The 20 Rules of

how to get phone numbers

and sales for your hypnotherapy clinic



1. Getting sales is your business's first job

When people build a business, they talk about branding, business cards and blah blah blah. Three years pass and our hypnotherapist is surprised that they haven't made any progress. They're down $10,000 in certificates, seminars and coaching but they neglected the one thing that would make their business successful.

Say this sentence out loud, "Getting sales is my business's first job." Say it, scream it and write it on the wall if you have to. Just don't forget that if you don't make sales, then your business is dead.

2. You can't make a sale without a lead

The best sales person in the world can't make a sale without a customer. And as we know, customers, or leads as we call them come from advertising the solution to a problem that your client has. Your first step on the way to getting sales is to find people to sell to.

3. Your first job is to find a lead

No matter what anyone tells you about advertising on Facebook, Google, YouTube or anywhere else, it's actually not that hard. Think about it this way.

Leads = The Names, Phone Numbers and Email Addresses of an interested party.

We're not asking you to perform miracles here. We're just asking you to use the internet to collect a person's details. Anyone who says that it's difficult or impossible is simply doing it wrong or not doing it at all.

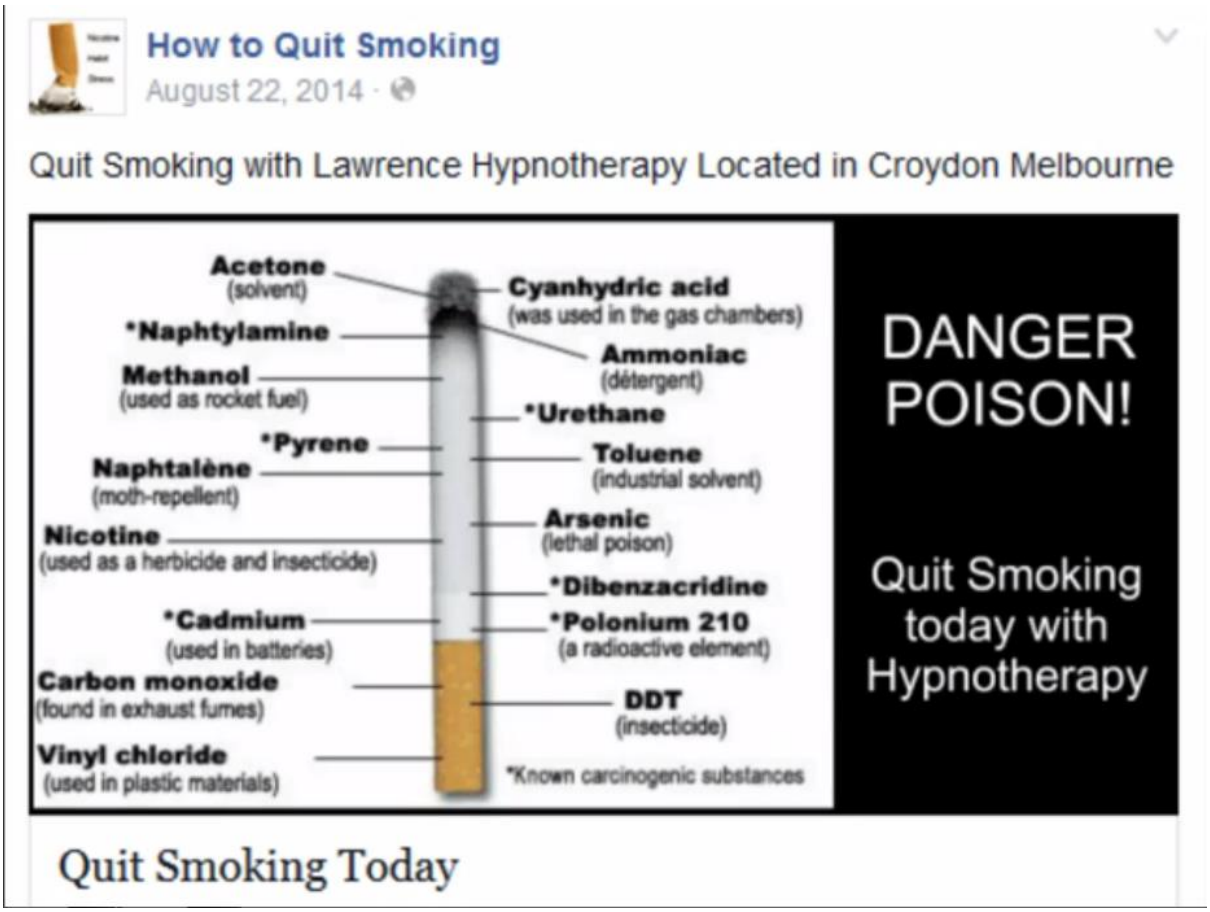
If your niche is smoking, then over 10% of all people smoke.
If your niche is weight loss, then there are at least 450,000 active online searches in your area every month.

It's not rocket science. Just grab their details and get on with it.

4. Your traffic ad's first job – Grab Attention

You need two types of ads. There are Traffic Ads and Landing Page Ads.

Your traffic ad is a post on Facebook, Google, YouTube or anywhere else where you pay to get in front of your potential clients face. Before you get their contact details and even before you get them to click on your ad to visit your web page you need their attention.



On Google people search, but on Facebook people scroll.
Your Facebook ad needs to stop your viewer from scrolling even before they read your headline. Hard contrasts between black and white or faces are the best way to arrest your viewers brain and to make them stop scrolling to read your headline.

5. Your traffic ad's second job – Grab Interest

We use 'DANGER POISON!' on our quit smoking ad because it shares a social message. If your ad doesn't share a social message, then you will miss out on free shares.



Ask yourself, 'Would I share this on my page if I didn't make it myself?' If your answer is 'No' then other people won't share your ad either. If people find your ad interesting enough, they will leave their friends name in the comment section under your ad.



6. Your traffic ads third job – Get the Click

Your next job is to give your client a 'Call to Action' right there on your ad. Our ad says, 'Quit Smoking with Hypnotherapy' and 'Quit Smoking Today'

7. Your web page's only job is to collect phone numbers

Again, people have HUGE WRITTING on their web page that says, 'WELCOME', 'HYPNOTHERAPY', 'ABOUT ME', 'OUR MISSION' etc...

None of that is necessary. In fact, it's scaring people off your web page. Once you have attracted a lead from your traffic source onto your web page, you only have one job.

Collect Phone Numbers!

(oh and their name and email address)

But that's it. Grab their details.

8. Only advertise one problem

Ok here's the secret. If you throw one tennis ball at your client, they might catch it. If you throw a whole bucket of tennis balls at your client, they'll cover their face. The same goes for advertising hypnotherapy services. Don't be one of those people who are 'afraid of missing out' and advertise more than one problem at a time. If your client clicked on your 'Quit Smoking' ad, then they don't need to read all about the other services that you provide right now. They

just need to know what you want them to do right now about their smoking problem.

And what is that? What action do you want them to take right now about their smoking problem or whatever problem you are solving for them?

You want them to..... Leave Their Name, Phone Number and Email Address.

9. Package up what you do

Stop selling single sessions. You can't run a business that way and you can't give a client all of the help that they need in only one session.

To have a program, you need to have a Name, Steps and a Price.

Aim for a program of eight sessions designed to solve just one problem for your client. Once your client is finished with your eight week program, then you can offer them program number two to fix problem number two.

10. Charge Business Money – Not employment money

If a job pays you a $35k to $50k package, that may seem attractive when you're not having to pay rent, advertising, membership costs, professional ongoing training costs etc...

If you get paid $30 an hour at your job, that may seem attractive if you get paid 40 hours times $30 with no expenses. But in your own

business, you work more hours than you charge for. If you work a 40 hour week because you're working on your web page, business cards and networking and only see five clients per week, then you only have five billing hours per week. If you charge $30 per hour, then you're likely to earn $150 per week minus expenses.

Start with an eight week program and charge $1,600 for it. No discounts. If you hit your messaging then you won't need to discount. Just call it $200 per session. Don't add up the total for your client.

11. De-clutter your web page

The L shape web page offers eye relief for the viewer. Don't have 10 fonts, text sizes, headlines and pictures. Tidy your web page.

Less is more.



12. Line up your text and pictures

Your vertical and horizontal lines on your text and pictures should all line up. Hold a piece of paper up to your computer screen as a guide.

13. Stick to Ariel Font

Don't use Times New Roman, Comic Sans, Trebuchet, Bradley Hand or any other font except for Ariel. It's the only one that looks good on a hypnotherapy page. It's clean.

14. The hook or headline

When you study our online marketing courses, you'll discover something that we call the DDFF.

This stands for dreams, desires, fears and frustrations.

The best hook should be short and punchy, but also contain your clients Dream and Frustration cleverly merged into one super simple to understand sentence.

The phrase, 'Can't Quit?' contains both. It hints at the frustration of smoking and the dream of quitting.

The phrase, '12 week body transformation' hints towards the frustration of the time exceeding 12 weeks and the dream of transforming their body.

Our free hook called, '20 Easy Steps to Attracting up to 40 Clients per Week' hints at the frustration of business containing too many steps and the dream of attracting 40 hypnotherapy clients.

Bad hooks or headlines are;

Hypnotherapy

New

About Us

Welcome

Free Session

Discount

Etc...

All of those headlines lack the actual topic of the DDFF

15. The offer

If you don't make an offer, then your client doesn't know how to make an appointment with you. Again, your offer should have a Name, Steps and a Price.

As we talked about your hook combining your client's frustration and dream, your program name should be a double positive. Use your clients Dream or Desires to construct your program name.

For example;

Healthy Living Hypnotherapy.

Happy Marriage Hypnotherapy

High Performance Hypnotherapy

16. the call to action

Do you remember before when we talked about collecting names, email addresses and phone numbers? This is the time to do it. You need to have a capture box on your web page that asks your client to enter their details and then hit the 'make an appointment' button.

Next, after you have a traffic ad, a landing page ad and have started to collect phone numbers, it's time to use your phone script to convert up to 100% of calls.

17. Phone script – appointment

After you answer the phone, you need to set the tone of the call right after the two of you say hello.

If you call them, then say, 'We got your number online because you wanted to make an appointment for hypnotherapy?"

If they call you, then say, "So you'd like to make an appointment?"

18.Phone script – Program

When your client asks how hypnotherapy works, always say that it's a program.

Just say, 'The program is the eight sessions of hypnotherapy and a two disc CD set. Most people get a great result straight away. It's $200 per session and that covers everything, including all materials that you receive"

19.Phone script – Pause

You've already set the tone of the call, and you've told them what the program is. Now is time to leave a space for your client to speak.

I remember the first time that I answered the phone for my hypnotherapy
business. The phone rings, I was in the car and had no diary.
Ring Ring, "Hello"
Client: "yeah, hi, is this that place that does the quit smoking?"
Me; "um, yes, are you calling to make an enquiry?"
Client; "yeah, how does hypnotherapy work?"
Me; "um, well it's about hypnosis. I mean, it uses the subconscious mind
to help people."
Client; "oh, um, how many sessions do I need to quit smoking?"
Me; "um, well, if you want to come in and do a session, then we keep

working with you until you quit smoking"
Client; "oh, well how many sessions does it usually take?"
Me; "well, not many. Do you want to make an appointment?"
Client; "how much does it cost to for a session?"
Me; "um, ahh, $90"
Client; "ok, sounds interesting, can I call you back?"
Me; "Sure, bye!"
This is not a very good phone script. The only mistake that I made there
was to not have a phone script.
My new phone script that converts nearly everybody on the first go.
Appointment
Program
Pause
Allow me to demonstrate.
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Ring Ring, "Hello?"
Client; "Hi is that the place that does the quit smoking?"
Me; "Yes, are you calling to make an appointment?"
Client; "first I just want to know how it all works."
Me; "The Program is two sessions of Hypnotherapy Plus a 2 Disc CD set. Almost everybody quits smoking by the end of the first session and
it's guaranteed for life, which means that you can come back free of charge forever for life."
Client; "wow, that's a great deal, how much does the sessions cost?"
Me; "The Program is $360 and we give a $60 discount for payment on
the first day which brings the whole thing down to $300."
Me again; PAUSE!
Client; "ok, can I book in please?"
Me; "Sure, are you looking for a week day or week end?"
Me; "Are you looking for morning or evening"
Me; "Great, I just need a few details from you. What's the spelling of

your full name, your full postal address, your email address, your phone
number. Great, we'll email you your confirmation of appointment. There's a client questionnaire that we send you, can you please fill it in
and bring it with you on the day. Great see you then."
This phone script works almost every time because of its simple structure. The first piece of magic comes from the word appointment.
Whatever you say first, they will do. No really, they will. Do you remember the first example when I asked, "are you calling to make an
enquiry?" What did they do? They went ahead and make an enquiry. You MUST make your first or second sentence be, "are you calling to make an appointment."
Even if they say, "Hi, I'm just calling to make an enquiry and working out
your fee's, what's your success rate, how does hypnosis work?"
Still you need to pretend that you didn't hear all of that and reply with,
"are you calling to make an appointment." You can answer all of their questions later, but you must set your expectation first, you expect that
they are calling to make an appointment.
The second piece of magic comes from the word Program. If somebody
asks you how hypnosis works, you need to say, "It's a Program." Say program before you tell them anything else. The reason for this is that
you are contextualizing your service. You are telling them that no matter
what hypnosis actually is, the word program means that they get everything contained in their program. There's no picking and choosing parts. It all comes together in their program. This is a

trust building exercising with your client. You need to build that trust straight off the
bat. Don't say, "hypnosis is an advanced system of suggestions, progressive muscle relaxation, guided imagery, a lowering of brain waves from Beta Waves down to Alpha Waves using the Reticular Activating System of the Brain." This answer doesn't actually mean anything to your client in your phone script. I like to say,

20. Call your leads twice per day until they book in or drop out.

No, not every lead will answer the phone straight away. Boo hoo! (just kidding. I'm not that mean) But seriously, think about how you are contacting your client.

9:00am, 3:00pm and 7:00pm are the three main times that people are available. Yes it's ok to call your client at 9:00am, 3:00pm and 7:00pm on the first day.

After that, it's polite to only call them once per day. Leave a message and don't ever call your client more than once every three hours or three times per day.

Need more help? Get 'How to Grow Your Hypnotherapy Practice Massively in Just Six Weeks' online training course for just $37.

How to Grow Your Hypnotherapy Practice Massively in Just Six Weeks



Six weeks of training yours for life!

Do you want to make money doing exactly what you love?

Are you new to business and want to know how to get your first client? Or...

Have you already started your business and want to increase how many clients you see?

Do you have more in you to give and would love to build a career helping people in your own hypnotherapy practice?

You do? Then this is the one event you can't afford to miss!

In this six week online business course you'll learn skills to create a real business that pays you, uplifts you and sustains you through your life. (Note: the course is opened up over six weeks, and you can access the materials at your own convenience: it remains available to you forever.)

How to Massively Grow Your Hypnotherapy Business in Just 6 Weeks



What you'll learn in "How to Massively Grow Your Hypnotherapy Clinic in Just Six Weeks":-

- Step by Step how to begin your business from scratch;
- Traffic sources that uncover where your clients have been hiding;
- What to say in your ad to create more business than you will ever need;
- How to create a simple webpage that turns viewers into buyers;
- The Big Picture of business: how to create a massive list of potential customers that you can sell products and services to for life;
- The First Steps, what to do next and,

- How to avoid the first mistake that all students make in business!

To learn hypnotherapy is only part of the answer. There is no point in becoming the world's greatest hypnotherapist if you have no clients!



What you get

- Six weeks of the most advanced clinic building training;
- Sales psychology secrets used by the eight figure gurus;
- The five first steps to getting started / Myth Busters and more…
- Build Your Practice Five Step Guide (valued at $97) - secrets of getting started you won't find elsewhere!
- Lesson Mind maps for quick reference

- Four weeks of online training (which you can access at your own convenience): all the information remains available to you for life.

About our Trainer

Academy graduate Scott Lawrence (graduated 2009) is a Clinical Hypnotherapist who specialises in building client bases (you may have heard him with Andy Lee of Hamish and Andy on Fox FM). He has developed his own method for helping people with hypnotherapy, and now sees up to 40 clients each week. He has helped thousands of people reach their goals through hypnotherapy.

Scott is also a Presenter and Trainer at the Academy, lecturing on how to build your hypnotherapy practice.

