EXPERT HYPNOTHERAPIST TRAINING

How To

Get your 6 Figure Marketing Funnel Finished



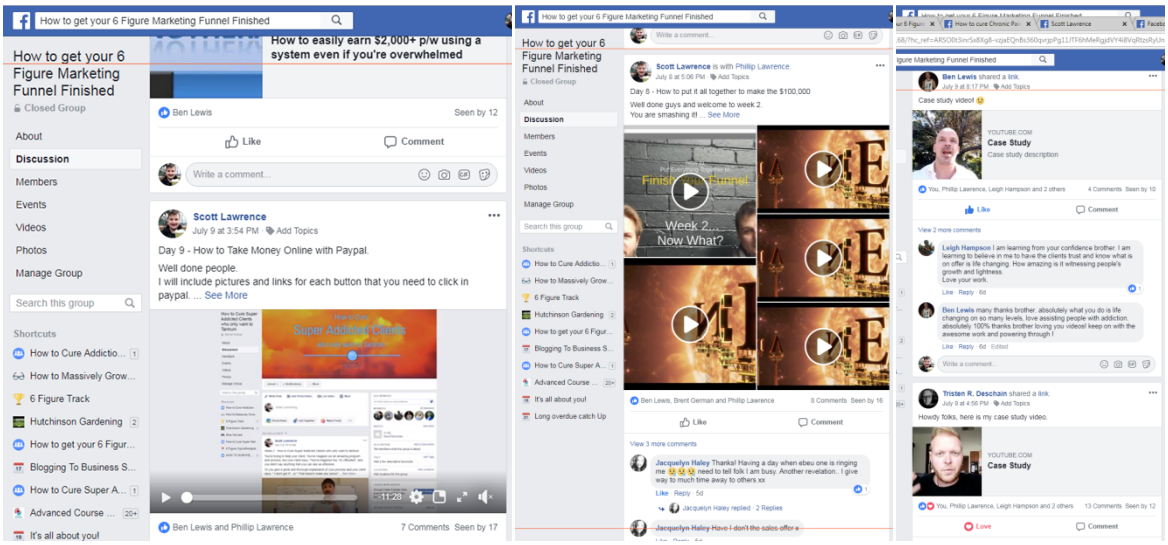
Have you ever dreamed of creating a six figure funnel and to have the whole thing finished in just 3 weeks?

Maybe you've started a funnel and never finished it.

Maybe you've finished a funnel and it never made any money.

Maybe you've never made a funnel before and the whole process stresses you out, from the 'What do I say', to the 'How does the technology work' or even the, 'how much will this cost me in Time, Money and Energy to make?'

The 6 Figure Funnel Process



In the past 3 weeks, we've had the best time helping 5 students at a time to build their funnels in a way where all they have to create is 4 videos, 1 eBook, create 1 Facebook group and then do some Facebook videos to promote their funnel and they're done.

Through this eBook I'm going to show you the whole process from start to finish. So relax, get comfortable and let's get your funnel finished and out there.



I’m Scott Lawrence from Lawrence Hypnotherapy and I help people like you to get more clients and to help your clients gain a better result quickly and easily.

Chill out and Trust me

To help you to get your funnel up and running right now as quickly as possible, please trust me and let me break this down bit by bit for you.

If I talk about the psychology, but you have a burning question about the technology, the money or something else, just chill out, trust me and let me get to it bit by bit. It’s coming, trust me, trust in the process.

You can do this. So let’s plan this together.

That Note that nearly Killed me

Shocked and confused, I came home from a 3 day camp trip with my friends. My wife had left a note under the front door that said that she needs a break and that she'd moved out and that she'd call me in a few days. I tried calling her but she'd changed her phone number.

Nobody knew what was going on. She'd apparently planned to leave me for a long time, but hadn't told her friends, family or me. When she was gone, she was just gone. She stole our life savings and I was left with nothing.

Her brother in law told me that I just had to be patient and wait for her to contact me. I wasn't given a time frame.

Five weeks later I got a phone call saying that she was breaking up with me. I was never given a proper reason except that she cheated on me. She did say that she missed me, but was too embarrassed to come back.

I bought an eBook and earned my life savings back.

It’s funny how people are so afraid of being alone or broke when there is more money and people on the planet than ever before. I was terrified, broke and alone. I found a YouTube video about how to get your Ex back. I bought their eBook for $80 and read how to put my life back together. Soon I bought more and more courses from them.

I was impressed with their sales process. Their YouTube video taught me the benefits of ‘Going no contact with your Ex’ then told me to buy their eBook if I needed more help either re-attracting my Ex or healing and letting her go.

I copied their sales process and made back what I lost in the break up. Let me explain.

How your funnel can make 6 figures, step by step instructions.

Are you building a funnel online?

You need 3 steps.

1. Build a List
2. Built Trust
3. Build Sales



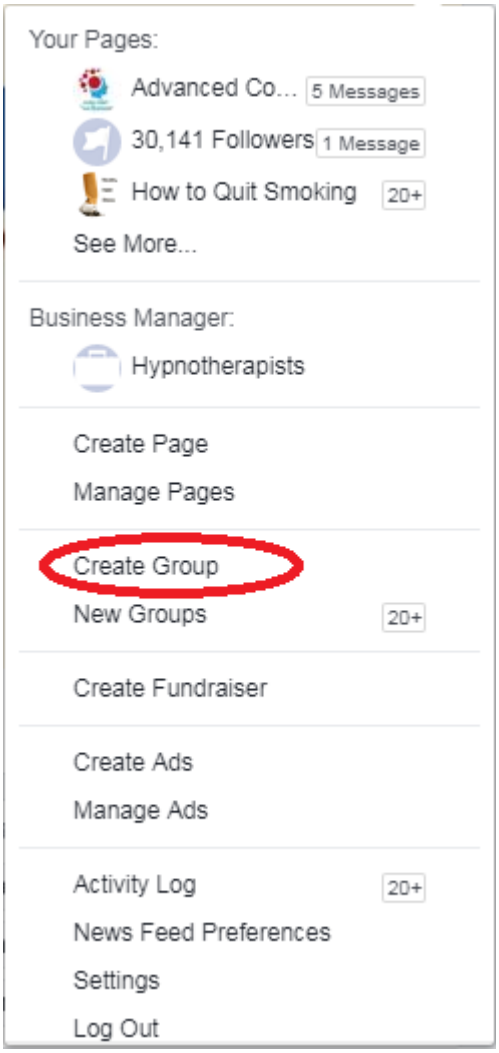
That's all you have to do. I'm going to give you exactly screen shots step by step of exactly what you need to do to build a list, trust and sales. I'll give you those instructions right here in this eBook with examples. But still, just chill out and work with me step by step. Take a breath and let's get started.

Step 1. How to Build a List (of subscribers)

If you had a list an unlimited list of people who follow you and listen to everything that you say, then money would be easy. You ask them all to buy something from you, and even if only a few people buy, you'd make a pretty good income.

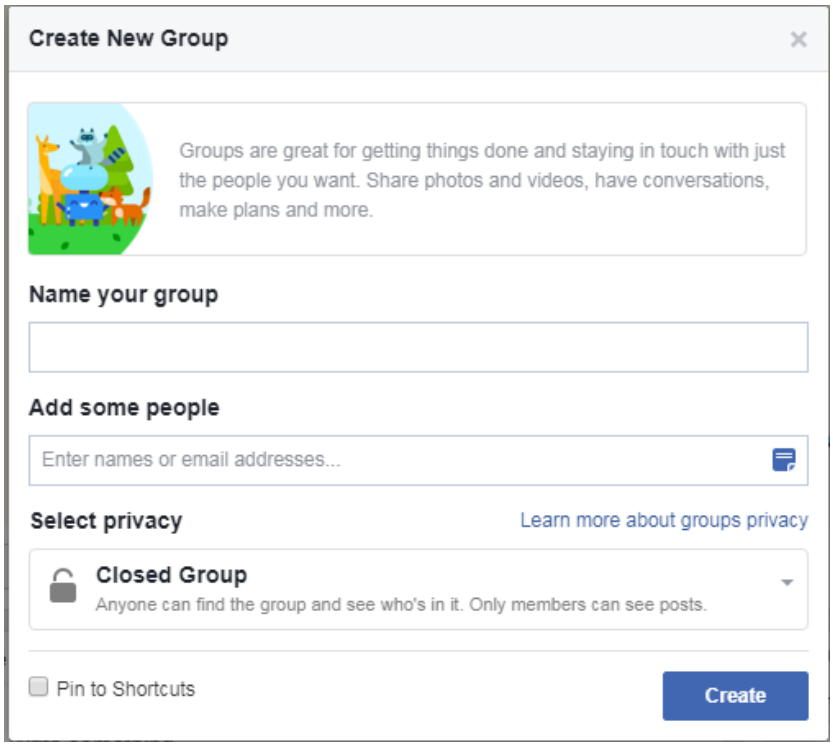
Let's start with building you a Facebook Group of people who actually Want To be in your group.





You can create a group just by clicking 2 buttons on Facebook. Do it now. I'm serious, let's do this together step by step right now.

It's as easy as clicking on the upside down triangle button to the right of your Facebook menu, then just click on 'Create Group'. It should bring you to this page.



What should you call your group?

You want people to voluntarily join your group, so feeding your ego is not the purpose here.

Bad examples of group names are;

- Jones Coaching
- Apples
- Welcome to my group for legends
- Jones and Sons PTY LTD

Good names are based on this topic formula

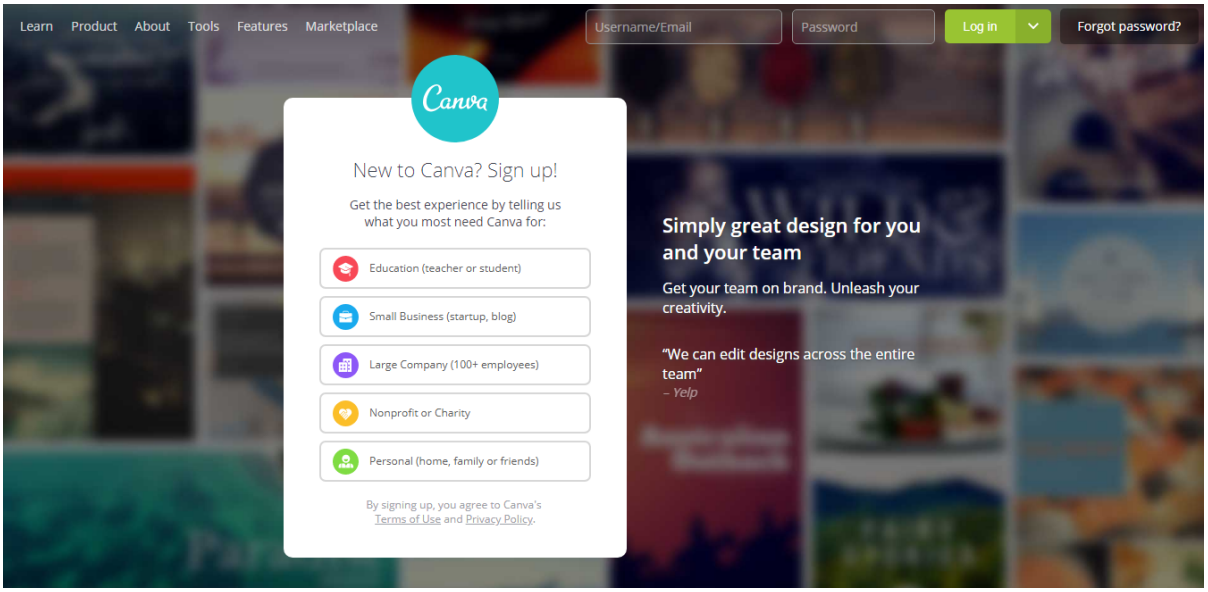
How to (then you give a problem or promise)

Good examples are;

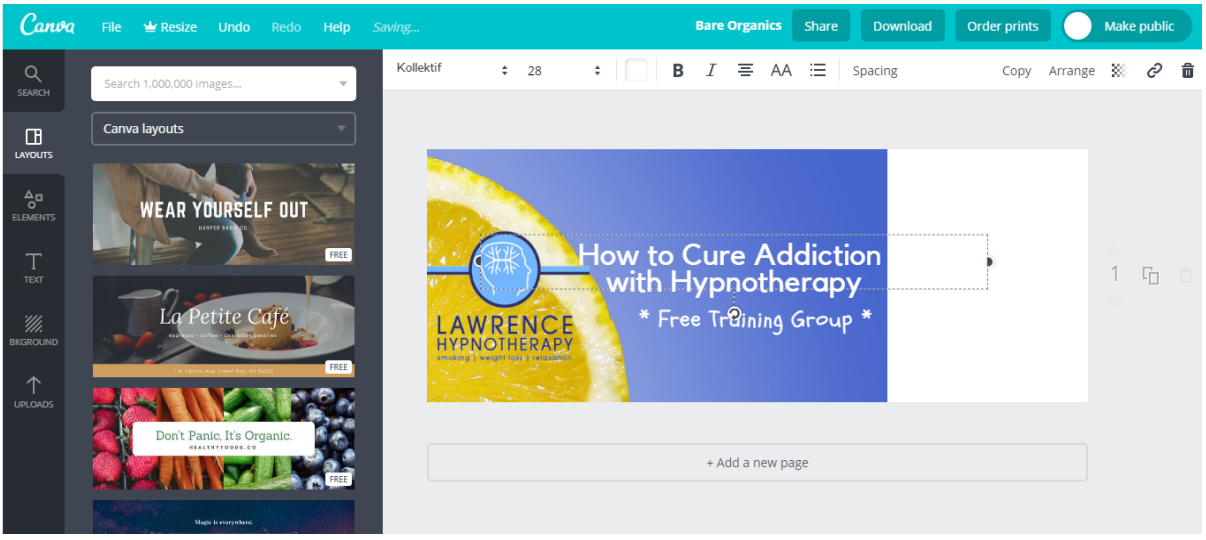
- How to Cure Addiction with Hypnotherapy
- How to Get your Ex Back
- How to Lose 15 Kilos without Dieting

How do you make a FB Group Banner?

www.canva.com is a free place to make pictures.

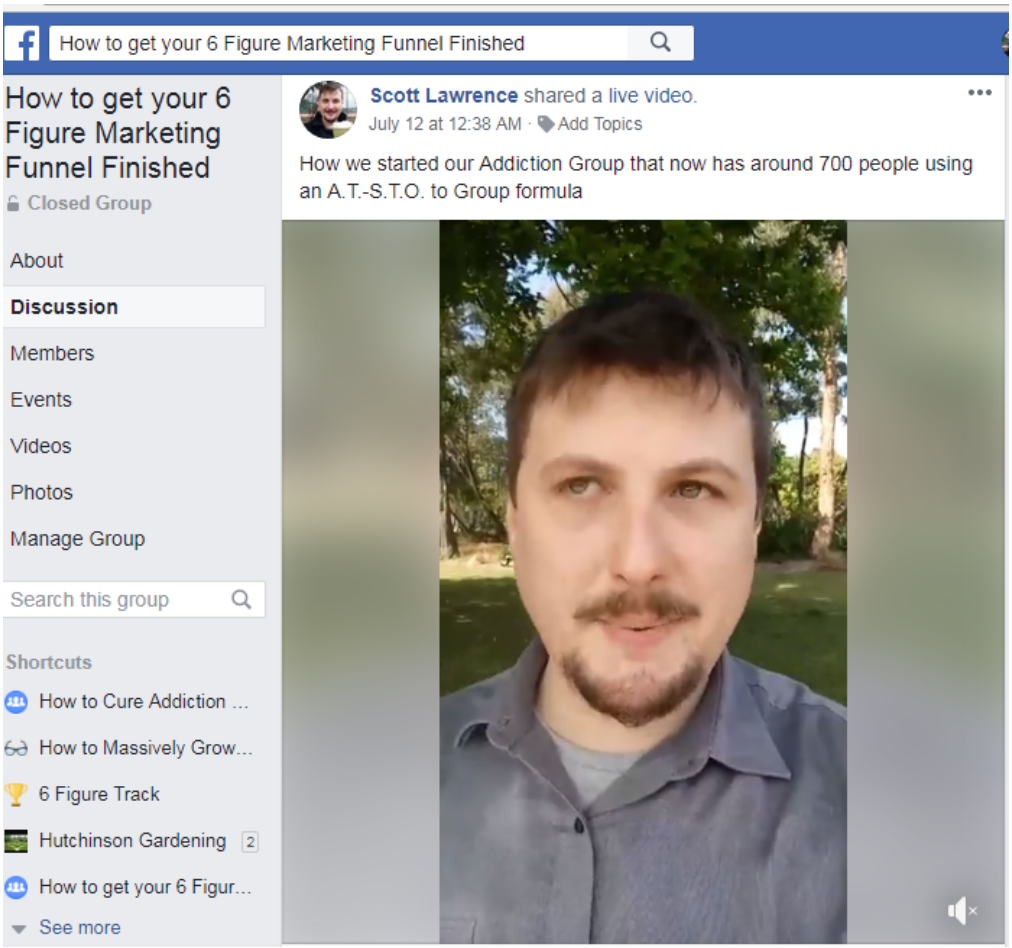


Have a play, use friendly colours and make sure that the group name is easy to read.



How do you get people to join your group voluntarily?

We use Facebook Live videos to invite people into our group. Just make a video telling people what your group is for. Click on the picture for my example.



What should you say in your video to make people want to join?

We use a formula called **A.T.-S.T.O.** to create our Facebook Live videos.

A.T.-S.T.O. stands for;

Attention - Put your face in the video and share some energy.

Topic – Say what your video is actually about. You could say, “In this video I’m going to tell you how to quit smoking”

Story – Give a little bit about yourself. This isn’t just a brag piece. It’s more about authenticity. Stories build trust

Teach – Actually teach a framework to succeed. You could give the 3 to 5 steps to quit smoking or whatever topic you’re teaching

Offer – Ask them to join your group for more training on this topic.

Why do people follow you?

My wife leaving me was the ultimate form of rejection. I couldn't stop crying for more than 10 minutes. I'd lost 14 kilos from depression.

In that time of need, I wanted to borrow someone else's strength and advice. I watched hundreds of hours of videos on how to handle a break up. I bought books and courses.

I realised that people follow our material for the same reason. I moved in with my brother and we built a Facebook group for therapists who want to cure addiction for their clients. We got hundreds and hundreds of people to ask to join because we understood the pain that they were in.

They wanted to borrow our strength and advice around what we were best at. We used a technique called the **D.D.F.F.** and built a multi 6 figure business. I got focused

How can the D.D.F.F. build unlimited followers for you?

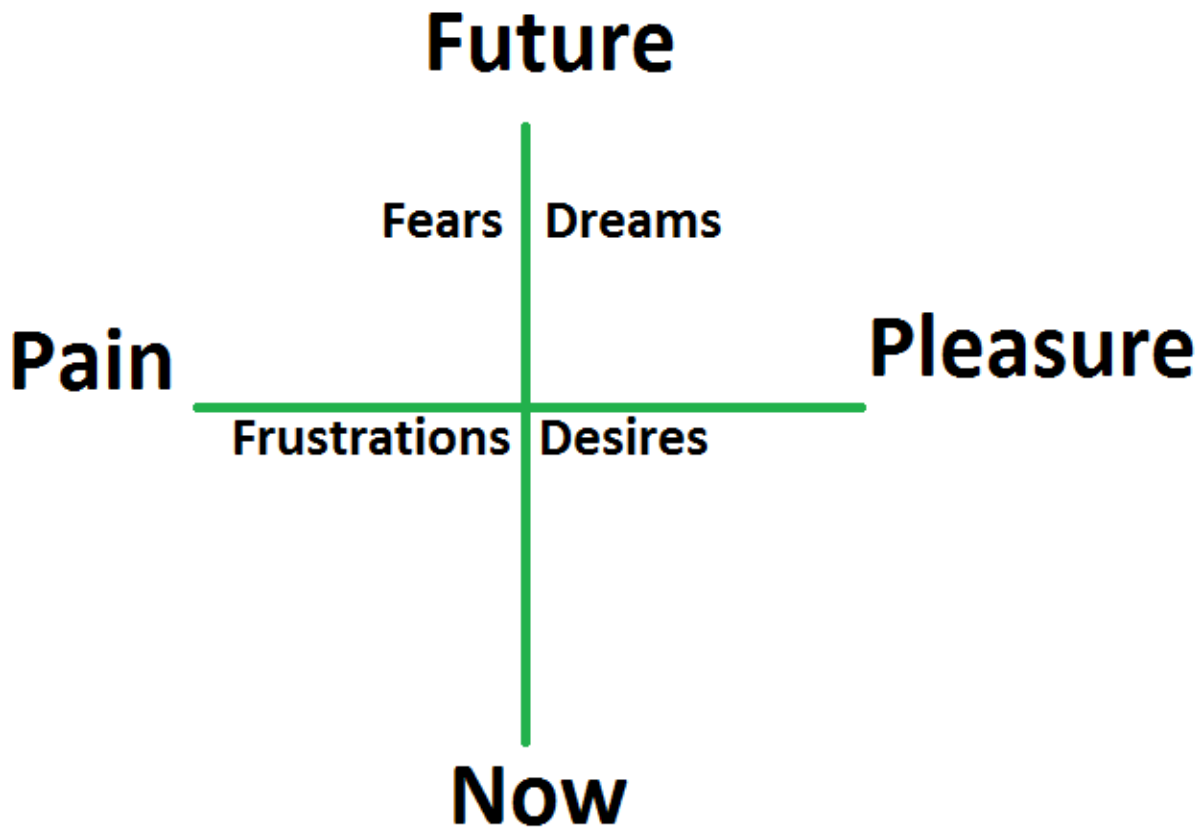
People care about themselves. They're tuned into this radio station called WII.FM. That stands for 'What's in it for me?' The last thing that your follows want is for you to brag about your skills. Honestly, nobody cares about your skills. I ignored the relationship coaches who bragged about how they're the best in the world. Instead, I paid attention to the relationship coaches who gave instant advice that I wanted right now to fix my problem right now. I was willing to buy anything from those people because they understood my **Dreams, Desires, Fears and Frustrations.**

People don't actually buy your skills. First they buy your ability to articulate their pain, or their **Fears** and **Frustrations**.

Next they buy your solution or pathway to **Dreams** and **Desires**.

Who is your client?

Let's do a D.D.F.F. right now. It's important. Don't skip this step. It's where most of your money will come from.



Behaviour is driven by pain and pleasure. The endocrine system gives punishment and reward chemicals that control behaviour. You need to talk to people about their pain and their pleasure instead of talking about your skills.

Make a list, earn the money

Right now, write out 25 future **dreams** that your client hopes will come true.

Think about what problem that you help them to fix or what ambition that you help them to fulfil.

Do they want to;

- Get married?
- Get a bikini beach body?
- Earn more money?
- Find love?
- Feel more calm
- Become a better public speaker?
- Get a promotion at work?
- Reconnect with their family?
- Travel overseas?
- Make more friends?
- Do work that they're more passionate about?

What do they want now?

Write down 25 now **desires** that your client wants on a daily basis. In a few pages time, I'm going to show you what to do with your D.D.F.F. to gain more followers, but for the moment, just chill out, slow down and do the work.

What **Dream** does your client want now?

- More sleep?
- A short cut to achieve faster?
- A new tool to make it faster or easier?
- A discount?
- To feel awake?
- A quick answer to a quick question?
- To have the confidence to say that one thing to that one person?
- To get their Ex back?
- To get this weeks bills paid?
- To make their family proud of them?

What scary thing is coming?

Write down 25 now **fears** that your client wants to avoid.

It's so great if you're still with me on this step. It may not seem like it yet, but this is actually the most important step to getting your funnel out there. You can have all of the technology working, but if people aren't feeling your message, then your funnel won't mean a thing. My funnels earn a great living for my brother and I because we spend the time breaking down our **DDFF**

Does your client fear;

- Losing their house?
- Losing their marriage?
- Early illness?
- Never sleeping well again?
- Getting stuck in their current job forever?

What annoys them every day?

Write down 25 now **frustrations** that your client is just really sick of.

If you've done your **Dreams**, **Desires** and **Fears**, then you're in the last quarter. I know that some of you have smashed this out already. But others need more convincing before they see the value in understanding their client better.

Let me put it this way. Understanding your client directly equals more money when you speak or write headlines with an offer attached.

Is your client frustrated by;

- Too many questions?
- Being tired daily?
- Being blamed?

You can't come up with 100 dot points on your DDFF?

If you have friends or family with problems, then you can easily get them to fill out your **DDFF** for you.

Just start interviewing people. Pick a topic that you want to help people with and start handing out surveys.

Here's why you should interview people.

You don't know what's going on in the other persons head until you ask them.

So buy them a coffee. Ask them what they want, why they haven't gotten it yet and just write. Keep writing. Trust in the writing. Seriously, money will come from writing their answers.

100 DDFF examples for

Money, Health and Relationships

We're about to get into

25 X Money Dreams

25 X Money Desires

25 X Money Fears

25 X Money Frustrations

25 X Relationship Dreams

25 X Relationship Desires

25 X Relationship Fears

25 X Relationship Frustrations

25 X Health Dreams

25 X Health Desires

25 X Health Fears and

25 X Health Frustrations

Here we go!

25 Money Dreams

1. A full client base by Christmas
2. Switch Jobs to Hypnotherapy
3. Learn Anxiety Hypnotherapy
4. Learn Weight Loss Hypnotherapy
5. Learn Pain Relief Hypnotherapy
6. Learn Depression Hypnotherapy
7. Learn Fibromyalgia Hypnotherapy
8. Create a CD set
9. Learn Facebook Marketing
10. Learn Google Advertising
11. Learn YouTube Marketing
12. Learn Marriage Counselling
13. Earn $100,000
14. Be taken seriously as a hypnotherapist
15. Rapid inductions
16. Learn Public Speaking
17. Learn group hypnosis
18. Learn Hypnotic Motor Control

19. Hire Hypnotherapists
20. Cure PTSD
21. Past life regression
22. Improve memory hypnotherapy
23. Find a clinic
24. Join an association
25. Get referrals

25 Money Desires

1. Hypnotherapy Clients calling you
2. Free hypnotherapy script
3. Free counselling script
4. Build a Web Page
5. Web Page template
6. Networking techniques
7. Happy customers
8. A referral program
9. Confidence in their skills
10. A map of what to do next
11. Automated administration
12. Holidays
13. Industry respect
14. An office
15. Books
16. A new therapy system
17. A phone script
18. Friends in the industry
19. Regular catch ups

20. Praise
21. Testimonials
22. Positive ratings
23. Rapid induction techniques
24. More time
25. Recognition

25 Money Fears

1. Getting an ad shut down by Facebook
2. Getting an ad shut down by ASIC or ACCC
3. Angry clients
4. A bad reputation
5. Waste years
6. To be an imposter
7. Running out of money
8. Being called fake
9. Public speaking
10. Refunds
11. Getting sued
12. Abreactions
13. Suicides
14. Resistant clients
15. Losing control of the session
16. Difficult clients
17. The economy changing
18. Embarrassment
19. Clients not paying

20. Getting bored
21. Cost of advertising
22. A bad review
23. A bad reputation
24. Losing passion
25. Too many hypnotherapists

25 Money Frustrations

1. The day job
2. The web page designer
3. Technology is hard
4. Too many expenses
5. Cancelations
6. Aggressive clients
7. Loneliness
8. Long hours
9. Bills
10. Fatigue
11. Web page breaking
12. Work load
13. Judging friends
14. People not understanding
15. Cluck like a chook or bark like a dog
16. Sales people
17. Poor lighting
18. Poor sound
19. Not knowing what to say on video

20. Poor weeks
21. People who can’t by hypnotised.
22. Clients who don’t get a result
23. Non supportive partner
24. Can’t take holidays
25. Clients who talk too much

25 Relationship Dreams

1. Get married
2. Find a partner
3. Fall in love
4. Find a date
5. Communicate better
6. Feel beautiful
7. Be respected
8. Be loved back
9. Be admired
10. Seen as a role model
11. Have more friends
12. Share my wins
13. Friends who love what I love
14. Travel with friends
15. Have kids
16. Be remembered
17. Give back / Contribute
18. Share what I love
19. Be held

20. Sex
21. Fame / industry fame
22. Be a leader
23. Be calm around other
24. Attract positivity
25. Save the world / hunger / poverty / health / addiction

25 Relationship Desires

1. Hang out with friends
2. Get home early to see family
3. Go on a holiday with friends / family
4. Plan a group activity
5. Have a lunch with somebody
6. Play golf together
7. Business network with like minded people
8. Laugh more
9. Alone time
10. Quiet time
11. See more people
12. See less people
13. Feel safe / secure
14. Hold someone
15. Have a set routine
16. Reconnect
17. Let go of negative people
18. Give a present
19. Win an argument

20. Be forgiven
21. Be right
22. Be acknowledged
23. Have secrets
24. Have no secrets
25. To know what to expect

25 Relationship Fears

1. Dying alone
2. Annoying people
3. Being hated
4. Being ignored
5. Being frightened by others
6. Being bullied
7. Arguing
8. Being seen
9. Large crowds / anxiety
10. Confrontations
11. Others dying
12. Bing wrong
13. Partner cheating
14. Being forgotten
15. dating
16. Being an imposter
17. Being exposed / secrets revealed
18. Being alone
19. Being controlled

20. Being ashamed of themselves
21. Being laughed at
22. Bing physically hurt
23. Having to rely on other people
24. Being let down
25. People not understanding them

25 Relationship Frustrations

1. Constant harassment
2. Constant questions
3. Being ostracised
4. Difficult conversations
5. Misinterpretations
6. Being expected to join in with something that they don't want to do
7. Letting people down
8. Too much physical contact
9. Too much noise
10. A lack of connection
11. Pushiness
12. Confusing people
13. Being expected to do weird things
14. Not being celebrated
15. Not being listened to
16. Being made wrong all of the time
17. People not changing
18. Miserable people

19. Positive people
20. Rude people
21. Late people
22. Annoying people
23. People who don’t care
24. Being the only one who cares
25. Not understanding people

25 Health Dreams

1. Become fit
2. Lose weight
3. Look better
4. Win competitions
5. Get better at sport
6. Run better
7. Breath better
8. Fit into clothes
9. Lose a dress size
10. Gain confidence
11. Become more attractive
12. Get up to date
13. Perform better
14. Get that promotion
15. Be a role model
16. Get a fat stomach
17. Get abbs / 6 pack
18. Be more flexible
19. Look great at the beach

20. Be more independent
21. Love their body again
22. Feel amazing
23. Run faster
24. Date again
25. Perform romantically

25 Health Desires

1. Eat what they want
2. Have fun
3. Swim
4. Say ‘yes’ to more offers
5. Play with their kids
6. Play sport
7. Last the day
8. Lift heavy things
9. Be handy around the home
10. Do their job
11. Run their business
12. Feel the joy
13. Enjoy their holiday
14. Live stress free
15. Trust their body
16. Wake up refreshed
17. Sleep through the night
18. Get to sleep fast
19. Cook well

20. Have a great routine
21. Recover quickly
22. Achieve twice as much per day
23. Think clearly
24. Look forward to the day
25. Feel at peace

25 Health Fears

1. Loss of mobility
2. Never getting better
3. Dying early
4. Being judged for their body
5. Being alone
6. Getting cancer
7. Getting emphysema
8. Losing confidence
9. Getting worse
10. Unable to even think straight
11. Complete overwhelm
12. People not understanding the health condition
13. Social embarrassment
14. Being a Burdon to others
15. Being labelled
16. Not understanding what is wrong
17. Losing time
18. Losing money

19. Losing productivity
20. Feeling guilty
21. Making a scene
22. Missing out on holidays
23. Missing out on life
24. Physical appearance
25. The cures could be worse than the problem

25 Health Frustrations

1. Feeling sick
2. Feeling tired
3. Being overweight
4. Nothing is fun anymore
5. Chronic pain
6. Headaches
7. Sore muscles
8. Weak muscles
9. Getting out of breath easily
10. Getting teased for physical appearance
11. Smelling bad
12. Pimples
13. Stress headaches
14. Being on camera
15. Feeling ugly
16. Toilet urgency / keyhole urgency
17. Poor self confidence
18. Getting teased for appearances
19. Can’t keep up with the kids

20. Always hungry
21. Not enough time to eat healthily
22. Don’t believe that they can become healthy
23. Always missing out due to illness
24. Addictions smoking / over eating / over drinking
25. Running out of time to get it right

I'm Cured! Sell them what they want and them give them what they need.

Well, maybe not cured. When a person leaves your life so suddenly without any explanation, the brain processes it like a death.

I feel much better now because of the loving support of friends and family. But also I paid for help. I paid for a psychologist, a break up coach, online courses and eBooks.

What I needed to do was to journal, work on my life plans and discipline my mind to slow down, feel the pain for a while and then move on to planning. But if I saw a headline that said, "How to journal more after a breakup", they wouldn't get one cent out of me.

I thought I wanted my Ex back. What I really wanted was to heal. I love my life now.

6 Figure Headlines

This next part only works if you finish your DDFF. Again I can't make this point enough.

Nobody cares about your skills. In fact, you may like me as a person. You may even admire me. But one thing is true. You don't care about my skills. You just don't. You're busy thinking about your life and how to fix your problems or fulfil your ambitions. So when I write a headline for you, should I go on about me and my skills? Or should I talk about Your Problems and Your Ambitions?

The Headline Generator

Number	Adverb	Outcome Promise	Adjective Emotional Hook	Time Frame	Objection

I got 114 new phone numbers in 12 days with my headline. (Because I did my DDFF and Headline Generator)

The trick is to copy your **Dreams** and **Desires** into your Outcome **Promise** Column and your Fears and **Frustrations** into your **Objection** Column

The Headline Generator

Number	Adverb	Outcome Promise	Adjective Emotional Hook	Time Frame	Objection
7 Tips	How to	Relieve Depression	Effectively	In Minutes	Without Drugs
3 Hacks	Discover How	Cure Depression	Easily		Without Pain
5 Steps		Help with Depression	Enjoyably		
		Chronic			
5 Must Do Steps	How to	Sell your Passion and Expertise Online	To the people who light you up	Faster than you would think possible	Without Wasting Time on re-learning what you already know

My Example of my Headline

I spent all night writing this headline and working it through the DDFF and the Headline Generator



Just follow this formula

Number – Adverb - Outcome Promise -

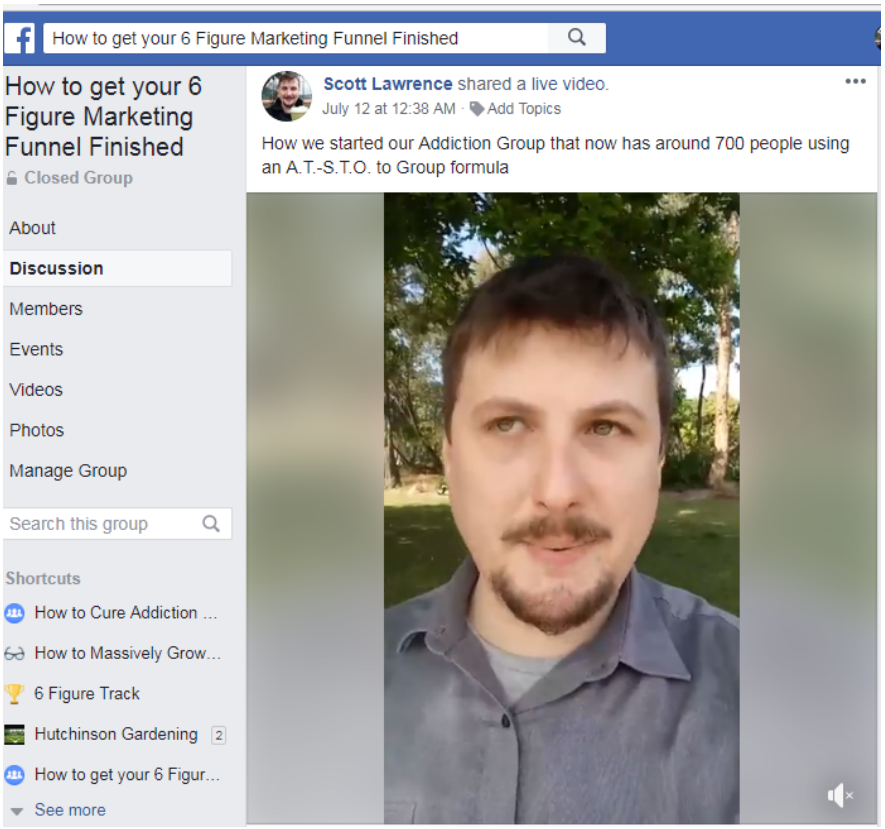
Adjective - Time Frame - Objection

A Headline for your A.T.-S.T.O. to build your Facebook Group to hundreds

This is what I wrote as a headline above my video

(Hypnotherapists)
How to cure crippling addiction fast by clearing the air on 3 surprising myths

Say "I'm in" to watch our free series on addiction



A Headline Plus a Call to Action

You have to tell people what step to take next or else they won't do anything.

We started using the "I'm in" tactic a while ago and it's insanely good. Some videos have over 200 "I'm in"s on them.

Take another look at the text that I put above my A.T.-S.T.O. video to get people into my group.

What is my call to action?

(Hypnotherapists)
How to cure crippling addiction fast by clearing the air on 3 surprising myths

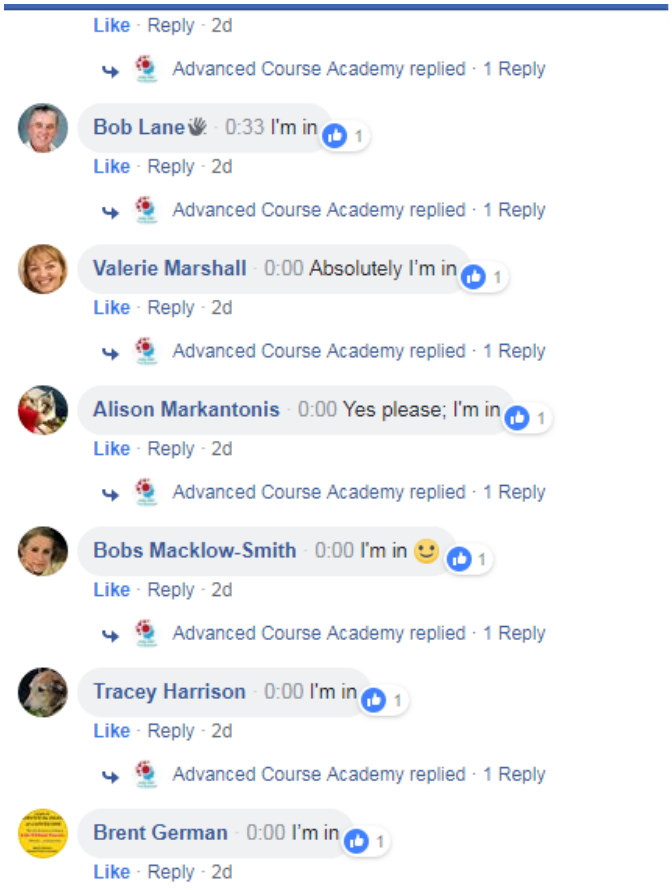
Say "I'm in" to watch our free series on addiction

Reply to your "I'm in"s with a link to your new Facebook Group.

You have to tell people what step to take next or they won't do anything.

It's actually that easy. Just start these steps and you'll have a group full of people in no time.

After a while, people just keep adding themselves (if your group has brilliant content)



Write an eBook and get Phone Numbers and Email Addresses.

EBooks don't have to be long, and they don't have to make any money. Later when you want to sell a $500+ or $10k+ coaching or product, it pays to have email addresses to sell to

Click on the picture for a

full training on eBook design



Get your eBook done fast

In the challenge that we just ran, we actually build your web page for you and help you to get it done in two weeks. It's only 10 weekly payments of $75 and you get support that you will never find anywhere else. Oh my gosh we work hard for you.

Click on the picture if you need to join our next round. Our spots fill up fast because we can only take on 5 people at a time. We work hard.



The Technology of eBooks

You should be more focused on the quality of your content than be worried about the technology.

If you're having trouble turning your eBook into a PDF, then just cheat the tech and click this link.

https://www.zamzar.com/convert/docx-to-pdf/

If you aren't sure how to make your eBook cover look all fancy and 3D, then again, just do it the easy way. Click on this link and let the software do it for you.

https://www.adazing.com/cover-mocks/

If you don't have a web page, we don't use click funnels anymore, but you can use these guys, or just join our challenge and we'll do it for you.

https://www.clickfunnels.com/

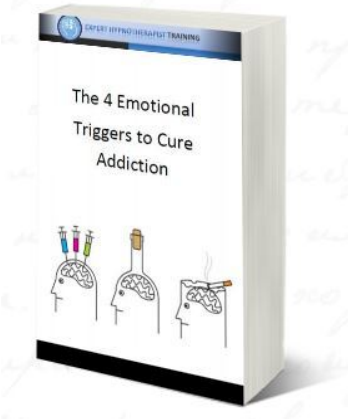
Writing the eBook

People are great at talking. They're not always great at structure.

After you've used the **DDFF** and **Headline** Generator again to create your headline, you need structure for the body of your eBook.

Once you've found a problem that you fix for people, (this should be in your headline) then you need to list a 3 to 5 steps to start fixing those problems.

Here are some examples of mine. Click on them.







They Opt in before they get the eBook

When people in your FB group want your eBook, you give them a link to your Opt in Page



Opt in

First they land here where they can click on the 'download' button



Collect Details

Next, a screen pops up asking them for their details. Yes people actually fill this is, if your headline is good enough.

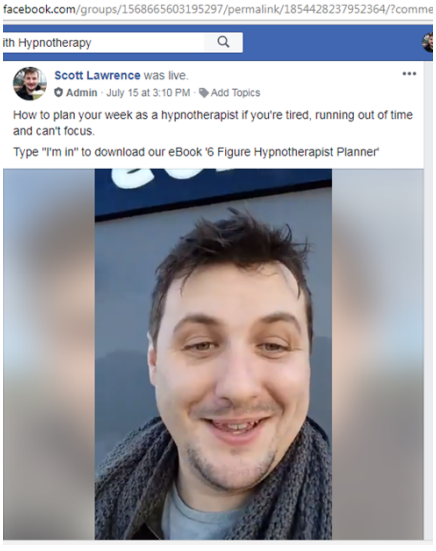
Cool, but even after I build the opt-in page, how do I offer it to people in my Facebook group?

Good questions. I'm impressed that you would ask such a thing.

Do you remember the **A.T.-S.T.O.** formula that you used to get people into your group?

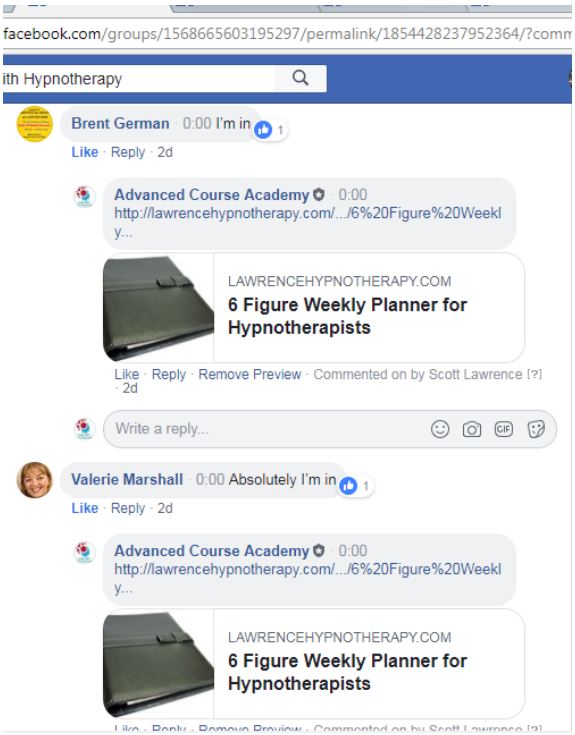
Great, because you're going to use the **A.T.-S.T.O.** again to talk about your eBook.

Here's a clickable example from my group.



Then reply to the "I'm in" with a link to your opt in page

Here's an example



At this point, you should have built your FB group and banner, done your DDFF, Headline, A.T.-S.T.O. to get them into your group, written your short eBook, make your opt-in page for your eBook and done a FB live A.T.-S.T.O. video to give away your eBook. Remember the Headline and "I'm in" call to action above every video

I didn't promise that this would be effortless, but we are here to help.

Click on the picture and type "I'm in" if you want to join our 3 week challenge for just a once off deposit of $497 plus 16 weekly payments of $125. We love you and want to help you. I think it's time to get some help. How long has it been now? Click the picture



That's how you build a list. Before we talk about the money, we need to talk about making your group awesome and building so much trust that people want to buy from you.

Let's go back to this page.

Are you building a funnel online?

You need 3 steps.

1. Build a List
2. Built Trust
3. Build Sales



You're up to stage 2. Build Trust.

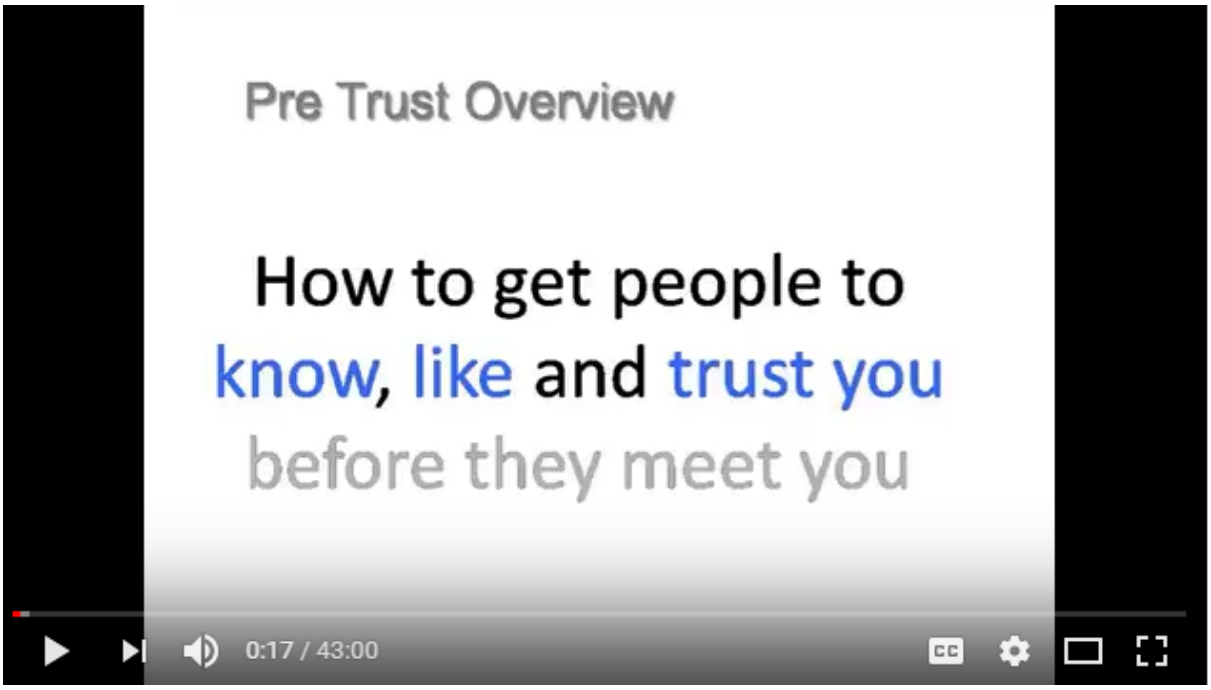
After that, I'll show you stage 3. Build Sales.

Step 2. Build Trust

Before I show you the exact formula for building trust in your Facebook group, I want you to stop and watch this video on Pre-Trust. Again, chill out and stay with the process

It’s an overview on exactly what happens your group. This is the exact same process that our students followed to create their pre-trust series.

The Pre-trust Formula



Member Spot Light

If you wonder how our students get through so much work in 3 weeks, it's because they truly are remarkable people. We love working with them and are grateful for trusting us to support them.

Jacquelyn Haley won our first Member Spot Light

Click on the link to see her Spot Light Video

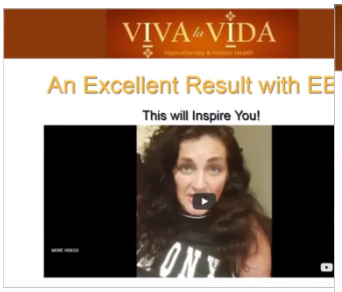


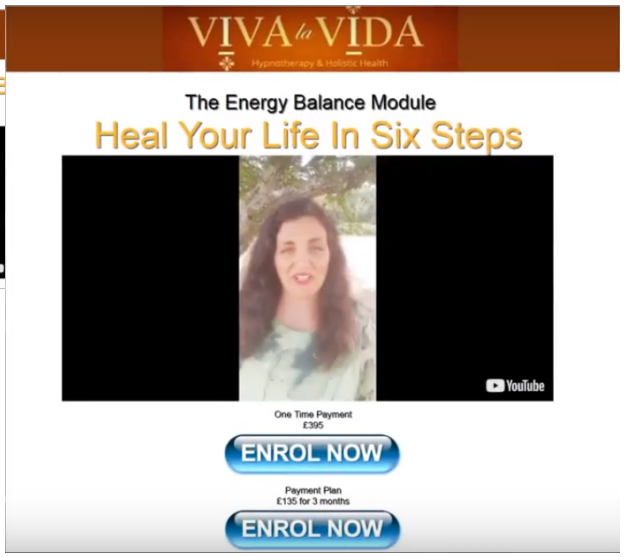
No Computer, No Problem

Jacquelyn didn’t even have a computer handy and still managed to win the challenge.









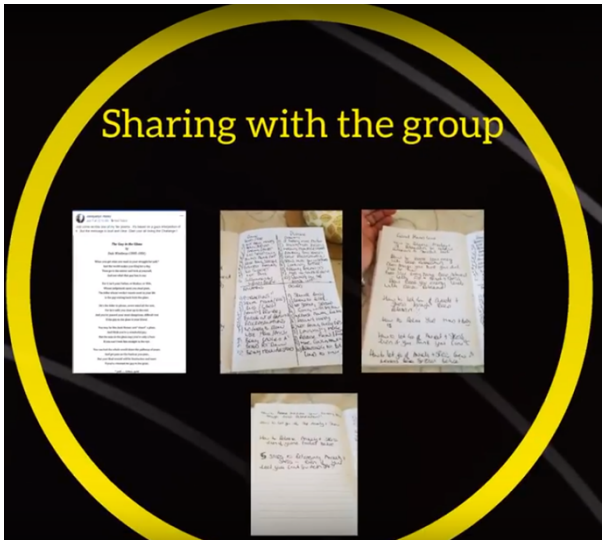
Launch Time

21 ladies joined Jacquelyn's

challenge during the first week



We loved her contributions to the group





Your 3 Pre-Trust Videos

Now that you have a Facebook group and you're inviting people into your group to check out your awesome video series, it's time to make your pre-trust video series.

Once people get enough value from you, they learn that you are exactly the person to help them. Don't worry that you're giving away too much value away for free. If people have a real problem that they want real help with, then giving away great content now will actually just build trust.

Later in this eBook, I'll show you how to sell. But for now, again, just chill out and make your 3 pre-trust videos.

I watched at least 15 free videos from break up coaches before I bought an $80 eBook. I even got to the payment page a few times without buying before finally buying their eBook

The 3 videos

Everything that we do is an acronym.

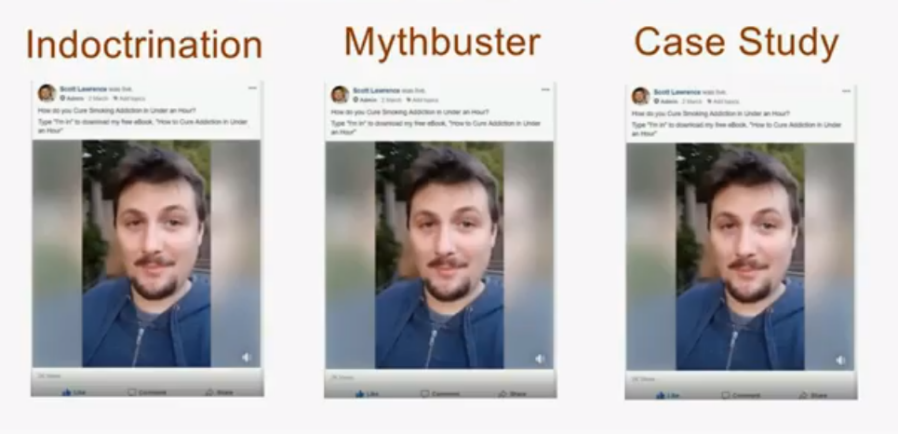
Video 1 is called the I.N.D.O.C.T.R.I.N.A.T.I.O.N.

Video 2 is called the M.Y.T.H. B.U.S.T.E.R.

Video 3 is called the C.A.S.E. S.T.U.D.Y. and

Video 4 is called the S.A.L.E.S. O.F.F.E.R.

(Yes, I said 3 videos. I'm just letting you know now that you'll eventually do the S.A.L.E.S. O.F.F.E.R. video to sell your product.



If you follow our acronym scripts for each video, you'll have one video smashed out per day ready to build your funnel. Don't try to make it perfect, just have a go. You'll surprise yourself with what you come up with.

Video 1. The I.N.D.O.C.T.R.I.N.A.T.I.O.N. Script.

I is for **Introduce yourself**. Who are you?
N is for **Name of Business**. Where do you work?

D is for **Desire of Client**. What is causing your client to suffer? and please don't say, 'They need a coach' or 'They need my program' or 'They need a hypnotherapy session with me', while Yes, kinda that's technically true, your client doesn't actually care about what fancy tools you have. They care about their problem or ambition. What would they type into google to find you? Yes, they would type in, Lose 15 Kilos or Pounds, Quit Smoking, Overcome Grief, what to do after a break up, how to save $10k, how to Stop Gambling, etc...

O is for **Obstacle of client**. Why can't your client just go out and get this goal achieved? What's in their way? Is it that they tried and failed? Is their entire family non-supportive? Do they have health conditions holding them back? Are they too poor to afford what they need? (Now, all of these are

excuses, but for this part of the video, you're just building rapport. These excuses are how your clients think right now. So don't make fun of them by telling them that these are excuses right now. The training part comes later)

C is for **Credentials**. What makes you the right person to help / teach them through this obstacle? Are you qualified? Have you helped others in the past? Is your system better than other systems out there? Is there an issue that other systems have that your system fixes? What is special about your ability to help your viewer?

T is for **Tragedy**. What (related) event happened to you that caused you to experience pain or loss. Please keep your tragedy related to the problem that you fix for others. Don't just say that you fell off your bike and now you help people to quit smoking, those two aren't related. People want to get to know you personally. This is the part of the video where your viewer is expecting you to pitch them. So it's extremely powerful to shift the energy here and just to give in the form of a past horror story to prove that you relate to them.

R is for **Rebirth** - Don't just stay in the pain part of the story. How did you fix it? What are a few thoughts, techniques or events that really made the difference? How did this help you? Where are you now? What did you achieve in your rebirth?

I is for Insight. Sum it all up for your audience. When you went from Tragedy to Rebirth, what did you learn? What's one important lesson that you took from your experience that your viewer could benefit from hearing?

N is for **New World vs. Old World**. How is the world different today? Why is now a harder time to succeed? Why is now an easier time to succeed? Why was the past an easier time to succeed? Why was the past a harder time to succeed?

A is for A**ffirmation** - Sum it all up for me again. What is one thing that you can say to yourself to stay focused? If your client said that affirmation to themselves, would it help them to stay focused?

T is for **Teachable Framework** - So we use I.N.D.O.C.T.R.I.N.A.T.I.O.N. as one of our teachable frameworks. What is a way that you can teach people to fix their problem, but put it into a

list, a diagram, an acronym, an alliteration, a rhyme or some mnemonic device to make the teaching fun and easy to remember? This framework will be your marketing wingman. We got nearly 20,000 views from one video because we invented the **ABCD** of addiction. **A** for achievement, **B** for Breathing Space, **C** for Connection and **D** for Discovery. There will be a link in the comments.

I is for **Interesting Point** - Sum it all up for me again. Yes Again. What do you find most interesting about your teachable framework?

O is for **Opportunity** – What is the bigger picture if they get a result? How can their life change?

N is for **Next Step** - What do you want them to do now? Like? Comment? Share? Watch for another video next week?

Once you've filmed your I.N.D.O.C.T.R.I.N.A.T.I.O.N., you can upload it to YouTube and embed it into your web page. Then you can film an A.T.-S.T.O. in your FB group to make people say "I'm in" for your I.N.D.O.C.T.R.I.N.A.T.I.O.N.

Video 2.

The M.Y.T.H. B.U.S.T.E.R. Script.

M is for **Mission** – What is the bigger reason that you do this work? Is it for charity or to make a larger change in the world?
Y is for **Yourself** – Re-introduce yourself
T is for **Top 10** – What are 10 myths that people believe about the problem that you help people to fix?
H is for **Humour** – Ease the tension around those top 10 myths by telling a joke.

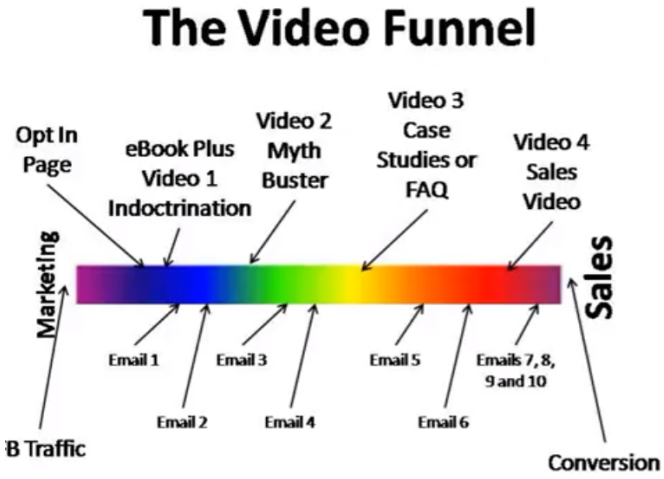
B is for **Basics** - What are 3 to 5 steps that your client can start doing right now to help them to fix their own problem?
U is for **Urgency** – Why does your client need to start making a change right now?
S is for Sneak Peak – Tell us about your program.
T is for **Tribe** – Who else is do you serve? What do you call your tribe of clients?
E is for **Evolve** – Talk about the bigger picture. Again, how is their life going to change if they get this result?
R is for **Reply** – Ask your viewer to like, comment and share your video.

Video 3.
The C.A.S.E. S.T.U.D.Y. Script.

C is for **Client name** – What is your client's name? (If your client is confidential then don't use their name. Just refer to the problem that they faced)
A is for **Ambition of Client** - What did they want? What problem did they want fixed? How was the problem affecting them?
S is for **Success of Client** - What did they achieve from your services?
E is for **Embed Program** - What's your program name? (Be subtle and don't make a big deal)

S is for **Struggle that the Client went through** – How did it affect their life?
T is for **Take Away** – Summarise your point.
U is for **Uplift** - Say something nice to make them feel positive and empowered.
D is for **Detach** - Make them miss you
Y is for **You** - Sign Off. End the video

The Whole Funnel



Here's the plan.

1. Do a Facebook live **A.T.-S.T.O.** video to invite people to type "I'm in" to join your **Facebook group**.
2. Do a Facebook live **A.T.-S.T.O.** video to invite people to type "I'm in" to see your **I.N.D.O.C.T.R.I.N.A.T.I.O.N.** video
3. Do a Facebook live **A.T.-S.T.O.** video to invite people to type "I'm in" to see your **M.Y.T.H. B.U.S.T.E.R**. video
4. Do a Facebook live **A.T.-S.T.O.** video to invite people to type "I'm in" to see your **C.A.S.E. S.T.U.D.Y**. video

Student Examples...

Click on the links to see the web pages

Tristen Pritchard





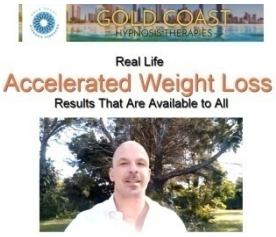






Ben Lewis











Leigh







Hampson



Ange



Brad









You have Power with Support

We all need people around us to bounce off. My brother and our students share ideas, share laughs and try not to take the whole thing too seriously. There is a bright hopeful future out there for anyone who's willing to give their marketing a go and to go easy on themselves when times are tough.

My life has been such a fun ride with the support of friends and my community with my new life ahead of me. We're all human. We all doubt the future sometimes. And that's OK as well. You don't have to have yourself all figured out on day one. But it's a much more pleasant experience when we share the journey. That's why we want to wear some of your business hats for you while you have a go at this 3 week challenge.

Video 4.
The S.A.L.E.S. O.F.F.E.R. Script.

This video can take a little bit of planning, so we've come up with a work sheet to help you through the process.

http://therapistfunnels.com/Assets/Sales-Offer-Workbook.doc

S is for **Self** - Who are you?
A is for **Ambition** - What problem do you solve?
L is for **Life Story** - You or your Clients story
E is for **Environment** - How has the world changed?
S is for **Show Bag** - Your Teachable Framework

O is for **Opportunity** - The name of your program
F is for **Features** - What's in your program?
F is for **Freebies** - What else do they get?
E is for Energy - Ramp up the energy toward the end
R is for **Register** - Ask for payment and to click the button.

Setting up PayPal

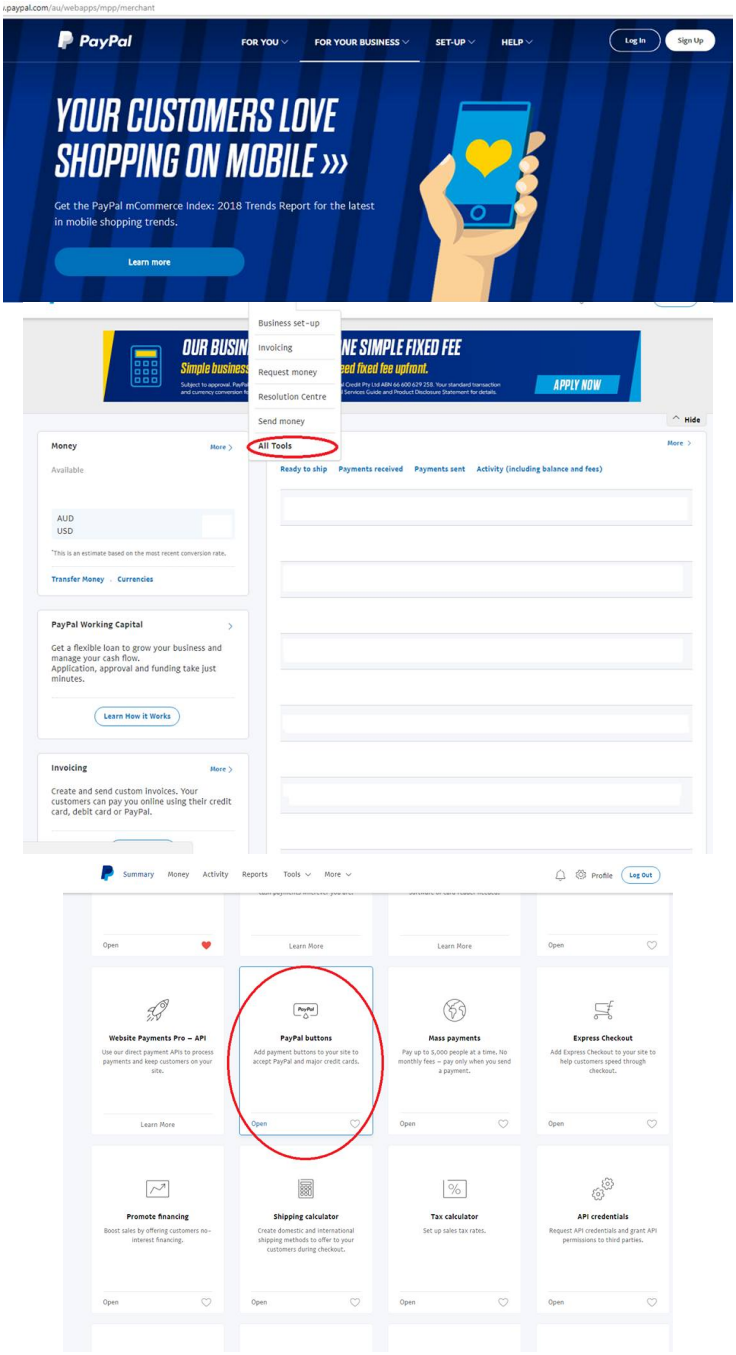
If you're a coach, NLP master, hypnotherapist, counsellor, consultant or any expert who sells their time, you'll need to work out exactly what you're selling.

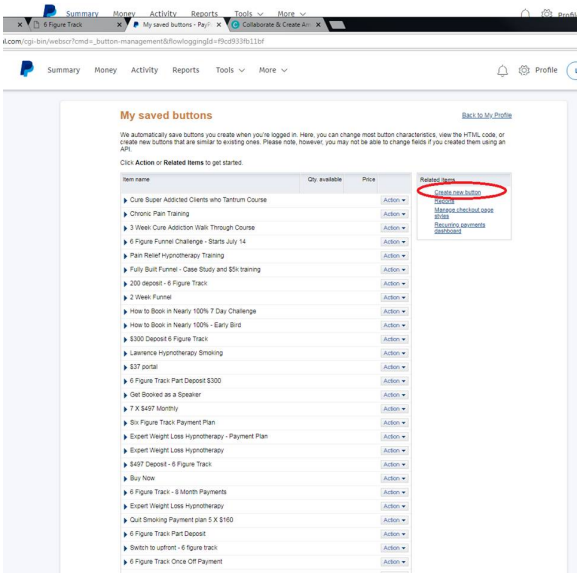
We recommend starting with programs of 8 sessions at $195 each. You can easily create a payment plan in seconds with PayPal, so when they click on your sales page and want to buy, they.

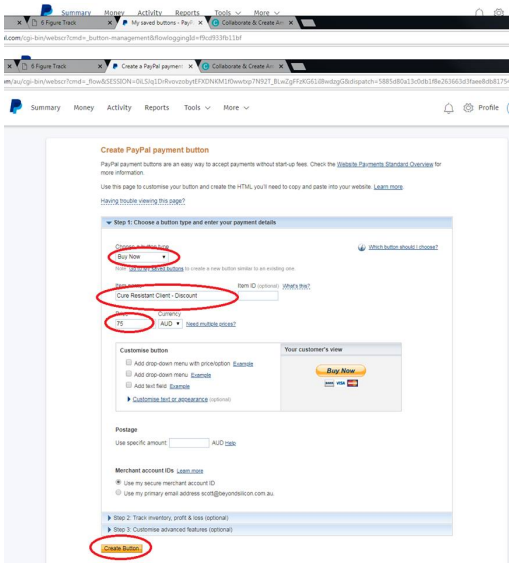
We use payment plans to take away any financial concerns that anyone could have. It's been such a privilege to earn multiple six figures and to help others to achieve their dreams. But we can only help 5 people at a time, because we give so much of our time. If you have limited supply, make sure you mention it. People make decisions based on emotion. That's why our programs fill up so quickly. We have limited supply.

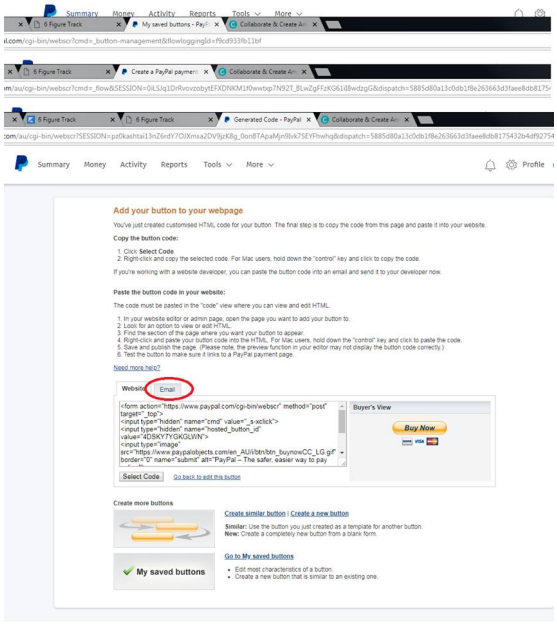
What to click in PayPal

We've circled where to click in red




Summary Money Activity Reports Tools More
Profile
My saved buttons
Back to My Profile
We automatically save buttons you create when you're logged in. Here, you can change most button characteristics, view the HTML code, or create new buttons that are similar to existing ones. Please note, however, you may not be able to change fields if you created them using an API.
Click Action or Related Items to get started.
Item name
Qty. available
Price
Related Items
Create new button
Manage checkout page styles
Recurring payments dashboard
Cure Super Addicted Clients who Tantrum Course
Chronic Pain Training
3 Week Cure Addiction Walk Through Course
6 Figure Funnel Challenge - Starts July 14
Pain Relief Hypnotherapy Training
Fully Built Funnel - Case Study and $5k training
200 deposit - 6 Figure Track
2 Week Funnel
How to Book in Nearly 100% 7 Day Challenge
How to Book in Nearly 100% - Early Bird
$300 Deposit 6 Figure Track
Lawrence Hypnotherapy Smoking
$37 portal
6 Figure Track Part Deposit $300
Get Booked as a Speaker
7 X $497 Monthly
Six Figure Track Payment Plan
Expert Weight Loss Hypnotherapy - Payment Plan
Expert Weight Loss Hypnotherapy
$497 Deposit - 6 Figure Track
Buy Now
6 Figure Track - 8 Month Payments
Expert Weight Loss Hypnotherapy
Quit Smoking Payment plan 5 X $160
6 Figure Track Part Deposit
Switch to upfront - 6 figure track
6 Figure Track Once Off Payment
Action


Summary Money Activity Reports Tools More
Profile
Create PayPal payment button
PayPal payment buttons are an easy way to accept payments without start-up fees. Check the Website Payments Standard Overview for more information.
Use this page to customise your button and create the HTML you'll need to copy and paste into your website. Learn more.
Having trouble viewing this page?
Step 1: Choose a button type and enter your payment details
Which button should I choose?
Buy Now
Item ID (optional) What's this?
Cure Resistant Client - Discount
75
AUD
Need multiple prices?
Customise button
Add drop-down menu with price/option Example
Add drop-down menu Example
Add text field Example
Customise text or appearance (optional)
Your customer's view
Buy Now
Postage
Use specific amount AUD Help
Merchant account IDs Learn more
Use my secure merchant account ID
Use my primary email address scott@beyondsilicon.com.au
Step 2: Track inventory, profit & loss (optional)
Step 3: Customise advanced features (optional)
Create Button


Summary Money Activity Reports Tools More
Profile
Add your button to your webpage
You've just created customised HTML code for your button. The final step is to copy the code from this page and paste it into your website.
Copy the button code:
1. Click Select Code.
2. Right-click and copy the selected code. For Mac users, hold down the "control" key and click to copy the code.
If you're working with a website developer, you can paste the button code into an email and send it to your developer now.
Paste the button code in your website:
The code must be pasted in the "code" view where you can view and edit HTML.
1. In your website editor or admin page, open the page you want to add your button to.
2. Look for an option to view or edit HTML.
3. Find the section of the page where you want your button to appear.
4. Right-click and paste your button code into the HTML. For Mac users, hold down the "control" key and click to paste the code.
5. Save and publish the page. (Please note, the preview function in your editor may not display the button code correctly.)
6. Test the button to make sure it links to a PayPal payment page.
Need more help?
Website
Email
<form action="https://www.paypal.com/cgi-bin/webscr" method="post" target="_top">
<input type="hidden" name="cmd" value="_s-xclick">
<input type="hidden" name="hosted_button_id" value="4DSKY7YGKGLWN">
<input type="image" src="https://www.paypalobjects.com/en_AU/i/btn/btn_buynowCC_LG.gif" border="0" name="submit" alt="PayPal – The safer, easier way to pay
Buyer's View
Buy Now
Select Code
Go back to edit this button
Create more buttons
Create similar button | Create a new button
Similar: Use the button you just created as a template for another button.
New: Create a completely new button from a blank form.
Go to My saved buttons
My saved buttons
Edit most characteristics of a button.
Create a new button that is similar to an existing one.

Our First Week

We managed to earn $8,500 in our first week of using this formula. It took so much work that we sometimes wonder how we got through it all. But it was worth it. We love our work, we love our lives and we're so grateful for the students who trust us to work with them every day.

Thank you for reading. If you have any more questions about our program or about what was covered in this eBook, send me a message and I'll answer what I can.

Please be aware though that we're extremely busy working with paying clients, so don't be too surprised if we sometimes end an answer with, 'join our challenge'. Seriously, it's so affordable. Don't let years pass you by. I'll see you in our next challenge.

Regards Scott Lawrence – Lawrence Hypnotherapy

Click now to join

Get your 6 Figure Marketing Funnel Finished

