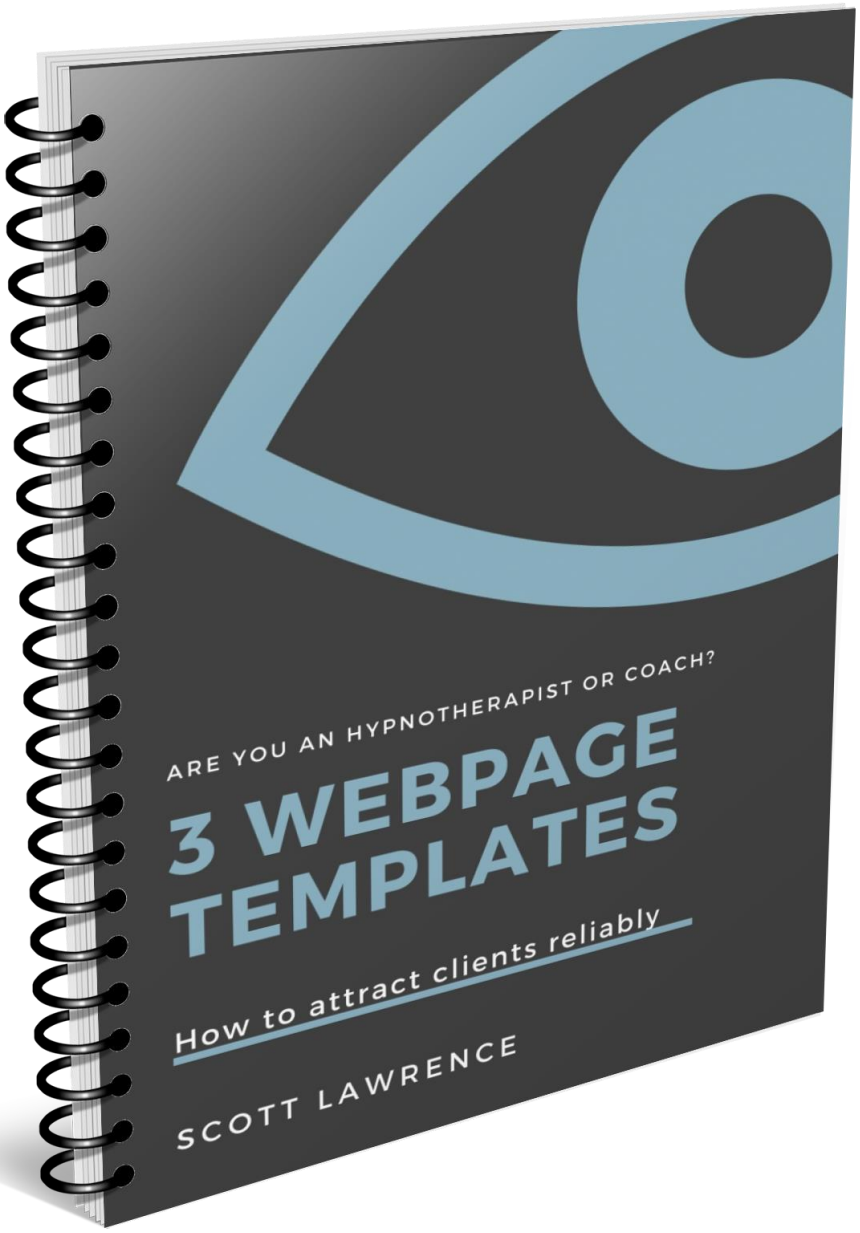

ARE YOU AN HYPNOTHERAPIST OR COACH?
3 WEBPAGE TEMPLATES
How to attract clients reliably
SCOTT LAWRENCE



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?

Have you found that recently, times have been a little bit uncertain?

Do you feel unsure if you are taking the right steps or if you're just second guessing yourself?

Here are the 3 Secrets that you are looking for;

1. A good web page will work forever. Do not change it because changing times will not affect the money you gain from environment to environment.
2. The only 2 things that you should ever change in any economy is your Source of Funding or your Source of Traffic.
3. 80% or more of your money will come from 20% or fewer of your leads. A $2,000 to $5,000 per week income usually comes from fewer, high ticket sales.

The only 3 Pages
that you will ever need to
Run a Successful Practice

Today, the economy is a little frantic with Google, Social Media and other algorithms changing, emerging social movements that focus on environment, human rights and political views, restrictions caused by boycotts, lockdowns, travel restrictions and boarder closures. Not to mention the increased competition as everyone has gotten online promoting a very similar thing in the last few years. Is it safe to say that things are a little bit up in the air these days?

If you're not a Web Page expert, you aren't a professional marketer, you don't like to yell down the phone 50 hours a week with non stop sales calls, then is there still a way to get your practice full weeks in advance without an unlimited marketing budget?

Yes. I'm here to give you the exact steps to do so. But first, before reading any further, I want to ask you to pass a quick test.

1. **The Optin –** In this eBook, we're going through how to optimise your Optin page conversions and looking at examples and a template to create your own. The Optin has 1 job, and that job is to collect peoples details to grow your database
2. **The Freebie Page or Trust Page** – We'll be providing examples of this too. This page brands you, builds trust, allows you an opportunity to teach important facts to your readers / viewers, allows you to tell authentic and relatable stories to increase the **Frequency** and **Recency** of Your Brand in your **Customers Mind**. Don't freak out here. It's actually easy and fast enough. I'll give you my examples.
3. **The Sales Offer or Sales Optin** – Again, examples will be in this eBook. This is the page where you sell or ask for details to sell.

The Peace Time Method
Vs.
The War Time Method

Quietly Sell to the Rich and committed. Forget about fame (for now)

During ideal conditions, **peace time**, you can treat all customers the same, charge them all the same amount and sell a very cheap program to thousands of people and everything is easy enough. This works because the customers are throwing them selves at you. “Shut up and take my money”.

But, and this is where we are now, during non ideal conditions, **war time**, you can NOT treat all customers the same. You need to divide your market up into at least 3 groups. I call them the 3 S’s

1. **Sharers, the 99%** – These people subscribe to your email list, like your posts and they come by the hundreds. They share your post and tell other people about you, but they’ll never buy.
2. **Shoppers** – These people will buy low their products up to $500. Usually, the majority of these people will buy a $37 eBook or online course, but will never fully graduate to the next level
3. **Successful** – These people will buy programs of $5,000, $10,000, $20,000 or more. Some will use a payment plan, others will want to pay upfront to get a discount. This option is out of reach of most therapists because they don’t believe in them selves enough to find the right clients, charge enough or to let go of the idea that everybody will pay exactly the same amount. Let the Shares Share, let the Shopper Shop and let the Successful Succeed.

Before we go into our Web Page Templates, are you onboard with the idea that during **War Time**, quietly working with **High Tier Clients** is a better idea than bumping up the ego with thousands of followers who don’t actually want to work with you?

The Optin Method

The Low Tier Optin

Click on the image to load the page



The High Tier Optin

Click on the image to load the page



What do you notice about the Low Tier Optin vs the High Tier Optin?

They both have 4 main sections.

1. The Banner
2. The Headline
3. The eBook image
4. The Call to Action Button

The difference between the **Low** and **High Tier** is that the Low Tier is designed to attract Sharers and Shoppers willing to pay up to $400

The **High Tier** is designed to attract from $2,500 to $15,000 clients. We sold $90,000 in January using leads from the **High Tier** eBook.

Smokers are Low Tier Clients. They just are. They're impulsive and ready to book in and pay, but will probably never pay anymore than $400 to $600.

Business Owners, High Performers or anyone who is Government Funded will pay a lot more.

This does not mean that you need to become a business coach, but you should be aiming your services at people with money or who have the ability to pay for a higher level of service.

If you want to earn $5,000 per week with $400 smokers at 2 sessions per smoker, the maths would look like this.

2 Sessions X

12.5 Smokers X

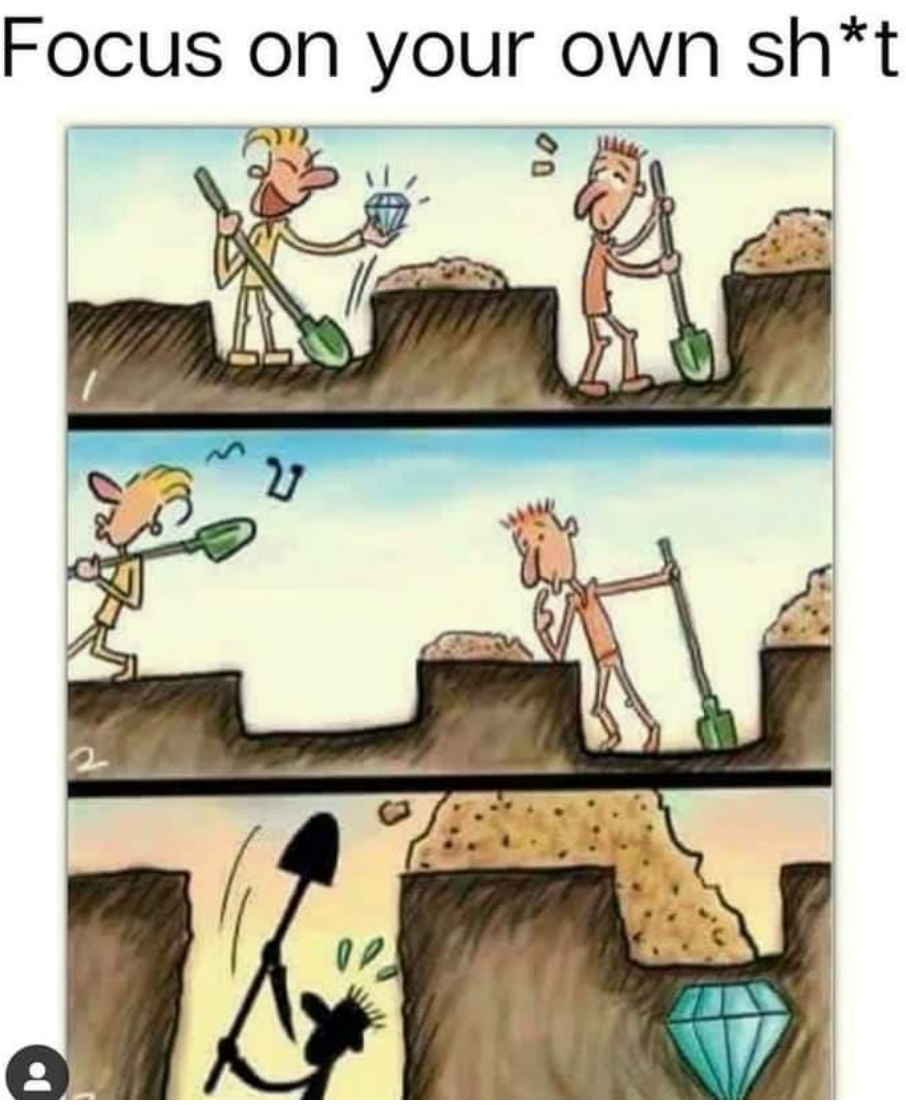
$400 per client

= $5,000

25 hours of therapy plus 5 hours of admin = At least 30 hours of work.

The 30 hours of work does not include any time that you spend marketing or attracting those clients. And there are so many more hypnotherapists and coaches competing for those bottom tier clients that you may need to work 100 hours + per week to earn your $5,000 per week or even just to make a living wage.

Are you willing to **Let Go** of the Battle for **Low Tier** and to put together a **Strategic Solution** to **Solve a Problem** for **High Tier Clients**?



Who should you give a free eBook to?

Who is High Tier?

And What is a High Tier Problem?

Celebrities and High Income earners are actually just like regular normal people, and they actually hate being put on a pedestal. Trust me, most people are afraid to talk to or don't feel worthy enough to talk to somebody who is more successful than them without praising them to an annoying level.

I interviewed 50+ Celebrities and figured out what they do and don't like to talk about. Click on the picture to see the interviews.



My interview with Gillian Anderson got published in ET who sent 86,000 views to my YouTube Video. Click on the link to see the article.



Basically, all that I did was relax and ask her a simple question. I didn't go all Fan Boy on her. I just asked her about her accent being both British and American. It was actually in the news in every country back in March.

So how does this help you to build your web page and to earn money?

There are actually just 5 problems that people have and only 5 solutions that people want. Just position yourself as the expert on 1 of those problems and target the wealthy as your target market.

The 5 Niches

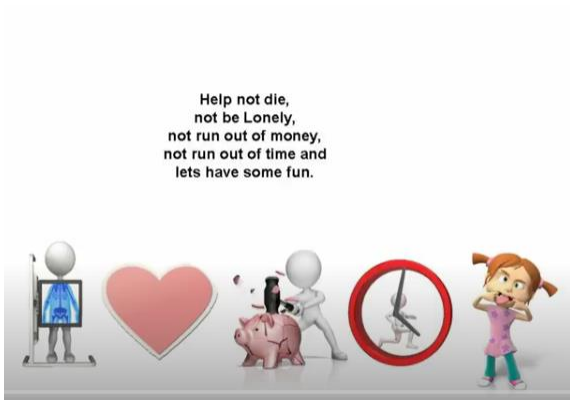
There are only 5 things that people pay money for or actually want.

1. **Health** – Help me not die
2. **Relationships** – Help me not be lonely
3. **Money** – Help me not be broke
4. **Time** – Help me not be too busy
5. **Fun** – Help me to enjoy life

Once you've picked 1 of these 5 niches, it's time to micro niche.

Think of a problem that a rich person has. Click on these 2 videos to help narrow down your niche. The first video is about designing an eBook. The second video is my 10 Top Myths that cost hypnotherapists thousands of dollars, where I explain what it is that people actually want to buy from you.





Wealthy people have many, many problems that they want you to fix. But they want to **FEEL** as though you are an expert.

They want to **FEEL** secure in that you know exactly what you're talking about.

They want to **FEEL** as though you have explained the road map so clearly that they logically should just pay you for help.

Wealthy people **DO NOT** want to see you beg for their money.

Wealthy people **DO NOT** want you to offer them crazy discounts.

Wealthy people **DO NOT** want to provide you with emotional security.

Wealthy people **DO NOT** want to see you start the conversation by Juxtaposing and Comparing your solution and cost to other people out there. You're **NOT** a Beggar. You're an **Expert**.

It's your job to **BE THE EXPERT**.

Let's go back to those **5 niches**.

When you narrow down into a micro niche, you could be advertising a treatment for Depression, Anxiety, Insomnia, Relationship Breakdown, Panic Attacks, Weight Loss, etc…

The **Low Tier** clients may also read your eBook or watch your video, but that doesn't matter. What really matters is that the **High Tier** clients read and watch your content.

Here are the 5 rules to make sure that the **High Tier** clients are consuming your content.

1. **Positioning** – You need to create a Logical Context that makes sense to your market. You can't just say "I help with relationships". That is boring. Instead, tell me something about relationships that makes my jaw drop on the ground. 99% of therapists and coaches out there have failed this step. What can you tell me about my problem that would make my jaw drop? What is the sentence that rings in my ears and gets spread throughout the community?
2. **Scope** – Do you have a solution that comes with a limited number of steps and a limited amount of time to achieve a result? What are the 3 steps that I would have to take to solve a problem that I have?

3. **Relatability and Story** – Can you paint a picture in your clients' head about a story from **Pain** to **Pleasure** that allows your **High Tier** Client to really understand your solution? And don't be Boring or Generic by reducing your entire relate section to "Are you in Pain?" That's not enough. It's nowhere near specific enough to paint a picture story in their head. Go deeper. Keep digging for details.
4. **Consistency** – Nobody wants to see you pop your head out of a hole every 3 years asking for business. People want to know that you've been around since forever and will stay around forever. You need to be part of their network. The wealthy want to think about you like the grounds keeper who has lived on the institute for 80+ years. That doesn't mean that you need to be old. But you need to stay out there in the market consistently.
5. **Readiness** – Are you available to solve your wealthy clients problem now, or do you still need to do a million and one things before you're ready? Be ready now. Be ready to answer the phone and to see their whole family this week. Be ready to handle what ever comes your way. You are the expert that they rely upon.

Does this make sense when I talk about **Low Tier** and **High Tier** niches? What is your eBook going to be about?

Imagine that you get 1 new client each week, and each new client is worth $5,000 each. Does it make sense how much easier it is to attract 1 new client per week than to have to attract 12.5 new clients each week?

Be brave enough to charge up front.

Be brave enough to focus on the program that you offer and not to undercharge or devalue yourself.

Focus on being a **Problem Solver** for **Problems** that **Wealthy People** have. The rich take their Health and Relationships very seriously.

The Free Content Method

With the Optin page examples, I gave you a low tier and a high tier example of what your web page could look like.

Let's do that again with the Free Content Method Pages.

The Low Tier Free Pages

Click on the images to load the pages

My Indoctrination Video



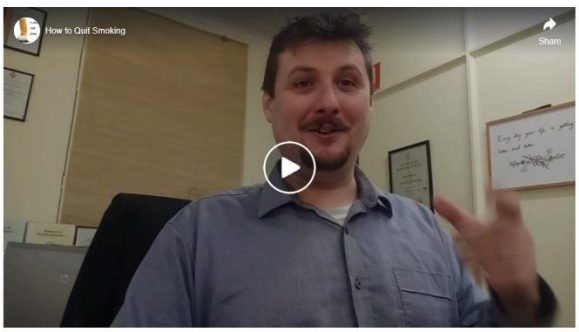
How to Quit Smoking in Under an Hour



My Myth Buster Video



10 Myths about smoking



My Case Study Video



Quit Smoking - Case Study

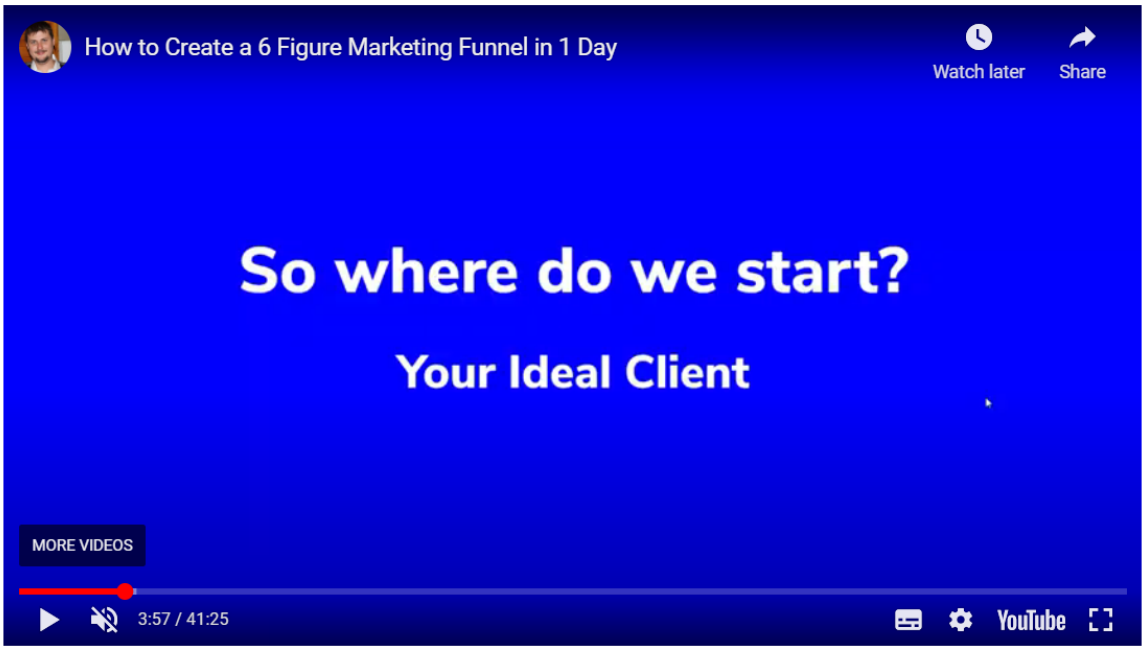


The High Tier Free Pages

Click on the image to load the page

SOCIAL MEDIA MASTERY

How to Build Your Marketing Funnel in 1 Day



Notice how everything is on one page for the **High Tier** client?

There is just as much content on the **High Tier** clients page than on 3 different **Low Tier** clients pages.

Think about it this way.

The **Poor** care about **Money** and the **Rich** care about **Time**.

This is the reason why we put everything on one page for our **High Tier** clients because **High Tier** clients are willing to **Book in Now**, give it a go and **Pay Upfront** on the condition that you pass their test. The test that you need to pass is to follow the 5 rules, **Positioning**, **Scope**, **Relatability** and **Story**, **Consistency** and **Readiness**.

These 5 rules are how the wealthy make their decisions.

While the **Low Tier** clients are mucking about, thinking forever before they decide, the **High Tier** clients are testing you and ready to pay now.

To build your own web pages and traffic, click on these images for a click by click tutorial where I actually start from scratch and get real leads opting in and build every page from scratch.

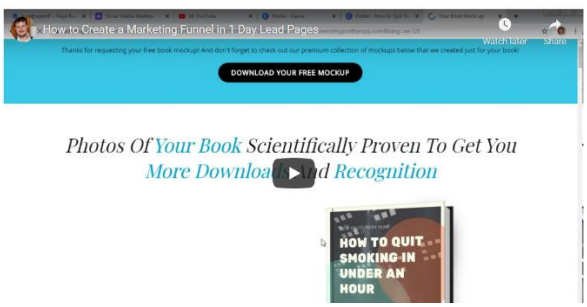
The All Tier Free Page and Traffic Builder

Click on the images to load the pages

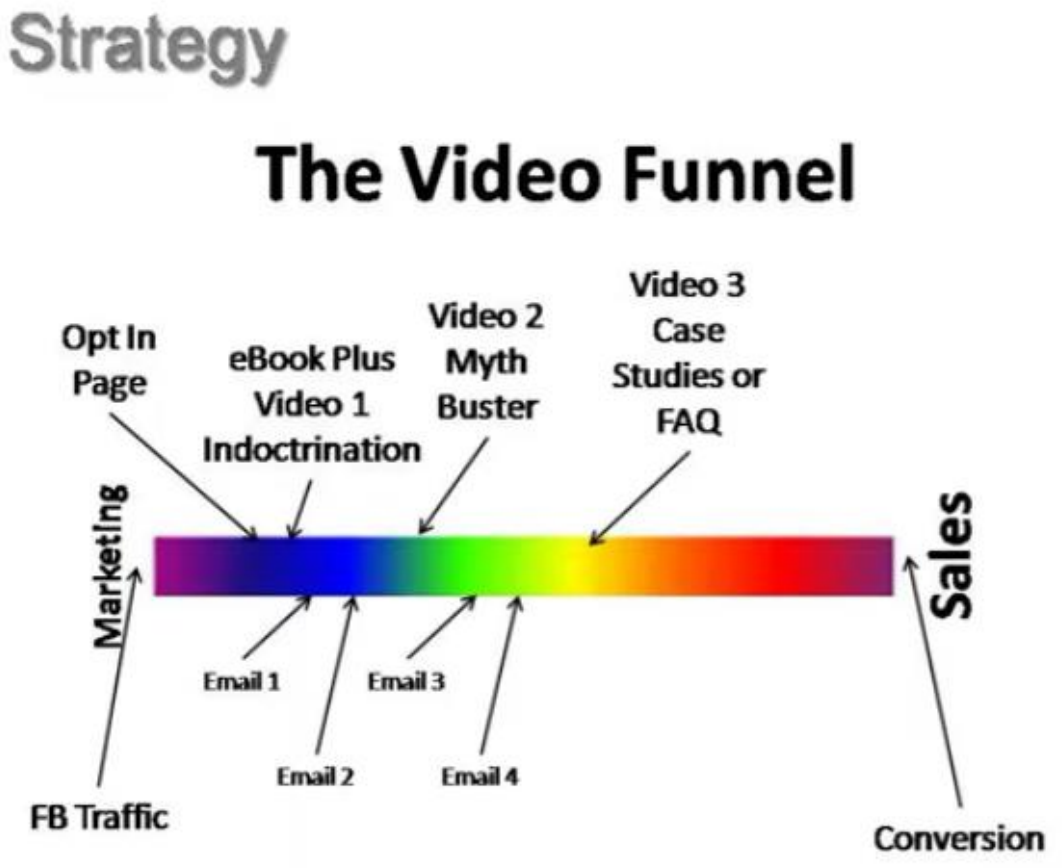
5 Minute Traffic Builder



Your 5 Minute Web Page Builder



If you need to know exactly what to say in your free videos, click on this video for a full step by step walk through.



To know exactly what to say to book people in on the phone within a couple of minutes, at a nearly 100% success rate, click on this video for a full step by step walkthrough.



This is about Knowing what Game you are Playing

You can actually achieve more than what most people would think if you keep some small habits every day. One of my secrets is that I read every day. Here is a collection of short eBooks that you should read.

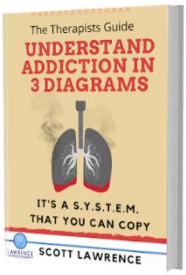
20 Clients with Facebook Ad Basics



Download the Free eBook

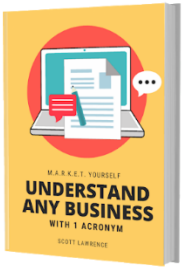
- **Your Offer Page:** Create a Landing Offer Page for your clients to Book in.
- **Facebook Advertising:** Learn how to bring in the Right Clients with the Right FB Ad.
- **Experienced, Step by Step 3 Week Training :** Get exact, easy to follow steps.

Understand Addiction in 3 Diagrams



Download the Free eBook

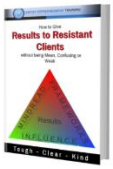
- **Addiction:** How to Cure Substance Addiction.
- **Habits:** How to Program the Subconscious.
- **Emotions :** How to Fulfill Basic Human Needs.



Download the Free eBook

- **The Fastest Marketing Plan:** Discover how to Attract New Business to you fast.
- **Your 6 Part Plan:** Simplify Your Next Steps.
- **Scale Fast :** Plan Multiple 6 Figures in your Coaching, Education or Hypnotherapy Business.

How to Give
Results to Resistant Clients
without being Mean, Confusing or Weak



Get the Free eBook

Download Now



How to Stop the Anxiety Loop

- Practical Tools for **Calming the Mind**
- The 9 Secret **Anxiety Triggers and**
- **Hypnotic Techniques** to get you through any situation, even if you have struggled for years.

Download the eBook



SOCIAL MEDIA MASTERY

How to Build Your Online Course and Sell 10 in 4 Hours

- **Plan** Your Course
- **Film** Your Course
- **Sell** Your Course

Download the eBook

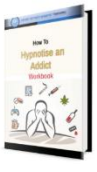
How to Cure Depression



Get the Free eBook

Download Now

How to
Hypnotise an Addict
Workbook



Get the Free Work Book

Download Now

How to Make Facebook Videos That
Attract Hypnotherapy Clients



Download Now

The game that you are playing is…

1. The government is funding clients now due to the mental health crisis. But you need to know how.
2. High Tier Clients, The **Successful**, are easier to work with and easier to find than thousands of low tier **Sharers** or **Subscribers**.
3. Most people put in less than 3 minutes per day of business development steps. If you did 30 minutes every day, you'd be in the **Top 1%** in your **Country**.

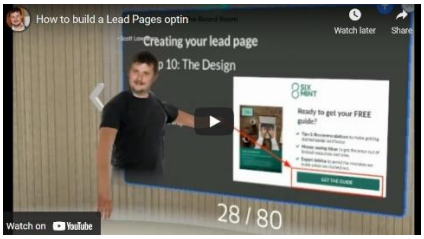
Why do most people find it so hard to grow their practice in the first place?

Is it that;

- The technology is hard to use?
    - No it's not. The technology can be done in minutes now.
- Clients aren't committed and won't book in?
    - No it's not. It's just that most hypnotherapists and coaches are putting out terrible, boring and confusing marketing plus they have no idea how to book in their hot leads on the phone. This isn't hard.
- It takes too long and the time isn't there?
    - Nope, it's not that either. Most people spend less than 3 minutes per day because they don't believe that 15 minutes per day + will even raise their income.

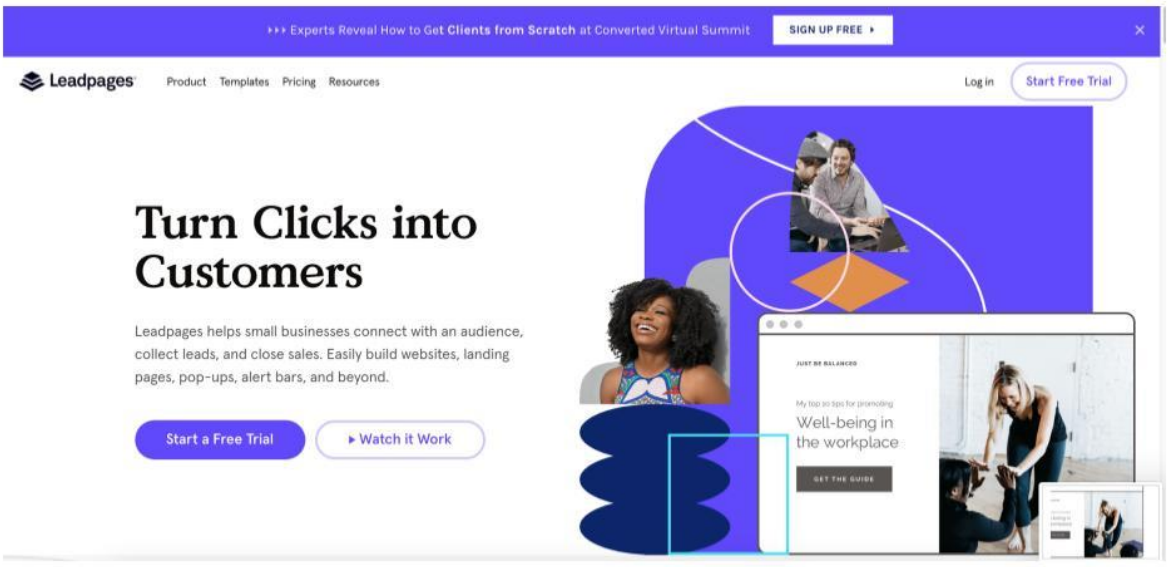
I understand that skills take a while to develop, but with a tutorial and a playful attitude, what can really stop anybody from getting this all done. Even though we are in Covid times and every other thing that gets in the way, there is the counter balance of tools that actually makes this easier.

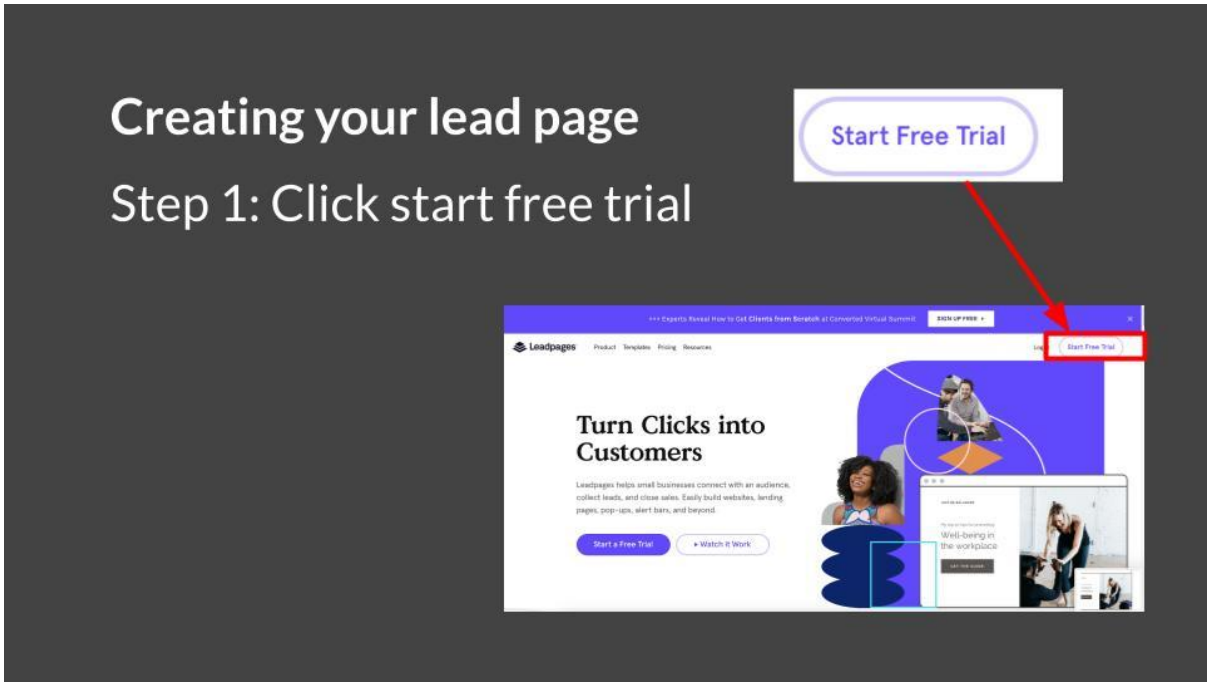
Let me give you a quick exercise now where you're going to make your own eBook cover. *Just click on this image to follow the steps.*



Here are the Steps to the eBook Cover Exercise

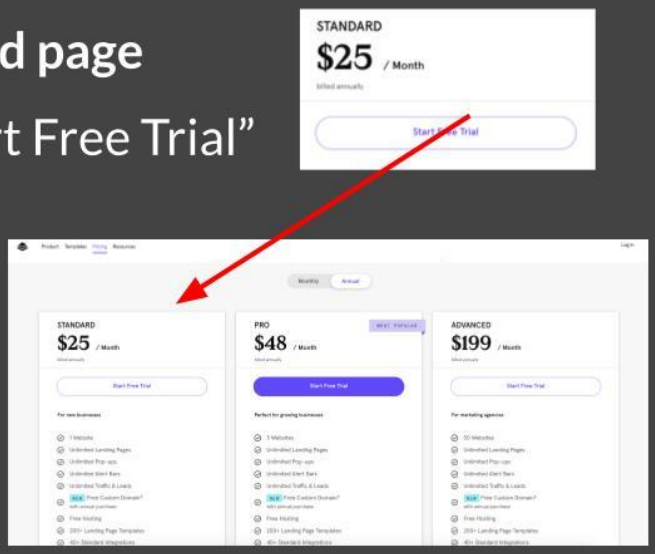
Just follow the steps, click by click.





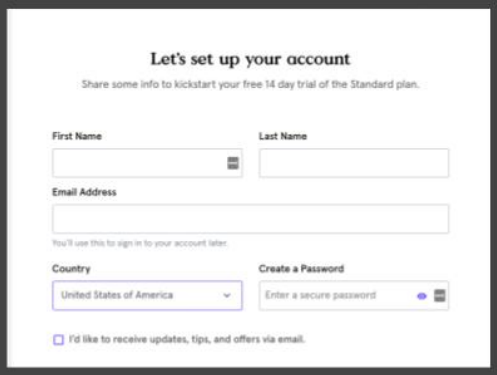
Creating your lead page

Step 2: Click “Start Free Trial”



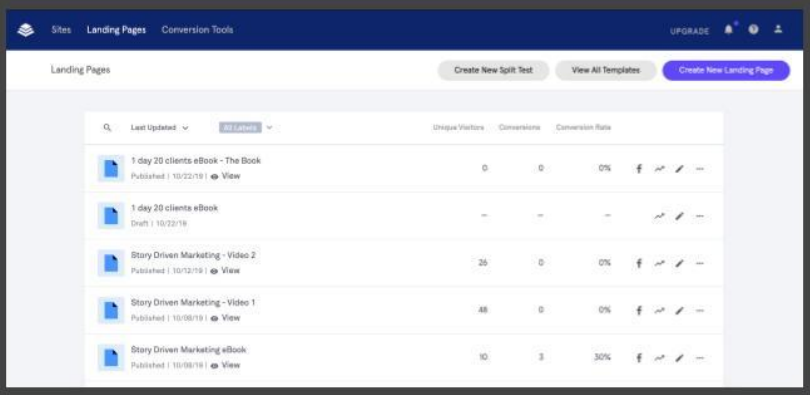
Creating your lead page

Step 3: Enter your details



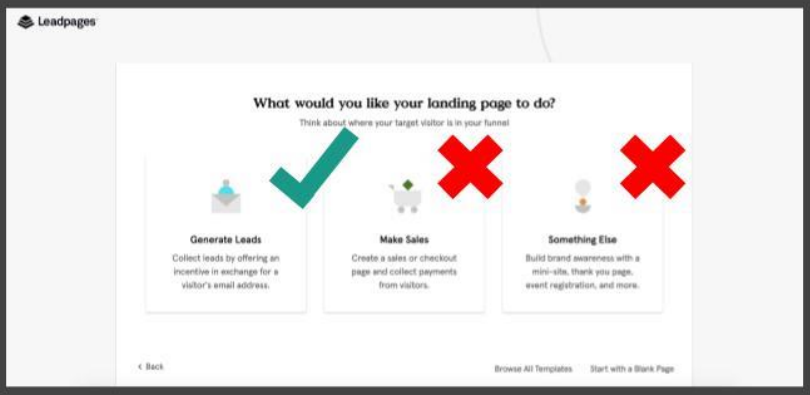
Creating your lead page

Step 4: Create a new landing page



Creating your lead page

Step 5: Click generate leads



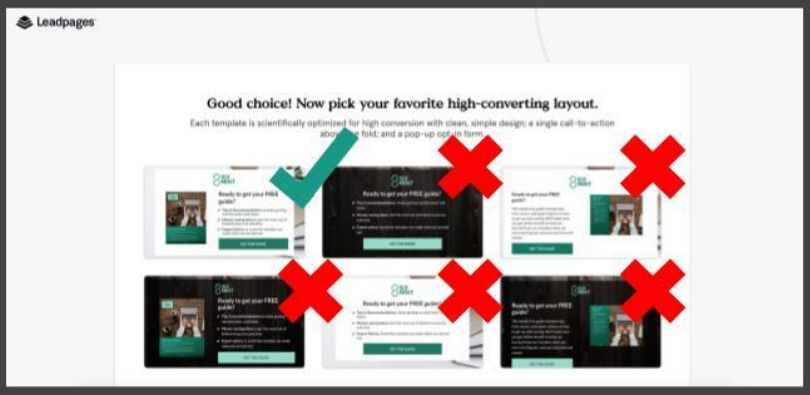
Creating your lead page

Step 6: Click free resource



Creating your lead page

Step 7: Click the top left option

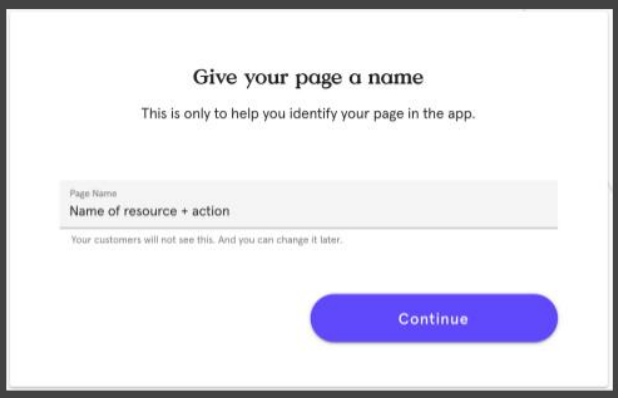


Creating your lead page

Step 8: Give your page a name

Include:

- Name of resource
- Action

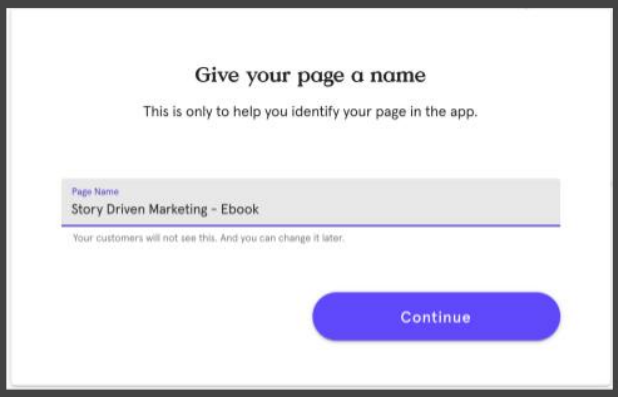


Creating your lead page

Step 8: Give your page a name

Include:

- Name of resource
- Action



Creating your lead page

Step 9: The Design

Hero:

This is your logo



Creating your lead page

Step 9: The Design

Headline:

This is the headline that you previously created



Creating your lead page

Step 9: The Design

Features/benefits:

List what they will learn or get



Creating your lead page

Step 9: The Design

Image:

This is an image of your ebook cover or video



Creating your lead page

Step 10: The Design

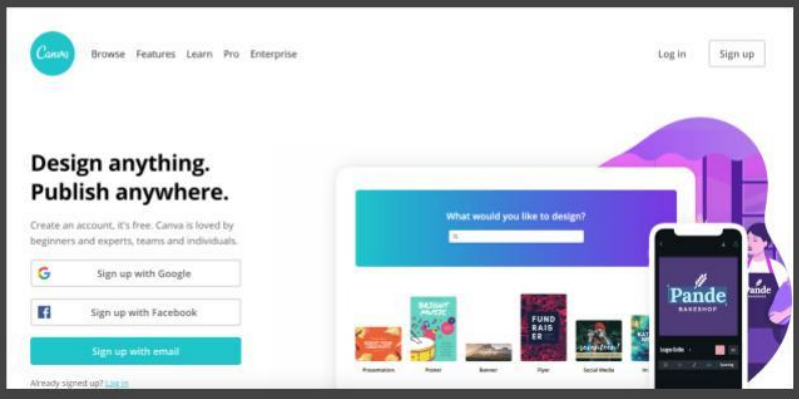
Button:

Save this step for later



Creating your image

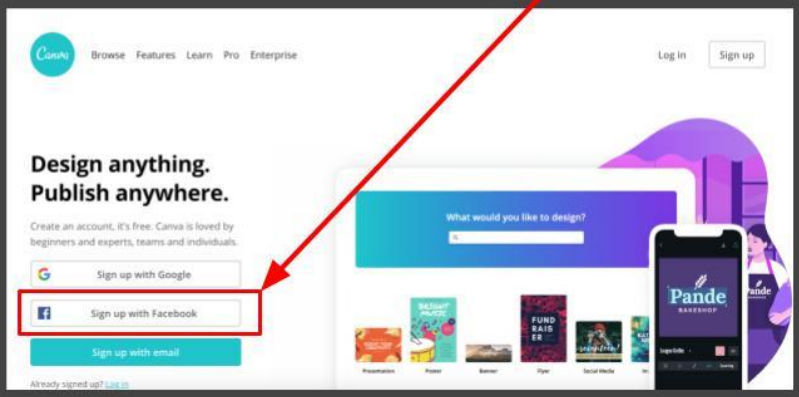
Step 1: Open Canva.com



Creating your image

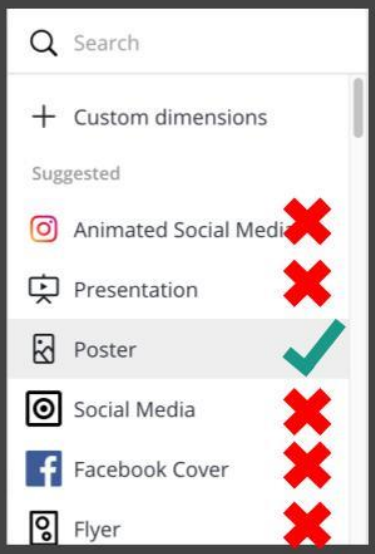
Step 1: Open Canva.com

Login with facebook



Creating your image

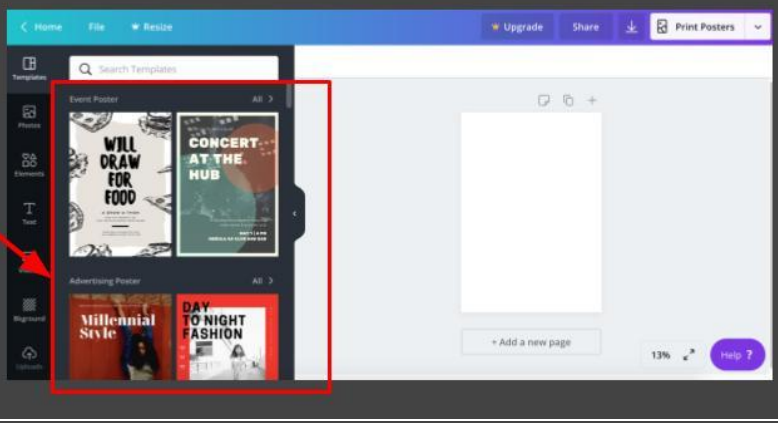
Step 2: Select Poster



Creating your image

Step 3: Click on a template that you like

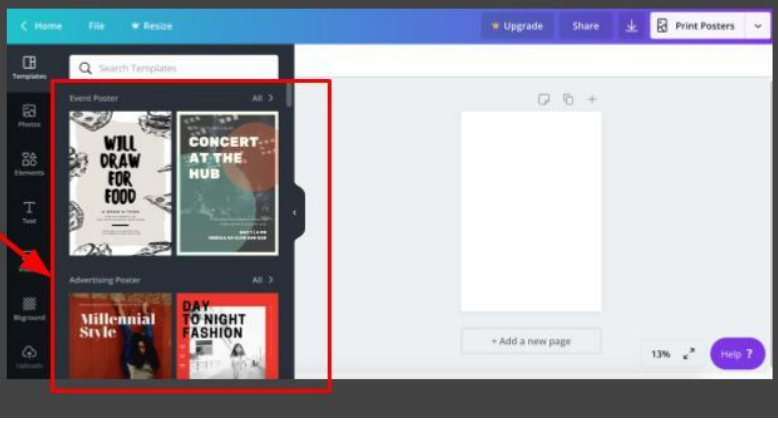
Template



Creating your image

Step 3: Click on a template that you like

Template



Creating your image

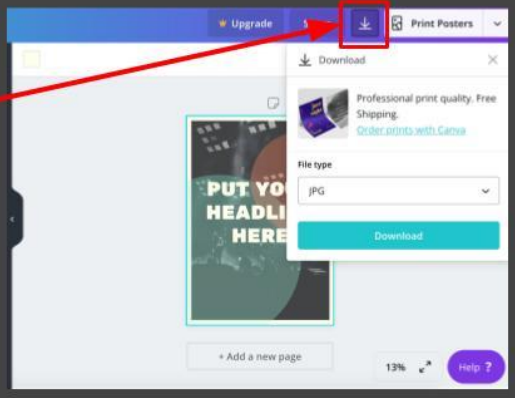
Step 4: Add headline & delete everything else



Creating your image

Step 5: Download as a “JPG”

Click here



Creating your 3D book cover

Step 1: Open adazing.com



Creating your 3D book cover

Step 1: Open adazing.com



Creating your 3D book cover

Step 2: Choose your cover template



Creating your 3D book cover

Step 3: Choose your cover template



Creating your 3D book cover

Step 4: Click “download”



Finishing the lead page

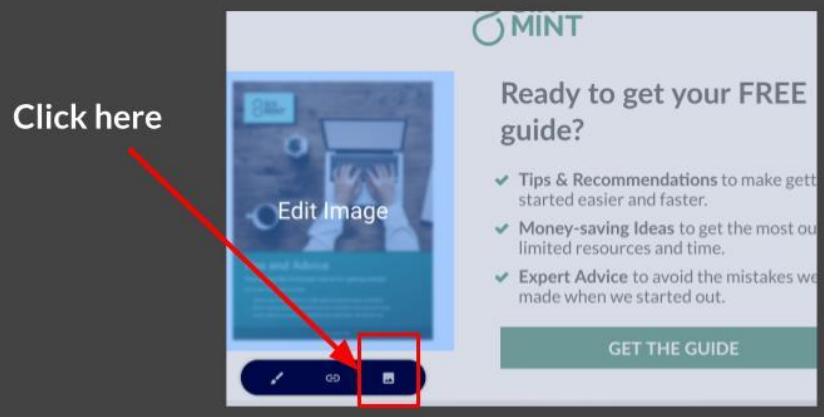
Step 1: Click on the image

Click here



Finishing the lead page

Step 2: Click on the image icon



Finishing the lead page

Step 3: Click publish



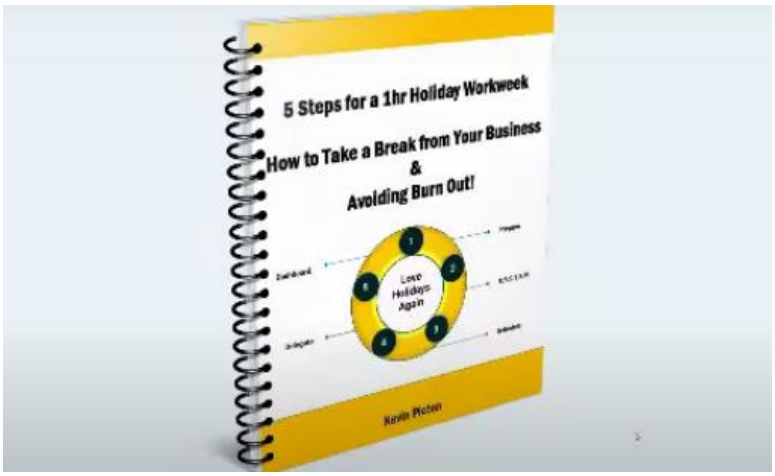
That whole exercise should only take you about 10 minutes. But even if it took you half an hour, does that matter? If you got it done, then you got it done.

Email me at scott@lawrencehypnotherapy.com and show me your finished work.

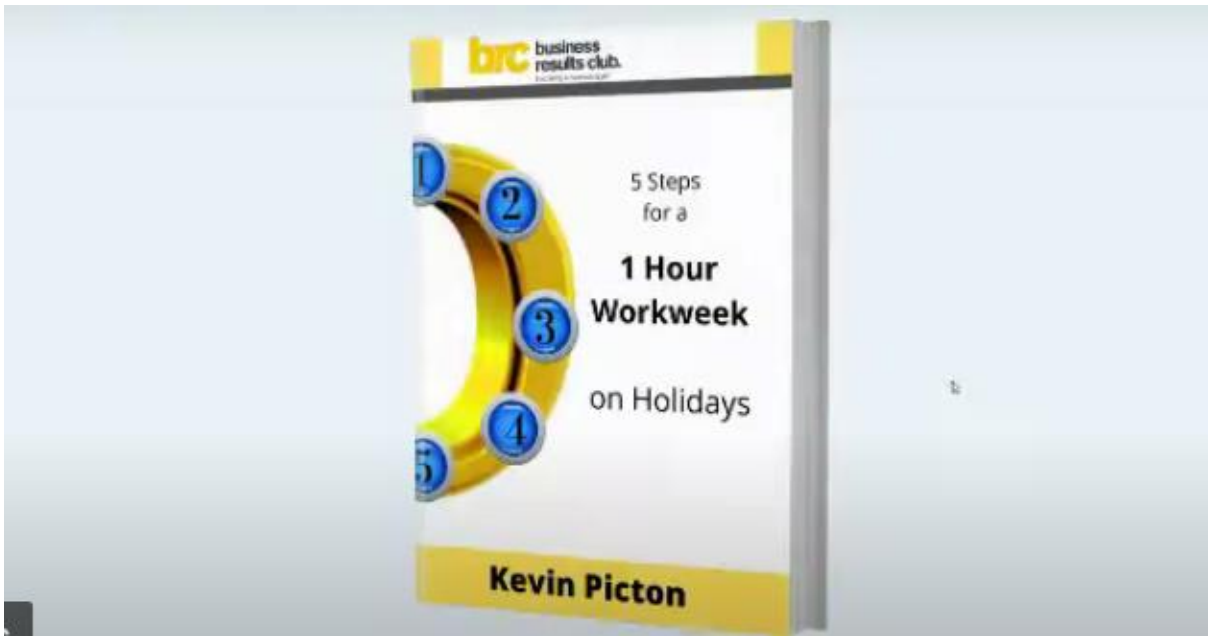
Fixing the Design of an eBook Cover

A client of mine called Kevin, is a business coach. He's a great business coach. He did the eBook cover challenge in about 10 minutes and then asked us for feedback or any pointers on how to fix it or make it better.

This is how the eBook cover started

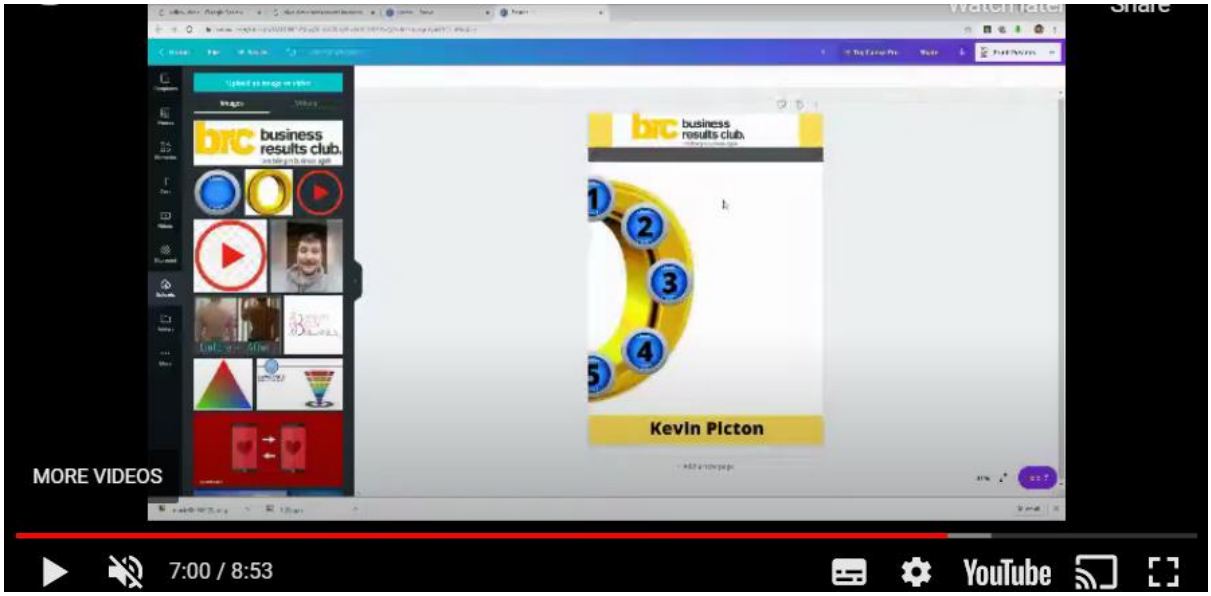


And this is how the eBook cover turned out



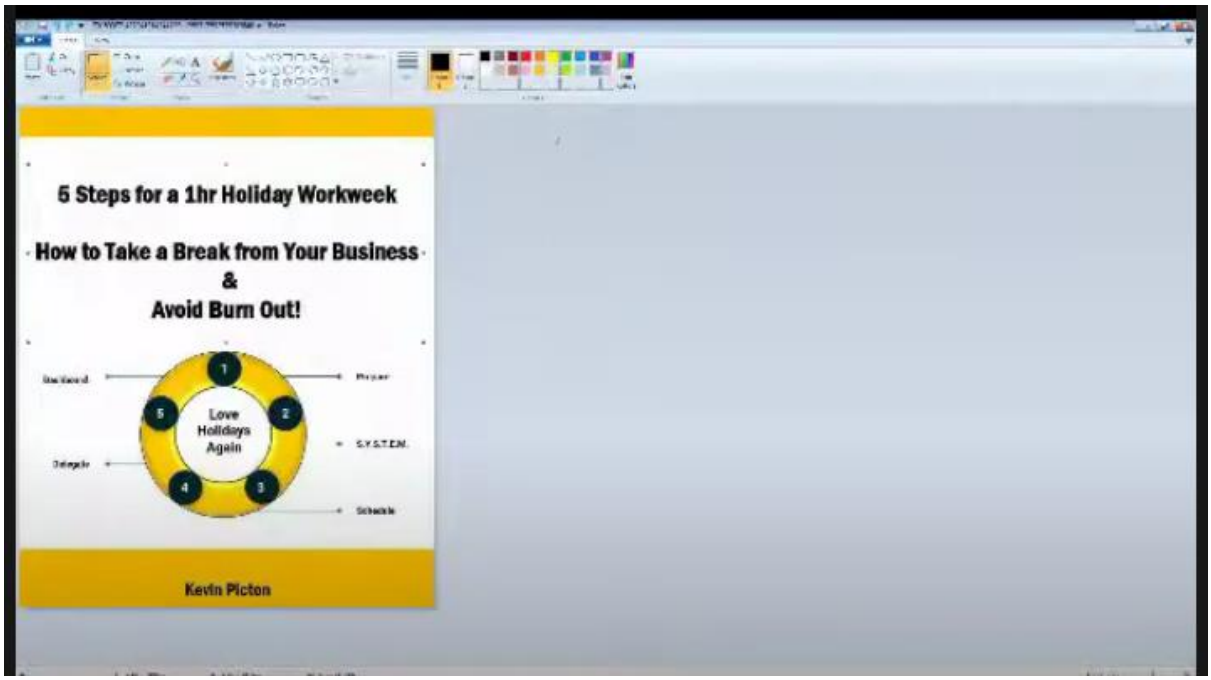
Kevin did a great job on the design idea. We just worked it around until it got better and better.

Watch this Short Video to see Exactly how we improved it.

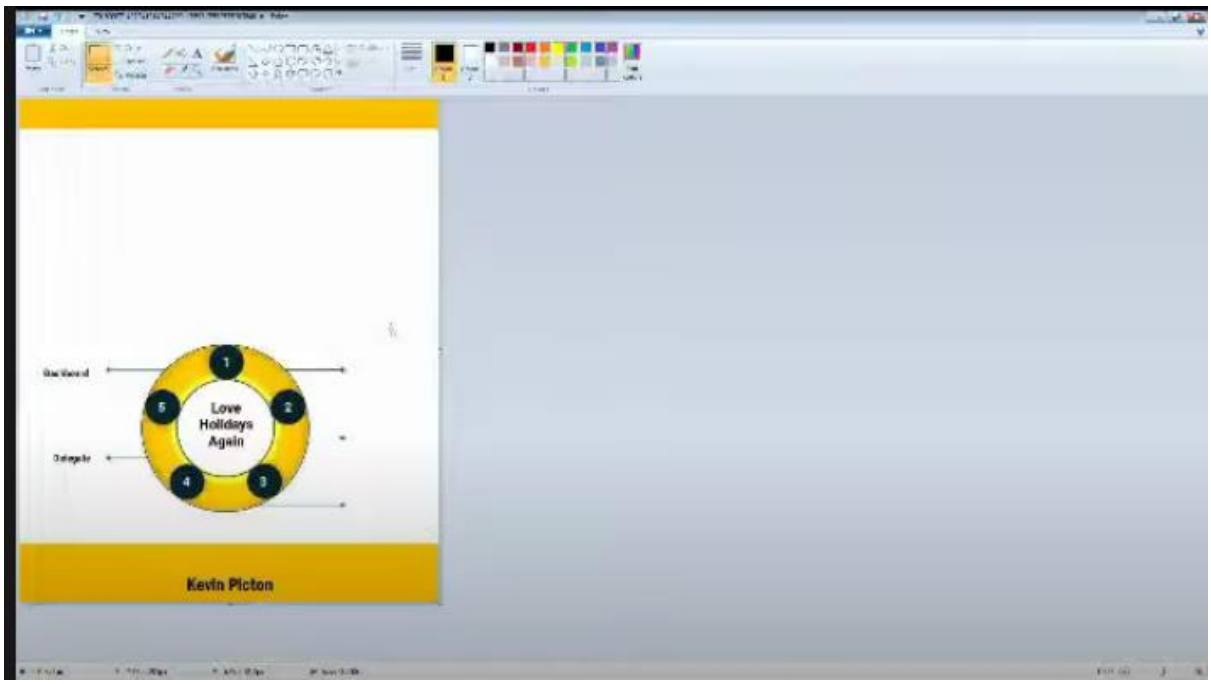


Here are the steps that I went through.

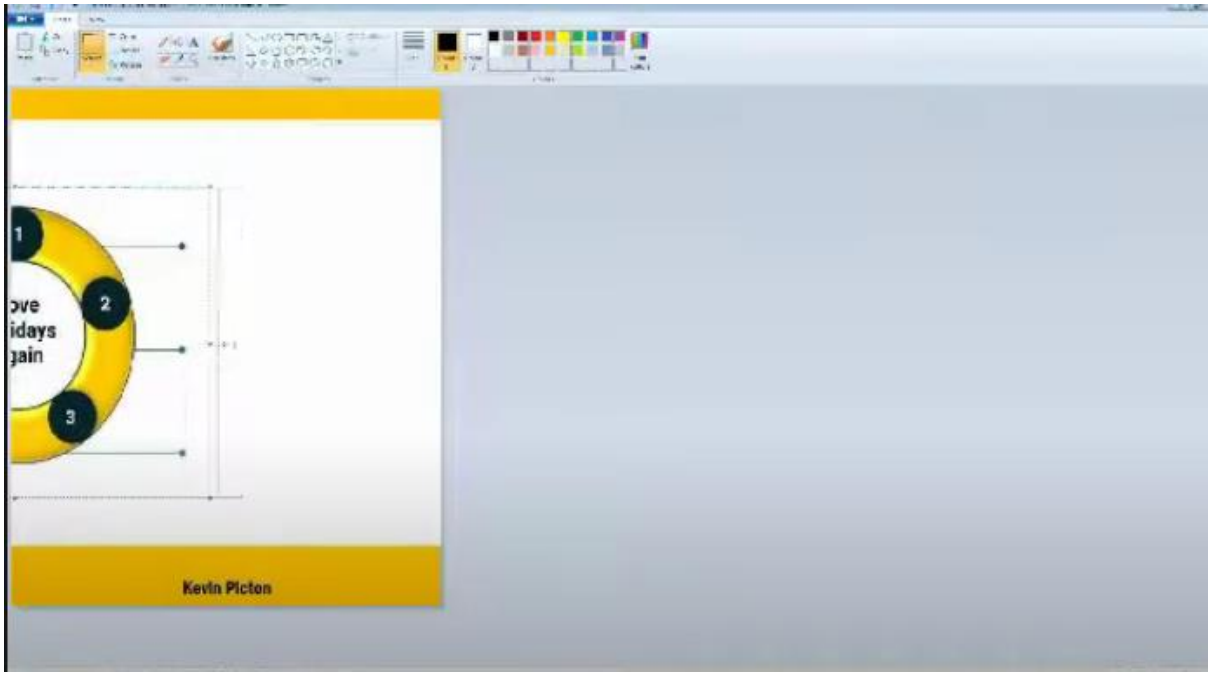
I grabbed the flat file



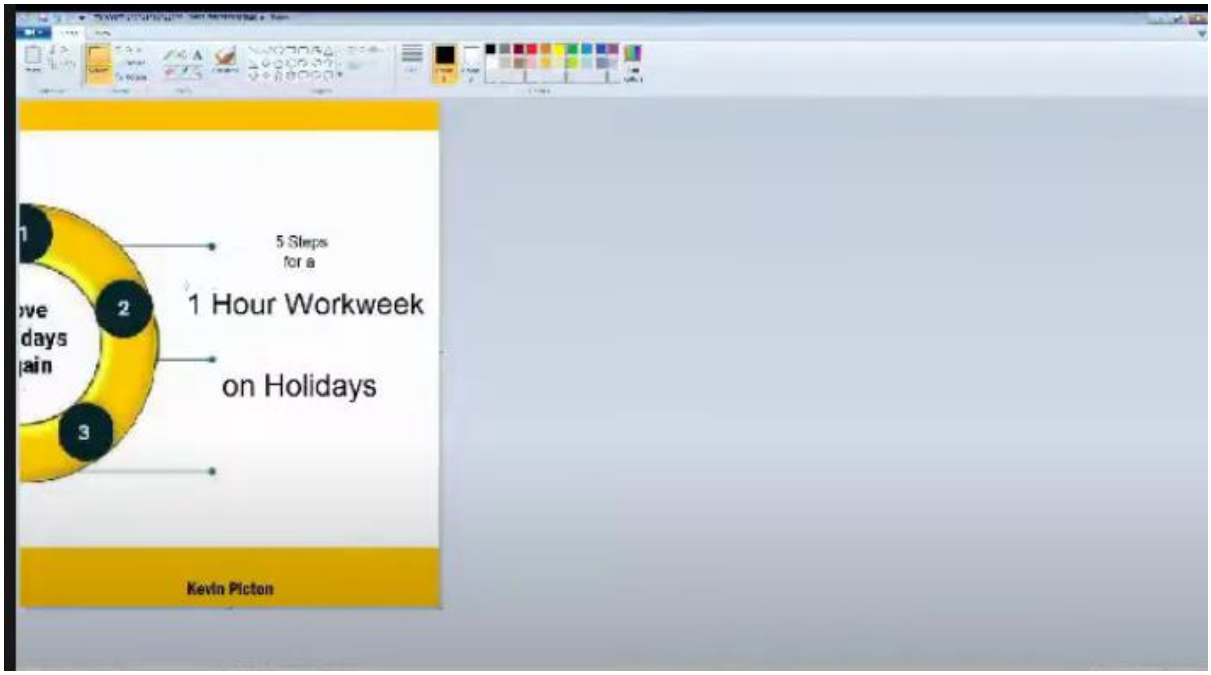
I deleted most of what was there to give me some room to play around with the concept of the eBook cover.



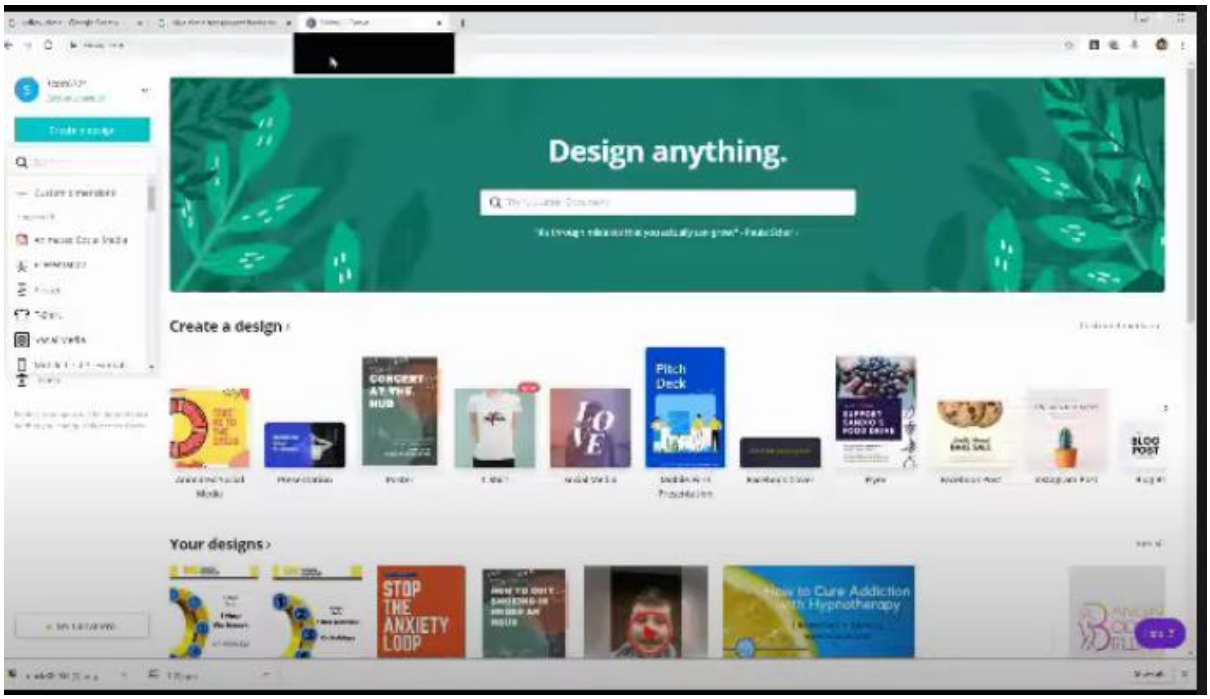
I had the idea to move the circle to the side of the cover



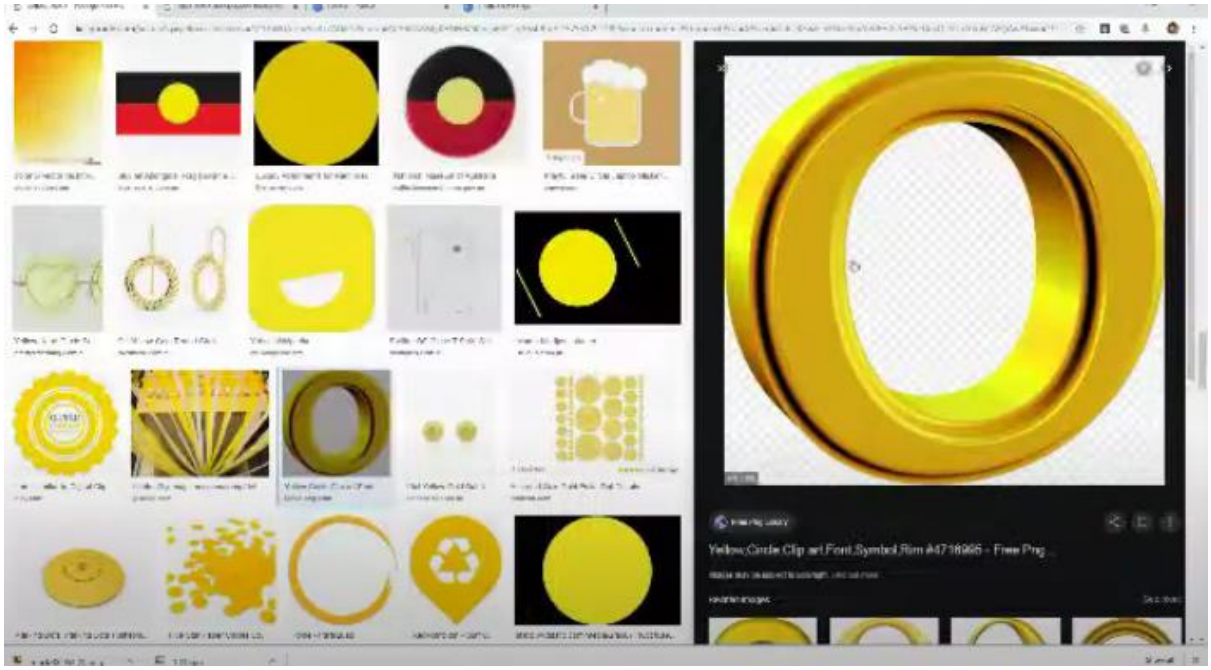
I finished my concept edit all using Microsoft Paint.



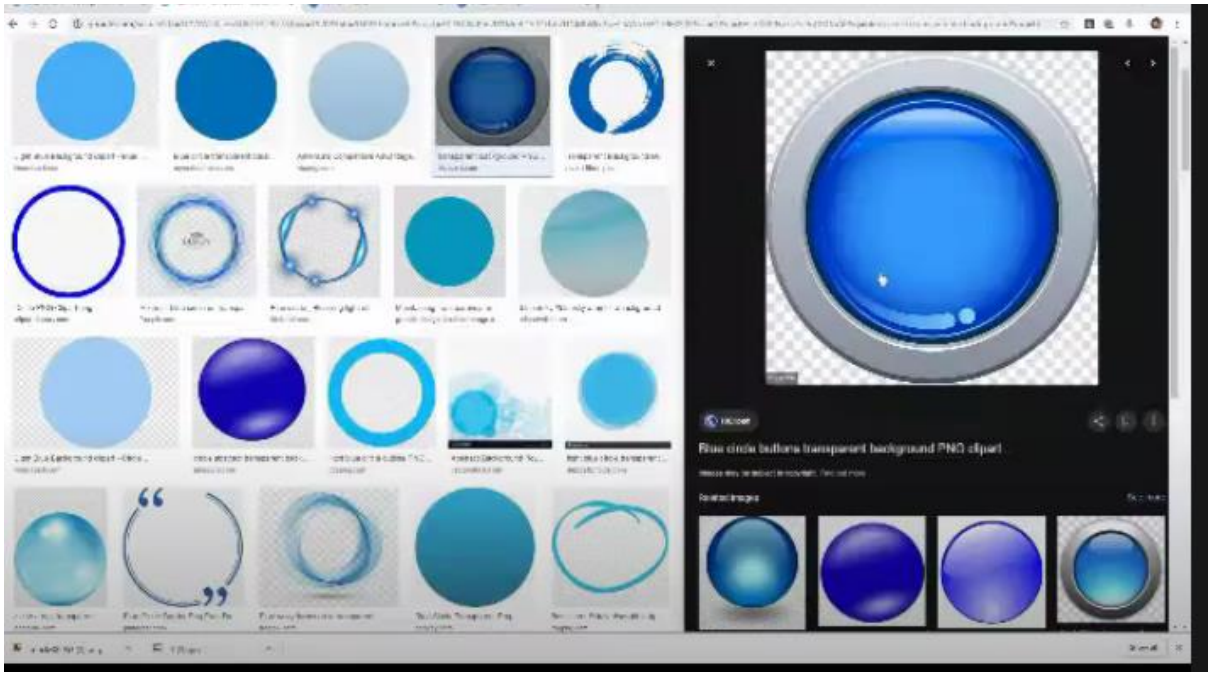
Microsoft Paint wasn't the tool that I wanted to build the final copy in, so I went to Canva.com



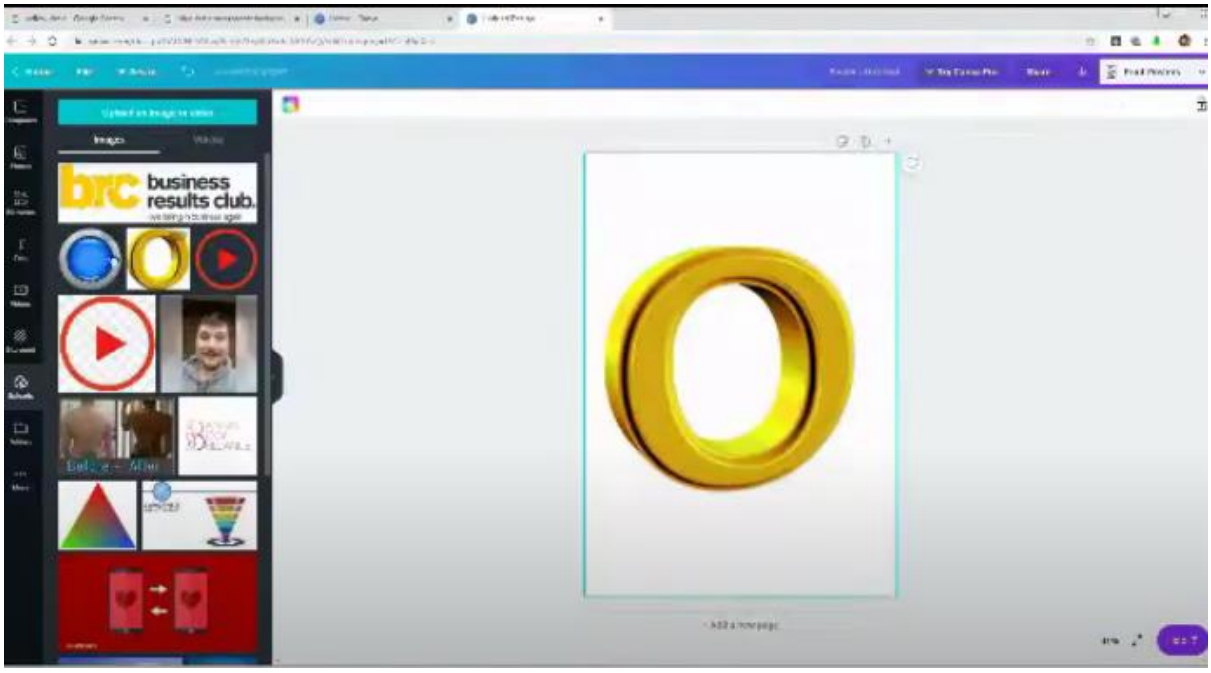
I found a yellow circle on Google



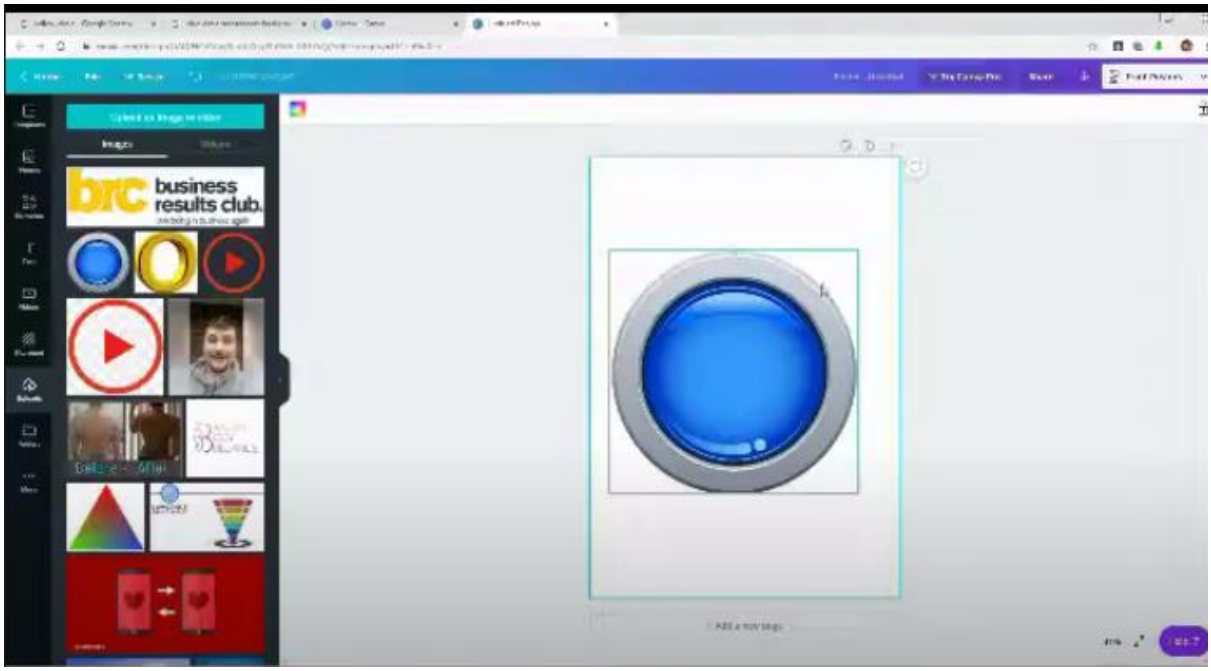
I found a blue circle on Google



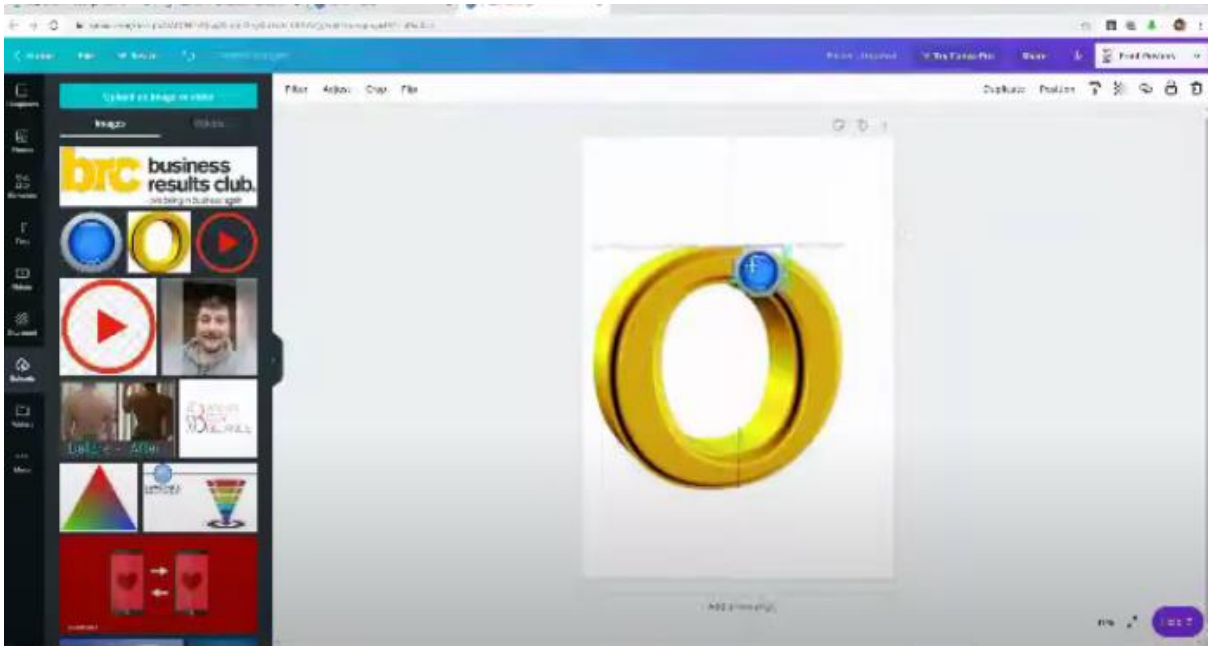
I imported my yellow circle into Canva.com



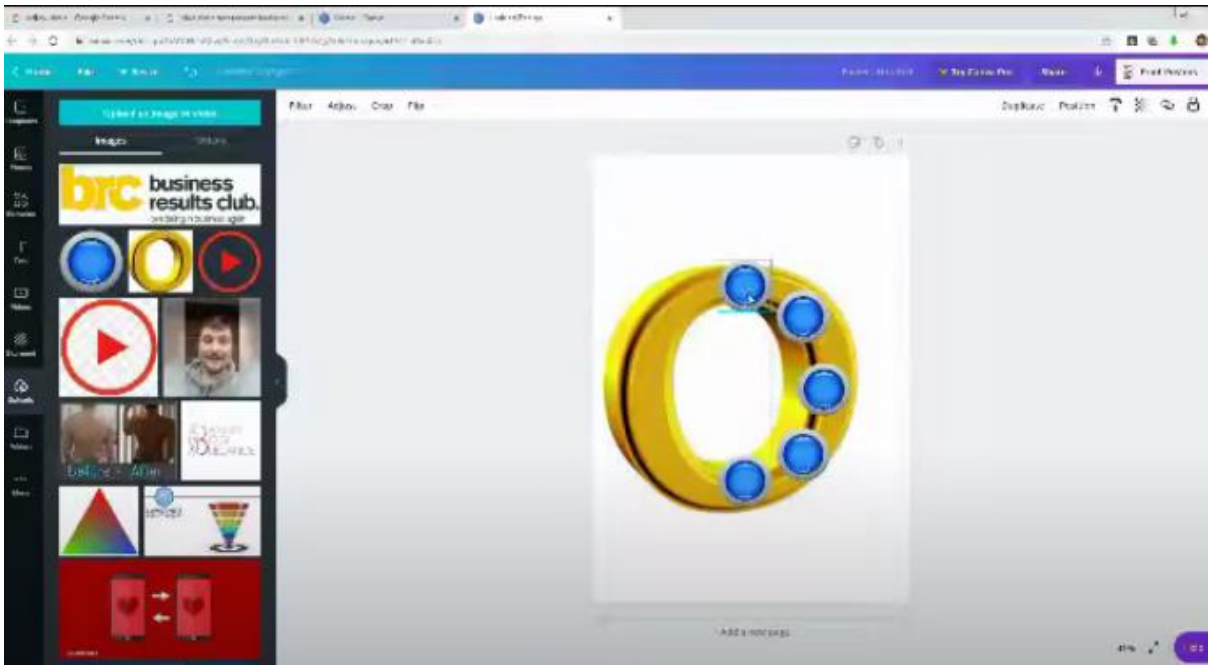
I imported my blue circle into Canva.com



I started to recreate my design edit

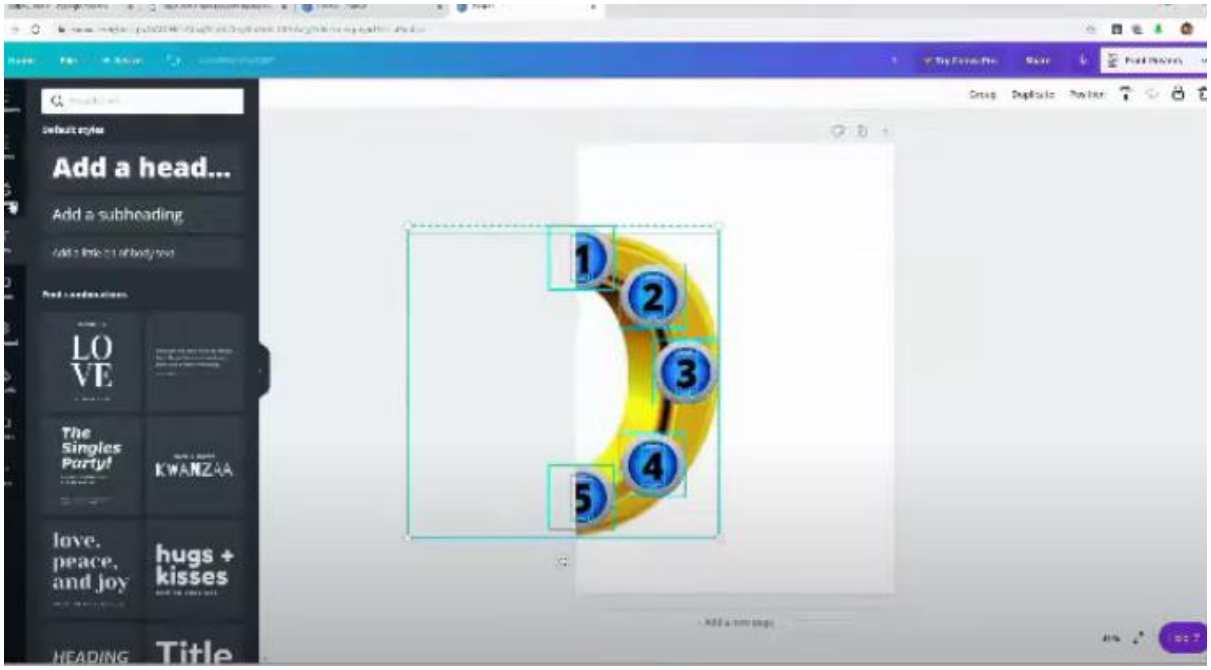


You get the idea. It’s pretty easy.

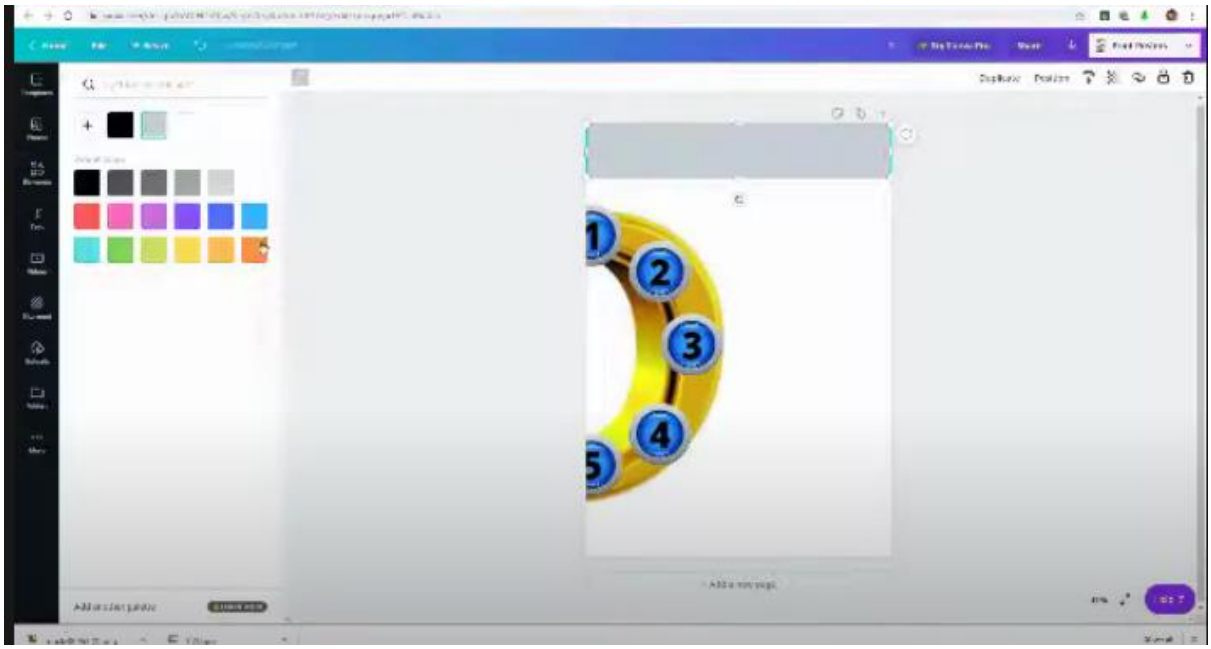


I moved stuff around, added numbers.

I think it almost looks like an old telephone ring dial now.

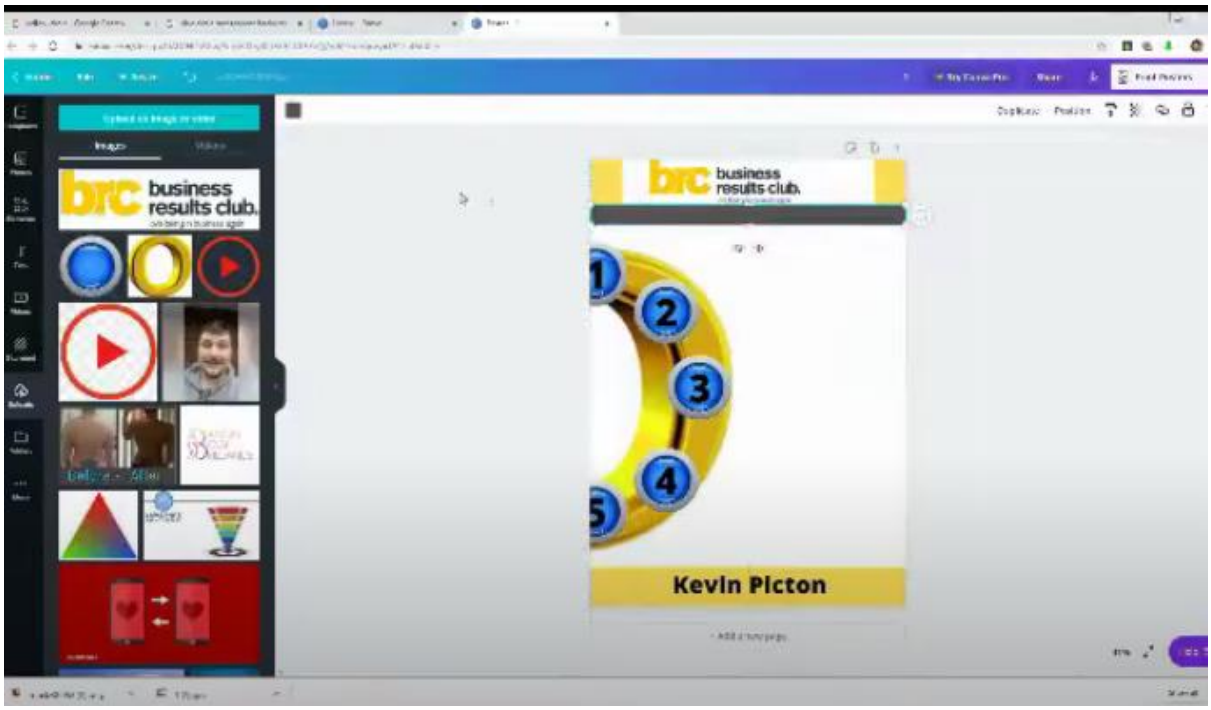


You should watch the video for this part, but it needed a top and bottom

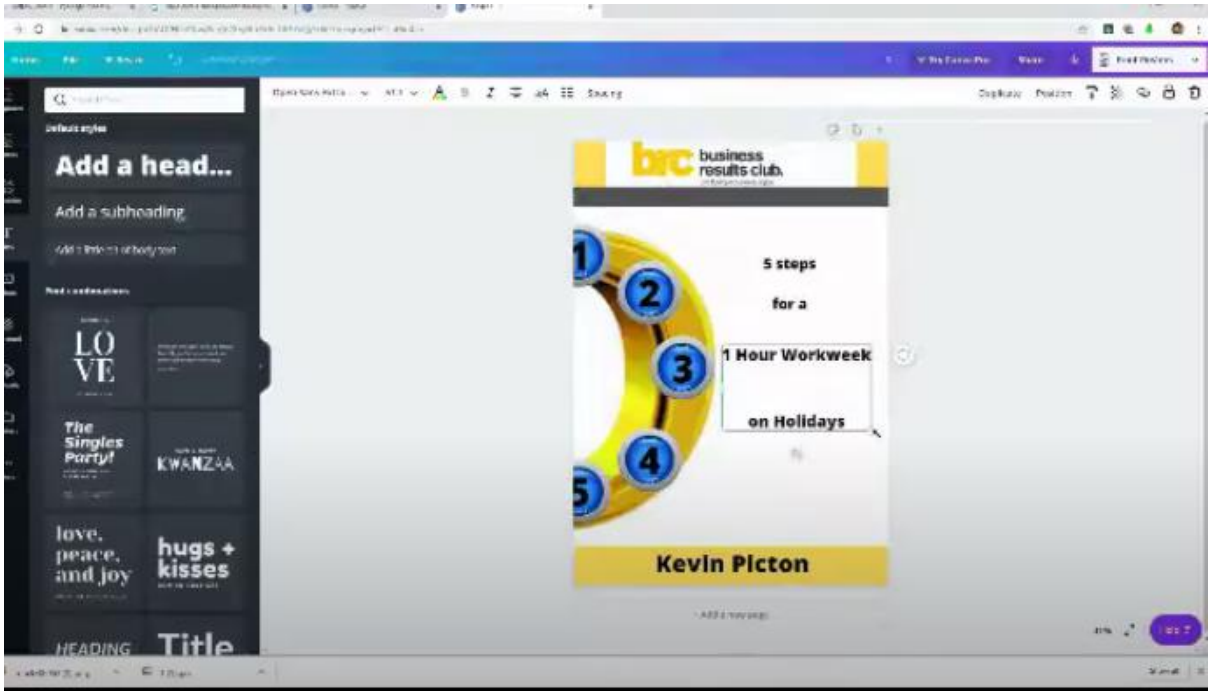


I’ve skipped ahead here a bit because the eBook would just be too long.

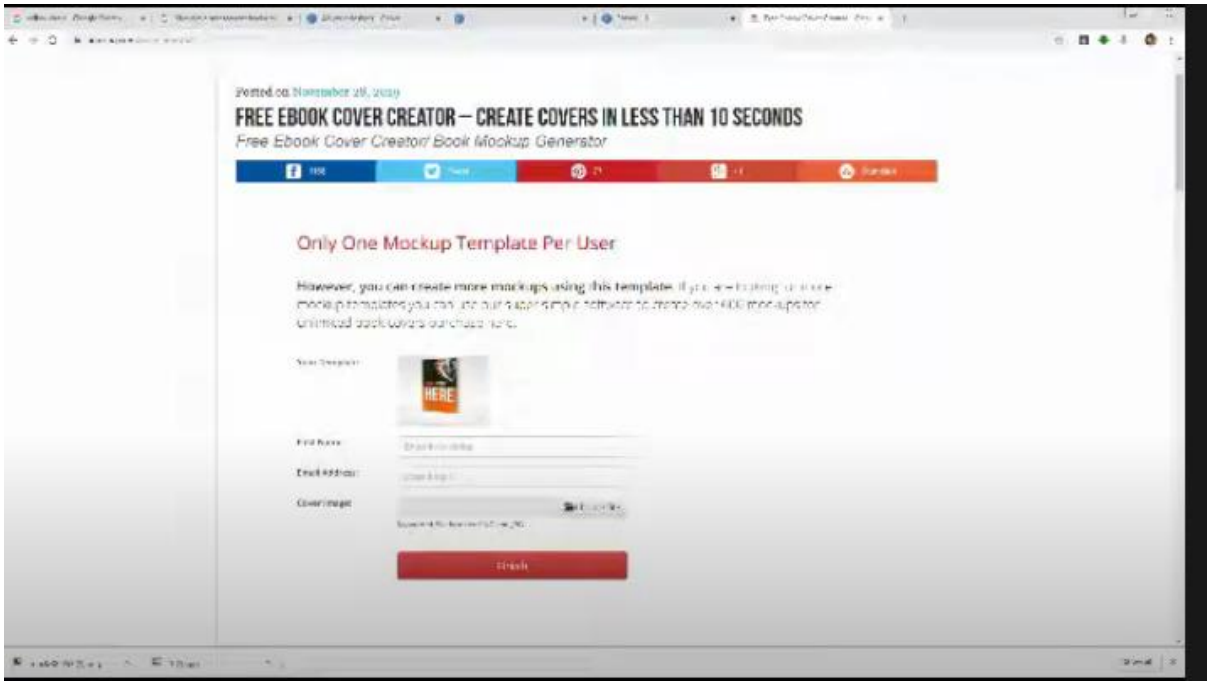
But you should really watch the short 8 minute video to see how I made the top and bottom.



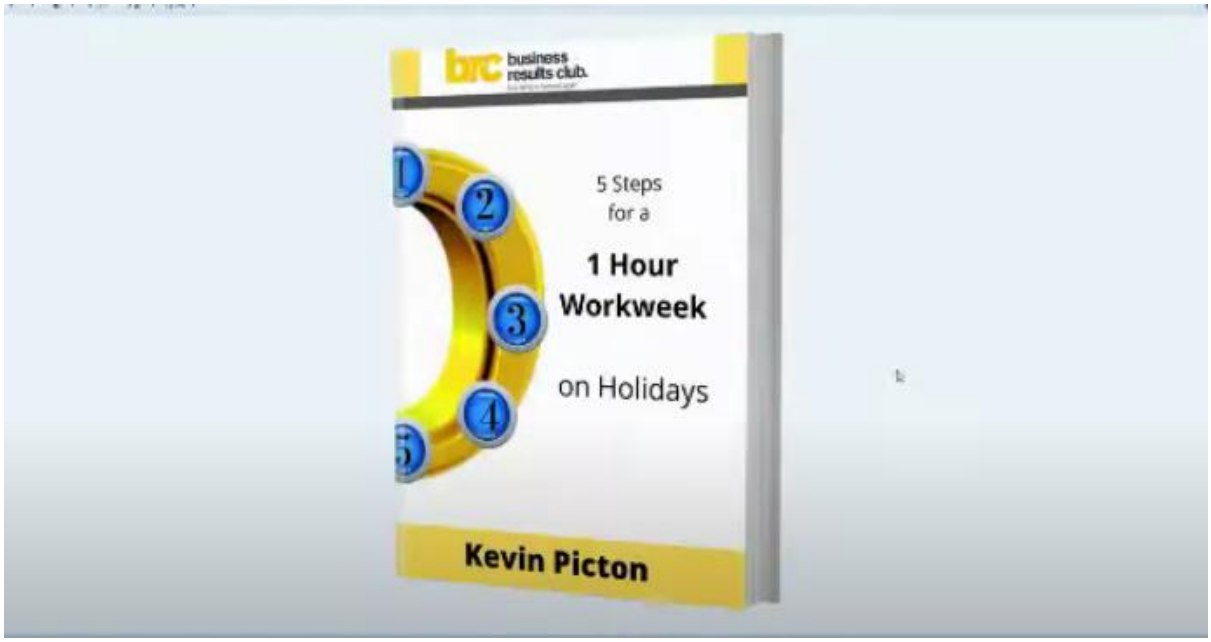
The new flat file was done.



Voilà Magic. We used Adazing to create a 3D eBook cover



Dada! Here’s the final result. What do you think?



If Kevin can make the original in 10 minutes and I can play around with it in 8 minutes, then you should be able to come up with something pretty cool too. Have a go. Do it now.

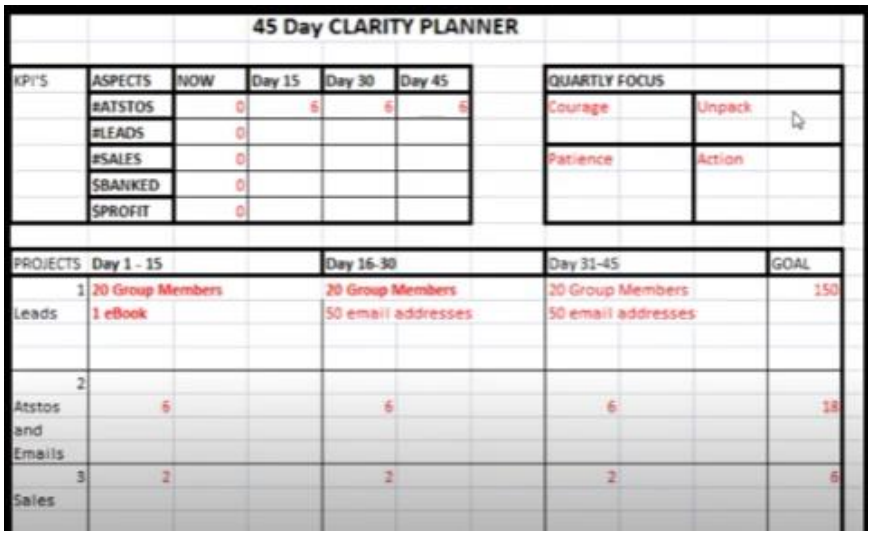
Business Maths

This is the coolest part of business. If you know how to attract just $100,000 in business, then you have the breathing space to continue growing for life. I recommend watching this video.

Click on the link to see the full Plan, Money Buckets and how the Business Maths works to earn at least $100,000 per year.



You'll also love the 45 day Clarity Planner so that you know exactly how to be on track in your business. You can click the image, but it's the same video as the one above it.



45 Day CLARITY PLANNER

KPI'S	ASPECTS	NOW	Day 15	Day 30	Day 45
	#ATSTOS	0	6	6	6
	#LEADS	0			
	#SALES	0			
	$BANKED	0			
	$PROFIT	0			

QUARTLY FOCUS	
Courage	Unpack
Patience	Action

PROJECTS	Day 1 - 15	Day 16-30	Day 31-45	GOAL
1 Leads	20 Group Members 1 eBook	20 Group Members 50 email addresses	20 Group Members 50 email addresses	150
2 Atstos and Emails	6	6	6	18
3 Sales	2	2	2	6

Money Buckets

Let's say that **$14,543 p/m** comes into your account each month.

That's **$174,516** per year.

You sell **$3,500** programs.

And only make **50 Sales per year**, or less than **1 sale per week** to **High Tier Clients**. Is 1 sale a week doable if you follow every other step that I've given you or ask for help if you need?

How do you split the money up when it comes in?

As 100% of the money comes into your business, imagine that there are 6 buckets that the money can fall into.



55% Necessities. This covers your bills. **$8,000 p/m**

This needs to cover pretty much anything that you need to keep existing and to keep the business existing.



5% Charity. **$727 p/m**

You're doing some good in the world, but keeping it under control by setting yourself a limit.



10% The Financial Freedom Fund. **$1,454 p/m**

This is your retirement or investment fund. You don't' spend it. You let it grow and it looks after you when you're older.



10% The Play Bucket. **$1,454 p/m**

You need to live, but you set a limit so that you don't break the bank. But $1,454 can still be a lot of play money each month. It's nearly $50 per day.



10% The Education Bucket. **$1,454 p/m**

You continue to grow your business by growing your knowledge or paying for a coach to help you to grow.



10% Long Term Play. **$1,454 p/m**

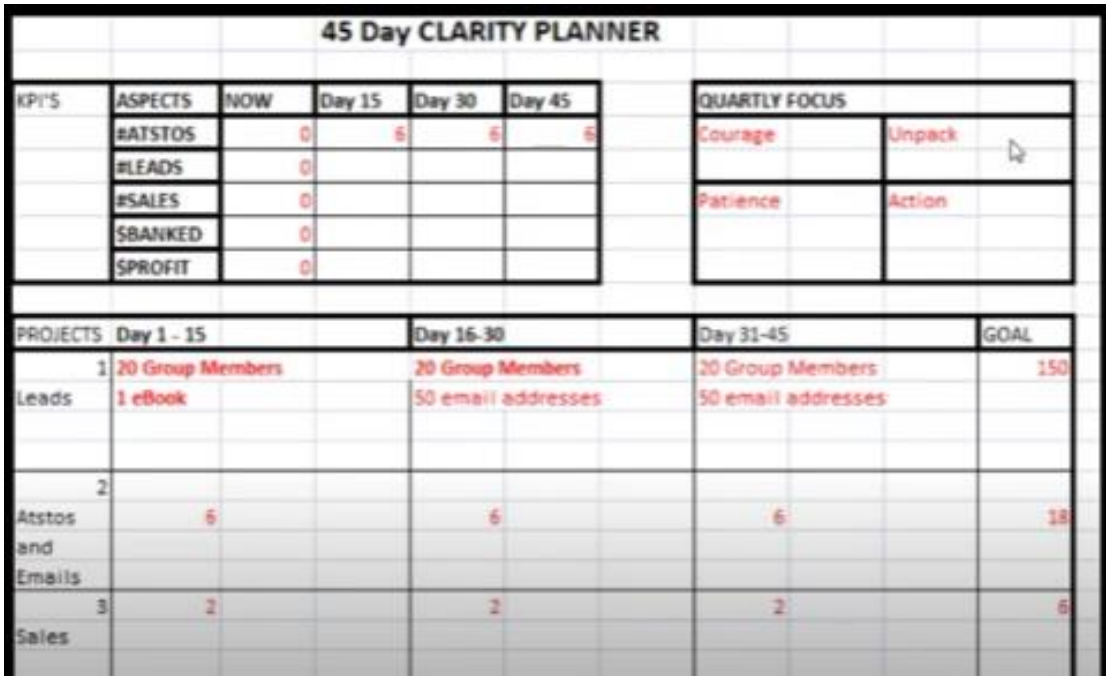
This is for big toys that you want to save up for. This could be a boat, holiday or anything that you want. Just have a system to divide your money into buckets and accounts so that you don't waste what comes in. Trust me, it's easy to get carried away without a plan.

Nothing helped me more with all of these techniques than having somebody sit with me, bring me a coffee and help me to sort out all of the details. I thank my coaches for putting in the time and care that they did. Don't do everything alone or else it just won't happen.

The Clarity Planner

How are you going to get 50 sales per year at $3,500?

We've covered the Optin and Freebies pages and soon we'll be covering the Sales Pages. But let's take a look at numbers.



45 Day CLARITY PLANNER

KPI'S	ASPECTS	NOW	Day 15	Day 30	Day 45
	#ATSTOS	0	6	6	6
	#LEADS	0			
	#SALES	0			
	$BANKED	0			
	$PROFIT	0			

QUARTLY FOCUS	
Courage	Unpack
Patience	Action

PROJECTS	Day 1 - 15	Day 16-30	Day 31-45	GOAL
1 Leads	20 Group Members 1 eBook	20 Group Members 50 email addresses	20 Group Members 50 email addresses	150
2 Atstos and Emails	6	6	6	18
3 Sales	2	2	2	6

How many leads do you need to get each month to make those sales?

How many **Sharers** do you need to attract the **Shoppers** to attract the **Successful** clients?

What if it only took 25 email addresses from your eBooks to get 1 sale?

Can you get 25 email addresses per week by giving away your eBook?

25 Leads per week = **1 Sale** = $3,500 = **$174,516** per year

The daily inputs will get you there if you put even just 1 hour per day into growing your business and your future. Most people do less than 3 minutes per day. But you're not like those people, are you?

If you're worried about attracting 25 leads per week

I won't go into the details in this eBook, but if you click on the picture, it gives you everything that you need to get thousands of new leads.

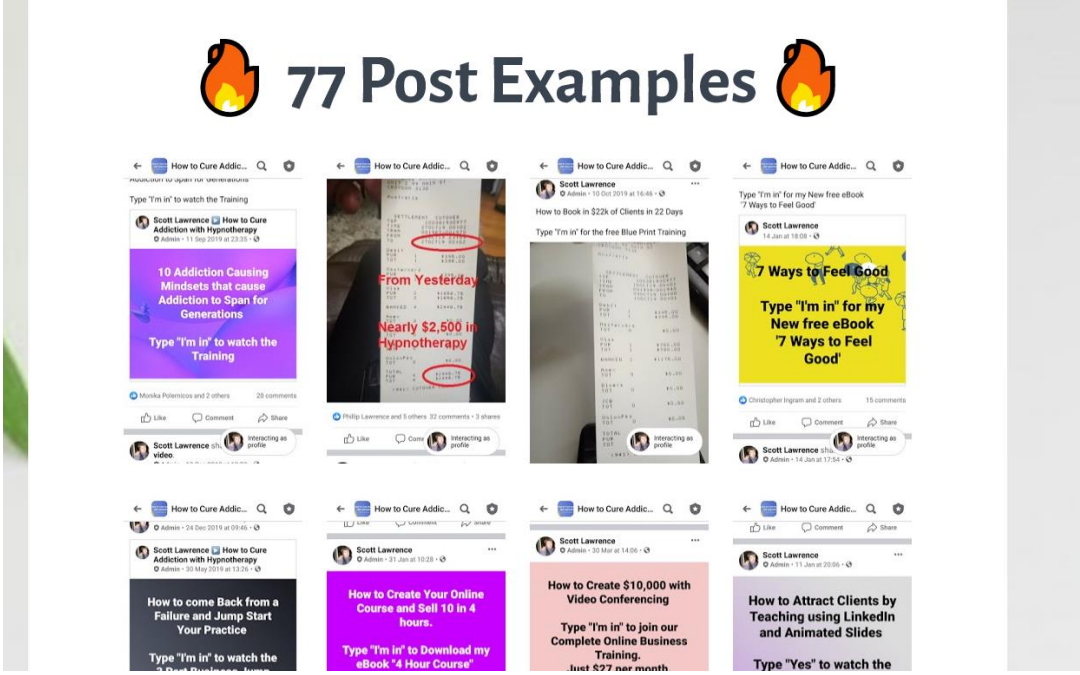
There's also 77 free post examples that almost all got 50 new free leads.

Click on the video to watch 'How to Attract 50 New Leads'



The basic idea is to offer people what they need. You post in a group with lots of members with a 'How to get (good thing) without (bad thing) Type "I'm in" to download the eBook' and you can get thousands of new leads. We have some examples that have produced over 1,000 new leads in under a week.

Here are some of the examples.



If you're not sure what Facebook groups to post in, click on this link for 50 Profitable Facebook Groups that let you Advertise your Business.



50 Facebook Groups that let you Advertise your Business for Free

- ✔ **Advertise your Business** to more People
- ✔ **Reach** more of **your Market**
- ✔ **Stop Paying for Advertising.** Use Groups that Let you Promote for Free

DOWNLOAD THE LIST

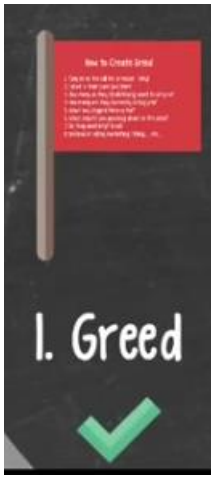
©SmileMedia

How to Sell $3,500 programs or Higher with Zero Stress

Click on the video to see the 3 steps that all High Tier sales calls need.



The 3 Sales Events



The Greed.

You can't make a sale if people don't want what you have. If you're helping with Weight Loss, Anxiety, Depression, Insomnia, etc… Then you need to know that the person on the phone has actually got some desire for your treatment.

Forget about price, making a sale and success for a minute. Just think about this. Does the person actually want what you have. Would they take it if it was free? If they wouldn't take it free, then they wouldn't pay for it either. Make sure that you're only talking to people who have opted in or have actually asked you for some help in your area.



The Impact.

There is a sequence to this. It goes; **Greed**, **Impact** and **Urgency**. You can't sell somebody on **Urgency** until after you have made an **Impact** on them and you can't make an **Impact** on them until after you have established **Greed** for the solution that you actually have.

What can you say to your client that really ads value and changes the way that your prospect see's their problem? What are the Impact sentences that leave your clients saying "Wow. I have never thought about it that way before". Make sure that you read our book recommendations so that you can 'Borrow' some of our impact sentences.

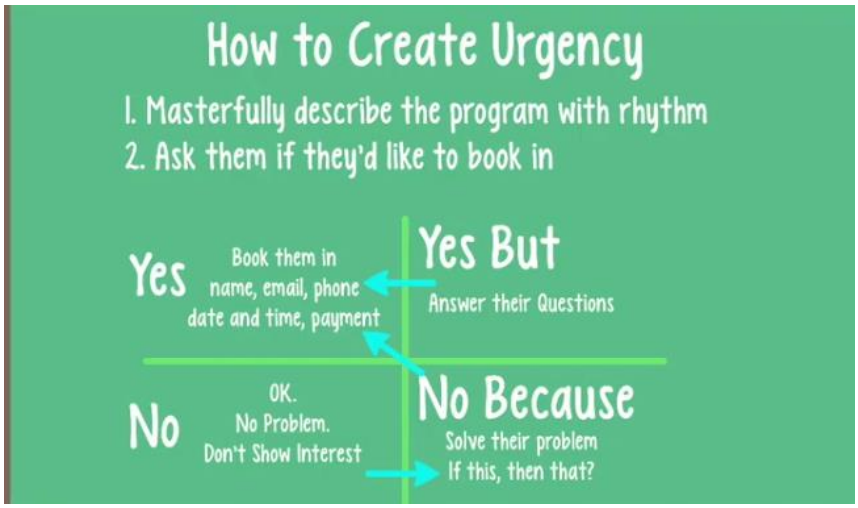


The Urgency.

This part is simple, especially if you have done a great job with the **Greed** and **Impact**.

It's now just a matter of booking them in and setting the start date.

Click on the image to hear how we handle objections using our **Yes / No / Yes But / No Because** formula. You'll be impressed.



I'm aware of how long this eBook is starting to get, so I'm encouraging you to click on the links that I'm giving you so that you're armed with the simple systems that you need to grow.

The Sales Page Method

The **Sales Page** needs to do 1 of 2 jobs. Either it needs to **Take Money** or it needs to **Take a Phone Number** of somebody who is asking to **Join Your Program**. Either way, they're intending to spend money with you.

Here are my examples.

The Low Tier Sales Page

Click on the image to load the page



The High Tier Sales Page

Click on the image to load the page



What does a Sales Page Need?

A **Sales Page** needs to include;

1. A banner
2. A Headline
3. An Offer and
4. A Call to Action Button

An Offer needs to have;

1. A Name
2. Steps and
3. A Price

If you really want to flesh out **your offer** then include;

1. A name
2. Inclusions
3. Bonuses
4. The Standard or Intended Result of your Program
5. The Price
6. The No Brainer Bonus or Guarantee

I want you to have a go at **Building your 3 Web Pages**.

1. Go to leadpages.net to get your 14 day free Lead Pages trial.
2. Create an Optin Page
3. Create Trust Pages where you give Training Videos or eBooks
4. Create a Sales Page that either takes Money or a Phone Number
5. Send Traffic to your Optin Page through Search Engines or Social Media.
6. Finally, email me at scott@lawrencehypnotherapy.com and let me know how you went. I believe that you can do this easily enough.

If you still need help filling your client base, then please Join our Social Media Mastery Family and get the help that you need.

What to Say in a Sales Video

This one actually stressed me out when I first started, but I eventually developed a formula for what to say in sales videos after crewing for Success Resources for so many years.

Click on the Picture to see my example.

Marketing and Sales Training for the New Breed of Hypnotherapists



Online Course Only - Only 3 Weekly Payments of $157 - Offer Ends March 3rd

Here is a Script Generator if you want to follow our exact formular.



S.A.L.E.S. O.F.F.E.R.

Every guru, speaker or expert who sells from the stage, does a 90 minute keynote speech or sells using a video uses this exact formula. You can check it against any successful presentation and these steps are there. They don't call it **S.A.L.E.S. O.F.F.E.R.** but it's basically the formula that all of the wealthy presenters use.

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.

That's it. That's the **S.A.L.E.S. O.F.F.E.R.** formula.

I know that this is a lot to take in. But are you doing more than 3 minutes per day? If you are putting in at least 1 hour per day of scheduled growth time, you will get there.

And yes, we're here to help if you want my help to get it done faster.

Join the Social Media Mastery Family Today and Get Your High Tier Funnel Working Fast

Do you want High Tier Clients in your Clinic?
Are you Coachable?
Are you Easy Enough to Work with?
Will you Follow All of the Steps that we give?

If yes, then Join Now.
Click on the Image to Join Today

SOCIAL MEDIA MASTERY

Get your Funnel Up and Earning Money Online

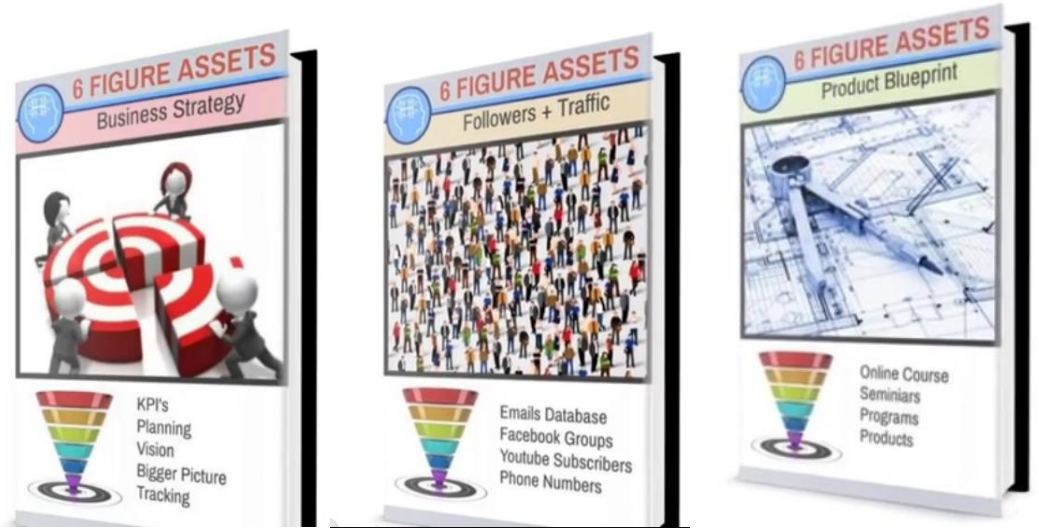


✔Complete Start to Finish Marketing Plan
✔Full Support Every Step of the way

GET STARTED NOW!

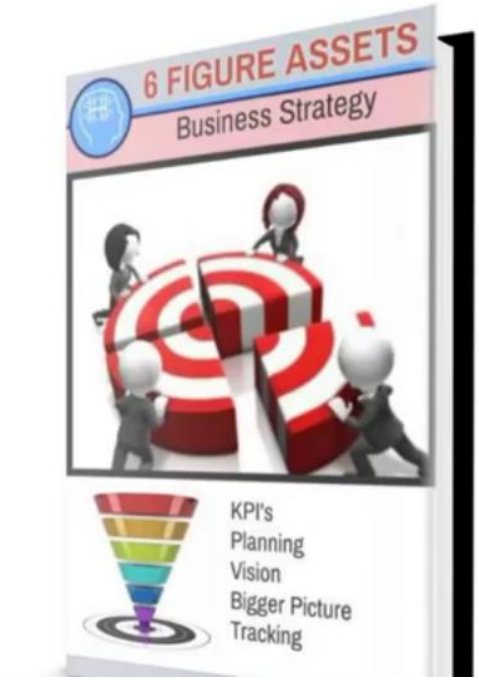
What we will Get Finished in 6 Figure Asset







1. Your Business Strategy



Give yourself enough space to succeed by setting accurate KPIs and plan your vision for success.

Don’t make your Vision too Big or Small in the first 3 months. Let’s Launch!

People are far too desperate and they fail to give them selves enough time to plan. They want to fill their program within a week instead of giving them selves an accurate time frame, setting out their KPIs and Vision in a way that keeps them on Track.

People who Fail to Plan often Plan to Fail.

2. Get the Leads



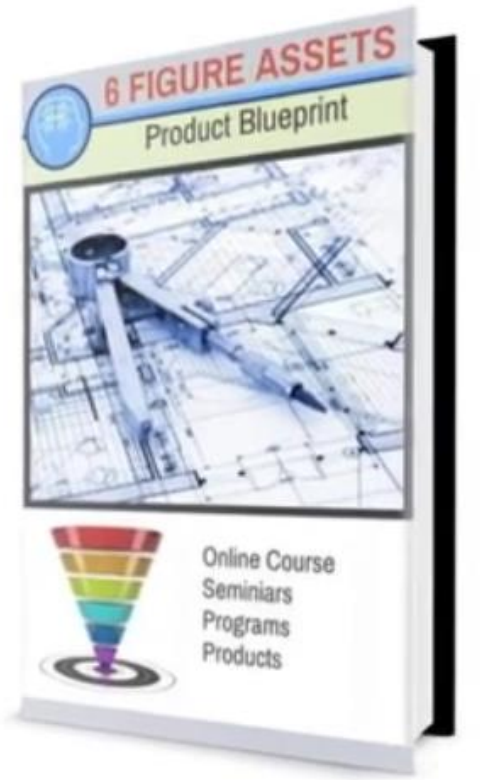
Use your Marketing Wingman to gain followers and email addresses without having to put yourself out there. Let your lead magnets attract your database for you.

Grow Your List Fast!

Don’t focus on gaining a massive data base. Instead focus on creating a Marketing Wingman program that will build your database for you.

You can either be the busy bee going from flower to flower, or you can be the flower that the busy bees come to.

3. Blueprint Your Program



Simplify your Program by not Over Designing it. Know exactly what your clients want from you and automate your service with you own online course.

Reach More People with your Own Online course!

How do you technically produce your program, what are the competencies that your market want to learn and how do you simplify your program without being over the top?

How do you prevent buyers remorse by explaining to your market exactly what they’re going to get?

4. Sell + Automate



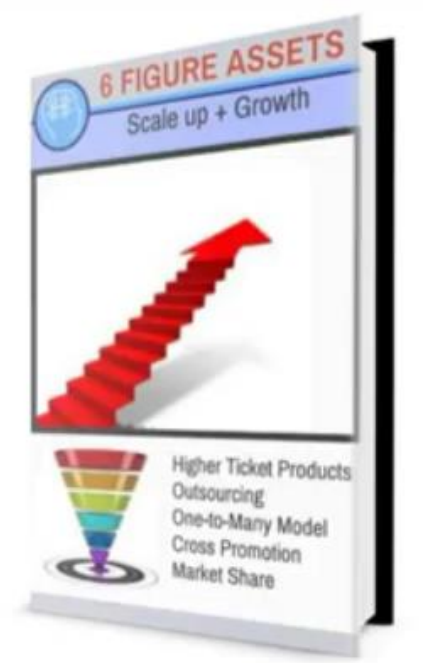
Predict your own sales with a trusted formula. Unpack your sales system and follow up.

Let the Automation work for you so that you spend your time doing what you actually love to do!

It's common to wear too many hats in business. How do you know the difference between when you're launching or communicating with your client base to grow your database or to fulfil a sales cycle?

Take the guess work and stress out by seeing you plan hit the right target every step of the way.

5. Scale up + Growth



Get Out of your own business. Get out of the Hustle and into the Strategy.

Use other peoples audience with the 1 to many model and claim your market share!

Never be a slave to your own business. At some point, you are going to want to use promotional partners to sell your program for you so that you get to operate from a strategy level.

People need to know what you have to teach. Use your time on your terms to plan out your future. Help more people and stay in control. Start now.

Work with me personally and get it done faster than ever before

I only want to work with 2 people
Because I'm looking for Case Studies
Who want to go the whole way

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