you post on your personal Facebook profile will also post on Twitter...2 for the price of 1. LOL.

You're ready to go....get this on your calendar to so for 1 hour every day and you'll be amazed at the results. You can't afford not to do this!!! You're branding yourself as an expert, you're building your list and you're getting new clients through the door!!!

Can't wait to hear how it's going for you. Please update me when you get a chance, please friend me on Facebook and join our Facebook Group: [Hypnoprofessional Facebook Group](#)

***Warmly, Suzie Bowers***

And the Team at HypnoProfessional Publishing

[suzie@hypnoprofessional.com](mailto:suzie@hypnoprofessional.com)

800.758.1239



## Conclusion

SO...What are You Waiting for? Join Us. Not only do you get fabulous coaching from experts in our field, you also get:

- Expert interviews,
- Monday Morning Power Start Recordings (for inspiration, training and guidance,)
- Discounts on your beautiful website (mobile), and newsletter service
- Business Profile with Link Back to your site!!!

Why not start today: YES, Suzie, I want to be a member of **HypnoProfessional World-Wide Success Club Gold** and get access to all of these amazing benefits: [JOIN Here!](#)

I hope by now you realize that you can create a successful Hypnosis Business, Coaching Business, financial freedom, health, joy and satisfying relationships. You are only limited by your imagination. Remember, if you can imagine it for yourself, then within you is the power to create it. **You**, can be a successful hypno-coach making a very healthy living for yourself while helping thousands of other people to create the life they dream of.

### **What could possibly be better than that?**

The business of hypno-coaching is a business of service, of serving human kind. As we help others overcome their challenges and empower them with tools for success by accessing the power inherent within their own minds and emotions, we help raise the vibration of the entire planet.

### **Why am I so passionate about your success?**

**I am so completely passionate about your success - because when you are a successful, prosperous, happy Hypnotherapist/Coach you empower and inspire your clients to do the same. When you are the walking, talking example of the power of our minds to create the life we all dream of, then you are a big part of healing the planet. I know this may sound cosmic, but it is truth. Your clients will see you living your dream, happy, healthy, prosperous**

**and fulfilled which not only enforces their belief in you, but also in what they are a capable of by accessing the subconscious. Also, it adds fantastic credibility to our profession, which benefits all of us!**

This is a sad reality, I have met some success coaches, life coaches and hypnotherapists who were overweight, unattractive, looked like they just lost their best friend, so basically depressed, and broke, who were out networking trying to sell their services. This demeanor just sends the wrong message to the public.

Your success is going to benefit all of us! At <https://www.HypnoProfessional.com>, we are dedicated to you and we will be providing you with step by step instructions to get there, no matter where you are starting now. You may be brand new or maybe you've been in business for a while, not really sure how to get to the next level...or maybe you have some fear around speaking or expanding your client base. Sometimes we have fear of failure or even fear of success and it can keep us stuck from taking the next step. Wherever you are starting today, YourSixFigureNewsletter.com has resources for you. We will be with you every day, every step of the way. We are here for YOU, so you can get out there and change lives!

**As we know, our minds are capable of anything! We are limitless energy beings living in a sea of energy and light.**

Our thoughts literally create and affect not only our bodies, our emotions, but the world around us. When we live our dreams and create prosperity, and success, we do, literally affect our entire world in a positive way!

**Believe! You can do it!** With Much Love and Light,

*Suzie Bowers, CFI*

## BONUS – LEGAL CONSIDERATIONS

So you've decided to start your own hypnotherapy or coaching business? Good for you and Fabulous. You are gonna help so many people improve their lives. But now what?

There are many ways to start a business. Earlier we discussed office space and telephones, marketing and advertising. But how should I hold ownership of my business?

These are some things you will want to consider:

1. Sole Proprietor – this is when you and only you personally own your business. You can use your own name as the name of the business, for example: Suzie Bowers Hypnotherapy or you can choose a creative name for your business, ie. ABC Hypnotherapy or Solutions Coaching Company. There are good reasons to do either one. However, if you do not use your own personal name, you will probably have to file a “fictitious business name statement” with your local county recorder and publish it in the cheapest area newspaper. Most newspapers offer this service.
2. Partnership – obviously this would be a partnership with another hypnotherapist. You will need to create this in writing so there are no misunderstandings.
3. LLC – Limited Liability Corporation – this is a type of corporation, you will need to check out the info. On this and ask a qualified legal person.
4. Corporation – Typically, you will not want to incorporate until you reach your six-figure income. At that time you may want to consider this option. You would become an employee of your corporation and there are tax considerations.
5. Apply for a business license in the city you are doing business in, where your office is located. If you're working out of your home, you may be able to avoid this for a while, but eventually being licensed is the best way to go.
6. Liability Insurance – this is a must. There are many reputable insurance companies that are affordable and specialize in our field. There will be

resources on our site in regards to liability insurance resources. Visit <http://www.hypnoprofessional.com>..

7. Legal Resources – I am a big believer in LegalShield, affordable legal protection for individuals, families and businesses. As a business owner you need to have access to attorneys, legal documents, advice and protection in the case of a lawsuit. LegalShield is an extremely affordable solution. I have personal protection with a home-based business addendum and I use it when I have a question. You can find a link to my LegalShield website on our Resources page.

(see confidential intake form {simple} I've used for years with disclosure, below. Of course, check with your own attorney for legal requirements in your state.)

## CALIFORNIA HYPNOSIS CENTER

BALANCING BODY, MIND & SPIRIT SINCE 1995

(800) 758-1239 • [www.cahypnosiscenter.com](http://www.cahypnosiscenter.com)

### Confidential Questionnaire

**Your Success Is Our #1 Priority. Help us to help you attain that success by filling out this questionnaire.**

Name \_\_\_\_\_ Date \_\_\_\_\_  
Address \_\_\_\_\_ Date of Birth \_\_\_\_\_  
\_\_\_\_\_ Zip \_\_\_\_\_ Place of Employment/Business \_\_\_\_\_  
Hm Phone \_\_\_\_\_ Address \_\_\_\_\_  
Cell \_\_\_\_\_  
Wk Phone \_\_\_\_\_  
Email: \_\_\_\_\_

Married \_\_\_\_\_ Single \_\_\_\_\_ Divorced \_\_\_\_\_ Number of Children \_\_\_\_\_ At  
Home? \_\_\_\_\_ Ages of Children \_\_\_\_\_

Have you ever used the services of a hypnotherapist? \_\_\_\_\_ Personal Coach? \_\_\_\_\_  
If yes, whom? \_\_\_\_\_ /number of sessions. Results: \_\_\_\_\_

How are things going for you these days overall?  
\_\_\_\_\_  
\_\_\_\_\_

Are you currently under a doctor's care? Yes or No (circle)

Doctor's name and address: \_\_\_\_\_  
\_\_\_\_\_

May we let your doctor know of your progress? Yes or No (circle)

Please describe in detail what it is you'd like to accomplish \_\_\_\_\_  
\_\_\_\_\_  
\_\_\_\_\_  
\_\_\_\_\_

What methods have you used (if any) to accomplish this up until now? \_\_\_\_\_  
\_\_\_\_\_

What is your profession? \_\_\_\_\_

Who referred you, or how did you hear about us?  
\_\_\_\_\_

(Continued on Back)

(Page Two of 2)

Is there any other issue or challenge you would like to address or receive more information about? \_\_\_\_\_

Do you regularly use Alcohol? Recreational Drugs? Current? Past?  
\_\_\_\_\_

Depression? Yes No (circle) Psychological/Mental Disorders? Yes/No  
Prescription Drugs?  
\_\_\_\_\_  
\_\_\_\_\_

Your success is our number one priority. We will recommend an affordable, customized program specifically for you. Understand, we do not diagnose or prescribe, however, we may offer an herbal consultation and suggest different herbs and vitamins to assist you in your program.

**Thank you. Please sign at the bottom after disclosure.**

I understand that hypnotherapists/hypnotists are not required to be licensed psychotherapists in the state of California. If medical advice or psychotherapy is needed it is my responsibility to seek the advice of a qualified professional. I hold harmless and release Suzie Bowers, Abundant Possibilities Hypnotherapy and Herbal Center, California Hypnosis Center and associates of all liability for any reason and I accept full responsibility for my experience.

Check enclosed \_\_\_\_\_ Credit Card see me \_\_\_\_\_ Cash \_\_\_\_\_

(Please circle and bring into appointment)      Visa      Mastercard

I acknowledge all of the above and authorize you to run my credit card for payment (if applicable) of my self-improvement program. I understand that no refund will be given and I have 6 months to complete my self-improvement program and at therapists discretion may be concluded by phone.

**Please sign here: \_\_\_\_\_ date \_\_\_\_\_**

**Page 2 of 2 CHC Confidential Intake Form and Disclosure**

Notes: