

How To Build A Successful & Fulfilling Hypnosis Practice

Part 2



**With Joe Homs
and Igor Ledochowski**

Igor: What I'd like to cover now is the next step – the referral system. Just to guide us into this whole thing, there are four key ideas in this referral system that we talked about, and we'll look at those in a moment and then we'll go in more depth.

The one thing I want to say before we get started with this just for everyone who's listening – again this is from personal experience. Whilst the referral system that I was using in my therapy practice was nowhere near as sophisticated as what we'll be talking about here, I can tell you right now that God knows how much, it was maybe 80% of my clientele came from referrals. It was a total surprise to me. It's a gold mine just waiting to happen.

With that idea in the back of our minds, Joe, can you run us through the four key ideas that we need to have a hold of when we're seeking to understand the referral system?

Joe: Sure. Let me tell you quickly about some statistics about referrals.

Igor: Go ahead, please.

Joe: They do this every once in a while but there was a study done recently about how long it takes a business to get a new client through regular channels – through marketing, through advertising – and how long would you think that would be?

Igor: I don't know. Quite some time but in terms of actual time from when you start doing the work to getting them, it could be weeks. In terms of actual hours you put in finding them in physical work hours, I'd say eight, 10, 12 hours or something like that.

Joe: You'd be right. It's about eight hours of solid work and that could be spread out over weeks to get a single new client. When you use a proper referral system, it can take your people who are referring you eight minutes.

Igor: That's crazy.

Joe: And I'm pausing for effect here because I want that to sink in. Either you can work yourself eight hours to get a single client or you can help someone help you get somebody in eight minutes.

Igor: That is an insane statistic. Let's put it this way – and by the way I can back this up in terms of my own experience. What we're saying at this point is that if you do not have a functioning referral system in place – and we'll look at what we mean by a functioning one in a moment – then you are probably shooting yourself in the foot as a hypnotherapist.

It doesn't mean that advertising doesn't work. It works great. It doesn't mean that other avenues you might have don't work, but really it makes sense when you look at the psychology of it. Hypnosis is a very personal business and who are you going to trust with your mind?

It's like selecting a doctor that you won't even be getting naked in front of and being poked and prodded. You want someone that you know you can trust. You want someone you know who's going to be good and all these other things. What's better than having a trust friend saying this is the guy to go and see because you get to borrow all of their authority at that point, right?

Joe: Correct, and that's actually just one tiny part of the referral system. Let's get to those four points that you asked about.

First I would talk about an idea that not a lot of hypnotherapists know about but this was pretty common in technology circles that I used to run in.

1. It was the idea of kind of a meeting called Lunch and Learn.

For hypnotherapy it's important that you're getting your voice out into the community. If you're not really in front of people, then it's really hard to refer to you and it's really hard for them to know that you even exist.

Igor: I can attest to that 100% because I started in my office twiddling my thumbs going where are all these people? I discovered very quickly that you can be the best hypnotherapist in the world but if no one knows you even exist, then how are they going to come to your house and work with you?

Joe: The Lunch and Learn is one example. There are plenty of examples of all sorts of speaking that you can do out in your community, but let's take the Lunch and Learn as an example.

You can really get your name out there and your business out there in an hour's worth of time in a day. There's a famous book called *Never Eat Lunch Alone*.

Igor: I like that.

Joe: That's something that I really try to focus on. I try to be out in my community. Sometimes I'm talking to a business of 50 people at lunch in a nice little seminar room and it's really fantastic. Sometimes it's just three doctors in their office and I've bought them lunch.

The important point is that I'm getting my voice out there. If your mouth isn't out there, I cannot emphasize enough that if they don't know who you are – and this is a simple way to educate them and to market to not only your community, but to people who then can refer to you because they have to know you before they can refer to you.

You wouldn't just refer your friend to some car mechanic down the street that you have no idea if they do good work or not, but if they've done good work for you or if you know about them, then it's easy to refer. That's a critical part of your referral system.

Lunch and Learn again is a single example, but it's getting out there in your community and really just speaking to people.

Igor: Let me just pause on this point here because I would like people to just absorb just how important this freebie they're getting right now really is. Although there are some really nice nuances about Lunch and Learn, there are a lot of ways of getting into these businesses and so on, but just that idea alone.

Everyone who's listening right now, let's assume you're a hypnotherapist, you're already qualified and you've got good skills under your belt and you have some kind of a therapy practice. Let's say you're one of these \$15,000 a year hypnotherapists.

I can virtually guarantee that if you just did one Lunch and Learn, like we're talking about right now a week. In other words, you only find one place to talk at each week just one and you remember to keep in contact with people. Then you master the business afterwards and so on – so no special skills required at this point – I guarantee you will double your business within a month or two just doing that one thing.

Joe: I can attest to that. Not only in my own business but my clients as well that I work with, as soon as they started doing this they started seeing business go way up. They may see one or two people a week, which is average for a \$15,000-a-year hypnotist, and they start seeing three or four.

Then later that pays dividends. It's like compounding interest. You might start seeing three or four people in a week and that doesn't sound like a huge amount of people, even though that is for some people, but it then starts to snowball. Now those four people a week are talking to their friends.

They're talking to their coworkers and they're talking about how amazing this presentation was and how they feel really great at lunchtime talking with this hypnotist. It's awesome. You should come and see.

Then you start getting more people to those Lunch and Learns. You start exposing yourself to more people. Those people become clients and those expose you even further, so by the end of the year you're seeing 10, 15 or 20 people a week easily through just a simple once-a-week speaking engagement for a lunch. You spend an hour or two of your time and it pays in dividends like crazy.

Igor: It's huge and again it seems like a simple idea, and I suspect that a bunch of you who are listening to this right now probably already heard this as well. Please do not dismiss it. I can tell you from my own personal experience that this turned my business around – this thing on its own. I did no advertising in my business, although I did have some corporate advertising for the brand name that helped a lot.

So, I did no personal advertising myself, but the kind of stuff we're talking about right now took me from literally struggling– I'd have one person a week– and it was a bit soul destroying to be honest with you. I took a two-hour train ride into town to see one person and then taking another two-hour train ride back home again afterwards.

It's huge and we're giving it to you here as a freebie because I know that you, Joe, care a huge amount about people and I certainly want people to succeed.

Right now write down five different places you could go to, to give a free talk. It doesn't matter where it is by the way because the weirdest connections will give you the most amazing opportunities. I'll give you an example of what I mean by this, and this probably won't surprise you at all, Joe.

As many of you know, I was an executive coach for a while. I did this whole idea of this Lunch and Learn. I took this really to heart and I, basically, would talk to anyone about this thing.

I was always bringing little bits and pieces to this and I used to run a little martial arts school as well at the time. One of my students was really intrigued by some of the things I was doing with them and sharing in a way, so he starts quizzing me over a drink after the training session.

I'm very happy to answer and I gave him little demonstrations and he's asking some more stuff. He's really quizzing me. What it turns out is that he was actually interviewing me because his company had all these huge, huge executive clients – in other words Fortune 500 companies – and they didn't know how to serve their executive level, their Board of Directors.

They knew how to serve the middle management but they had nothing for the senior management they were missing cash out, so basically, that was my first gig as an executive coach. Fair enough, it took half my income in the profit share but they gave me amazing clients.

What was this all for? Because I sat down over a pint with someone that I had shown enough about ahead of time that he was interested to invite me after that drink in the first place. Basically, instead of a Lunch and Learn it was a drink and learn, although not so successfully to be carried on for the night of course, but do you get the idea of where I'm going with this?

It was the strangest thing. The idea that I would pick up one of my most important clients of my career – at that stage anyways – from a little martial arts school with a dozen or so students in it that has nothing to do with hypnosis or hypnotherapy was totally alien to me.

When it happened it just blew me away, so please do not take this idea of a Lunch and Learn as being a simplistic thing. You have no idea of what a gold mine you're currently sitting on. Right, Joe?

Joe: Yes. You have knowledge and skills that people want and the only thing that most hypnotherapists are missing is being able to share that with people in a structured way. That's it. People are craving this.

Igor: Absolutely and I recall again my own experiences – and I'm sure you've had similar ones, Joe. Remember the birthday party I told you about? It wasn't until I got up on my feet and did something and not just talked to them about it but actually demonstrated the most simplistic aspects of hypnosis.

I mean getting an arm levitation or a stiff arm or a locked eyelid – this is not a difficult job, folks. This is so easy that you can do it with 95% of absolute strangers within a few minutes. I'm not even advocating that this is the only way to do it by the way.

You don't have to do that but I'm just telling you that something that primitive filled my appointment book for the week, and that was an impromptu event. That was basically a Lunch and Learn again but this time in a different shape shall we say.

I guess the heart of all this – and this comes onto the second point of the referral system – is your ability to do some kind of a lecture demo, which is the idea that you're going to inform people but you also have to:

2. Give them an experience to take home with it.

Whether it's a simple relaxation induction which is an absolute no-brainer to us now, or you're giving them a dramatic demonstration of gluing someone's hand to the wall or something like that. Or, even if it's doctor's that's not necessarily appropriate but if you give them a dramatic demo of say a glove anesthesia or something like that, these things stick in the mind.

If they can experience it, then the information suddenly makes sense. With a Lunch and Learn and lecture demo under your belt, you're really halfway there already. You should double if not triple your business with this idea alone, right?

Joe: Completely. I know that in my own business the first week that I actually came back from the hypnotherapy training, I had a bunch of birthday parties and just random things to go to. These were all friends that saw me as a consultant. They saw me as someone who's not a hypnotherapist at all.

It was like reeducating them and training them to see me as something else, to see me as now a hypnotherapist, someone that could actually help them with problems in their own lives rather than just the problems of Fortune 500 companies.

I think it's critically important that you're able to – like in that second point, the lecture demo – have a structured way that you know how to do that and can craft a demo anywhere, anytime, anyplace. It doesn't matter what type of demo it is. You can just sort of come up with it on the fly – and we'll teach you how to do that soup to nuts. You'll be amazed.

Igor: Just to put any concerns to rest about that, you're going to get a chance pretty much every single day to practice and polish doing a simple quick format lecture demo. We'll give you an outline for it. We'll give you a two-minute version so you can just have fun at a party or an hour-long version so you can do a full-blown thing to doctors and so on.

You'll get a chance to experience it and demonstrate it and do it so it's practical for you, and we'll coach you on each step of that process because this is such a fundamentally crucial part.

The one thing, of course, that we will assume is that you know a little bit about hypnosis to give a lecture demo. Or, at least, that you know where to find the right training for hypnosis so that after the seminar your trainings on how to give lecture demos doesn't actually have the hypnotic content fed into it as well.

We can't actually teach a hypnotherapy certification program alongside with a business program because it's just too much and people get overloaded at that point, but you get the idea of where we're going with this.

You're going to get some solid work on a practical thing and chances to actually do it and experiment with it because it is this important. There are another two ideas within this idea of a referral system that are still important for us to cover.

Do you mind just launching into them just in brief detail just so we can get onto some of the other things that we have promised people also?

Joe: Yes. The last two points are:

3. I want people to have a solid referral system.

I don't want it just to be you're going out randomly to parties and talking to your friends. I want there to be a system that you can work that there are some numbers around and that you can have an idea and test ideas so that you have a solid system that you can work with.

Then the last point would be:

4. The phone session.

I want you to be able to close people and actually book them into your business so that you're making an income.

Igor: Right, and that phone session is going to be very, very important to allow that part to happen. This is something I myself of course messed up many times in the past and have seen many hypnotists also mess up.

Understanding a little about the psychology of what happens on a phone call – and there are different types of phone calls you'll get – and understanding what each of those different types are. Understanding how to recognize them and then how to deal with them so that you're actually dealing with what the person really needs is going to be a very important step to that success.

I'd say most of your actual business – in other words, the actual bookings – will be done by phone. If you're lucky it will be just, Joe told me that you're a great person, book me in, I'm sold. An unlikely conversation you'll have; however, it does happen from time to time.

All the other ones are going to be important. Even if they're already sold, I can tell you from personal experience – and I'm sure you've experienced the flipside as well – you can talk someone out of coming to a session with you very quickly if you misunderstand the nature of how to handle that conversation.

It's not difficult. It's just having a few key insights as to what not to do and how to treat the person on the phone and so on. For those of you who want a quick heads up of what that is, the essence of it – and this is just a really simplified version – is being the professional hypnotist even on the phone, not answering in a sloppily manner and not saying what do you want, all right sure, I'll just book you in now; not being grumpy.

These things sound simple but you'd be surprised. Do this yourself by the way. If you do not believe me, do this for yourself. Look up in your Yellow Pages in your local area, whatever hypnotists are in your area. I challenge you to call 10 hypnotists in your area who are offering their services and just interview them as though you were a prospective client who wants to go and see them.

You will be amazed at what a poor attitude, what a poor conversation, what an unsatisfying phone conversation that you end up having with them will be.

Joe: That's assuming you can actually even get them on the phone.

Igor: Yes, that's part of the whole problem. There are solutions to all these issues, which we'll go into in more detail.

I just want to make you very aware of this so that you'll still be alerted to the fact that this is something that you need to polish up and work on. Your phone manners can be a very important tool for your business, right?

Joe: Yes, for sure. We'll teach you a whole system. Getting back to the referral system itself, I just want to remind people that this is the cheapest, the quickest and the easiest way to get clients. It costs you really only your time but it's something that's important.

Something that surprises most of the people that I teach this system to is that I don't actually ever go after individual clients. They get surprised at that. They're like why don't you talk to people – and it's true that I will talk to an individual if we're at a party or something. I'll talk to them but really where I focus most of my time is on a person who can actually give me more than one referral.

I'm looking for people that are complementary to my practice. I'm looking for people that see my clients all the time. That could be many different things.

Igor: This is a huge insight. I'd like to just point out to people really what a bit of gold dust they're getting at this point. This is something that blew me away in my own practice and I was doing it wrong.

You see, what I was doing in my referral practice and what I'd been trained to do as part the system was when a client comes in, you'd ask them for a referral – which is a great thing by the way. It's still worth doing. You'd give them some vouchers and they could give discounts to people and so on, and people would use these. Then there are ways of keeping in touch with them so that they're more likely to refer you again and so on.

These are all wonderful things to do and we'll show you a much easier method. Mine was a very awkward method for doing this. However, I was putting all my efforts into a very low response thing. What I found in that business – and this is true of pretty much every business – is that a handful of my ex-clients were sending me maybe 80% of all my referrals.

This actually conforms with scientific research shall we say. You're all familiar with the idea of the six degrees of separation. Right, Joe? I mean you are and I'm sure everyone else is familiar as well.

Joe: Yes, completely.

Igor: You probably know this, Joe. I'm not sure if you do or not but the study behind that is particularly intriguing. There's a professor – and I'll have to look up his name. It doesn't come to mind right now. He wanted just to know about human networks, so what he did was a very clever experiment.

He sent a parcel out to something like a 1,000 or 10,000 people in the U.S. In that parcel he said I'd like this parcel to go to Joe Homs in California. He's a hypnotherapist. He wouldn't give them any address. He wouldn't give them any contact details. Just Joe Homs, a hypnotherapist in California. It was very vague.

Then he had a little instruction saying I would be grateful if you would send it to anyone that you know who you think might be one step closer to who Joe might be. It might be like sending it to an aunt in California, it might be this or it might be that or whatever it is.

Anyway, what he would do then is track this parcel and each person's hand that it went through. It would give their address, of course, so that by the time it got back to Joe in California he knew first, how many parcels made it through, and secondly how many hands it had passed through to get to Joe in the first place.

This is the intriguing part. I don't recall how many parcels made it through. Quite a number of them actually did. The strange part – and this is where the six degrees of separation comes in – is not that as you'd imagine 1,000 people find 1,000 different networks to get back to Joe or whatever.

What ends up happening is that maybe 80% of the parcels all came from the same person. You see, they had these people called hubs. They make it their specialty in life to just be really well connected. Those hubs know Joe and they know Jim in Philadelphia. So all Jim has to know is hey, I know Mr. Hub over here. He knows so many people. He must know a Joe.

So off it goes to him and of course he was right. That's where the six degrees of separation comes from. It's through these hubs. What you're talking about right now, Joe, is a systematic way of finding those hubs – and this is the important part – training them and building a relationship with them so that they know how, when and where to refer people to you and are motivated to do that, right?

Joe: Right. Like you said, this is a systematic way. Something that's also important is to not annoy these people as well. I can guarantee that unless you're sort of just a hermit living under a rock, you know one of these people. By definition being sort of that hub person, that super connector in your network, you know at least one of those people.

When you go after them and talk to them, hopefully you'll have a decent relationship with them but you don't want to be that annoying salesman that's like hey, can you really help me out? It's important to go after those people in a way that's not going to annoy them where they go why would I ever want to work with that guy?

Igor: It's the whole value proposition again. Here's where the importance of your Lunch and Learn comes right back in again. If you can educate them, if you can entertain them, if you can open their eyes and inspire them, they will be your

biggest supporters. They will love you, they will champion you and they will push the message out there.

This, once again, is one of those nuggets I wish I'd had. It took me so long to get it and even when I got it, I got it in a much cruder form. It was through the actual personal observation of realizing that most of my referral methods were wasted that I suddenly came to this conclusion.

What I've got to say, Joe, is your system – as good as whatever I did was – it's beautiful. It's simple, it's easy to understand, easy to do and this is the key thing. Once again folks, if you're listening to this right now, go find hubs. Go find people you can train to be referral partners and show them the value of what you've got without annoying them.

Don't be the sleazy salesperson that knocks on the door and says and one other thing you can get with this, and another thing. Just tell them why you're in this business. Tell them how many people you've helped. Show them what you can do. Maybe offer to hypnotize them or someone else so that they get to experience it.

Nothing is nicer – and I'm sure you agree with this, Joe – than to be able to help a friend in need out by saying I know just the man for you, and to know that you are right and that you're not sending them into the jaws of the unknown. You're sending them to their salvation.

People want that for their friends, so it's a good thing to be able to be that for someone, to be able to recommend you to their friends, right?

Joe: Completely and I guarantee you those people are in your life. You just have to be out there talking to people and looking for them. If you think you don't have that person in your life, start talking to new people in your community. I guarantee you there's going to be one person that you'll meet. You may not know who they are right away.

Igor: They'll be at the most random place as well. I was completely blown away about the places I've met my hubs, but that's just how life works. You've got to get out there and grab it.

Joe: It's an important piece of context too. If you're out there and you're talking to people, if you're at a networking event, there are plenty of people that go to networking events and they're all pitching their stuff, but if you're going to a Lunch and Learn and it's just you educating a few people, that's an entirely different context.

You can ask for a lot more at a place like that than say at a networking event where everyone's just shoving each other's business cards in each other's faces. It doesn't behoove you to do that. Networking things are actually fantastic;

you just have to do them correctly.

Something that's important is that people hate to be sold. If people aren't expecting you to do that and you do it in the right way where you can just kind of mention and show them some really great stuff about hypnosis and what you can do, they'll love you for it.

Igor: Because you didn't put them under pressure, you didn't become all sleazy or needy or try to force them into something that they're not ready for yet. The key and this is why it's a highly ethical approach we're talking about here, which again is value based.

In other words, I'd like to show you how much value I have, but if you don't see the value that's okay, I'll find someone else. But I honestly think I have some value for you. If I don't, by the way, then I'll happily tell you that I'm not the right person for you.

I don't know about you, Joe, but I've actually had an insane amount of referrals from people that I refused to work with, in a niche I just wasn't comfortable with. They respected the fact that I was willing to refer them to someone else who was good in that niche – or niche as I should say because that's where you get rich.

They respected it so much that they referred me to other people for my niche. It's a wonderful thing to just be of real service and to be able to approach everyone with a real sense of integrity, rather than from this desperate place where you have to make the sale or you won't feed yourself. It's a much more comfortable place to be coming from.

Joe: Yes. Actually, one of my best referral partners is one of the most well known hypnotists on the Internet. He happens to live and have his practice only a few miles away from mine, but he knows that I do stop smoking sessions so much better than anyone else that he sends every single one of his stop smoking people to me.

I send all sorts of people to him with the things that he works with. He has a full client base as well, so we refer to each other and that's also important. Really I would say the weirdest referral partners can come out of just random connections that you make.

I met him at a conference and I'd known him online for a long time. It can take a little while to find these people and build up these relationships, but if you get the right person you won't be able to handle more than one or two people sending you the amount of referrals that they see. They see the exact client, the exact person that your USP is meant for all the time.

As you get more refined in your marketing, as you get more refined in educating and training those referral partners, the better they'll get at referring you and like we said those eight minutes that it takes them – and that's average. Sometimes it will just take them a minute or two to at least just tell somebody about you.

You won't be able to handle the amount of clients you see. You'll start having to up your prices, and that's what we call a quality problem to have.

Igor: I was going to say that's a great place to be. Actually this is a great place to switch up tracks a little bit. We've talked a little bit about the referral system and I'm thinking now people have a much better understanding of (a) how important this is; (b) how simple it can be; and (c) how you need to approach it with a bit more diligence in a systematic way than is the traditional the way.

Asking for referrals is much more than just saying please send me clients if you see someone. There's a whole mindset behind it, which I think we've done a good job of addressing at least initially here.

The next step in the formula of success of course is the idea of:

2. Advertising.

There's a very specific reason we do not advertise right away. In other words, we wait for it until after the referral system is pretty much starting to kick in and is starting to show a little bit of success.

Could you tell me a little bit about your philosophy about why that is, Joe?

Joe: The first thing I would say about advertising is initially I wouldn't do it because you can't afford it.

Igor: Amen.

Joe: Advertising, especially if you do it like most hypnotherapists and you do it wrong, it's expensive and it doesn't really get you the amount of clients in that you think it might.

In my experience there are two types of advertising:

1. There's the type that you buy.
2. There's the type that is sold to you.

Igor: Right and beware of the second type, but that's the one you'll find most easily.

Joe: Still to this day I would say at least once a week I get a call from someone who promises me they can get a bunch more clients for me. They say oh, it's only \$600 a month, or sometimes if they're a little bit nicer they'll say it's only \$100 a

month or something like that, but that they'll put an ad for you on this website and you'll get tons of clients.

Igor: Of course, promises are really easy to make and I have lost several thousands of dollars by listening to these promises, and I have since learned to re-educate my listening to a very different direction.

By the way this is not to say that these people are necessarily bad because they're not. I myself – and I'm sure you have also, Joe – had people offer me these things and this is the key thing. Often it was done on a free basis to evaluate them more or maybe on a reduced basis to evaluate them, and after a test run you pretty much know if it's working or not and this is before you've sunk your \$600 into a worthless idea.

If I pay \$600 for an idea to advertise something and I'm getting inundated with clients – so I'm getting \$1,000, \$2,000 or \$3,000 worth of business out of it – I will put as many ads into that place as I can possibly get because it makes sense; however, it's not always the case that that is actually what happens. In fact very often it's quite the reverse of what happens, right?

Joe: Correct. The four key places I like to focus on in advertising are:

- 1. General advertising principles.**
- 2. Copywriting.**
- 3. Mechanics of the actual advertising.**
- 4. Your strategy.**

The two things I really like to focus on are – let's first talk about the mistakes that a lot of people make in advertising.

Igor: Sure. I expect one of the first mistakes or rather the hidden root to a lot of these mistakes is actually, not understanding what they're trying to achieve with advertising in the first place.

Maybe we can start off with a sense of – I mean everyone thinks they know what an advert is and what advertising means, but I think there is a big disconnect between our day-to-day experience of advertising and actually what advertising really means.

If you know the difference, you can instantly spot what is a successful advert versus an unsuccessful advert. It's very rare that you'll be surprised by which ads are or are not successful.

What is the secret perception shall we say that a lot of people are missing to understanding what advertising really is?

Joe: There are different types of advertising out there, and the most common one that people are exposed to is what I would call branding. Branding is by and large actually something that I have a lot of experience with in dealing with Fortune 500 companies. If you're a Fortune 500 company, you can afford it and actually in some ways it becomes the most effective way to market yourself.

Branding is really just hey, look at me. This is the Old Spice commercial. It's wildly popular but does it really get you to buy Old Spice? Maybe— maybe not.

Igor: The whole point of the branding version – sorry for butting in on this one – is they work on a very different scale level than we as the humble hypnotherapist work at. Like Coca-Cola, all it needs to do is increase its worldwide sales by a half a percent and we're talking hundreds of millions of dollars.

If you increase your sales by half a percent, we're talking about a toenail or a finger clipping coming in for therapy.

Joe: We're talking about \$200.

Igor: Exactly. It's a very different proposition. It's one of these things where there are different scales, where certain realities just simply aren't true anymore or vice versa. In other words, this is aimed at the kind of business that we have no intention of building because it's not the nature of what we're doing, right?

Joe: Yes and if you built a business like that and you have a hypnotherapy business again that can do millions of dollars in business, please call me because I want to talk to you as well and we can talk.

Igor: Absolutely.

Joe: By and large for most hypnotherapists, we're dealing with amounts of thousands of dollars and not millions of dollars. The best type of advertising for a service type business is what in the industry is called direct response type advertising.

Igor: Love it.

Joe: It's getting people to perform a specific action that you want them to take so that you can then sell them a service or product or whatever it happens to be. This type of advertising may look similar to the untrained eye, but now that we're going to pull this out you'll be able to see this instantly.

Igor: Just to butt in a little bit on the idea of direct response here, the idea of getting a direct response is important on many different levels. On one level – and this is something that again is very much under-looked in our industry in particular – it tells you which ads are actually working.

If you're paying \$600 a month or a week or whatever it is to advertise in a local newspaper – let's say there are two newspapers there. One of them is maybe sending you 100 clients a week and the other one may send you none. You have no idea which it is because if you ask people where did you hear about me they'll say I saw your ad in the paper. Which paper?

Unless you know which paper it is, you have no way of keeping track of where you're wasting your money and where it's being useful. Having a direct response of course instantly tells you it's one for one. This advert got me this response; therefore, I know where it came from.

Of course, the other side of the coin is, by getting people to begin the process of responding to you, in other words picking up the phone and calling in, coming to your website and logging in or coming to a free event, whatever it happens to be. The point is they're getting very much used to the interaction they're having with you which, is that you suggest something and they do it.

If they're not willing to follow your suggestions, then they're going to be nightmare clients anyway, so you may as well weed them out right at the start. Advertising does a nice job for you there, particularly this idea of direct response, which is you lead them with one simple thing to do, which you can then track whether it's a phone call or whatever it is. That alone is a game changer when it comes to your advertising, right?

Joe: Yes and the technical term for that is the call to action. All you're asking people to do is just to take one step further in your business. A lot of hypnotherapists make the mistake that they think they want the ad to convert people directly into a client.

For me, that does happen I should say. That does happen but I think the better model is that getting people in with advertising is just the first step in a long chain of relationship building that you want to start building with people.

It's kind of like if you're a single girl or guy in a bar and you just go up to a person and you say hey, let's make out. For the ladies that's actually probably a little easier, but for most people they're just going to be like whoa, I don't even know you. Who are you? That's weird.

But, if you initially talk to them you have an icebreaker or conversation with them. You buy each other a couple of drinks and then you want to go make out, then you're going to have a much higher chance of success there than if you just start going up to random strangers on the street and just ask them hey, do you want a piece of chocolate or something like that.

Igor: It's all based on the relationship at that point. I think the second example you just gave there as well is actually very nice. Think about it this way. If you're sitting at a bus stop and the person next to you looks at you and says have some

chocolate, even if it looks nice and it looks harmless you may still say no because you have no way of judging if this person's crazy or not because you've never seen them in your life.

Now let's say you're at the same bus stop and they see you at the bus stop every single week for weeks on end, and you exchange a few friendly words and then the next thing you know they're showing you family pictures and you're showing them your family pictures.

Then one day he pulls out the famous bar of chocolate and says have some chocolate. You're going to go you know what? I will have some, because now there's trust.

The ability to build that trust is absolutely key. If you use your advertising for a quick kill you'll get some response, absolutely and there's nothing wrong with that. But we'll look more in the strategy section at how to approach it more strategically so that every penny you put into advertising becomes maximized so that you're more likely to get a higher return because you're going through less wastage. Let's just put it that way.

If you were to make a cake and you bought a bag of flour and you dumped half the flour in the toilet and used the other half of the flour to make the cake, you'd be wasting a lot of flour to make one cake. It seems obvious when you think of it this way.

Advertising works the same way, if your strategy is in the wrong place – and we'll look at that strategy in a moment as well. I know you're itching to get into that, Joe.

If your strategy is missing some of the finer points of a successful business, which is this idea of building a relationship, than your advertising is that bag of flour. It's dumping at least half of the content of that flour in the toilet, never to be seen again, just because of the nature of how you're doing it. This is just a way of tightening the ship up a little bit.

Before we get into this idea of strategy and we look at some of the other things that we've got planned, could you give us maybe a top five list of errors that people make in just their classic advertisements?

Maybe if they didn't think about it strategically, and even if they were going straight for the main thing which is, come in for a session. If you were to look at the newspaper right now or a Yellow Pages advert and you were going to go through it and pull out all the hypnotherapists in the area, what are the most likely mistakes you'd be likely to see?

Just to warn you folks, these are things that I'd say 90 or 95% of hypnotherapists are guilty of and one of the reasons why they're flushing money down the toilet.

What would these kinds of mistakes typically be, Joe?

Joe: I've actually done this in my area and I've seen tons of examples of this. We talked about sort of two simple principles of advertising. One is that you want to have a call to action. That would be really my number one mistake.

1. People don't have a call to action.

Igor: What does an advert look like when there's no call to action there?

Joe: An advertisement that has no call to action will look something like so and so hypnotherapy practice can help you in your life. That's it.

Igor: Great.

Joe: Hypnotherapy is a really great tool to lose weight. That's it.

Igor: Well, thank you for informing me.

Joe: It's like great, that's awesome, thank you for telling me. Now what? They have no call to action. Often times these ads will have a website or a phone number on them. It doesn't mean that the contact details aren't there but literally you have to tell people explicitly, make the implicit explicit.

Hypnosis can help you with weight loss. Want to lose weight? Call me now. Call me today, not next week because they'll forget about you. Call me now, right now.

Igor: That word 'now' actually is so important. A call to action is only good if it's immediate. This is so important because I think you just mentioned it there, Joe, is that people have busy lives. I have a busy life. You have a busy life.

On my laptop right now I have a folder filled with probably I don't know 200 different websites that have something of interest for me. I decided to keep the website on my laptop so I can get to it one day.

What do you think the chances are for me actually getting to it one day? They're not very high one or two of them. If I have a little bit of a slow day and I want to do some procrastination, yes, they may luck out. I might give them a second chance and I may end up buying something from them, but most of them have lost me as a client.

Not because I'm evil, not because I'm playing with them, not because I'm disinterested. I'm actually very interested. It's because I just don't have time. My attention gets drawn somewhere else and there are other fires to fight.

Joe: You're a human being.

Igor: Thank you for recognizing that. Many people don't actually believe that but it's true. I am a human being and I do need to sleep, I do need to feed myself, I do have emotions and all the other things.

Joe: You have relationships in your life. You're dealing with life just like everyone else.

Igor: Exactly. That word 'now' is so important. This should be a nice little rule for you. If your advert does not have the word 'now' in it, then rewrite it because you've probably lost at least a third or two-thirds of your clients based on that word alone.

People make other mistakes, what are those?

Joe: The other mistakes people would make would be – we talked about those simple principles about building that relationship.

2. Another one is just having that exposure out there.

An example in my business would be like Orange County Hypnosis. It's here, we're here and that's it. That's all you see.

Igor: Again, what does that mean? That's one of those exposure types of advertising like corporate branding, which looks great and may have a beautiful picture in it, but why should I care? What are you offering me? What are you doing for me?

Joe: The Southern California Weight Loss Center helped this person lose weight. Well, it's like great for them but what's in it for me?

Igor: I'm happy for them, great.

Joe: It's like I'm happy for them but I've got a problem too.

Igor: Right I'm the 80-year-old grandmother who wants to lose weight. That person was a 17-year-old boy. It has nothing to do with me. I wish there was a weight loss center just for me.

I'd like to just specifically pull out the lesson here, which is to be specific. In other words, tell them what you can do for them. What's in it for me? Say we do weight loss if you want to lose weight, or better still if you are over the age of 60 and still want to lose weight and look good, call this number now.

That's a much stronger advert than saying when life sucks we're the one to contact. They don't even know what that means. If you're depressed, fine. If you can't cope with life, fine. But if it's just like improve your life, what does it mean?

Be specific with it and the more specific you can get – which goes back to the idea of niches – your niche will define the specificity that you use, and the more specific you get, the more clients will end up contacting you.

Joe: Two things I want to pull out here that we can highlight.

- **This system builds upon itself.**

We keep referring back to that USP. You need to make sure you have those automated systems. You need to make sure you're out there talking to people.

These things build on one another. The better you are defining who you're going after, the better your advertising will be.

Just as a matter of focusing in on those people, they will get a better response. It's better to have a small amount of people love you than a large amount of people just kind of like you or even know about you.

Igor: In terms of Internet marketing, I know this for a fact. There are people out there with very small lists – like 100 or 200 people – and they are earning \$10,000 a month. Other people have huge lists – maybe 50,000 or 100,000 people – and they're barely scraping by with 5,000 because most of the people on that list don't know them, don't care about them and probably don't even open their emails.

This is on something as wonderful as the Internet, which basically, makes a lot of things for free. It's even truer when you're talking about something like hypnosis and hypnotherapy.

Your niche will pay for itself just by being a real community that loves you and thinks you're the man for the job or woman for the job. It just can't be emphasized enough, right?

Joe: Yes. Now you have no call to action, you're just doing sort of an exposure, you've got a lot of corporate speak in there and it's very ambiguous. I'll pull out one more thing about the ambiguity of sort of corporate double speak there. Hypnosis is a very, very personal business.

- **If you're not talking to people personally, then you're going to make a mistake.**

You're just going to sound like this corporate mumbo jumbo that everyone hates now. It used to work and it still sometimes works, but only if you're at such a large scale that it doesn't matter. If you have a personal message that you're going after these people with, then that will resonate better with them.

So we've got those two things. The third one I would say – and this goes back to our previous conversations about USP is that as hypnotherapists we know that we can pretty much solve just about any problem that people are coming in with. I see this occasionally; fortunately not as much but it still happens.

3. Hypnotherapists will give you a shopping list of things that they can work with.

They say I can work with smokers. I can work with weight loss. I can work with golfers. I can work with tennis.

Igor: This goes back to the idea of your niche.

Joe: All sorts of stuff. They think they have 1,000 different things they can do and that's probably true, but if they're not niching down to a specific person, why would I care? Why would I even look at just a laundry list of stuff that people can do?

It seems to me like they might be able to help me sure, but if I compared them to another hypnotherapist that all they do is... say I was a smoker and I find a hypnotist that can do stop smoking but they do 12 other things and that's what they advertise. Then I see one and all they focus on is smokers. We will help you stop smoking. I'm going to go to the second one because they seem so much more adept at knowing what my issues are and really advertising to me.

Igor: It speaks right to your problem. An example I like to use often just in a completely different realm is let's say there's a terrible mistake of identity and you've just been arrested for a murder you've never committed. You just happen to look like someone who's pretty nasty, let's say.

You're sitting in jail and you call a friend and say please help me out here. He brings around a newspaper and there are two adverts in it. The first advert is for law firm XYZ and it says we help with probate, family, inheritance, trusts and criminal matters. For all your needs, call us now.

Joe: This could even be a prestigious law firm as well.

Igor: Yes absolutely. Then the next advert might be a lesser known law firm saying if you're innocent, we'll keep you out of jail, guaranteed. That's what we specialize in. Call now if you're sitting in jail.

Look where I am right now? Who are you most likely to call? The person I'm most tempted to call is the one that says I'm going to keep your backside out of jail because you're innocent. Great, he knows me. He's talking to exactly the situation I'm here at.

The other people, I have no idea what they know. Maybe they just tag on a little bit of criminal on the side. Maybe they do juvenile delinquents. I'm here fighting for my life. I need the message to very clearly define or talk directly to what my issue is.

You can't underestimate the importance of someone's issue in their life because we don't have it. This goes back to – I think, Joe, you mentioned it earlier on. The story about when you were five years old and just making a T look like an F. That looked like an insurmountable mistake. It was like soul destroying. The end of the world's coming now, right?

Joe: It was.

Igor: But of course your grandmother had a very different perspective. We're sitting in grandmother's role right now. We're thinking of writing that sentence a little bit obvious, doesn't it, what it does to us because we're seeing it every day. We've sold it every day. To them this small little thing could be a huge trauma, a massive thing.

We need to directly address it so they feel comfortable. I'm now with an expert. I'm not going to go to my general practitioner or my local doctor if I have a serious ear infection. The only reason I'll go to him is to say please refer me to a great ear, nose and throat specialist because that's what I need.

As soon as he looks at it he'll go yes, that's what you need. I've got a real good person for you. Now I feel relieved because I know my general practitioner doctor can't help with this problem. That's how people feel about all their problems.

By putting a shopping list out there, you're kind of shooting yourself in the foot because you're saying I'm the Jack of all trades. I just haven't mastered any yet.

Joe: Right and an important distinction here is that it doesn't mean you can't advertise for different things. If you have multiple niches that you like to service and you are a Jack of a few trades at least, it doesn't mean that you only ever focus on smoking advertising, but in that one ad that should be all you focus on is just smoking or just whatever that niche happens to be. Only do that one.

It's human nature. It's really hard for people because they're busy and they're human beings. We as people like to pigeon hole people into a specific role, so if you're the stop smoking hypnotist, for that person at least they're going to refer their friends and do all sorts of stuff for the stop smoking, so you'll see a lot of stop smoking stuff from a specific clientele that you're getting in.

That doesn't mean your identity couldn't be the weight loss hypnotist with another group of clients. Once you build that niche within your community, only then can you expand out into other services.

Like I said, I see golfers all the time. They're one of my main streams of income. Initially they start out with golfing but I can almost guarantee you that I see a lot of them for pain. In my area a lot of the golfers who have time to come in during the week and stuff are retired, so they're getting older and they have a lot of pain.

I see them for a lot of pain and I see some people for weight loss, but initially I saw them for golf and that's all I've ever advertised for. Then suddenly they're like if you could help me with that, could you help me with this?

Igor: That's very common.

Joe: It's very common and a very simple conversation. You say of course I can help you with that. I have clients that have amazing results. Here are some testimonials, and there's all sorts of stuff like that you can do.

Igor: If you still think it's risky putting an ad in the paper that just limits you to one thing because you're not a one-trick pony, think of it from the client's perspective. They're, basically, obsessed with the problem, so part of their mind is honing in and constantly looking for possible solutions to this.

That's why when we glance through a paper or glance across the street, we spot certain things. When you buy a new car, you will spot that car in the paper and on the street.

Joe: That's all you ever see.

Igor: It's everywhere because it's important to you now. You might think that the shopping list might be enough but let's say I'm a smoker and I'm looking for smoking solutions. If your stop smoking ad is hidden within a dozen other things, my eye can't track it properly.

I won't see it properly. All I'll see is the garbled list, whereas the ad right next to it that says ready to quit, or want to stop smoking – bang, my eye goes straight there.

Then of course my intellect catches up to it. I read the advert and I'll go that's what I need. I don't even notice the other advert. That's just part of human nature shall we say. It just deletes information that isn't immediately relevant, so you've wasted the advert that becomes a shopping list because most people won't even notice it, right?

Joe: Right. We're up to three now. Let's go to the fourth one. The fourth one that again I see sadly commonly is sort of what I would just call:

4. Contact details.

We talked about this a little bit where it's just Orange County Hypnosis. We're out there. Call us.

Igor: How? Where?

Joe: How? Where? What do I do? It's got my website on there or something like that and it doesn't have a call to action on it or something.

Igor: Or even a reason for calling.

Joe: Not even a reason for calling. It's just I'm giving you some contact details and telling you we're there. This type of ad I see most commonly in newsletters. A local hypnotherapist will ask a friend or someone that has a newsletter and say hey, I'd really love to advertise to the 1,000 people that you send that newsletter out to.

They go great. I'd love to help you out. Put an ad in there. Then all it says is so and so hypnosis, call us at whatever.

Igor: It doesn't say anything about the problem or anything like that.

Joe: It doesn't give me anything to do. It doesn't tell me about the problems I'm solving. It just says here's a thing. That's it.

Igor: On some occasions – I don't know if you've seen this. I've actually seen almost the reverse as well where they just say they're so and so hypnotherapy center and there's not even a phone number. It's like you're expected to go online and type it in.

Joe: Type it into Google and find it.

Igor: Find it and find the details, which are probably buried somewhere on the website anyway. Then figure out how to call them and then call them. People won't do that. You will lose people at every hurdle you present to them.

Joe: If you find people like that, those are amazing clients if they're willing to jump through those hoops, but most people won't do it.

Igor: They want what you have.

Joe: Because they really need or want what you have, which leads me into the last one, which I think is kind of an interesting one. It's sort of counterintuitive. I tell my clients this all the time.

5. Stop selling hypnosis.

I consider it unprofessional to sell hypnosis primarily. Hypnosis is the vehicle through which we solve problems for people in their lives. Sometimes it's getting rid of stress or enhancing performance or whatever it happens to be.

We know that hypnosis is probably the most effective way to solve a particular class of problems for our clients but it's almost like we're advertising to ourselves. It's like come and get hypnotized and get all your problems solved.

I'm not selling the benefits of what hypnosis is actually going to get for me. You see ads like this all the time. It's like improve your life with hypnosis and feel better today. Call me now and book an appointment.

You've got a call to action, so you're almost there, but it's just like you're primarily selling hypnosis. Let's face it, we're still in that time in the age of hypnosis where it's just not as well accepted as it could be yet, so people have a bit of a stigma around that. They'll go oh I'd love to lose weight but not with hypnosis. That's just weird.

Igor: Ooh, it's scary.

Joe: I'm scared. That's a last resort type thing, but if you're selling the primary benefits of you can lose weight or stop smoking or things like that, feel better, what they're going to get based on what you're selling them. Another example from a certain outside industry is Coca-Cola doesn't actually sell you sugar water.

Igor: Which it kind of is, right?

Joe: That's exactly what it is. Coca-Cola is selling you sugar water but they don't sell you sugar water. They sell you time with your family. You see Santa there and he's drinking Coke and it's like oh I remember my childhood. That's what they're selling you. They're selling you a good time with friends and stuff.

Beer advertisements are really great for this in the U.S. You always see a bunch of scantily clad women in bikinis. They're running around and stuff and they have beers in their hands and they're enjoying themselves but they're selling you the enjoyment, not the beer.

Igor: The atmosphere and stuff.

Joe: Unconsciously – since the unconscious is the level of just association is where it works, that's what we're associating is beer equals good times with friends; or Coca-Cola equals good times with family or that type of thing.

If you think about the major brands that you know and love, there's a story behind them that they tell you, that they don't really come right out and tell you to buy sugar water. It's buy the good times, buy this.

Primarily selling hypnosis as the modality that you're going to help people with is something that is a mistake that I think that people make because you'll turn a lot of people off who would be very willing to have their problems solved, but they're just not quite sure yet about how hypnosis can actually do that for them.

Igor: Just to emphasize something here in case people are getting the wrong idea at this point, what we're not suggesting is that you disguise the fact that hypnosis is what you're doing or that hypnosis is the method and so on.

You'll still mention this is a hypnotherapy clinic and you'll be using hypnosis and so on, except when you say the word hypnosis to me, I love hypnosis. You know I love hypnosis. You just have to say Igor, I'm doing hypnosis today and I'm going okay, thank you very much. My day's just been made.

But that's me. That's after God knows how many years in the industry and just seeing miracles and enjoying personal transformation and all the rest of it. If I didn't know anything much about hypnosis, what I want to have is hey, it looks like you've got a bit of a gut there. Do you want to get rid of it? Yes. Did you know hypnosis has a fantastic proven track record for that? No, tell me more.

It's a totally different message now. Hypnosis becomes a credible tool rather than the main act. It's a supporting act, right?

Joe: Right, it's the vehicle through which, the problem gets solved.

Igor: Exactly and what people are buying is the solved problem. They're not buying the tool.

Joe: Yes. I had an executive from Bosch tell me this. They make all sorts of different appliances and stuff all over the world. I was working with him on some power tools that we were trying to help him sell.

He said people don't actually buy the drill bits that we sell. They buy the holes that the drill bits can make. That to me was such a powerful distinction. It's like I'm not looking for drill bits. I'm looking for the holes that they make.

If you're selling me hypnosis, you're selling me the drills and there are people like you and I that love hypnosis and we know what it can do. We'll buy the drill bits. You don't even have to sell us because we're already sold.

Igor: In fact we've got a whole collection of drill bits. We have them plastered across our walls. Some of them are such perfect drills and we'll never use them. We're just like collecting them. That's a whole other ballgame to just a handyman who wants to have the holes that they can put stuff in.

Joe: Right, but if you're selling the drill bits to somebody who has no need for the drill bits, they're like what do I even use those for? You're like oh, you can make some holes.

You're going back again to educating them to really help them understand how they can use your tool – hypnosis – to solve their problem X.

Then you have a way better chance of selling them into your services and getting them importantly into the sort of process, which is something that we can focus on right now.

Igor: This is actually very important because what we're, basically, saying at this point is we're no longer selling in the traditional way that people understand the idea of selling. What we're now doing is just inspiring people. We're getting them enthused and excited about the life they're about to have. That's a very different ballgame.

We talked quite a bit about the idea of advertising, and of course, for those of you that don't yet, the idea of copywriting is how to pull all these psychological things we've talked about together in a very simple and effective way. It's a heartfelt letter you can write to someone to really get these ideas out without seeming cheesy, sleazy, hypey or over the top.

Each different industry, each different community requires a different level of how hard you push on the language and so on, but once you understand your community, you'll know very quickly how to present it and you'll have some very good instinct about that. We'll show you how to do that there.

Then a segment we don't have time to cover now, are the mechanics of actually how to place those advertisements, which really is not as simple as it sounds sometimes.

For example, most of the time when you place an ad in the newspaper, they will quote you two or three times the price they're willing to accept. There are all kinds of little tricks you can employ to dramatically diminish the amount of money you have to pay for an advert and even many adverts you can place that are 100% free of charge, including in national papers and TV and so on.

Once again this is not the specialty segment that we'll be focusing on; how to get yourself on TV and radio and all of that stuff that it means. For the moment the thing I want to really cover before we move onto the next thing – and again we'll keep it relatively brief because we've really spent a long time on this stuff so far. Again it's really important and it's the strategy stuff that we're starting to build up towards.

Joe, I'm sorry for interrupting there. I just wanted to give people a bit of a journey in terms of how much advertising involves and how much will be covered of course.

When it comes to this idea of strategy that we've been basically spending the last half hour or so building up to, what is the key idea we'd like people to take away from us?

Joe: The key idea that I want people to walk away with is that the classical hypnotherapy model is great. It actually works fine but there's a better way to look at what I would call the lifetime value of a client.

Igor: Let's just compare what a classical hypnotherapy practice – how it classically looks at a client and its value – and I know we're going into a little of the next topic, which is the adding value part and so on.

Just give us a little bit of a taste of that, what this idea of a value-added client might look like just to get an idea of the immense amount, the range of difference there and how much business and genuine positive transformation we're leaving on the table totally blinded by the traditional hypnotherapy model.

Joe: The traditional hypnotherapy model is to get a referral, get an advertisement, get a client in the door, solve their problem and hope that maybe they'll refer you to somebody else.

Igor: So basically they've come in if you're good at what you do maybe between one and three sessions tops, so let's do a little bit of math here if that's okay with you, Joe.

If we're working at the average rate of a hypnotherapist, depending on what country and part of the country you're in, let's just call it \$100 per session because that's kind of an average. Actually people charge as much as \$500 and of course less than \$100 as well, but it gives us a nice round number to work with.

That means that client was worth \$300 to him because he's seen him three sessions tops. It might be only \$100. Let's say it's \$150 on average that a client in your chair is worth to you because sometimes you get \$300 for a longer program and sometimes you only get \$100, so it averages out at \$150 per client.

That's not a huge amount of value when you think about how much effort it takes. Let's put it this way. If you're using the traditional model for it, it takes you eight hours of solid work to get that client in the room, plus an extra hour to do the session. So, basically, for nine hours of work, you've just been paid \$100.

That means you're working at the average roughly just a little bit over \$10 an hour. You can get paid more working at McDonald's at this point. So you can see how that is a built-in flaw into this whole mindset.

It's a little exaggerated in terms of it because there are ways you can streamline things and make it easier for yourself and all the rest of it, but it gives you an idea of kind of where most hypnotherapy businesses are at and one of the reasons why people can struggle in this as a profession.

To contrast that against the lifetime value of the new value-added client, can you walk us through a little bit of what that might look like?

Joe: With the traditional hypnotherapy model, we've got them in and that's all the value we're ever going to pretty much get from that particular client. In a better model of hypnotherapy, the lifetime value of a client could be much, much higher.

If you are providing them with not only the initial service, but then an ongoing service that let's say they've paid \$20 a week for, or you're selling them five or six different products throughout the next year...

Igor: Like a hypnosis CD to sleep better and stuff like that, right?

Joe: Right and there are a lot of different things – and we'll get to those in a few minutes that you can do – but there are a lot of different points in their life at which you can add value so that the lifetime value of them to you as a business goes way, way, way up.

If you're not doing this, you're leaving money on the table because this person will come in and then you're building yet a further relationship with them. They like you more. They're referring you more.

Not only does the lifetime value of that client make sense that they're making maybe a few hundred dollars more, sometimes even thousands of dollars more over their lifetime of them seeing you, they possibly are referring other people and so that makes that particular client even more valuable.

Igor: Let's just put something in place here, which I think is going to be very important, just to put this in perspective again just in case people are wondering hang on a second, now you're just saying you've got to invent ways to make clients pay for air and pie in the sky.

That is exactly what we're not saying. What we're saying is by adding value to it, there are many things that you're not doing that could be great value to our clients – and we'll talk about them in the next section in a moment – that we're just totally blind to because we're too stuck on a particular model.

Here's the way I look at it and I think you, Joe, have a similar point of view. This is something that I find very motivating. Every dollar that I earn is not a dollar in my pocket and not ice cream that I can buy. It's not movie theatres or plane tickets to an exotic location. It's not books I could buy to educate myself or the

things I want to do with the cash, as far as I'm concerned in terms of the business now, every single dollar I've earned is a point on a scale.

That point is a plus point for a person that I had helped. When I have \$100 in my account, that's 100 points I have earned. That means I have just maybe transformed maybe one person's life.

It's kind of like these reward points you get in supermarkets and stuff like that. If I'm earning \$1,000, that means it's a 1,000 points. That means 10 people who I've transformed. For \$1 million— that's a lot more people – without doing the math too quickly in my mind right now.

The point is I want to be a millionaire because that means I have been a force for good in thousands of people's lives. That means that thousands of people who were suffering no longer are, at least not in that particular thing anymore. Their life has been improved in some way.

It means so many things to me. That money is not just motivating because of what I can do with it. Sure, I won't lie. There's a great kick to that as well, but it's a yardstick, it's a measuring device for how effective a force for good I'm being in the world, and that's what gets me really excited.

You can't do that unless all this stuff that you're adding to earn that income – and the word here is earning it – is adding genuine value. I think you're really saying – well I know for a fact because Joe and I talked about this and we wouldn't be talking about this otherwise – that is exactly the same place you're coming from, right?

Joe: Yes, it's multiplying the value that you're getting from each individual client. Let's say we have a hypothetical business and I charge \$1 for every client that I help. If I make \$1,000, I've helped 1,000 people.

That's great, but if I charged them \$100 per person as the lifetime value of the client there – maybe the initial session is still \$1 but then later let's say over the next year I make \$100 off of that individual person each, then I've made \$100,000 and I've still helped 1,000 people.

Igor: I love that. You've helped each one 100 times in a 100 different ways and that's the key thing. It's not that you're suddenly making your \$1 session \$100, although there is actually a lot of truth in charging a fee that's commensurate to your skill level for what you're actually doing, but you have to respect your skill with the fees you're charging.

That's a given, but more importantly here is – let's assume you're still a \$1 a pop thing. You've now had 100 opportunities to help that client versus the other person who's only been helped once. That bit excites me.

Joe: Right and here's how that applies to advertising. Let's say that I have the \$1 service again and I'm going to have to work 100 times harder than the person who's getting \$100 of lifetime value instead if I'm just getting \$1 worth of value.

It's an important distinction to know. If you're charging even a little bit more sometimes, maybe that little bit more doesn't go directly in your pocket. Maybe it goes back to advertising, but suddenly that advertising gives you five times more clients.

Isn't that worth spending a little bit more to get on advertising or adding value in some other way to those clients that you can then multiply your effectiveness much more than sort of the traditional model will tell you to do that?

If you're providing a bigger lifetime value, you can afford to spend upfront more because on average you know you're going to get more back, so you're providing value out there in the first place and then getting it back later in bigger dividends.

Igor: Let's make this really simple for people to understand, just so we can kind of walk through this. Let's say you do make just \$1 per session just to make life easy, but unfortunately it costs \$2 on average to advertise. In order to advertise in the paper long enough for that one person to come in through the door, you've got to pay \$2.

Now, it doesn't take a genius to figure out that if you're only charging \$1 a session you're going to go bankrupt. If that's all you're getting from that client and then you have to find a new client, so either your fees go up, you go bankrupt or you've got to find another way of finding clients, like the referral system because adverts just won't work for that business model.

Joe: And sadly, the better your advertisements do, the worse your business will do.

Igor: Right because it's eating – it's killing you by being successful. Now if we look at the \$100 client – sure it still costs \$2 to find him, so you still only get \$1 for the first session, so you're still out of pocket by a whole dollar. You're actually still in debt.

However, he comes back for a second session for something totally different. Now you have \$2. You've just grown even. Three, four, five – now you've made \$98 for that \$2 investment. It's worth it now.

Plus of course that \$98 dollars, even if you don't use it all for yourself, you could put \$18, \$20, \$30, \$40, or \$50 back into more advertising, and now you have a really healthy system where you're helping more and more and more people once again to the point where you have more people than you can handle.

Then you become a real force for good, because now you hire hypnotists who you know are good, to help you in your office and have a whole business empire. I know by the way people who have done exactly this, where they've employed two, three or four hypnotists to run a full-time center and they do amazing work.

They've got both skills – both as a hypnotherapist, which they do because they love it. They do have the business skills so they pull people in because otherwise they can't do what they want to do, and because they've got so much excess business they're now hiring people.

So they're being a force for good in other people's lives in other ways also to help them run the sessions because they have more business than they can handle. It's just such a wonderful win all around, right?

Joe: Yes and I can practically guarantee that there are enough smart good-looking people listening to this right now that at least one of them will have that type of success.

Igor: By the way just for the record, being good-looking is only optional.

Joe: Yes, but they're smart enough people that they're getting this now. They realize that they can expand their business beyond themselves as well.

Igor: Absolutely. This kind of takes us onto the next stage. I think we've basically covered advertising in a very nice thorough new way in terms of what we're doing here. Once again we'll have a lot of practical step-by-step processes that you can actually experience for yourself.

Please don't think this is the end all and be all of what we're talking about. This is just a starting point to get you to have a real sense of just how much your business is capable of growing by just a few simple ideas.

The next idea is one we alluded to quite extensively throughout this interview, especially in this last section. It's the idea of adding value to a client.

Hi, it's Igor again. I hope you enjoyed part 2 of the interview and that you're going to put the ideas that Joe and I presented for you into action as soon as possible. I want you to discover for yourself that these ideas are powerful and they work like a charm.

The ideas we shared with you here alone have doubled many hypnotherapists client levels, and I'm sure they will work wonders for you too. Please make sure that you look out for our upcoming email that will let you tune in for the final Part 3 of this interview.

In that final part, we're going to focus on tuning up your hypnotherapy business success to give you a huge amount of freedom to do whatever you want to do. We'll share one idea that is so easy to do that even a relative novice at hypnosis can use it to make a great living from.

In fact it's an idea that's so powerful that three of Joe's personal hypnotherapy business coaching clients who have paid him many thousands of dollars have used to create a great life for themselves only using this one simple method. One of them has even set it up so that he can continue to offer this valuable hypnosis service whilst he's on holiday on the beach.

There is so much more that we'll be sharing with you too, including a step-by-step example of how you can combine even the simple strategies that we've discussed in the course of these interviews to earn over \$100,000, and all of that whilst only working approximately three days a week.

You're going to see exactly how this works and how simple it is to follow this plan when you get to Part 3 of this interview. I want you to know that you really can make a huge difference in your hypnotherapy business by just doing a few things differently.

In this interview series, we have covered as much as time has permitted us. In fact this very interview that was originally only going to be a 30-minute-long walk through the program ended up taking over four hours because Joe and I wanted to share so many powerful ideas with you that are going to totally transform your hypnotherapy practice.