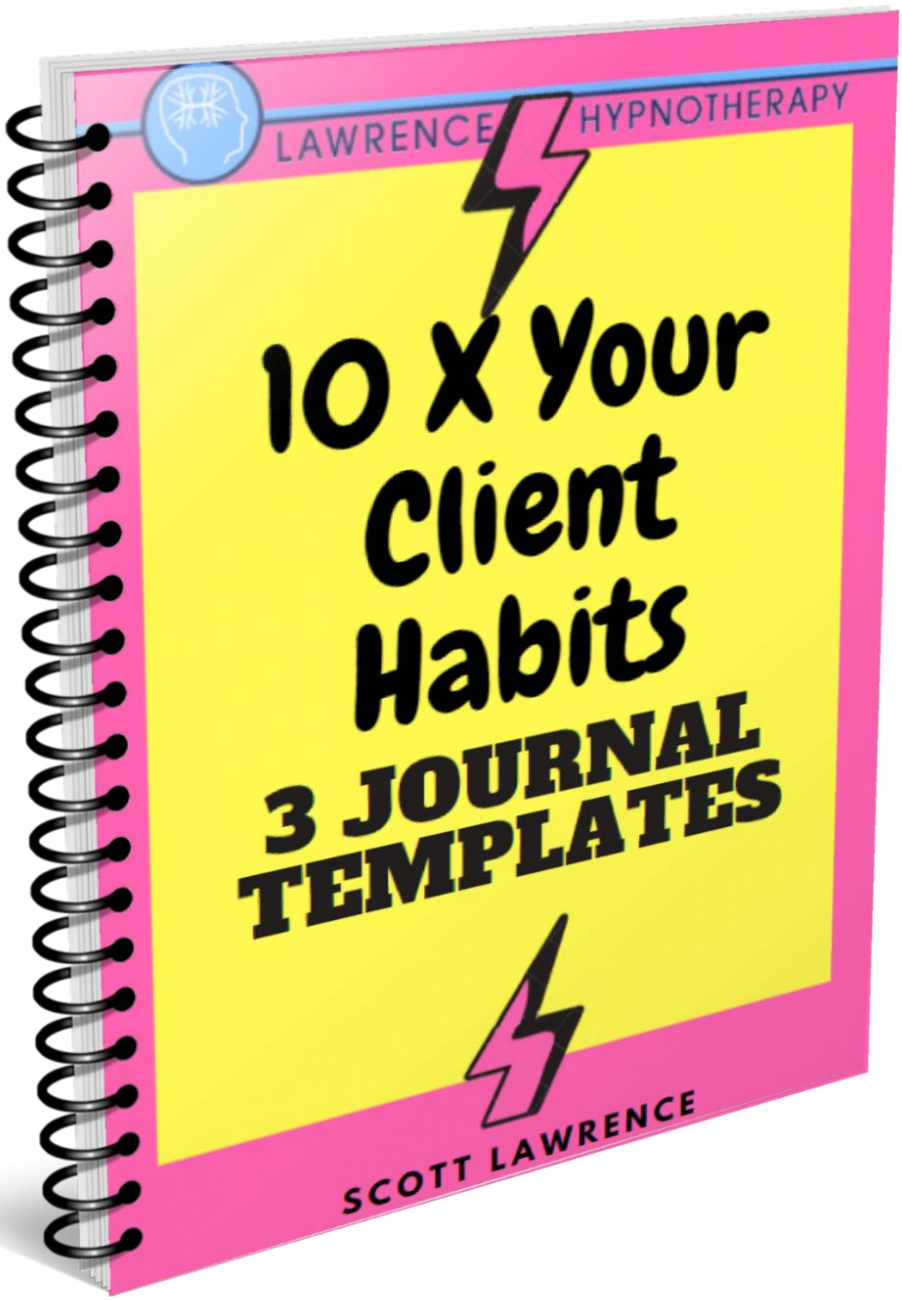

LAWRENCE HYPNOTHERAPY
10 X Your Client Habits
3 JOURNAL TEMPLATES
SCOTT LAWRENCE



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 and frequently appear on National Radio.

Are you a Hypnotherapist?

Do you want more clients?

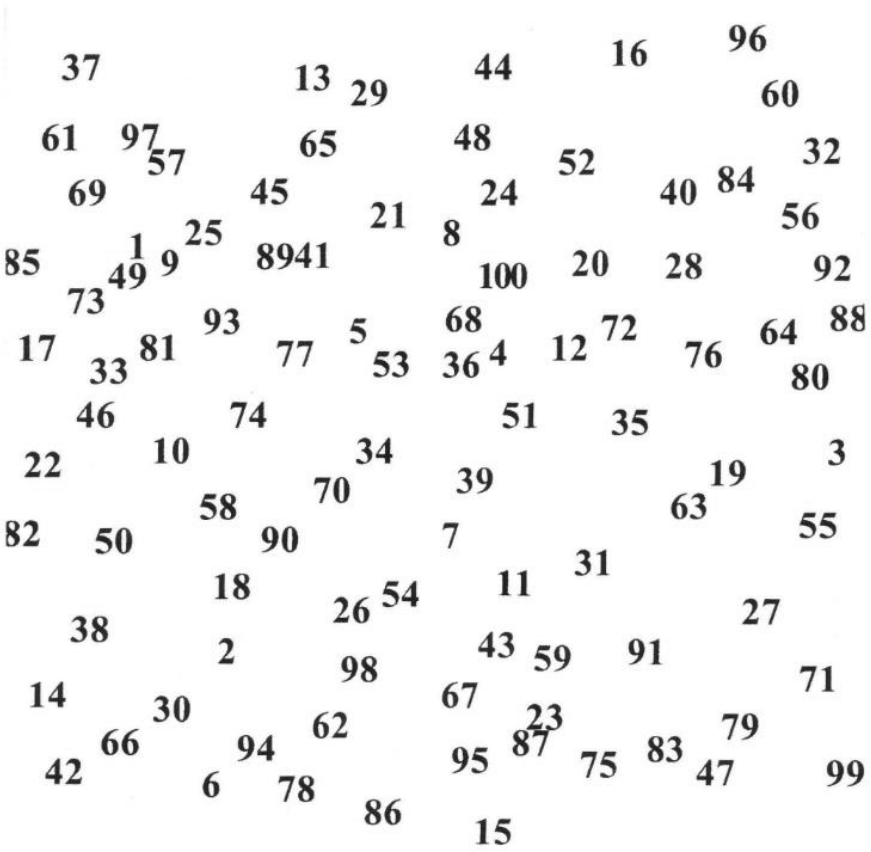
Do you ever find that your clients just do not follow your instructions?

Do you know that you could get better results if your clients brain was programmed to just follow the steps that you give them?

Do your clients lack the Big Picture Reason or the 'Why' they should do the work, even thought they've heard about finding a 'Why' thousands and thousands of times?

How to Make Your Clients Whole Life Better Using a System

Here's an exercise to prove that Systems help your clients to get results faster. Have a go at finding all the numbers in this image from 1 to 99 in order. Time yourself to see how long it takes.

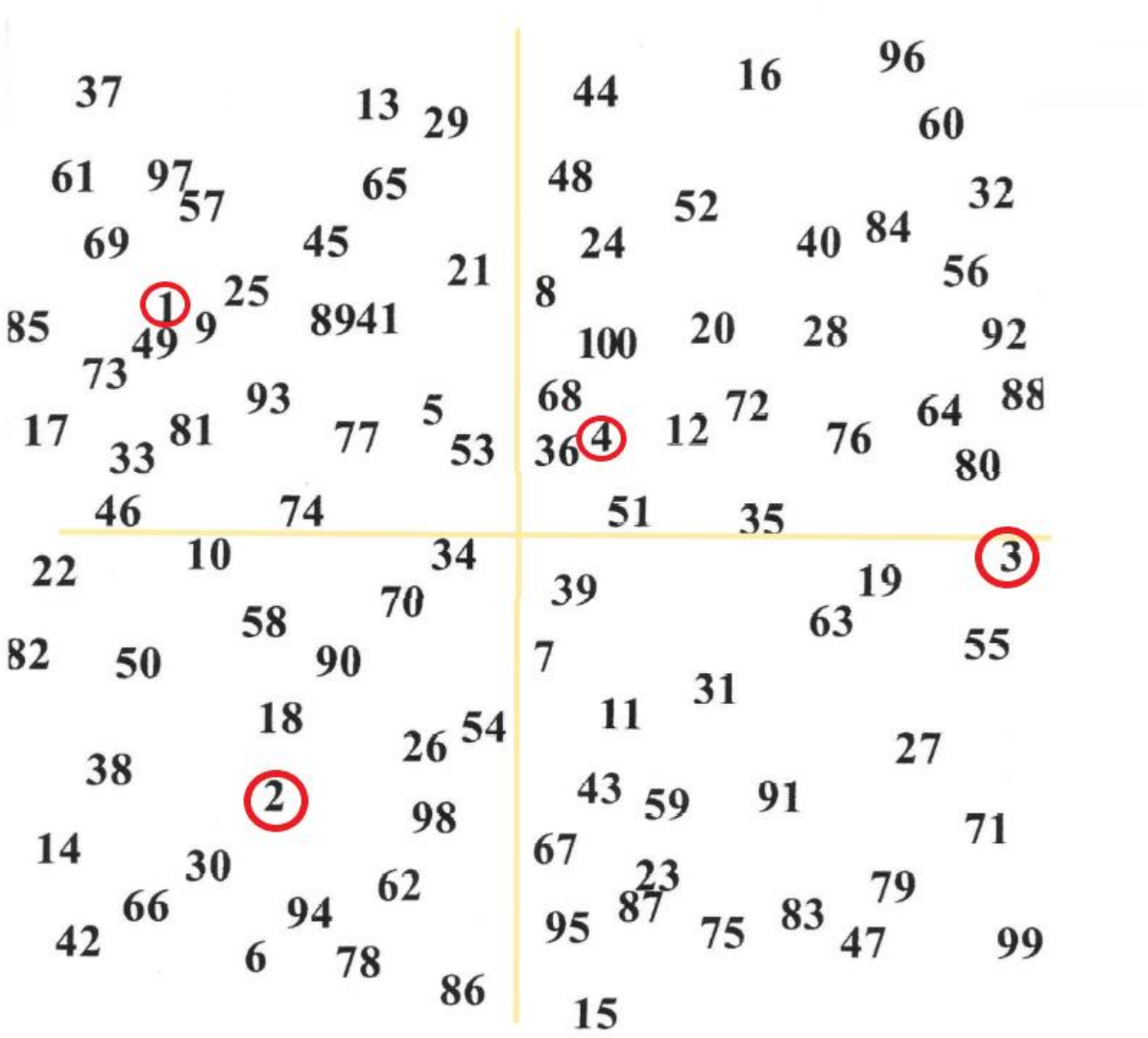


Maybe you gave up or didn't even take the test. This is how clients act when you give them something to do without giving them a handy system for gaining quick wins.

Jump Starter Systems

For Quick Wins

Here is the same exercise again, except you get to use a handy system to win quickly. Start with Number 1 in the top left and Circle and follow the quadrants in an anti-clockwise direction until you have found all 99 numbers.



How long did it take to find all 99 numbers? Were you faster?

The ‘Big Blocks’
Journal Jump Starter

You might be wondering, “What was the point of that last exercise?” or “What’s that got to do with real life? Real life isn’t that easy to hack.”

Well, actually, real life is that easy to hack and the point of that exercise was to show demonstrate the principle that systems and hacks are how all experts get their expert speed and confidence. No body becomes successful by chance.

Imagine your client wants to quit an addiction.

They say, “It’s not that easy to quit Heroin. Everyone knows that. Cigarettes are easy, but Heroin takes a real expert who is trained specifically in Heroin addiction to fix. Plus, not everybody can quit. Some people just have addictive personalities. And anyone who hasn’t been addicted to Heroin themselves wouldn’t understand it.”

Or

“I want to find a life partner, but it’s hard when you get to this age. Lockdown and Covid make it impossible to meet new people. Plus, if you haven’t noticed, I’m not a super model. And all of the good looking people out there are jerks and basically just end up disappointing me.”

Or

“I want to build my clinic, but every guru wants me to pay so much just to see if their course is any good. They all claim amazing results. They all

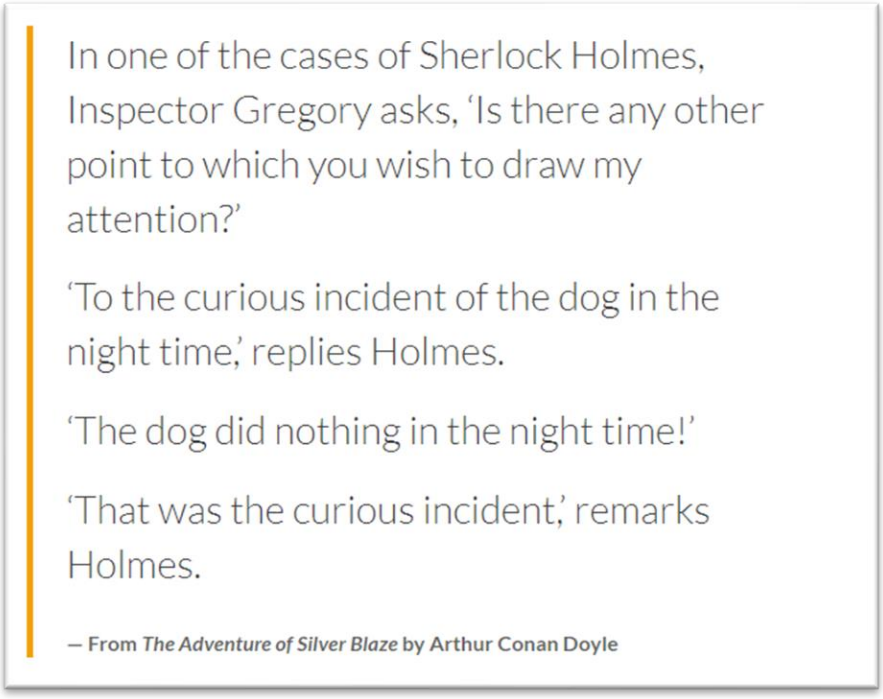
say that they're the best in the world. But none of them actually help you."

Or

"I've tried every diet. They all work a little bit for a while, but it's all to do with putting in an effort that I don't have at the end of the day. I have kids to feed and I'm lucky to find 20 minutes to myself at the end of the day. I don't have all of these fancy, exotic ingredients in my pantry. I have food allergies and my family are fussy. I'll never be skinny so why should I make myself miserable comparing myself to other people?"

Or

"My life sucks. I'm sick of being told to be more positive, grateful or that my 'why' isn't strong enough. If people only knew the stuff that I've lived through, they wouldn't be so quick to rainbow blast me. I'm just being realistic here. Life is what it is, so why should I buy into the whole Tony Robbins junk. He's a professional exaggerator.



You are probably aware of the Deletions, Distortions and Generalisations principle from NLP. I'm writing this eBook with the assumption that you have read and studied psychology in the past. You're probably not a beginner.

These client statements can be pretty shocking when a client is acting in a resistant way. We generally use the **C.A.L.M.** method to turn a resistant client around. Click Here, Here, Here and Here for our course on How to Cure a Resistant Client.

C.A.L.M. starts for

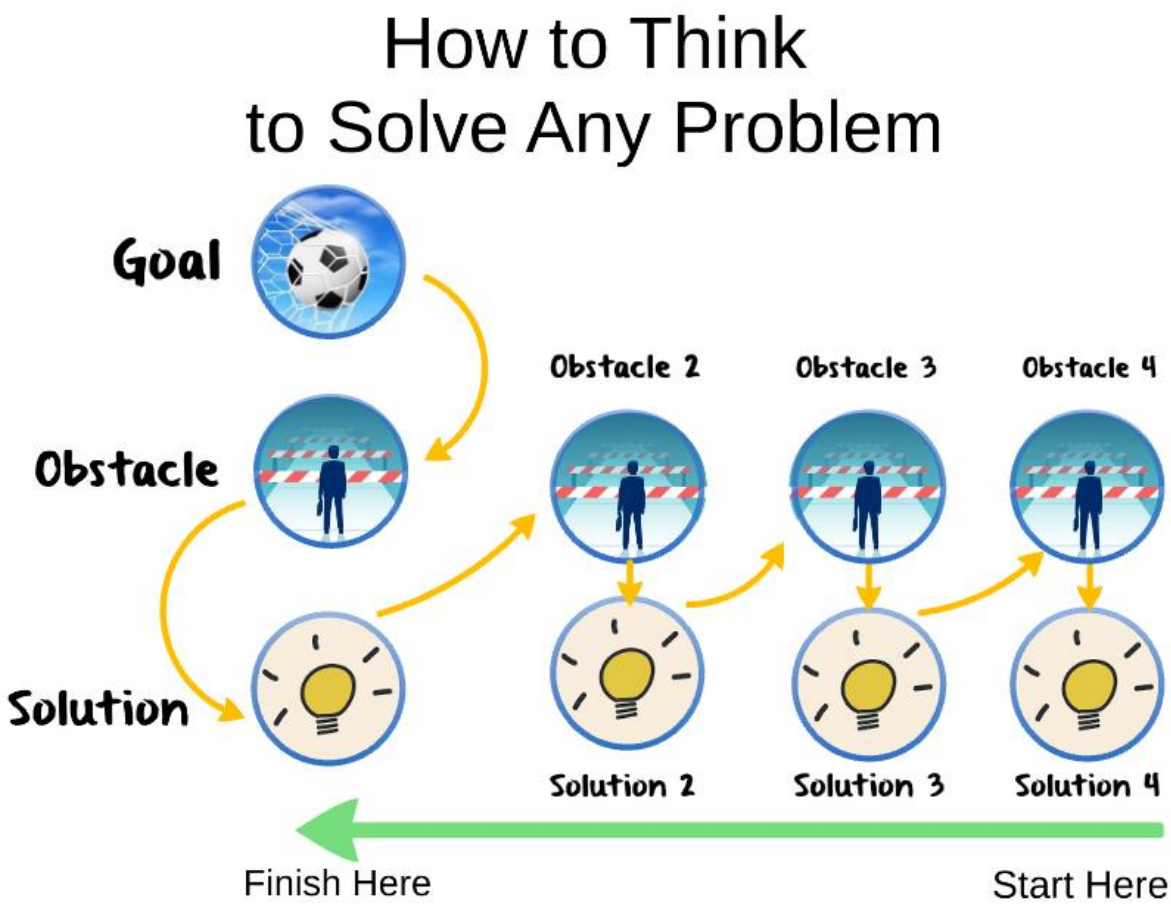
Childish Behaviour – This is the stage where you listen and let the client finish what they have to say. As they say, "Nothing ends a revolution faster than letting the people think that they've already won." When you let the client exhaust their negativity and you don't step on their story before it's finished, they're much less likely to continually repeat their story. They want to feel heard. Your job is to create the that feeling.

Agree – Your agreement frame is where you tell a story to prove that you can relate to what they are saying. You don't agree with their conclusion, but you should validate their feelings and to agree that what they're feeling can be quite a challenge.

Lesson – Your lesson / story is where you talk about somebody who suffered from a similar issue to your client and you give them the Pain / Realisation and Success of the story so that the client can understand that there is a path out of their problem.

Moral – This is the summary at the end of the story where you list the Reasons to Move Forward, the Reason Why it's important and re-state the Simplicity of the Solution.

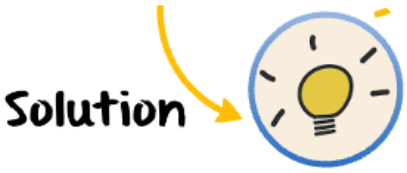
Exercise 1.



This exercise seems obvious.



You start with a **Goal** and end with a **Solution**.





In between the **Goal** and the **Solution**, your client may have an **Obstacle**. So the **Solution** isn't about achieving the goal, but about how to over come the **Obstacle** that was in the way of their goal.

How to Find Love



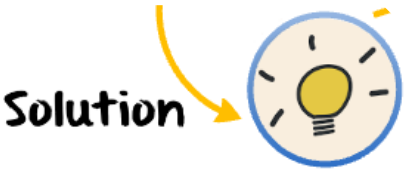
Let's say that your clients **Goal** is to find love.

If your client can identify an **Obstacle** to their goal, then they know what problem that they need a **Solution** for.

The 1st Obstacle



Perhaps your client can't find love because "Due to working alone, lockdown and no suitable matches."

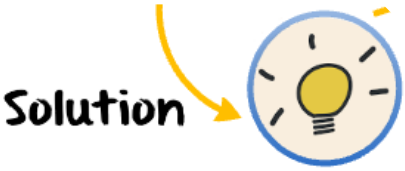


The solution could be to get on to a dating app. This could be Tinder, Grinder or anything else.

The 2nd Obstacle



The next Obstacle could be that the client doesn't know how to use Tinder.

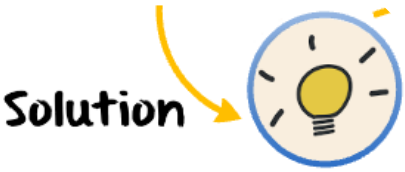


If they don't know how to use Tinder, then they could either buy a course or watch a YouTube tutorial on it.

The 3rd Obstacle



The next Obstacle could be that the client has set up tinder but gets no matches on their profile.

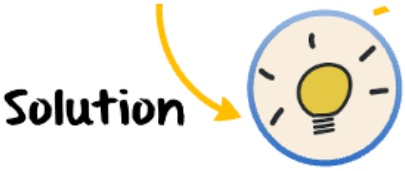


The tutorial said to create a better profile picture and bio, so the client can spend more time or get help on those parts of their Tinder profile.

The 4th Obstacle



They get matches, but they don't know what to say in a message to set up a date so that they can finally meet people.



They YouTube search for "How to turn Tinder matches into a date" and then they end up planning their first date.

This all sounds extremely basic, but the brain is trying to save energy by using habits instead of true solutions.

It costs Less Energy to focus on **Solution 4**, than it does to focus on **Goal 1**. Which one uses more energy, Finding Love or Watching a YouTube video on turning Tinder Matches into Dates?



Or



?

How to Achieve Other Goals



The conscious mind can only process 7 +/- 2 thoughts per second. It may seem obvious that the client should focus on fixing one part of their problem at a time, but their behaviour is so ingrained in habit that they are not likely to find a solution unless they use paper and a process to work out their solution. People get stuck on obvious things a lot.

Some other goals may have something to do with **Money**, **Health**, **Relationships**, **Addictions**, **Life Purpose**, **Fun**, etc…

How do you find a solution for those problems?

The main reason why people get stuck is because they lack the energy to tackle the size of a problem with the amount of time and energy that they have.

The client needs to break it down on paper or it'll never happen.



And…



Vs.



This is a Cheat Sheet / Journal Template that I give to all of my clients when they're stuck on a big job.

Goal 

What is your Central Goal? _____

Obstacle 

What is your First Obstacle? _____

Solution 

How can you Solve that Obstacle? _____

_____

Obstacle 2



What is your 2nd Obstacle? _____



Solution 2

How can you Solve that Obstacle? _____

_____

Obstacle 3



What is your 3rd Obstacle? _____



Solution 3

How can you Solve that Obstacle? _____

_____

Obstacle 4



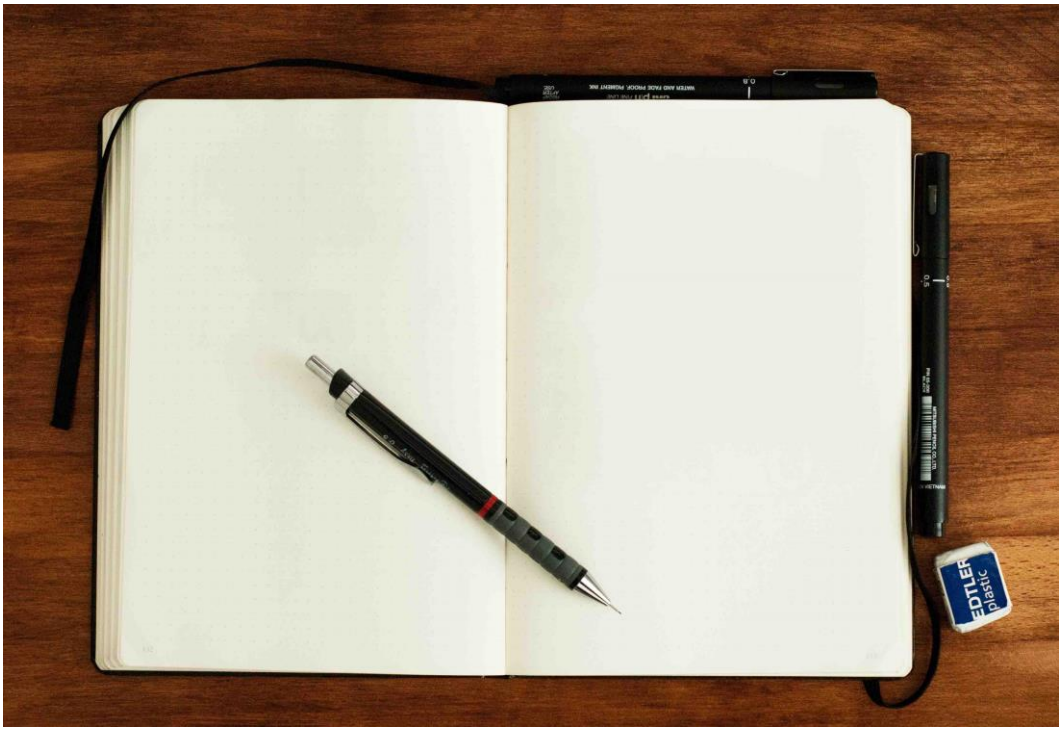
What is your 4th Obstacle? _____



Solution 4 How can you Solve that Obstacle? _____

_____

3 Journal Templates



Difficult or Resistant clients often benefit from daily journaling exercises.

I've broken it all down into 3 journal templates because these are the three areas that people need the most help with.

1. **Affirmations**
2. **Needs**
3. **Goal Planning and Scheduling or (G.P.S.)**

Jornaling only needs to take around 20 mintues per day to 10 X your clients success. Watch the difference in results from clients who do these journal exercies vs. those clients who don't do any journaling at all. I still have trouble beliving it.

Affirmations



The brain seems to create better results when it taps into metaphors to understand the universe and the world around us.

To think about the world as a chunk of rock where we are supposed to work very hard toward a goal is not very inspiring to people. Instead, think of the universe and the world around us as a TV show. The show that you live in requires your character to keep moving, or else the show will get cancelled. The audience won't keep watching your TV show if you win every challenge in the first episode, so to keep things interesting, the writers have to keep throwing challenges at you to test your character and to keep the show interesting.

The truth is, you and your client don't actually live inside of a TV show, but if we can suspend disbelief for a moment and view life though this lense, then you'll be able to make great changes and win big if you follow the rules of a TV show.

Rule 1. No character is allowed to gain any wins in Love, Money or Health unless those wins are used as a plot device for later drama or an upcoming battle.

Rule 2. No character is allowed to win a battle unless they go through a personal character transformation.

Rule 3. Coincidences will happen and People, Resources and Plans will appear out of nowhere if it helps the story to progress.

Rule 4. Once a character has graduated from a personal challenge and has been seen to make growth, that challenge will rarely ever show up again, and will only show up to demonstrate their skill set infront of new characters.

Rule 5. No dead air time. If a character clears their schedule and isn't progressing the story line, then the writer will introduce new events or challenges.

Rule 6. Only 1 major story ark can exist at a time. Major events have to take turns, unless they are preparing the character for a major single upcoming challenge and require the character to review their skill sets.

Rule 7. Resourses are just plot devices and size doesn't matter. The story doesn't care how big the challenge, the cost, the rewards or loss or gain is. The story is only concerned with keeping the plot moving forward and the character evolving.

These aren't actually rules and we don't' live in a TV show, but somehow, have you still noticed all of these rules to be true in your own life anyway?

If you've noticed these strange 7 rules as something that appear to be real in your life, then that's because the brain can understand reality better through metaphores than it can through physics.

How to use these 7 Rules of Story Telling for Journal Affirmations

If you've done journal affirmations before, then you may be familiar with some of the traditional rules that you get told.

1. Write "I am grateful that I have" instead of "I want".
2. Write your affirations every day.
3. Be specific and vivid in what you write affirmations about.

That covers a lot of the traditional rules of affirmations, but I prefer to give a different exercise because our job is not really to write a shopping list for the universe to fulfil for your client.

Our True Job in affirmation journal enteries is to program the mid-brain of your client for success.

Remember that stories are more persuasive than facts.

So let's tell the subconscious a story.

What if there was a daily affirmation journal entry that not only attracts what you want into yoru life, but almost guarentees the brain to be programed for the maturity and perspective that it needs to receive what the client asked for in their affirmations?

Check out our Journal Template on the next page.



If you were a character in a story what would that characters hearts greatest desire be?

_____



What would your characters ‘character flaw’ be?

_____



What is a challenge that would cause your character to be tested so that they can grow through that ‘character flaw’?

_____



What tools, people or resources need to show up to face this challenge?

_____



Who would your character be on the other side of their challenge? How would they have been transformed?

_____



What reward can your client receive after defeating their challenge?

_____



How can this reward arm them with the right tools to face their next challenge to overcome their next ‘character flaw’?

_____

Needs



The next journal template is based around the client finding out what unmet need is blocking them from sucessful behavior.

Our 2 jobs as a therapist is to **Reduce Suffering** and to **Increase Function**. When a client is getting frustrated because they have unmet needs, it often means that they procrastinate, take up addictions or use some other form of behavior that can be distructive to their future.

But the client doesn't know how to stop the behavior on their own. The distructive behavior is only there to produce a **Short Term Gain**.

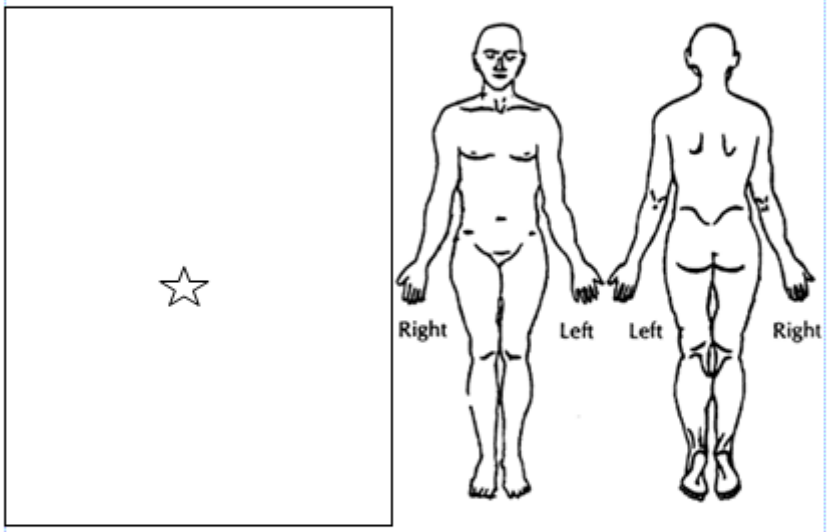
The short term gains to negative behavior are usually there to either **Produce Pleasure** or to **Reduce Pain**.

In this eBook, we're focusing on journal templates that I give to clients to fill out to help them to program their brain for success.

Client notes and journaling can often have some overlap.

You may have seen a client note form that includes Luscher results, a Genogram and an Injury / Pain map.

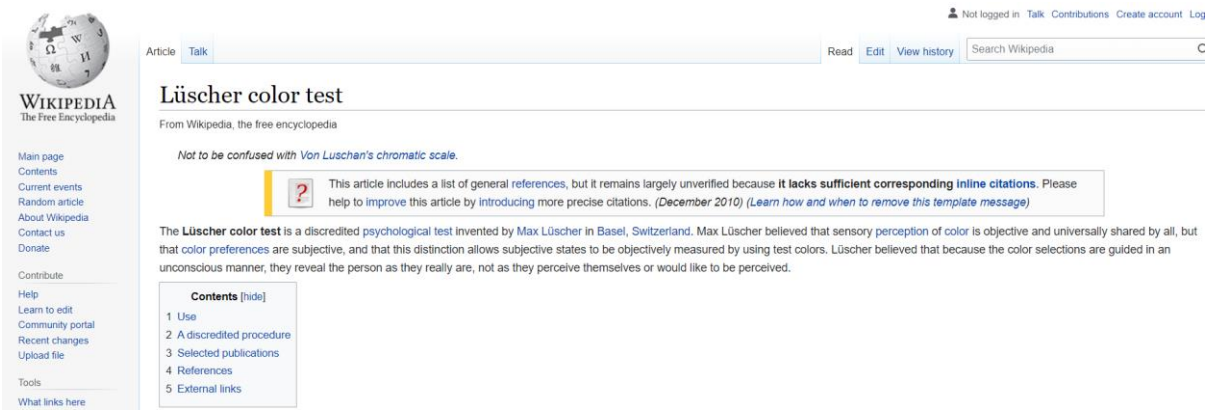
LUSCHER	+	+	X	X	=	=	-	-
DATE_____	+	+	X	X	=	=	-	-
LUSCHER	+	+	X	X	=	=	-	-
DATE_____	+	+	X	X	=	=	-	-
LUSCHER	+	+	X	X	=	=	-	-
DATE_____	+	+	X	X	=	=	-	-



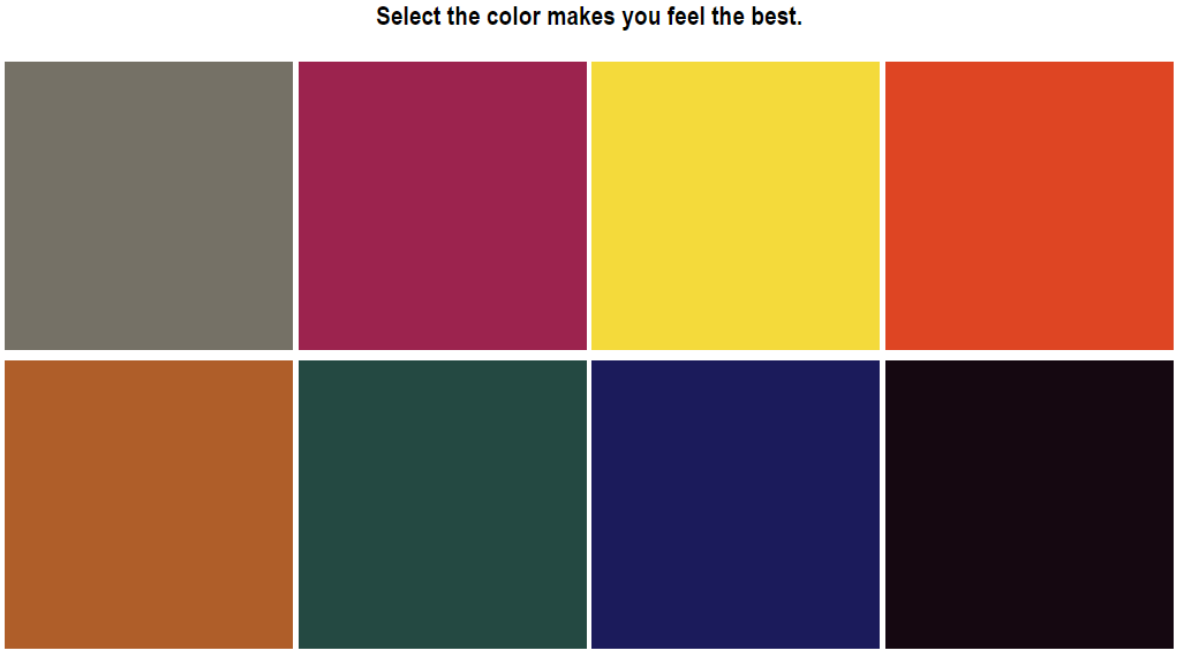
I am a big fan of the Luscher colour test.

I won't be covering Luscher in this eBook, however, if you'd like to know more, please click on the image of the Wikipedia page to learn more and the picture of the Colour Test if you'd like to take the test yourself.

Click the Image to Read about Luscher



Click the Image to take the Luscher Test



To sum up what the Luscher Colour test is, it's basically the fastest way to take a snap shot of a perons feelings. It's not an IQ test, personality test and doesn't say anything permanent about a client. However it's a brilliant tool for getting them to express what they can't find the words to express.

Colour combinations that appear together like Yellow and Black can hint towards Homosidal or Suicidal thoughts. Red and Black together and hint towards an Emotional Toxin.



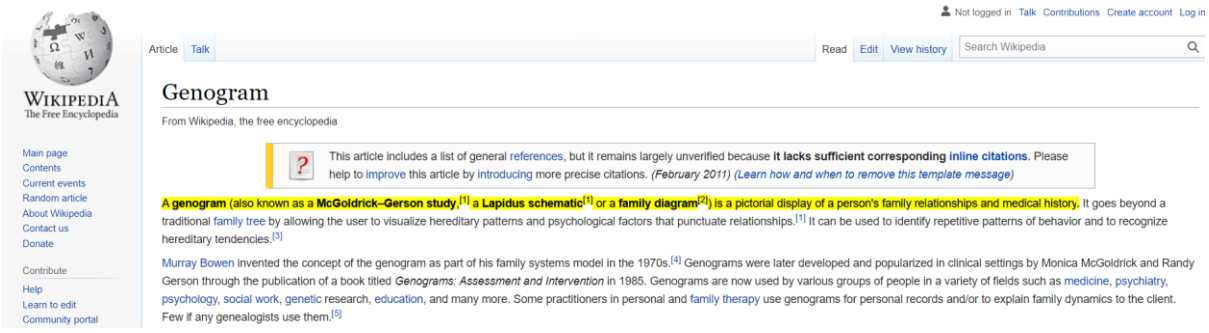
The book is $857.74 brand new. I recommend finding a second hand version and giving it a read.

This test can not be overstated as how much information that it gives you about a client vs the few seconds that it takes to take the test.

Max Lüscher knew exactly what he was talking about when he wrote this and gave it to the world. It's not popular but it's great.

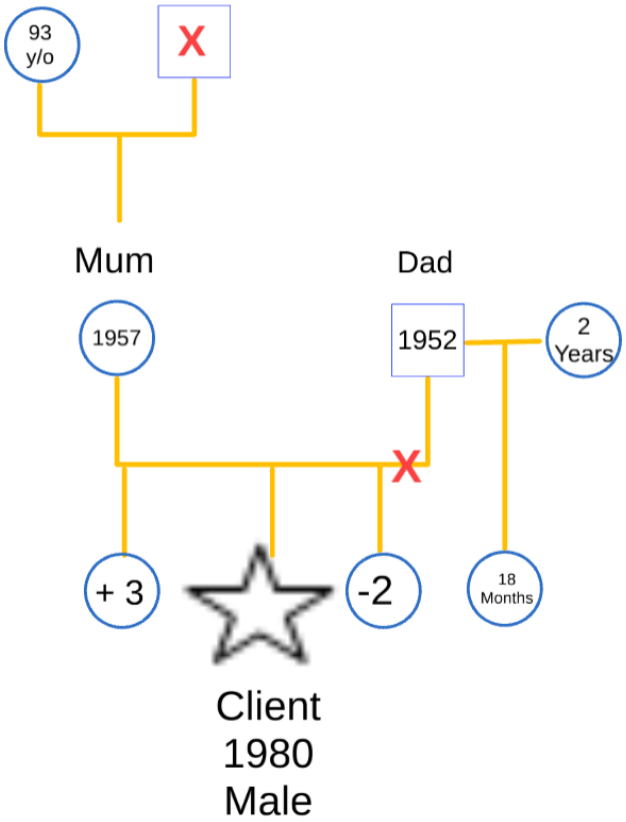
Next is the Genogram. A Genogram is about the clients family.

Click the Image to see the Wikipedia entry

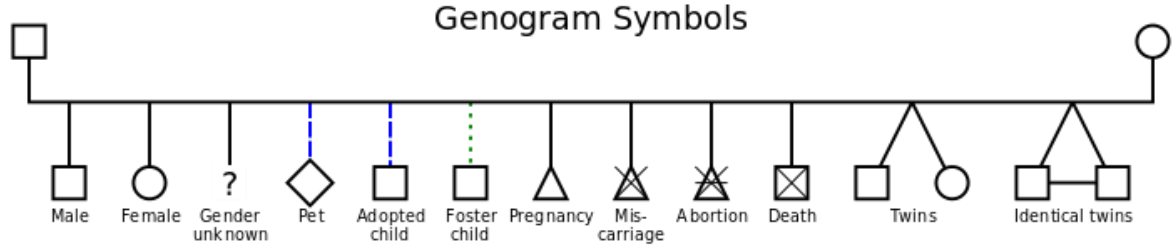


A Genogram might look something like this.

It’s a fast way to, not only take and represent your clients family history, but to use short hand codes to see emerging patterns around your client. What can you work out from this image?

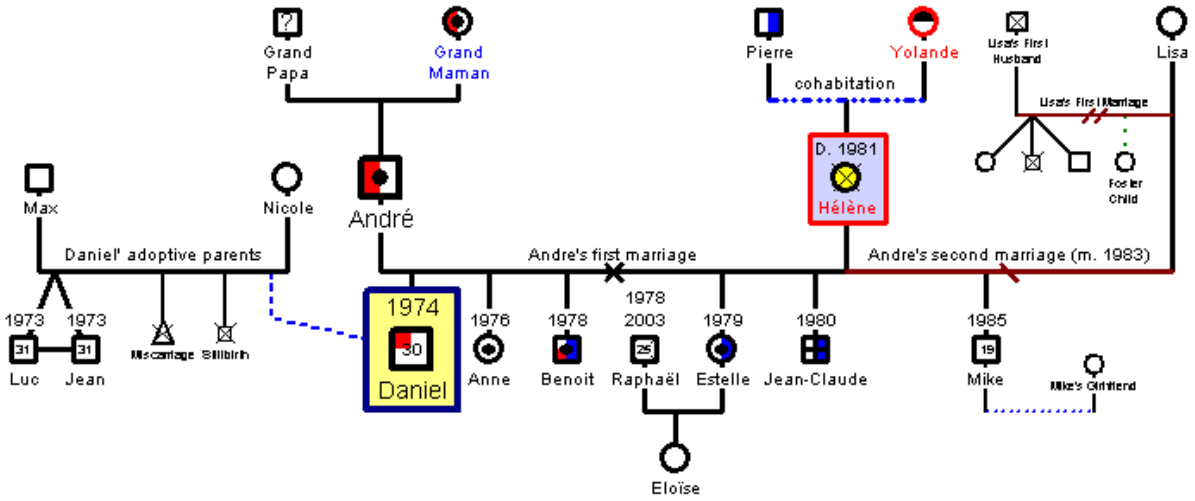


Circles represent females and squared represent males. If you hae a client who is related to somebody who is transexual, then you may want to find a new shape or symbol to represent them onto the genogram. Here are some of the symbols used in a Genogram. **Click on the Image** to see the Genopro webpage

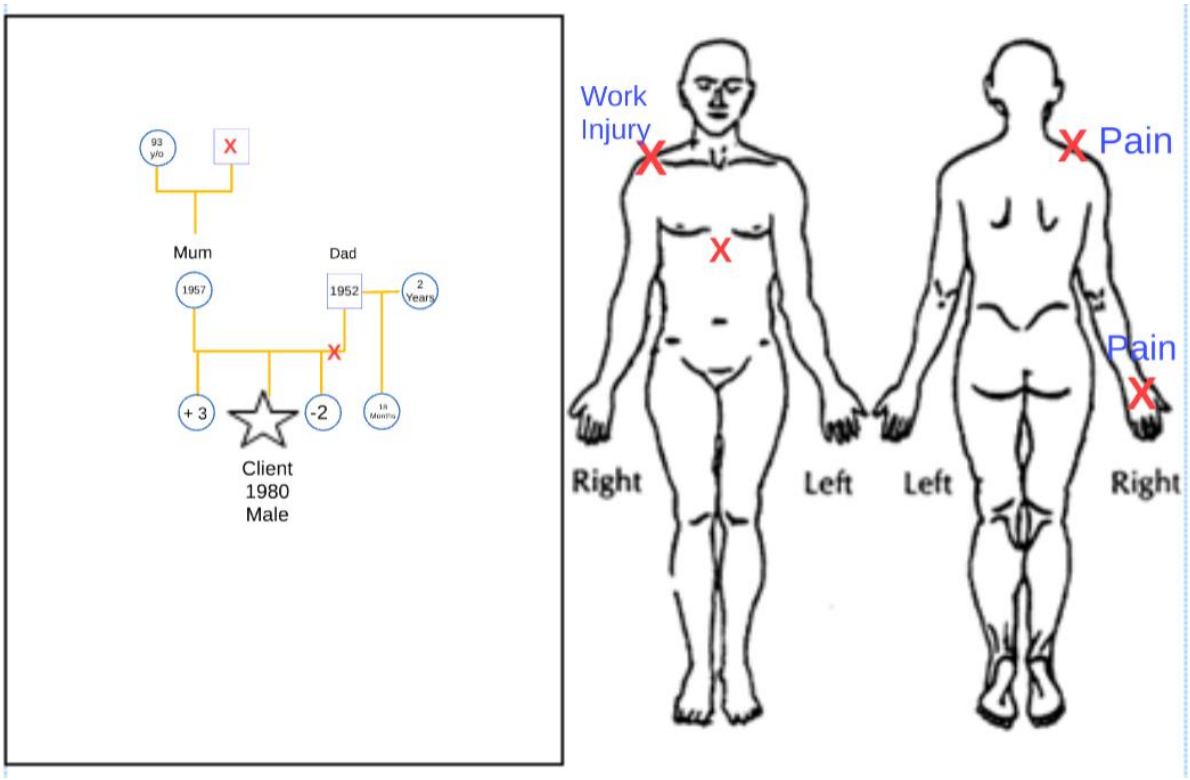


Other Genograms can get quite complex, but they're great for getting a fast visual representation to find emerging patterns.

Again, **Click on the Image** for the Genopro webpage.



Next, there is the Pain / Injury map. It saves time to have one of these printed and ready to record what your client tells you.



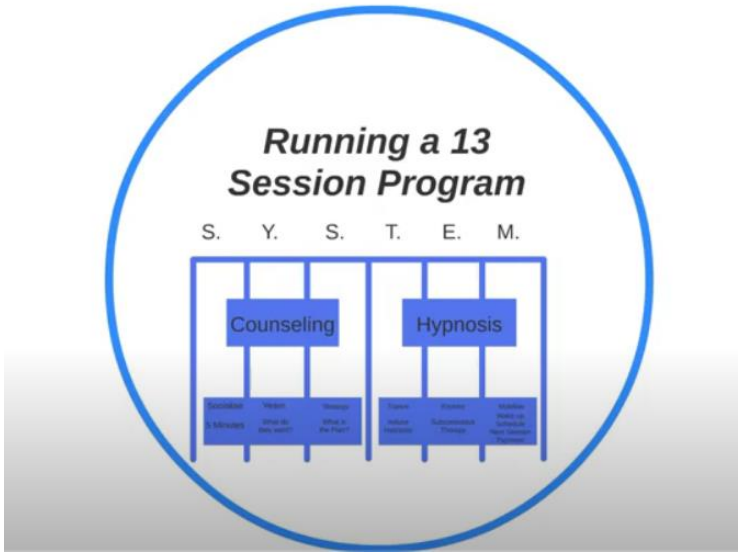
One more tool that I use to take client notes is my 36 box plan. The idea is that you divide the Session into 6 Parts and you divide the Program into 6 Parts. This makes 36 boxes.

You can use the 36 Box Plan to take notes and to

Click on the Image to see the entire 36 Box Plan Video



Also, Click on the Image to see the 78 Box Plan Video



In this eBook though, we are not focusing on Client Notes. We are focusing on Client Journal Templates that your clients can use indepentantly and inbetween sessions.

After 11 years of full time hypnotherapy, my favorite and most successful tool is finding out what unmet emotional needs that my clients have so that they can **Stop Self Sabotaging** and **Start Creating Meaningful Progress**.

To see an exercise to find out which need of your client is unmet, **Click on These 3 Training Videos**.



Achievement



Achievement is all about the clients need to gain **Energy** and **Clarity**.

Most people still need to work for money or work to keep their kids safe and provided for. It can be distressing when the day falls away into chaos. When people wake up, they like to have a ritual to do before they get into the chaos. That ritual could be unhealthy or healthy. But they need something to do to help them to understand their day with Energy or Clarity or else they're just not ready to start the day.

Energy

Coffee and food are not the best energy sources. Infact, food isn't energy at all. Food or Fuel is potential energy. Energy happens reliably in the human body after they activate their body through movement and exercise

Clarity

People know more about what they want when they start writing things down. Writing lists and journaling is like a super power for gaining clarity on Money, Healthy, Relationships, Life Purpose, etc…

What ritual can your client use to gain

Energy or **Clarity** before the day begins?

Breaks



Breaks are all about the clients need to for **Boundaries** and **Re-Setting**.

Sometimes, we've all had enough and we can't think.

Children are demanding, work both at home and at the work place never stops. And if our clients don't stop and reset in a healthy way every now and then, they will either emotionally snap and say things that they regret or they will sooth them selves with addiction.

Boundaries

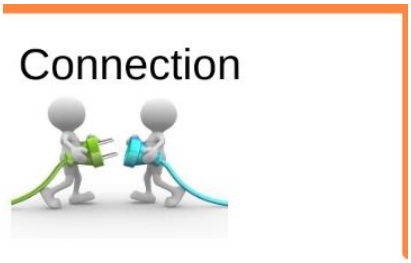
If may not be healthy to set up barricades in our lives. But healthy boundaries are essential. A boundary gives your client a chance to stop the pain of overwhelm, reset and increase their overal performance throughout the day.

Re-Setting

Before moving onto the next task, it's important to release the task or even that came before it. If your client has a negative experience with any human interaction, it's best to reset from that negative experience as to not infect the next interaction.

What ritual can your client use to gain

Boundaries or **Re-Setting** throughout the day?



Connection is all about the clients need to for **Topics in Common** and **People.**

People feel safer and more loved when they belong to their tribe. As mamals, we are social creatures. We need people. Your client, even if they are an extravert, will at some stage need other people for company or survival.

Topics in Common

People like people who are like themselves. If two people have not expressed anything in common with each other, they will literally just pass each other in the street. Unfortunatly, addictions and negative behaviors can be a topic in common. It’s best to find healthy topics in common to find better people.

People

The people come second to the topic. We love to be connected with people, but any 2 people need reason to be connected.

What ritual can your client use to find

Toppics in Common or **People** when they need to?

Discovery





Discover is all about the clients need to for **Variety** and **Reward.**

At the end of the day, people can feel as though they have done enough to improve their lives, now they just want to have fun. They want to know who they are when they aren't serving other people or other important roles.

Variety

If everything is the same all of the time, we eventually become dopamine starved. If we have enough certainty from out achievment, then we become interested in freedom and the ability to create agency in our lives by breaking routine.

Reward

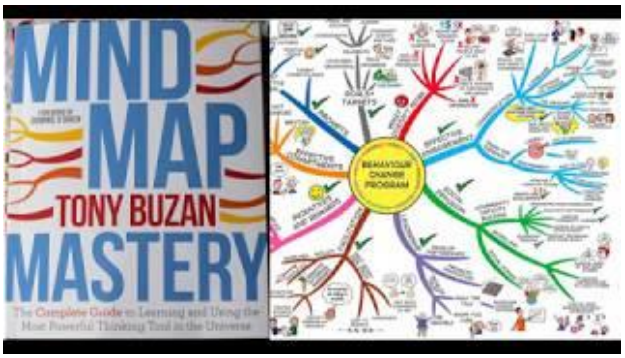
There are substances and activities that can make people feel good. Addictions are usually only beneficial for a very short time before the negative outweighs the positive. The best rewards are meaningful rewards. A meaningful reward is one that you can look back on and still be happy that you did it.

What ritual can your client use to find

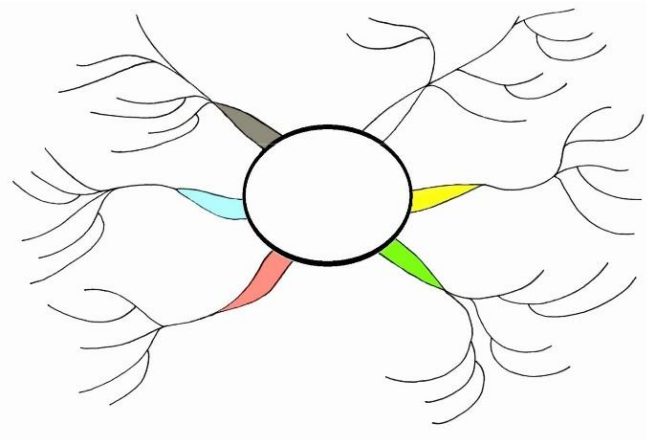
Variety or **Reward** at the end of the day?

How to Get Your Client Active and Coming Up with their Own Ideas

Tony Buzan, author of Mind Map Mastery and creator of modern day Mind Maps created a method to Memorise, Map Out and Understand a Topic using the Visual Creative part of the brain. He noticed that the mind map shapes looked more like a neuron with multiple connections moving radiently in multiple directions and less like a boring list of information.

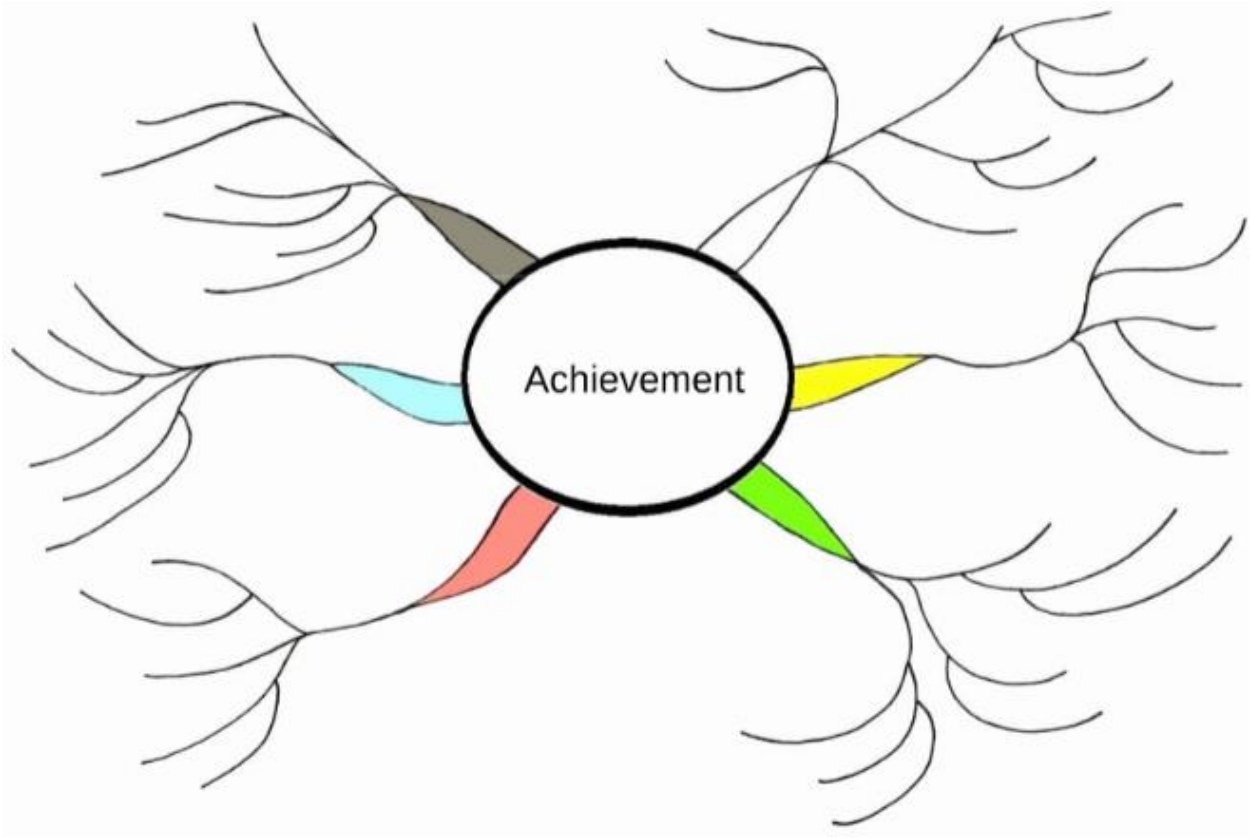


We use Mind Maps in our Hypnotherapy Sessions to get clients to begin coming up with ideas. If you give your client 5 minutes to come up with as many ideas on a mind map as possilbe, they almost always will surprise you ans themselves.

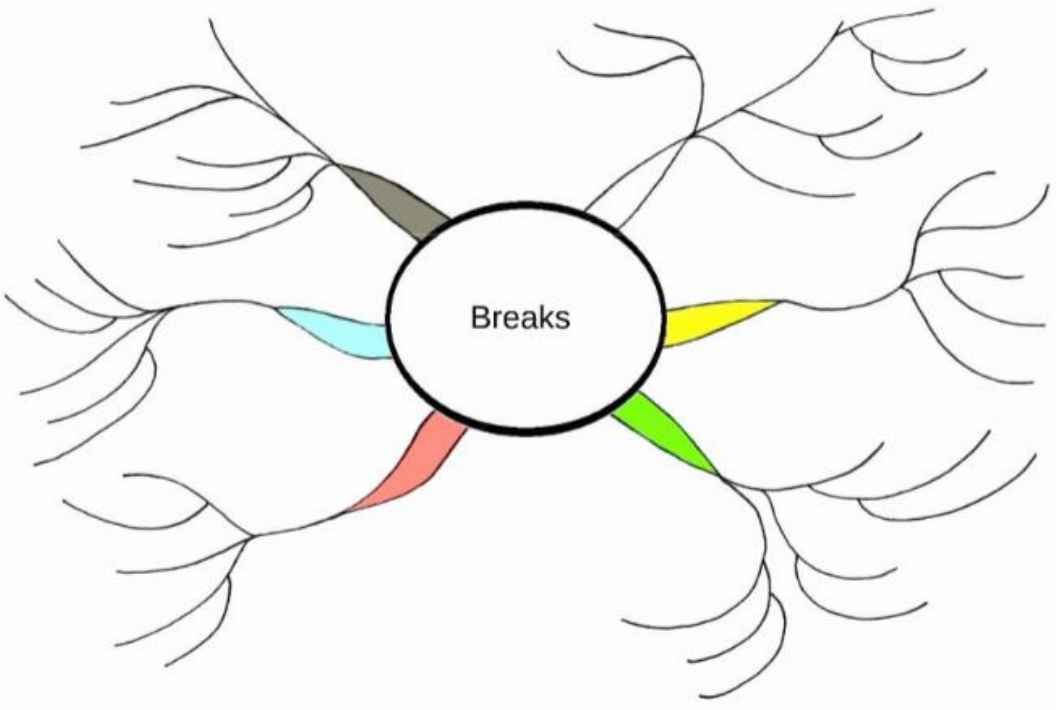


See our Human Need Mind Map Journal Templates on the next page. There are no rules. If you can, stop your client from asking what the rules are and just get them writing.

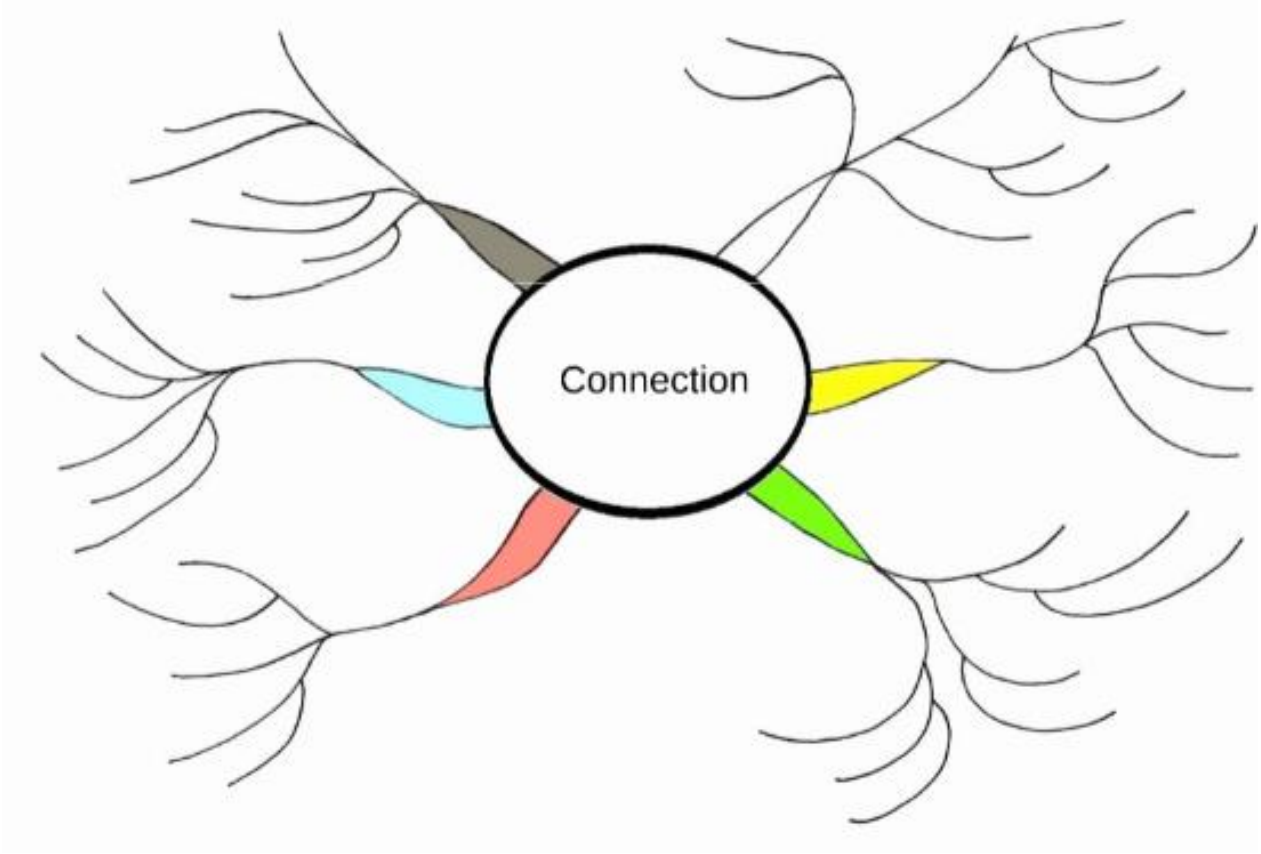
Achievement



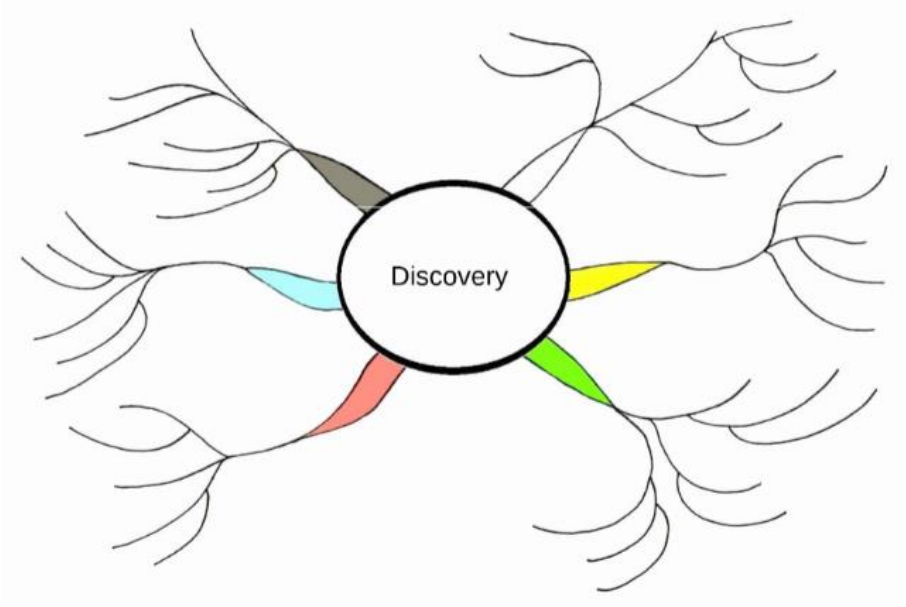
Breaks



Connection



Discover



Goal Planning and Scheduling – G.P.S.

The final Jornal Template that I use is the Goal, Planning and Scheduleing template.



The **Goal** is about the central idea of why the client has entered your office. This could be to Quit an Addiction, Stop Pain, Build a Business, Find Love or anything else.



The **Plan** is about breaking the **Goal** into it's Skills and Steps. This section is NOT about DOING any steps. It's simply to list the setps that you can take and list any steps that you can't take as skills or obstacles that need to be overcome.



The **Schdule** section is not only about putting the steps, skills and obstacles into the dairy. It's about using the **C.O.D.E.** acronym to gain efficiency. The more that your client can streamline their energy, the more they can achieve.

We will be covering more on **C.O.D.E.** soon.

The Goal



When people are following their hearts truest desire, it's like they cannot fail.

The courage that comes from 1 win will often fuel the next and the next win.

The problem often comes when the person is persuing a goal that they don't really love.

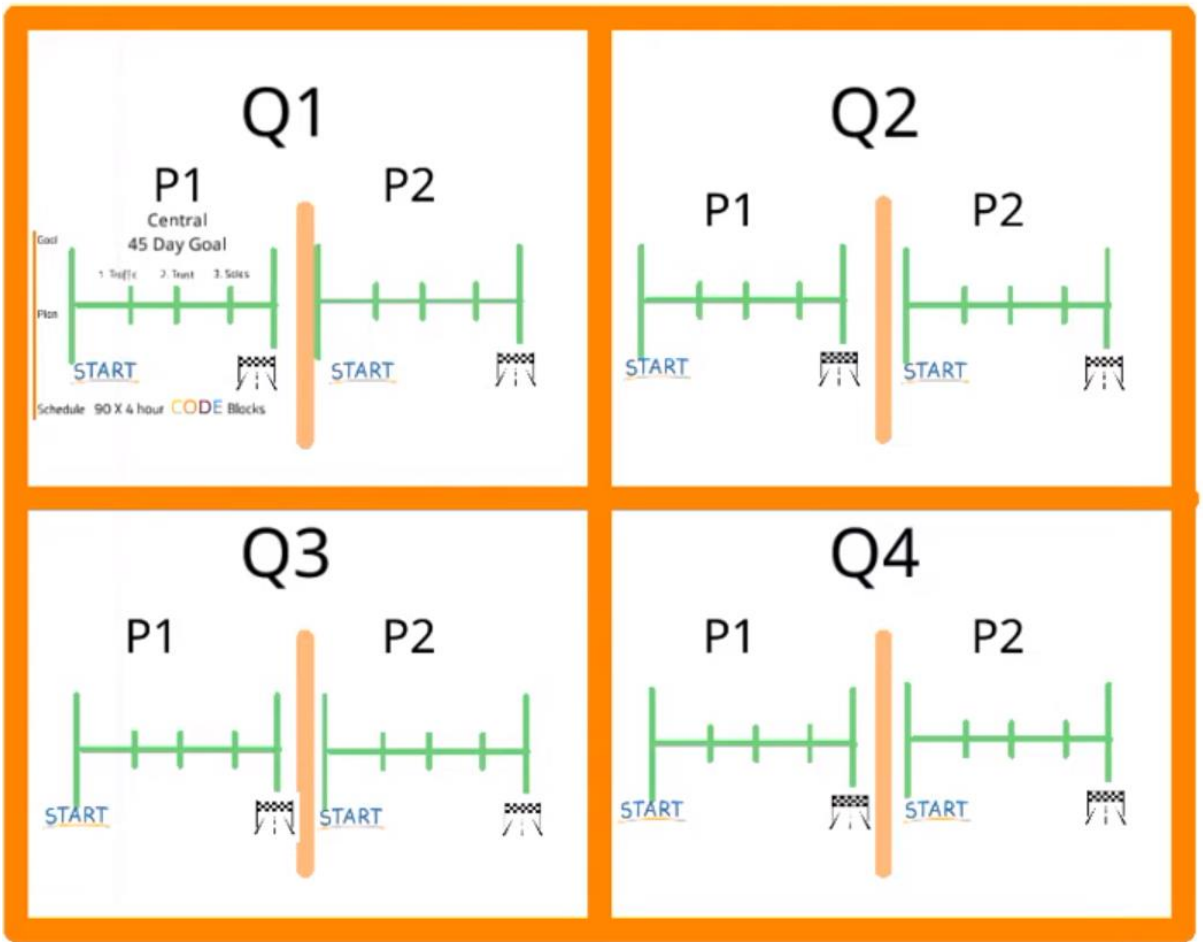
People can be very good at settling for what they don't want. It takes courage to ask your heart what it really wants.

A goal shouldn't just be something that a person is lack luster about. A goal should be big enough that it actually excites the client into feeling something.

The brain is very good at surviving withouth thriving. If a persons head is under water, they will do anything needed to make sure that they can breath. But if a person is living a life that they don't like, but they're surviving it just fine, then the brain is build to ignore goals that aren't needed for survival.

Your client needs to find a reason to make it happen. Most tasks should not take more than 45 days

8 Central Goals Per Year



By setting just 45 day goals, it creates some real momentum. People over estimate what they can achieve in 1 year and under estimate what they can achieve in 3 years.

For that reason, it's important to go after a progressive goal that has smaller 45 day successes along the way.

See our Goal Journal Template on the Next Page.

The Big Goal

What is your Hearts Truest Desire? _____

_____

Why is this goal your number 1? _____

_____

Are there any other goals more important to you than this one?

_____

How long have you known that this was your goal in life? ____

_____

How would you feel if you achieved this goal? _____

_____

How would you feel if you never achieve this goal? _____

_____

Are you 100% commited to making this goal happen? _____

_____

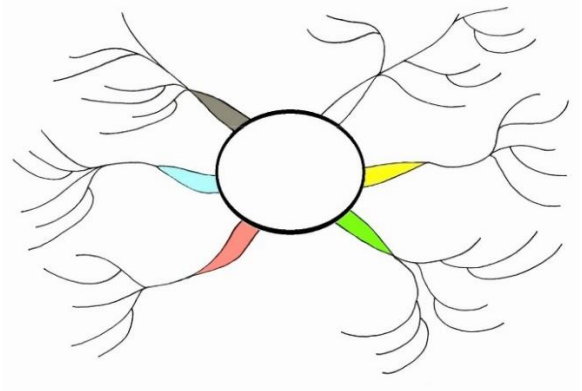
The Plan

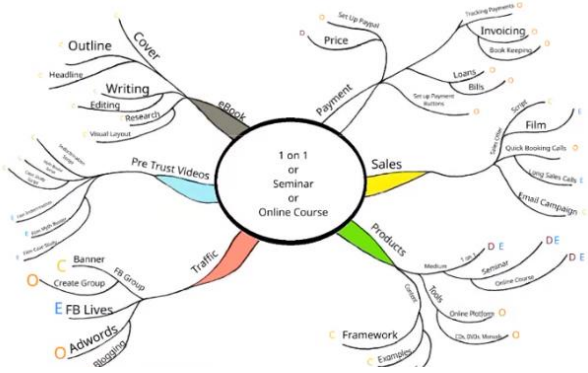


Planning requires first a **Goal**. But it's not time to **Schedule** or to get busy on the actual tasks yet.

If a **Goal** is worth achieving, then it should require some unpacking.

During the **Planning** stage, our clients use mind maps to map out the entire plan on one page. This not only creates a thourough brain dump of the plan, but gives an excelent visual to be able to see the entire plan at once.





See our Planning Journal Template on the Next Page.

What skills are required to make this plan happen? _____

_____

Which of those skills do you already have? _____

_____

Which of those skills do you not have yet? _____

_____

What Courses or Coaches are needed to gain these skills? __

_____

How much will it cost to learn these skills? _____

_____

How will you produce the money to learn these skills? _____

_____

What are the Broad Steps in the Plan? _____

_____

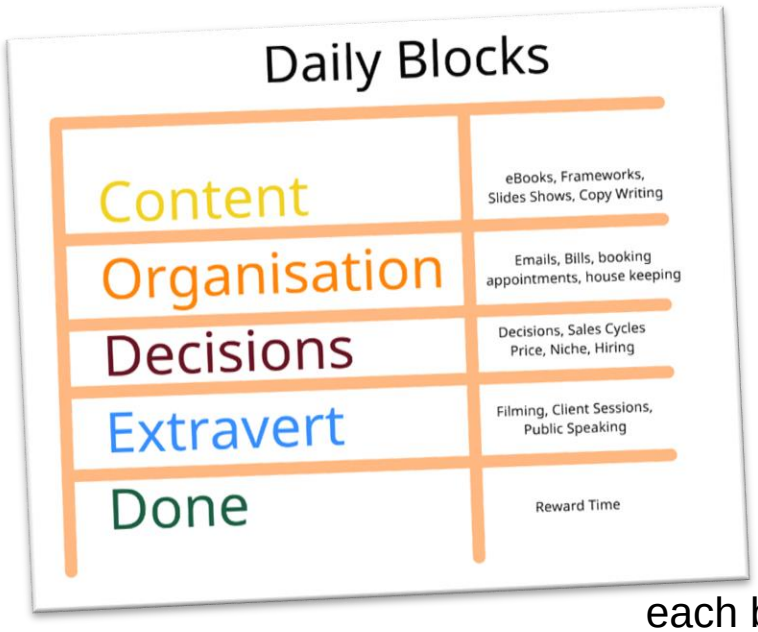
Have you Mind Mapped out the Entire Plan? _____

_____

Scheduling



Once the plan is in the mind map, it's almost time to start populating the diary with the plan. That way, each day, the client is simply filling in the diary on day one, and every other day, they're just doing a very small part of the big picture.



To gain the most efficiency, we use the **C.O.D.E. System**

See the chart to the left to find out how we separate our tasks into **C.O.D.E.** blocks.

The reason for using these blocks is that each block uses a very diffenet type of energy and focus.

If a person has to keep switching between **Introvert** and **Extravert** energy, then they end up losing up to a third of the day from the time it takes to get back into their **Introvert-Creative** or **Extravert-Responsive** modes.

See our **C.O.D.E.** Journal Template on the Next Page.

Content

What tasks on your Mind Map require a Creative-Introverted Energy?

Organisation

What taks on your Mind Map require a Repetitive-Housekeeping Energy?

Decisions

What taks on your Mind Map require a Strong-Decisive Energy?

Extravert

What taks on your Mind Map require an Outgoing-Responsive Energy?

The Diary

Sun	Mon	Tue	Wed	Thu	Fri	Sat
30	31 C Task Task Task	1 O Task Task Task	2 D Task Task Task	3 E Task Task Task	4	5
6	7 C Task Task Task	8 O Task Task Task	9 D Task Task Task	10 E Task Task Task	11	12
13	14 C Task Task Task	15 O Task Task Task	16 D Task Task Task	17 E Task Task Task	18	19
20	21 C Task Task Task	22 O Task Task Task	23 D Task Task Task	24 E Task Task Task	25	26
27	28 C Task Task Task	29 O Task Task Task	30 D Task Task Task	1 E Task Task Task	2	3

Once all other exercises have been done, eventually your clients diary should look like this. If your client can't schedule an entire day just for 1 letter from **C.O.D.E.** then at least get them to stick to 2 hour blocks. This gives them 2 Blocks per 8 Hour work day.

Ask your Client to Fill out Their Calendar / Diary using **C.O.D.E.**

Sun	Mon	Tue	Wed	Thu	Fri	Sat
30	31	1	2	3	4	5
6	7	8	9	10	11	12
13	14	15	16	17	18	19
20	21	22	23	24	25	26
27	28	29	30	1	2	3

The Brain is an Energy Miser



The brain is only about the size of a fist. That is quite small compared to the growing list of skills that humans seem to be able to aquire.

Our job is really just 1 thing, change habits. If you canget your client to adopt succesful daily habits, then you’re done.



Are you Stuck in Building Your Hypnotherapy / Coaching / NLP Clinic?

Do you need help?

Are you struggling with…

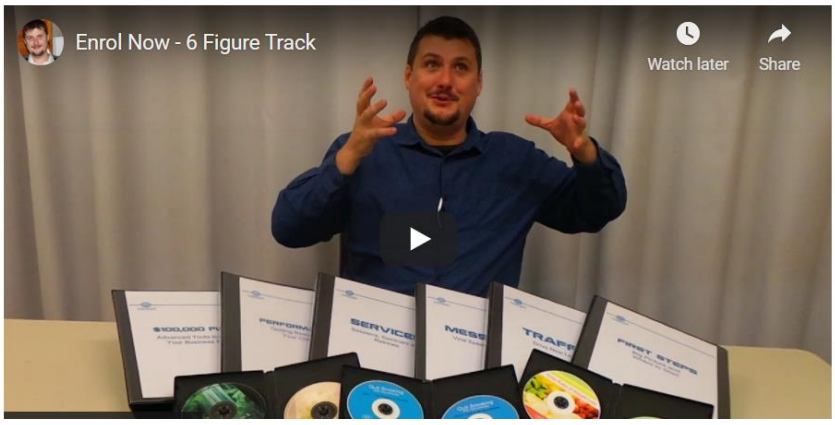
- **Web Page Design?**
- **Finding Clients?**
- **Staying Motivated?**
- **Getting Client Results?**
- **Hypnotherapy Niches?**
- **Social Media?**
- **Getting it all done?**
- **Clients Booking in on the Phone?**
- **Overwhelm?**
- **Creating Marketing Content?**
- **Marketing Funnels?**
- **Finding Low Cost ways to Grow?**

You are invited to join our 6 Figure Track Program for Hypnotherapists

Join 6 Figure Track Elite and Get Everything that you need in 1 Place

Join 6 Figure Track Elite

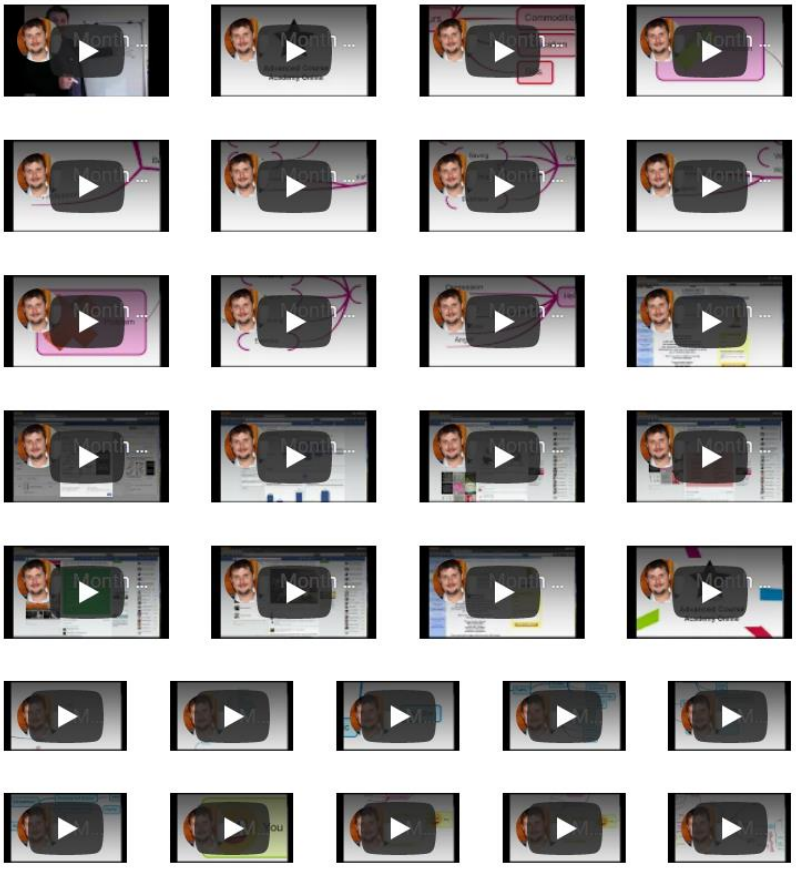
Marketing and Sales Training for the New Breed of Hypnotherapists



- Includes **5 Months of Training**
- Includes **How to Find Clients for Free**
- Includes **How to Build Marketing Funnels**
- Includes **How to Book in 20 Clients per Week**
- Includes **How to Build Your Web Page Quickly**
- Includes **How to use Facebook / Google and YouTube to Find Clients fast.**
- Includes **78 Bonus Trainings**
- Includes **Government Funding Module**
- Includes our **Time Management Course**

Month 1: The Big Picture

Your Planning Module



- What clients Really want form your Clinic

- What You Really Want from Your Business

- How to plan out your next 12 months of business.

Are you setting up an Hypnotherapy Clinic?

What do you need to know in advance to make sure that your clinic attracts clients, gets results and that you don't burn out?

Get the Plan Now before you get suck in the woods.

Month 2: Finding Clients

Your Traffic Module



- How to use Google, YouTube, Facebook and other online Platforms

How do you Fill Your Clinic Months in Advance?

How do you use the Internet to get As Many Clients As You Want To See?

How do you get your Web Page and Traffic Set Up so that you can Focus Your Energy on the Therapy instead of having to Worry about Filling Your Diary?

How many people could you help if you didn't have to worry about how to find clients?

Month 3: Scaling Up

Your Ascension Module



- What else is possible in your business?

- How can you Sell Books, get Paid to Speak, Run Seminars and Workshops?

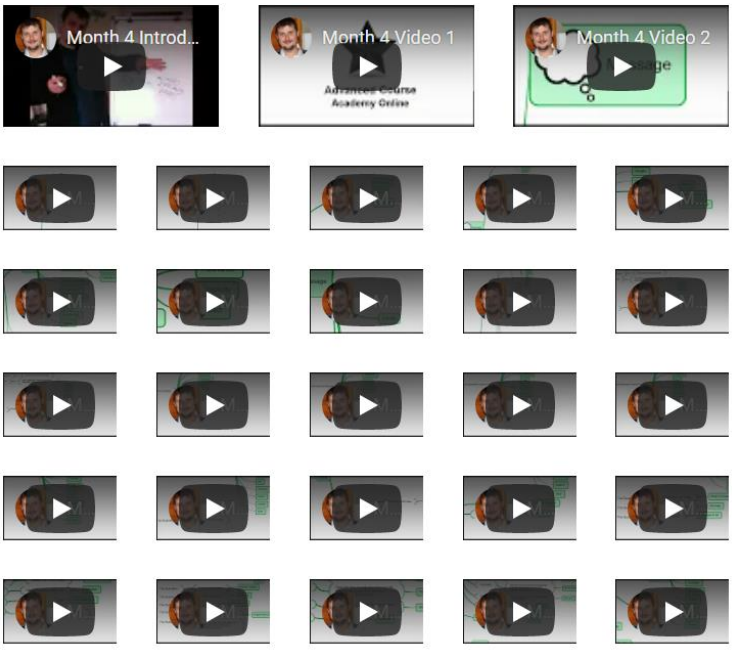
Do you want to be able to Do More than just see 1 on 1 Clients forever?

Are you Ambitious and Creative and want to Expand Your Business to Help More People?

Do you Love a Challenge and Love to Grow, Learn and Expand Upon Your Skill Sets?

Month 4: Your Message

Your Communication Module



- What is your Message to your Clients and your Message to the World?

- If you could make everybody hear 1 message, what would that message be?

Why do some Messages Spread Further than Others?

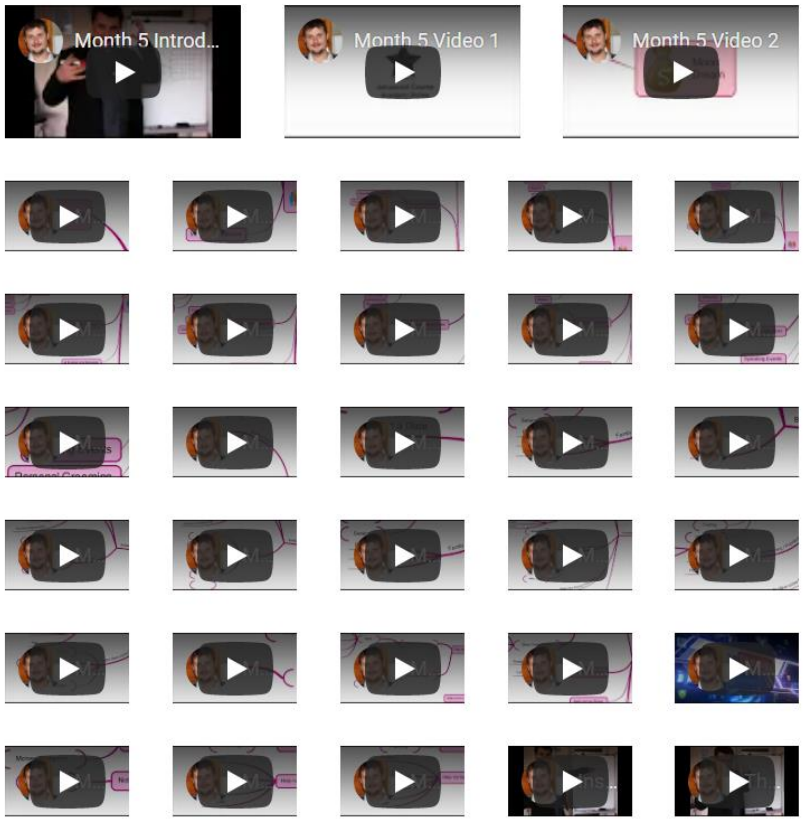
How do you Structure a Message to Creat Viral Content?

How do you get 50,000+ views on just 1 Video?

What do you Really Want to Be Known For?

Month 5: Client Results

Your Therapy Module



- How do you give your Clients Results?

- How can you be an Expert in Multiple Niches?

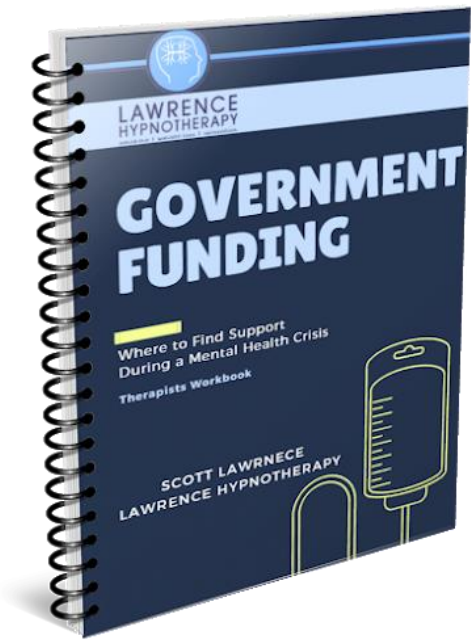
- How should you Structure your Sessions?

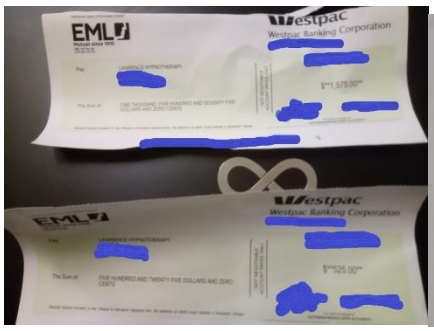
Do you want to Dive Deep in to the Mind of Clients to know What they Need to Hear From You in Your Hypnotherapy Program?

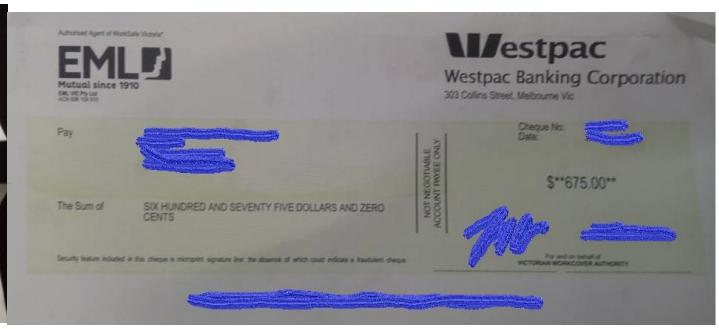
How you Run a Program on Quit Smoking, Weight Loss, Anxiety, Depression, Insomnia, Grief, Phobias, etc…?

Bonus

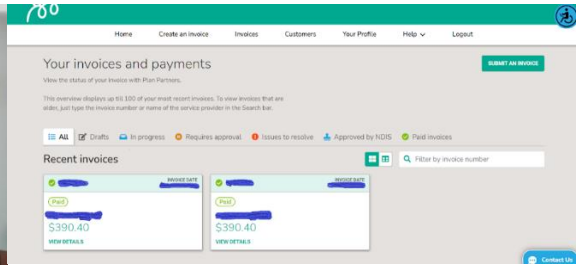
Government Funding Training











Bonus

Time Management Training Module

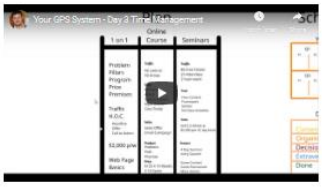






















Bonus

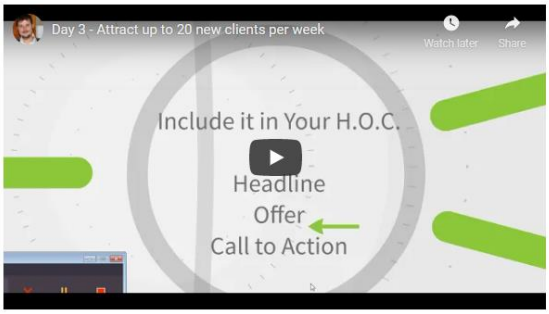
How to Attract up to

20 Clients per Week

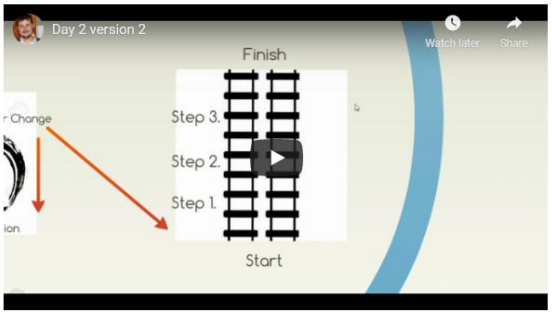
5 Day Jump Starter

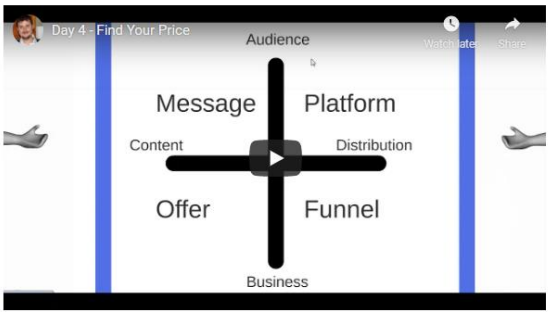


Day 2 - Pillars



Day 4 - Price





Day 5 - Promote



Pre-Day 1 | Pre-Day 2 | Pre-Day 3 | Pre-Day 4

Bonus

How to Write Headlines that

Attract Thousands of Clients

What to write on Social Media / Web Pages and Email Subject Lines

The Call to Action is a clear instruction to let them know what to do next.

When you include these elements well, FB rewards you by showing your post to more people.

If you're selling a program for just $200 per session at 5 sessions, then you only need to sell 2 per week to your list to bank $100k.

Would a bigger list help you to sell 2 per week?

People filter very quickly for what they're interested in and what they're not going to give their time to.

Most people in their whole life would never sit down and write out 100 headlines.

Never. They just wouldn't do it.

But they still want 2 sales a week of $1k all yeah long.

What would happen if you did the homework better than anyone else in this group?

Homework -

Part 1. Write 3 Joke ads with Headlines

Part 2. Write 3 Serious ads with headlines

People can find 100 excuses to not do the work, but can't find 10 minutes to write out a few headlines.

Excuses that stop them from earning money could be;

- I don't have 10 spare minutes.
- The video was too long.
- I'm feeling overwhelmed.
- I'm already doing somebody elses coaching program
- I don't understand exactly how writing out headlines interacts with every single other part of the business
- The training was too blue or too yellow
- My partner won't give me 10 minutes per day
- I already know everything and can't be taught anything new
- I can't make a decision.
- Your training is too structured for me
- Your training is not structured enough for me.
- I got overwhelmed with a step that I'm not even up to yet.

These excuses sound hilarious, but they cost people at least $100k per year in their bank.

Can you be the top student in this group?

Show us what you've got.

Thank you for being part of this challenge.

I'll see you tomorrow.



Day 2 - Ask people what they want to buy from you and then explain it back to them using the headline formula.

If you'd like to earn over $100k from people joining your data base in exchange for a free eBook or video, and you'd like people on your data base to buy your program, then it's time to nastily plan this out.

What are people greasy for?

How can you use the Pain-Pillars-Promise-Promised Land headline formula to attract peoples attention, gain their interest and then finally get them to take action to join your list and to buy from you?

Please watch the video for the homework steps and then post them as a comment under this video.

And thank you again for being a part of this group.



Day 3 - Turn client feedback into headlines that pay you.

My free depression group has gone up by 190 people in 2 days without spending a cent on advertising. I just gave away a free eBook in the group and continued to grow my email database for free.

You need your headline to offer something that people really want, then have a clear call to action like "Type I'm in" and then have a Facebook group to bring them into, and then a free giveaway, like an eBook or video with an opt-in page to capture their details.

If you can do that, then you can get thousands of leads for free without ever running out of money.

Homework

1. Write 3 more headlines using our headline formula from today

2. Tell us what your free giveaway to your client is or what it will be after you build it.

The headline formula.

Remember to take your Dreams, Desires, Fears and Frustrations and cut and paste them into your headlines.

1. Adverb (How to)

2. Dream or Desire (Promise)

3. Time Frame

4. If Frustration

5. Without Fear

For example

How to quit smoking in 60 minutes if you're coughing and wheezing without those Champix side effects.

Type "I'm in" to download my complete eBook about how to create Facebook lives that attracts business for free.

The eBook contains my complete formula plus examples of how I've created 22,000 views for free and thousands of dollars from 1 Facebook live for free.

No other eBook offers you the exact steps plus proof of what's been achieved. This eBook will completely change your business.



Day 4 - Make Decisions faster. Repeat your winners, not your under performers. And start growing your email database or FB group numbers.

I want you to aim to get 200 email addresses or FB group members in the next 2 weeks.

If you have or can create a free video or 10 page ebook, then you can make this happen fast.

Just put out a headline that offers your freebie. Include a call to action and add people to your opt-in page email database before they get your freebie, or ask them to join your group before they get your freebie.

Great work people. I'll see you tomorrow.



Day 5 - 10 Headline mistakes that nearly everybody makes

Homework

Watch the short video in this post

Write 10 bad headlines and post them in the comments section





Day 7 - Stop and reflect on the human element.



Day 8 - Gun vs Goose

A great mind set is as simple as pausing and asking yourself what the quality of your mind set is right now.

Gently ask your self, am I being my best self right now?

Am I making excuses because it's easier than carving out 10 minutes to get my work started?

Am I avoiding commitment to my goals because some low self worth crept in?

Is it time for me to get back up and have a go at getting this done and making this your year.



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And Personal Coaching with us

Get your Questions Answered on anything related to

- *Client Results*
- *Web Page Building*
- *Social Media*
- *Finding Clients*
- *Scaling Your Business Budget*
- *Google or Facebook Traffic*
- *Session Plans*
- *Hypnotherapy Niches*
- *And more…*

Do you need help getting
Your Clinic to Full Capacity?
Do you need 20 Successful Clients P/W?

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