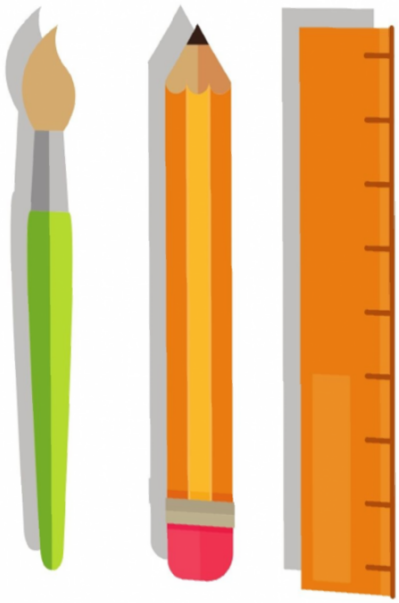
ATTRACT CLIENTS W/O BREAKNIG THE BANK

10 THINGS YOU SHOULDN'T BUY TO GROW YOUR BUSINESS



GROW YOUR BUSINESS - NOT YOUR DEBT

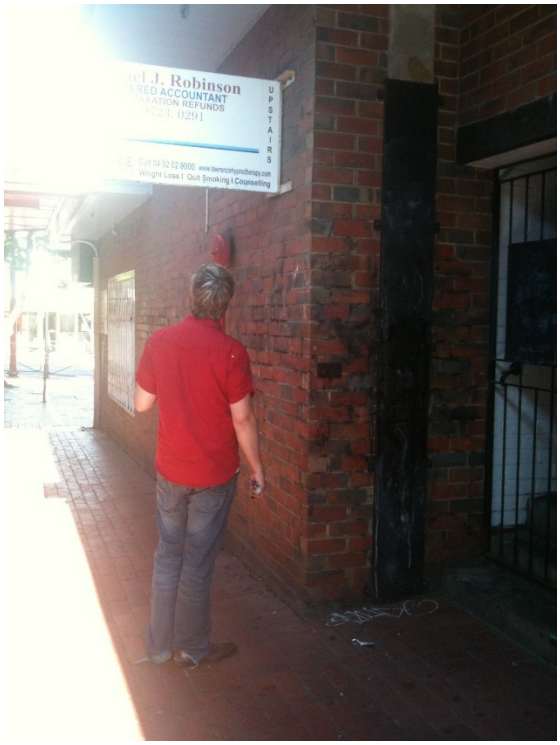
Scott Lawrence



I am Scott Lawrence from Lawrence Hypnotherapy.

I have been blessed to be a full-time clinical hypnotherapist since January of 2010, a Lecturer at the Academy of Hypnotic Science teaching Hypnotherapy and Business to Diploma Students and have seen over 4,000 clinical hypnotherapy clients in the past 11 years.

I have sold more online courses on hypnotherapy and growing your practice than anyone else in Australia and get in front of training groups any chance that I can. I love it. I've even been promoted on national radio on several stations several times. I was even promoted by the Hamish and Andy Show in my first year of Business. I really have been lucky. I have been lucky enough to catch lightening in a bottle at least 4 times in my career.





Are you an Hypnotherapist?

Do you want to attract up to 20 to 40 clients per week?

Are you maybe a little short on advertising budget right now and need to know what you should buy and what you should not?

In this eBook, we're going to cover the Top 10 Things that you should not buy to grow your hypnotherapy practice and how to get started for under $100.

But most importantly, my point in this book is that most people are making money decisions without a big picture map.

You'll see as we go on how the internet aims to distract you from your plan and to hijack your TODO list and hence hijack your budget.

The History of Ads on the Internet

Bear with me on this story because there is a practical payoff at the end.

The History

The first email was created by Raymon Tomlinson in 2971. It said, "*These test messages were entirely forgettable, and I have, therefore, forgotten them*."

Shortly after, on December 22, 1977, the first email newsletter was started by Arpanet, (Advanced Research Projects Agency Network) which went on to form the internet that we know today.

The Web 1.0 started in 1989 and lasted to 2005. The Web 1.0 was also called the "read only web". This was before Facebook, Google and other free tools on line made it easy for you and me to put our own web pages up without spending tens of thousands of dollars on web page designers. But already, people were becoming rich.

The Money

In 1996 Jeff Walker, the creator of Product Launch Formula, became one of the first internet millionaires when he launched a newsletter to the 17 people on his email list where he gave business advise to anyone who would read it. This quickly grew to hundreds of thousands of subscribers and multiplied as he became a New York Times best selling author of Launch.

Spam

You can't do what Jeff Walker did now. Jeff only had to get in early with very little effort, slightly nurturing his email list before selling them a coaching program or high priced mastermind.

Spam became the terminology for something unwanted as Spam or Spiced Ham was the food that fed the troops who beat the Nazis in WWII. If you blast your list constantly asking them for money, you'll get blocked. That's why Jeff Walker, who still dominates the industry today, tells you to nurture your list and to not blast them.

The Strategy for Making Money Online

Gary Vaynerchuk, net worth of $160 Million and author of Crushing it, started in his parents wine business as he used Youtube to create his own wine tv channel. He basically taught people the history of where his wine comes from, what wines pair with what foods and how to impress your family, friends or date with your taste in wine and wine knowledge. Gary Vs parents business exploded with success.

Gary has a saying about how to do business. "It's 3 left jabs and 1 right hook." He's referring to the ratio of adding value to your market 3 times as often as you ask them to buy from you. Basically, he wants to you either write, speak or in some other way get eBooks, Videos, Blogs, Podcasts or something that gives without taking. The next step was to add the viewers to your subscribers, email list or followers by asking them to join your tribe somehow before you throw an amazing offer their way. This still works better than ever today.

The Budget Problem

Most of these rich people that we've talked about have something in common. They got in early and didn't need to compete so hard.

These days when you want to get rich on the internet, you have to have a massive budget or really know what you're doing.

I can tell you from experience, knowing what you're doing is easier and cheaper than spending all of your money on Tools, Ads and Widgets.

Let’s say that you want to earn $100,000 in hypnotherapy, but an add comes on YouTube, Facebook, Google or Instagram, or even one of your friends tag or email you with a link to something they think that you should buy. You click on the link and you Read or See some expert starts explaining to you how to grow your business.

The Advice you are given

They say, “Ad protection is the most important thing that you need in your business or else bots or your competition will waste all of your ad money.”

Or

They say, “Easy Accounting software is the most important thing that you need in business or else your accountant will over charge you.”

Or

They say, “An Amazing Web Site is the most important thing that you need in your business.”

Etc…

Other popular focuses to spend money on are, **Funnel Builders**, **Ads**, **Coaching**, **Logos**, **V.A.s**, **Seminars**, **Group Advertising Syndicates**, **Business Cards**, **Flyers**, **Email Software**, etc…

It’s a little overwhelming when the bill comes to $35,000 when you can only really justify spending tops a couple of grand to get you going.

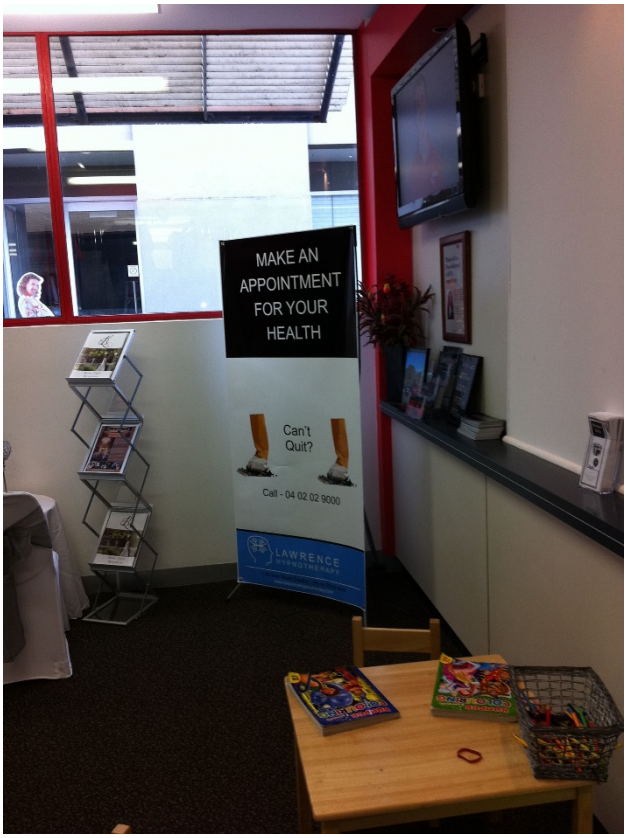
What do you do? What is your system for knowing what to spend money on? Let me take you through mine.

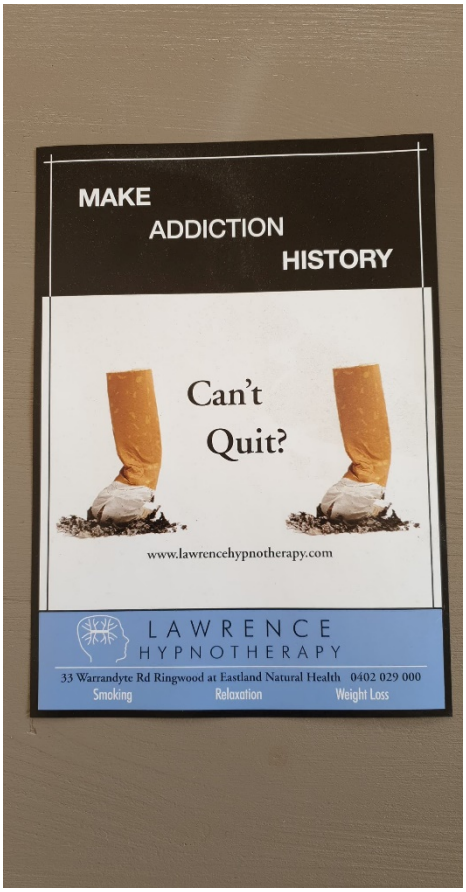
The Top 10 Things you should Not spend money on to grow your business

1. **Flyers** – when I first started 11 years ago, I paid for 50,000 flyers and still have at least 2,000 of them left
2. **Business Cards** – These are dated and the internet or Linked In does the job for you.
3. **The Newest Funnel Building Software** – Every year this stuff gets better. Basically they're all the same except for price. Recently a funnel builder came out claiming to be a Beta version. But in this case Beta just means that it doesn't work yet. Next year that software will be replaced by something else that works better, is cheaper and easier to use. It's like spending $10k on a new phone just because it's the latest. Don't do it.
4. **Syndicate Group Advertising** – This often comes in the form of being offered to advertise to a specific database for the bargain price of $500 to $2000. You almost never get anything back because the demographic live nowhere near you, aren't your ideal target market and aren't actually seeing your ads.
5. **Newspapers** – I paid $4,000 for ads in the most popular news paper in my area and got nothing back. Also, I paid for the front page and it constantly got covered by a 4 page wrap around. This means that you pay for page 1 and get page 5.
6. **Online Ads** – With this one, I'm not actually saying that you shouldn't pay for it. But I do hear from hundreds of students that they wasted $5,000 on online ads because their ads didn't work properly. If you can't get a client for free, then you probably can't get a client when you pay for advertising. We'll cover how to make an ad successful later in this eBook.
7. **Employees or V.A.s** – Employees take up a lot of your time and V.A.s need to be trained. Too often, people hire a Virtual Assistant and ask them to just 'Do my social media for me.' What does this mean specifically? How do you asses their performance? By all means, hire if you're ready, but if you do, make sure you understand exactly what you want them to do and how to quickly assess their financial invested worth.

8. **Your 7th Certification** – Yes you need training to be a hypnotherapist. Yes you need training to grow your business. But if you're not making money by the time that you've bought six courses, then a 7th certification, trainers course, speakers course or train the trainers course isn't going to help.
9. **Excessive or misplaced signage** – I paid for signage for the front of my clinic. That's it. I didn't buy signage for my car, my logo on a polo shirt, signage inside my office to make it look fancy or stationary with my business name on it. Signage, when you're starting out, is just there so that people can find you. It's a beacon, nothing else. If you've got extra money, then go nuts and decorate your entire clinic with branding. But don't waste money that you don't have. 1 sign outside, nothing else.
10. **SEO** – When people buy Search Engine Optimisation, they almost never have a method for assessing how much success they are receiving from it. The reason why I don't recommend paying $2000 per month for something that you can't measure is because you're not in control of it. SEO, if you aren't sure, means the work that you do to show up on search engines like Google. You can do this yourself by posting blogs.









I paid for 50,000 of these and then

Ended up changing

address within a week

What I'm Not Saying

Again, I'm not saying that you should never spend money on these 10 things. But people do more often than not spend money on the shiniest object that they see.

My method of spending money – And hopefully yours.

I need **4 Parts of my Business** to work. I call them my **4T's**

1. **Traffic**
2. **Trust**
3. **Transaction**
4. **Therapy**

These are the 4 parts of your business that you need working also.

My Budget

I can spend $20 on Google Ads and get 1 X $395 quit smoking client.

I can spend the same $20 on Facebook and get the same $395 quit smoking client.

In February and October, I don't need to do any work to get clients. If I run an ad, they just book in. The same mostly goes for the rest of the year.

In April and December, I need to work harder to make a sale. Christmas and Easter, after 11 years of doing business through those times, have always proven to be times when organic leads won't buy without a push.

It's still completely possible to make money through Easter and Christmas, but you need to think differently to do it.

Making Money while it's Quiet

Here are a few methods to earn money during slow times.

1. Sell a larger program with an ongoing payment system.
2. Give value first in the form of a Seminar, Phone Coaching or a Video Funnel and then Pick up the Phone and Sell.
3. Charge enough during busy times that you're covered for the quiet season (Although I don't recommend this one.)

For most of the year, if you charge at least $395 for a program and want to earn $2,000 per week or $100,000 per year, then you should be able to get there easily by only spending $100 per week on advertising.

Only 5% of your budget is what you need to make your hypnotherapy clinic work. But let's aim to do better than just having a clinic that kind of works 10 months of the year.

Let's set up your business.

Your Mental Operating System

Do you want to know how to program your mind to become successful for you so that each day doesn't feel like hand-to-hand combat or an uphill battle?

If so, let me ask you this.

How do you make decisions right now?

What is your method of thinking or deciding where to put your focus?

The world has become more and more distracted due to an availability of the internet and a divide in social, political and economic values.

Basically, I'm saying that people are less focused on their own goals now and more focused on what everybody else is doing or thinking.

The 4 Forces

The mind likes to move toward pleasure and away from pain.

The mind also divides its efforts into what will make it happy now and what will make it happy later. This gives us 4 forces of the brain.

1. **Dreams** – The want for a Better Future
2. **Desires** – The want for Fun or Pleasure Now
3. **Frustrations** – The want to End Pain Now
4. **Fears** – The want to avoid a negative outcome later.

If you've trained with me in the past, you may have heard me talking about the **4 Forces** or the **DDFF**. But usually, we've talked about it from the selling side, not the buying side of the equation.

The Marketing Lie

Because we're so busy or bombarded with information, we often don't look at our **4Ts** of **Traffic**, **Trust**, **Transaction** or **Therapy** to see what part of our business needs the most attention right now.

Instead, we ignore the **Big Picture** and often listen to people who make big promises and offer comfort as they sell us a solution that does not match our needs.

Marketers want to get paid, so we know why they're selling the wrong thing to the wrong people.

Marketers know this about human psychology.

- People are more likely to accept lies from somebody they like than they are to accept truth from somebody they do not like.
- The mind believes whatever it hears most often from the most people.
- The mind is more likely to react to what is in front of it than to react to what is important.
- Stories activate the brain whereas long lists of boring facts do not.
- Most people will choose to stop working on something important if it is hard in favour of working on something fun or painless. This is true even if the hard task is life changing and only takes a few minutes longer than expected.
- Any activity toward business, even silly activity like spending months working on a logo or web page will alleviate the guilt of not being active.
- It takes less effort to agree with a marketer who picks 1 part of your business and tells you that it's the most important part of business, AKA the only part, than it takes to see the big picture and to assess what part of your business that you actually should be working on right now.
- Repeating important steps is less interesting than solving a mystery or learning some shiny new fact.

Training the Brain for Success

In a nutshell, short term pain hurts and people will do almost anything to get out of it. The solution is to focus on a bigger picture that you can believing in.

If you ever find that the work / motivation or effort is too much, then it means that you don't really believe that the future vision is justified. Either the future seems like it will fail or the work seems too big compared to the reward at the end.

Humans run their budgets in a very similar way to how dogs behave. A dog will only pay attention to the ball that somebody is waving in it's face and ignore the other balls that are still in the cupboard. Also, the dog lives very much in the moment. If it feels good, they do it. If it doesn't feel good, they don't do it. And marketers know this so they do what they can to make buying from them to feel good.

Jeff Walker talks about **9 human drivers** that **cause people to buy**.

1. **Authority** – What makes you a Topic Expert?
2. **Reciprocity** – Returning the Nice Favour.
3. **Trust** – The more they Know you the more they Like and Trust You. Consistency really helps here.
4. **Anticipation** – Using mystery or future expectancy to raise emotion.
5. **Likability** – People like people they who are like them or easy to get along with.
6. **Events and Ritual** – This helps people to see a larger world or have something positive to look forward to.
7. **Community** – People conform in order to be included.
8. **Scarcity** – Rare or limited supply to increase value and desire.
9. **Social Proof** – Group Think or trusting in Testimonials or Case Studies.

This sounds like a lot of rules to put into play, until we look at how sometimes they're put into play in very subtle or handy ways.

How People Decide to Buy Online

Before the pandemic, I was doing seminars a lot more often. There's a map that we show called the client journey map that we give to our attendees.

The client journey map is all about how people decide to buy.

We break it down into the ABC and D

Awareness – A potential customer is feeling pain or desire.

Browsing – The potential client is looking for a way to make their situation better.

Choosing – The potential client is narrowing down their options.

Decide – The potential client turns into an actual client.

If you can take these 4 steps and Jeff Walkers 9 human drivers that cause people to buy from you, then you can easily sell online.

Instead of buying every shiny object and new tool that comes your way, hoping that it'll build a client base for you, just sit down and turn off all of the distractions and map out how people want to buy from you.

Here's an example of how it all fits together.

Imagine a smoker. They browse Facebook and an eBook comes up called, "How to Quit Smoking in Under 60 Minutes"

If the potential client in in the **Awareness** Stage, they may not be ready to quit smoking yet, but they are in the hunter and gatherer stage ready to start looking. **Authority** and **Reciprocity** take place here because you've proven that you're an expert with an eBook and in exchange, they give you their email address.

Keep in mind that the number 1 goal that people have at any stage of buying is to feel better, not to actually fix the problem or attain the solution. People like to Feel as though they are on the right track. Listening to an expert really helps to bring about that feeling because they imagine telling their friends or family what they did and gaining approval of their tribe.

Let me put it this way. Being a business owner can sometimes feel like a series of taking action and your friends or family telling you why you're wrong. Everything that you do will cause your friends or family to tell you that you're wrong. But your friends and family are not trying to make you feel bad, they're just trying to explore both sides of the conversation.

What your friends and family don't realise is that you tried to include them during the research and decision part of your purchase and they were too busy or disinterested to have an opinion. It's not until after you've taken an action that you get the attention of your friends and family who then haven't caught up to the step that you're at.

Simply put, your friends and family aren't actually negative, they're just two steps behind you.

When you're at the **Awareness** stage, they're **Unaware**.

When you're at the **Browsing** stage, they're still not **Aware** yet.

When you're at the **Choosing** Stage, they're only now just at **Aware**.

When you're at the **Deciding** Stage, they're just coming to the **Browsing** Stage.

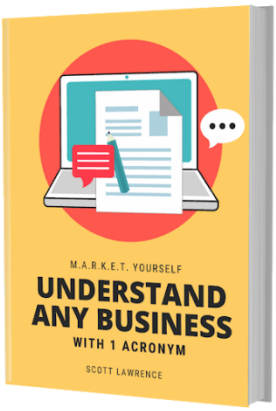
Next in the client journey, your client is at the **Browsing** Stage. They're looking at multiple experts, but you got in first by giving away a free eBook. The next 2 parts of Jeff Walkers human drivers come into play with **Anticipation** and **Likability**. Basically, anticipation means that they're now starting to look for your new videos and they've seen you long enough to like you. This is where I'd be giving an **Indoctrination** video or a **Myth Buster** Video.

During the **Choosing** Stage, we use a Case Study video to create the feeling of **Events and Rituals** and **Community**. People have narrowed down who they want to buy from to you because you have given value 3 times now.

Finally, the **Deciding** stage is where your client actually buys. You can make an offer including some testimonials. This helps with **Scarcity** and **Social Proof**. You have limited spaces available and other people keep telling you to come along and to jump in.

Do you remember how I said that your friends and family are two steps behind you? This also means that your potential clients friends and family are also two steps behind them. Your client will often book in while their friends and family are looking for other options. This just means that your clients friends and family will approve later, but not yet. This is perfectly normal.

Remember that your client is trying to feel good and being accepted by their friends and family make them feel good. This is also why your videos need to help your clients feel as though they are already accepted by their friends and family but using **Events and Ritual** and **Community** while their friends and family are still being driven by **Authority** and **Reciprocity**. Their friends will catch up, but leaning into the **Events and Ritual** side, plus the **Community** side will give your client the feeling of a second set of family and friends.



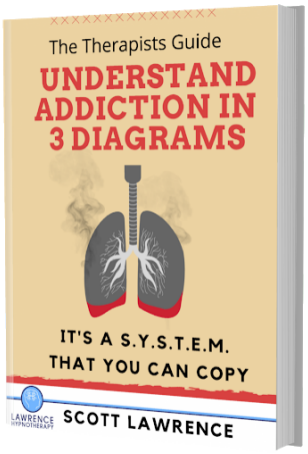
In my free eBook “Understand Any Business” I lay out an entire plan that gives you a paint by numbers formula to attract leads and to effortlessly book in the client or make the sale, just by filling in the blanks and following the steps.

Just click on the eBook to grab your free copy.



In my free eBook “Facebook Ad Basics” I give you an exact 21 day plan to attract up to 20 clients per week using Facebook Videos, how to build your web page fast and the 2 minute booking script to book in nearly 100% of leads.

Click on the eBook to grab your free copy.



In my free eBook “Understand Addiction in 3 Diagrams” I give a thorough map about how to cure addiction fast by understanding the Chemical, Habitual and Emotional elements.

Click on the eBook to grab your free copy.



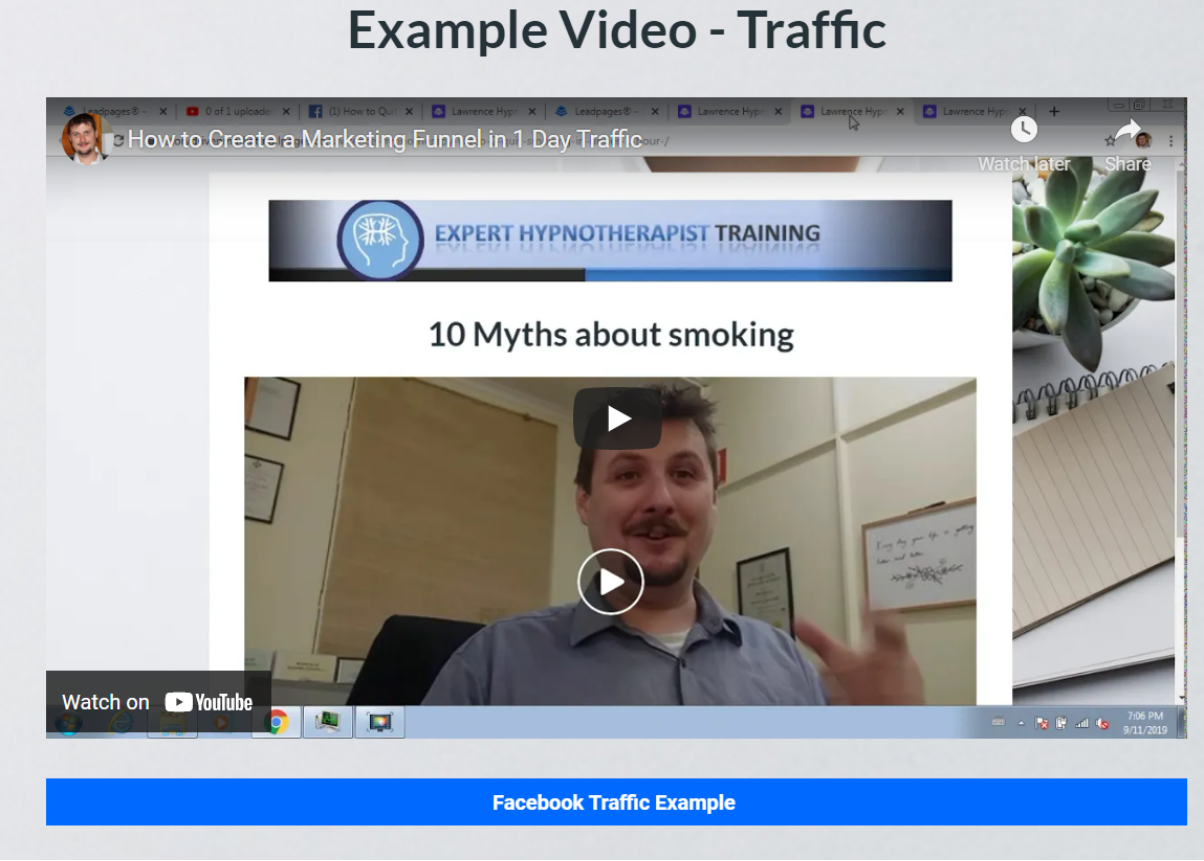
In my free eBook “6 Figure Funnel” I give you the exact steps of what to say in your sales videos during the **Awareness**, **Browsing**, **Choosing** and **Deciding** steps of your client journey.

Click on the eBook to download your free copy.

Next, we’ll be talking about how to sell, but I really recommend reading all 4 of these eBooks to get the best handle on the skill possible.

How to Sell

If you want to see my exact funnel for Quit Smoking Hypnotherapy that uses the **Awareness**, **Browsing**, **Choosing** and **Deciding** formula, just click on the picture for my exact pages, plus tutorial on how I built them.



Selling is easy if you stop thinking about it as how to 'Sell' and start thinking about it as how to help your client to 'Buy'.

Do you remember earlier in this eBook when we talked about the history of the internet? Well here's the payoff – "***The internet has become a better listener than friends or family are and that's why people buy"***

The internet today is designed to keep you distracted from your goals. They're not doing it to be evil, they're doing it to be profitable. They're grabbing you at your stages of **Awareness**, **Browsing**, **Choosing** and **Deciding** to make you buy things that you don't really need.

The internet is working hard to make you feel good when you purchase.

This is a method for selling that works most times.

1. **Rapport** - To be liked.
2. **Need** – Find out what they're looking for.
3. **Product** – Match what they're looking for with your product.
4. **Close** – Ask for the sale.

Most people are distracted and seeking anyone or anything that can make them feel good. Unfortunately for many people, they used to get these feelings of community, happiness and presence from their community, but the world is going through a bit of a 'Break Up' right now and communities are being reshaped.

Because people aren't getting their needs met for free through their families and friends anymore, they're not seeking to get their needs met through services.

This is where **Rapport**, **Need**, **Product** and **Close** comes into it.

When a person is buying milk from a supermarket, the person at the counter can skip **Rapport**, **Need** and **Product**, and just go "~beep~ That's five bucks thank you." That's **Close**. **Close** is just asking for the money.

Rapport is simple. Just be nice and present well.

Need and **Product** is where things get a little interesting and a bit tricky.

This is all about getting the order right.

You can sell better by putting **Need** before **Product** like this.

Bad Example – **Product** before **Need**

Say, “I have a program. You should buy it. Oh, you don’t want it? Well what do you need then?”

Good Example – **Need** before **Product**

Say, “What do you need? Oh great. I have one. Here’s my program.”

Let’s go into a little bit more detail. I wanted to start simple just so that the formula is simple. But let’s go. Here’s a longer version.

Good Example, “What is your goal? What does that look like? What would that do for you? OK. Where are you at now with your goal? Oh, I see. What is in your way that is stopping you from getting there? Yes I hear you. Ok. I have a program to help you with that.”

If I could simplify this even further, then just take this one sentence and make it your number one fact that you remember when it comes to how to sell.

Are you ready?

Ok. Here it is.

The Sentence – “*People are bad listeners, but they delight in being listened to*.” Remember, the internet has become a better listener than friends or family.

If you can listen then you can sell. If you can’t listen, then you can’t sell. Selling is all about asking questions and making the person feel listened to. Remember that their friends and family are poor listeners and you’re the first person to come along in a while to actually listen to them.

How to Cure Procrastination

What are the **4 stages of procrastination**?

1. Desire to act.
2. Interruption of the action.
3. Emotional Memory of the Interruption.
4. Seeking an alternative action.

Let's say that you're trying to build your business by creating a web page, writing some sales copy, send and email etc…

But, there's a dog who wants to come and sit on your lap. You've just had a **desire to act** with the **interruption of the action**. That's the first 2 stages of procrastination right there.

So you let the dog sit on your lap and you put your laptop away because the dog is in the way.

The following day, you want to build your web page, write sales copy or send and email, but there's an **emotional memory of the interruption**. Because the dog wouldn't let you use your laptop yesterday, you feel an emotion of "I just don't feel like it" today. So you find something else to do. This is the 2nd two sparts of procrastination right there with **emotional memory** of the interruption and then **seeking an alternative action**.

At this stage when people are **seeking an alternative action**, they end up buying something that they don't need or consuming something that they don't need. The best action now is to pause, notice the emotional resistance to sitting down and doing the work and just getting refocused and start building the web page, sales copy or sending the email again, but this is rarely how business owners behave.

Here's my plan for getting it done

Let me ask you this, "Do you take pleasure in doing the steps to grow your business?"

If you don't take pleasure in doing the steps, then you probably just won't do them, even if you really need to.

Here is a list of things that you **Should Do**.

1. Pick a Niche
2. Post an Ad on Social Media or on Google
3. Create an Offer
4. Put your offer on your web page
5. Make free training videos and eBooks
6. Promote your training and eBooks
7. Practice your phone script.

Here is a list of things that make you **Feel Good**.

1. Feeling in Control of your recent future.
2. Feeling Listened to and Loved.
3. Rest and Breaks when you need them.
4. Rewards and Treats.

Does the first list give you the feelings listed in the second list?

If not, then you won't be doing the work that you need to do.

Remember, buying stuff that you don't need makes you feel good. The internet is a great listener and it pays more attention to what you love than what your friends and family do. That's why you keep buying things. Take charge of your day by getting your needs met through your friends and family so that the internet doesn't distract you anymore.

Start Attracting 20 New Clients Per Week

Are you looking for hands on support to

grow your business?

Do you struggle with a few gaps in your business

And you need the exact steps of how to fill in the gaps that you're missing with a big picture map of where those steps go, all the while getting support?

Click on the button to join us today.

Join the 21 Day Challenge

FB Ad Basics

- **Your Offer Page:** Create a Landing Offer Page for your clients to Book in.
- **Facebook Advertising:** Learn how to bring in the Right Clients with the Right FB Ad.
- **Experienced, Step by Step 3 Week Training Course:** Get exact, easy to follow steps.

