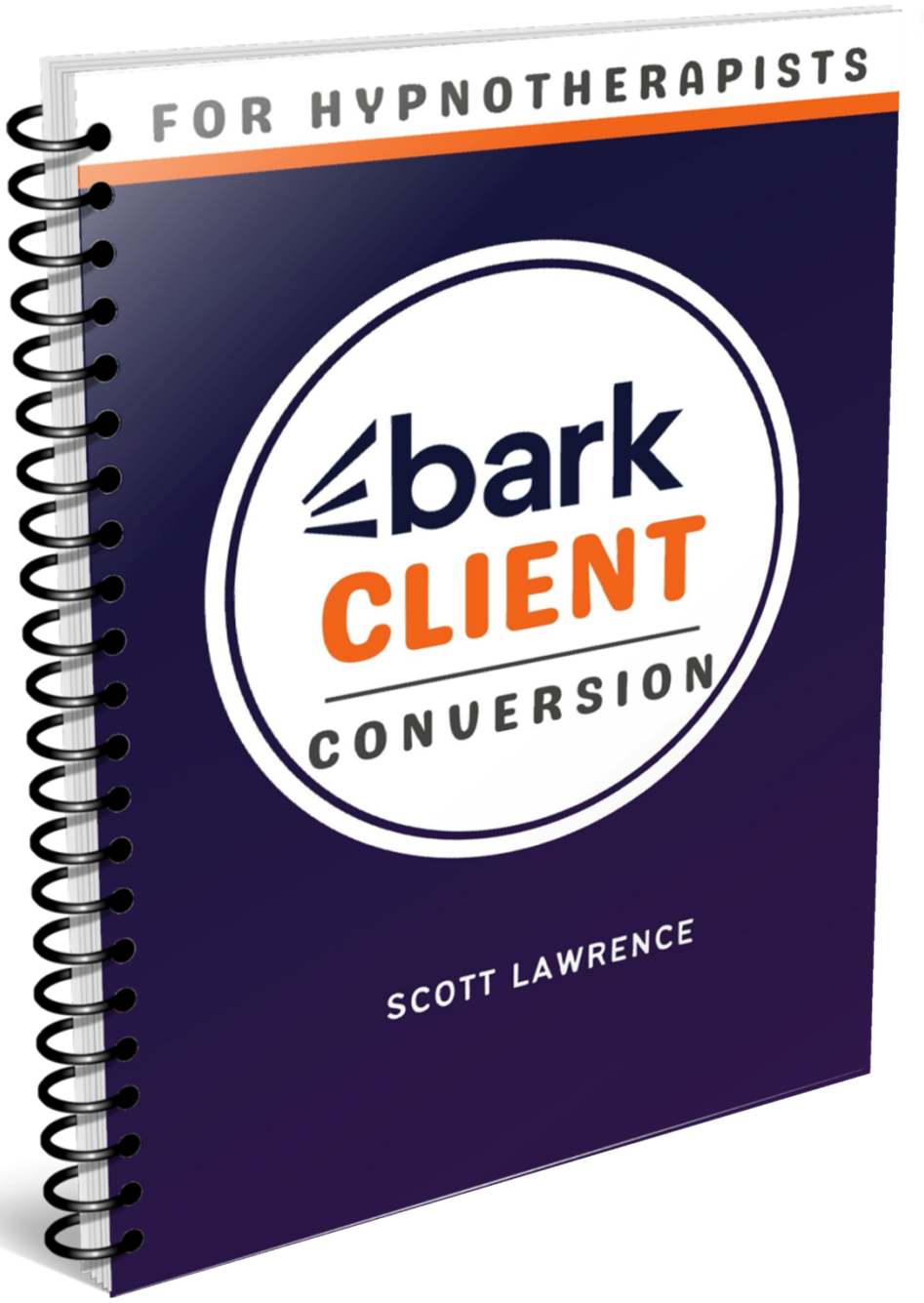

FOR HYPNOTHERAPISTS
bark
CLIENT
CONVERSION
SCOTT LAWRENCE



I'm Scott Lawrence, Hypnotherapist, Lecturer, Business Coach, Speaker, Writer and Australian Grown Entrepreneur and contributor to this wonderful industry.

I've been blessed to have seen over 4,000 clients since 2010, appeared frequently on national radio and worked with some of the greatest individuals in our industry.

Do you want Easy, Reliable Clients?

Do you want the Marketing to be so simple, that it feels like you're not even doing it?

And…..

Are you curious about how Bark can allow you to get on with what you really love to do?

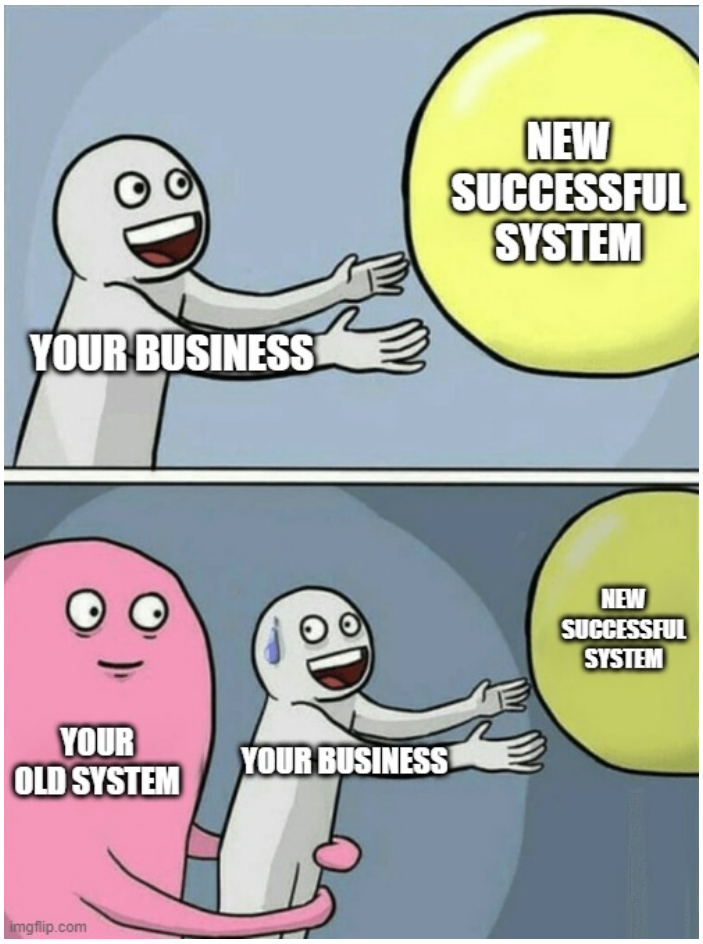
Well, we have something special prepared for you.

The 3 methods that we give you in the pages ahead have been turned into 3 simple games.

1. **Should I buy this lead**
2. **What should I say on the Phone?**
3. **How do I make sure the Client Turns Up?**

But first, if you want 20 new clients, let me ask you a question that should have been asked a long time ago….

Is it time to let go of your current system of running your business….. ?



When Jacqui Hutton, my super talented business partner and myself help hypnotherapists / coaches and NLP practitioners attract their next 20 clients, we only need to teach 3 methods, and it works like magic.

Technique 1. How to select your lead.

Technique 2. What to say on the phone.

Technique 3. How to make sure that the Client Turns Up to their Session

And that's all we have to do.

The **First Technique**, how to select a lead, basically gets therapists to look at 5 pieces of information on bark, then to give the client a score out of 5. If the lead / client has a score under 5, then you don't call them. It's that easy.

The **Second Technique**, what to say on the phone, follows a two-minute script. Our therapists take off the therapy hat and put on the receptionist hat. After introducing yourself, you assume that they want you to book them in, so instead of some 30-to-60-minute labyrinth of a pitch, you book them in. If they say "yes", you say "what day?". If they

say, “Tell me more”, you say, “The program is……”. This is how we book in close to 100% of clients who answer the phone. That’s a big claim, so give it a try before you judge it.

The **Third Technique**, how to make sure that the client turns up to their session, requires follow up in 2 parts. The first follow up is the email that you send directly after you book the client in. The second follow up is the text that you send at 9am the day before each session. We’ll cover all of that. Don’t worry. We’re just showing you that there aren’t very many steps.

The **Bonus Fourth Technique**, is all about what to say in the session to keep the client for life. And…….

The **Bonus Firth Technique**, is about how to get the Government to pay the bill, so that your client doesn’t have to. But we’re getting ahead of ourselves. Let’s leave that for much, much later in this eBook.

I asked an important question before.

“Is it time to let go of your current system of running your business?”

Why did I ask that question.

Well. You know those 3 Techniques that I talked about (yes I know there were 2 bonus techniques, but let’s leave them for later)?

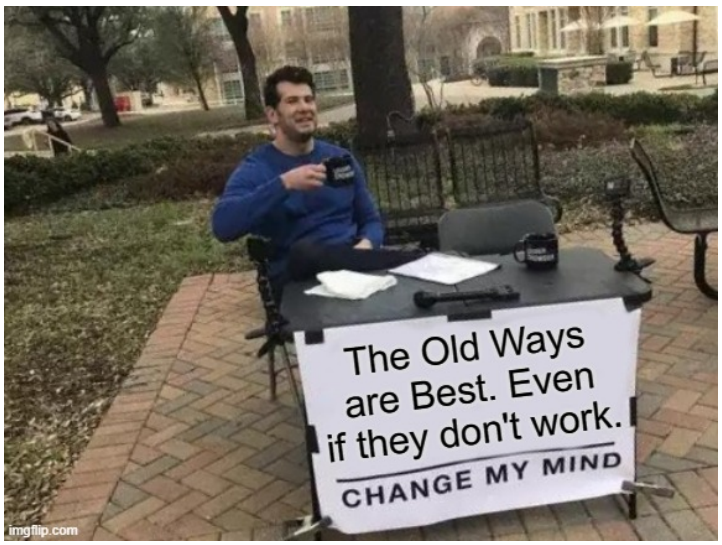
Well, you see, the thing is….

How do I put this?

The Old System is actually getting in the way of the New System.

So let me give you examples and explain what the old system actually is and how to fix it forever…..

3 Mistakes that you should Not be Making Today



1. The First Mistake that we see people making is that they **Burn Out** because they're not **Letting the Computer** do the hard work for them.

2. The Second mistake that people make is that they're **Confusing their Clients** with "Tailored Programs" and other language that doesn't actually mean anything to the client, instead of just **booking them in**. It's simple. Don't Overcomplicate it.

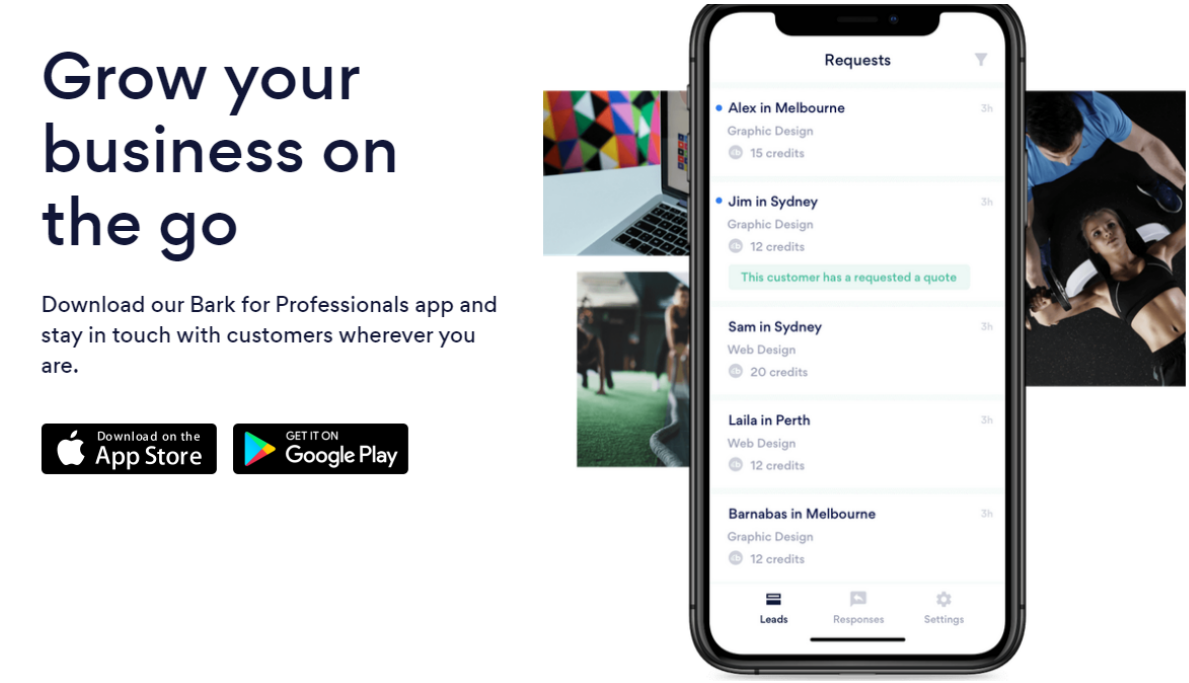
3. The Third mistake that we see is **Virtual Ghosting Behaviour**, where the client hears nothing from the therapist until the session begins, and the client then forgets to show up, and the therapist becomes despondent and loses faith in their business.

These may sound obvious, but therapists are doing this unconsciously. If a child is afraid to swim, they're not going to let go of the side of the pool. We're just asking that you keep an open mind and trust yourself.



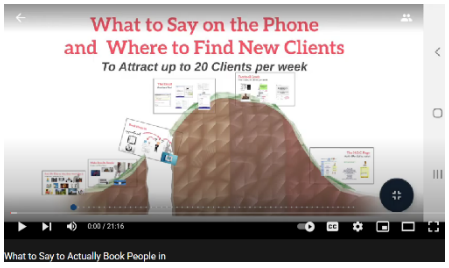
You don't need to sit at your computer for hours waiting for leads. You can set up filters and alerts so that you can relax and just call the leads as they show up on your phone.

Remember that a client who is older than 25 minutes is not the lead you want. It pays to set up alerts.



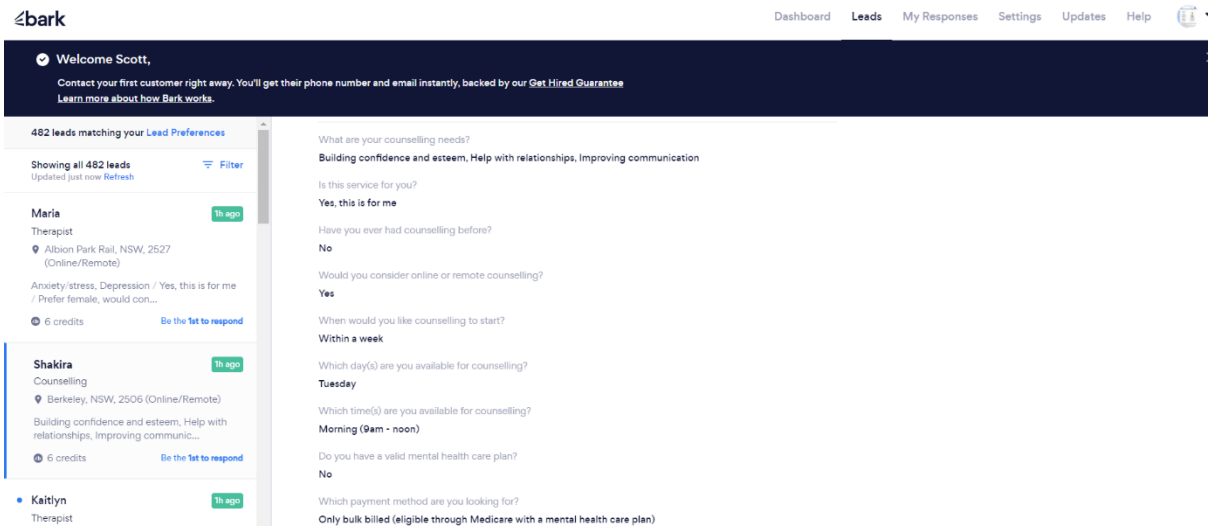
It only takes minutes to set up the app.

The alternative is to be chained to your computer desk for the whole day, and trust me, that's not as fun as it sounds.



The next mistake is about confusing the customer. Watch this video again if you haven't already. This is how we book in close to 100% of clients who answer the phone. It's simple and it works.

Let’s just imagine that you find this lead on bark.



Let’s role play for a moment, but let’s do a bad job just to demonstrate the point about ‘Long Confusing Calls’ vs ‘Just Booking them in’

OK, let’s do this.

Phone rings, “Ring Ring”

Lead: “Hello?”

Bad Therapist: “Hi this is (Name from Business Name)”

Lead: “Oh hi.”

Bad Therapist: “How are you today?”

Lead: “Good? I’m on my way out the door, so I don’t have much time. What do you want?”

Bad Therapist: “So, I specialise in client centred solutions and therapeutic outcomes for confidence and esteem with relationships and improving communication.”

Lead: “Um OK”

Bad Therapist: “Can I ask you about your problem?”

Lead: “My what?”

Bad Therapist: “Oh, you know on Bark. You requested the therapist.”

Lead: “Oh, that’s right. Are you from Bark?”
Bad Therapist: “Well no. I work for myself. But I saw your request on bark and I’m just checking to see if you’re interested in any help.”

Lead: “Ahh, nah, that’s OK. Thank you for the call though”

Oh gosh that was bad. But it happens.

That wasn’t a long call. That was just called “Going in with No Plan”

Another version is the Bad Call is when the therapist gives too many options about the offer.

Bad Therapist: “I have 12 programs, all tailored exactly to your exact problem and needs. I’ll read them out to you. OK. Program 1 is $1200. Program 2 is $600…….. Program 12 is a Free Consult followed by 12 videos, 2 in person sessions and that’s $900. Hello? Are you still there?”
Phone “Beep. Beep. Beep”

There is a better way.

You’ll see. You can get this whole thing done in an hour and have clients booked in today. But only if you do it right. And we’ll show you how to do it right. But I did find those calls amusing. And yes, they’re based on real calls that we’ve heard people make.

The third mistake, Virtual Ghosting Behaviour, is all about a lack of Systems of Follow Up. The way that this scenario plays out is basically that the Therapists makes the booking on the phone, and then gets angry or sad later when none of their clients turn up, because the therapists didn’t know or wasn’t given a follow up system.

You can follow these 3 techniques.

You can attract 20 new clients this week.

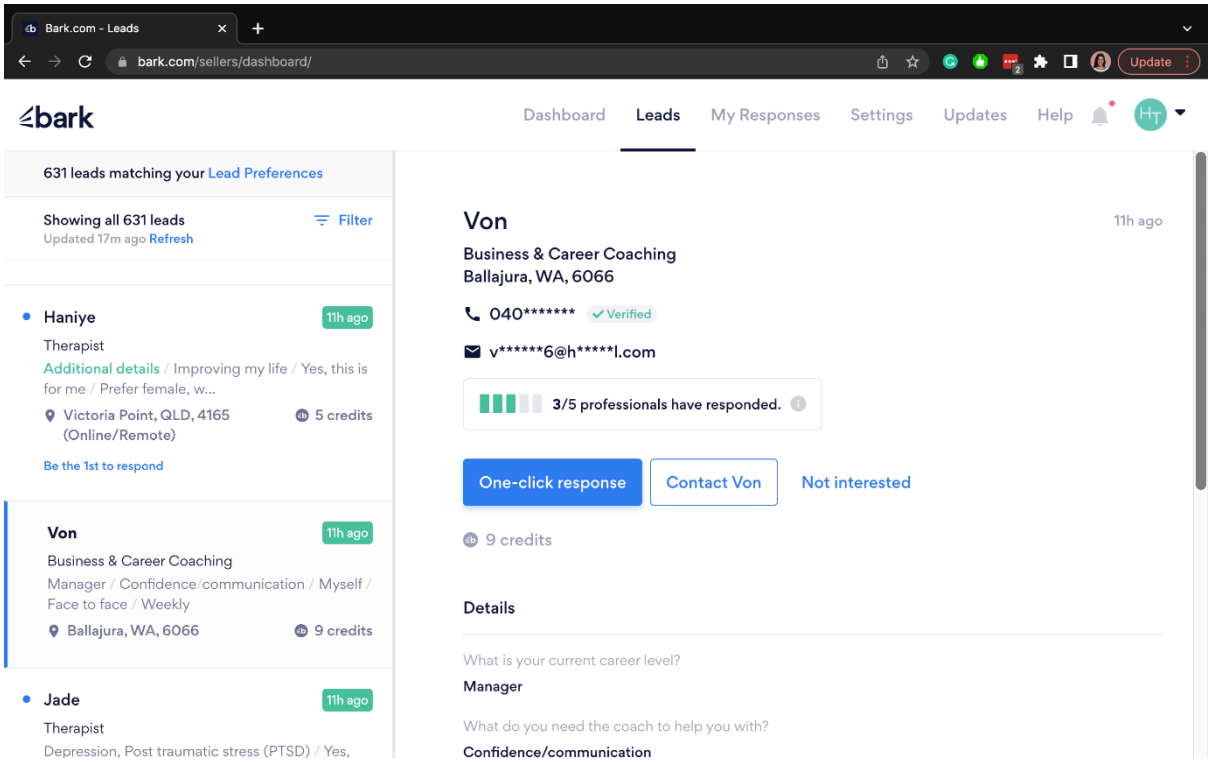
Let’s get started.

Technique 1: How to Select Your Lead.

Let’s play a little game called……. “Would You Buy This Lead?”

There are 5 things we look at when making the decision to buy a lead on bark or to let it go. What do you think they are? (We’ll tell you soon, but please don’t skip ahead.)

Let’s take a look at some leads and see if you would buy them.



So, thoughts?

Would you buy this lead?

I'd say No. But I'm less interested in your answer and more interested in your process.

How did you come to your answer?

When I first saw this, wondering if it's a good lead to buy, I thought 'What the heck am I looking at?'

Is that how you felt?

Did you wonder, 'How do I answer this question?'



We use a 5 Star System. If the lead is 5 stars, it's a yes.

If the lead is 4 or fewer stars, then it's basically a no.

What are the 5 stars?

How do you work out if a lead is good or not so good?

1st Star – Is the lead newer than 25 minutes?

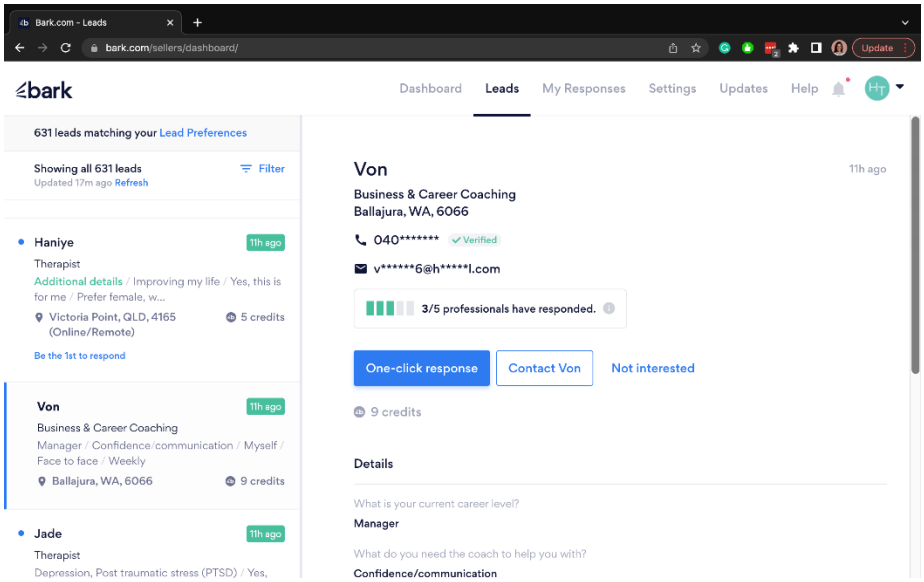
2nd Star – Is the lead untouched? (or have other professionals responded?)

3rd Star – Does the lead cost 5 or fewer credits?

4th Star – Are they ready to book in?

5th Star – Are they actually a match to you? (Not looking for the other gender, bulk billing, face to face only if you do online only, etc… Also, do they have a problem that you can treat?)

Let’s take another look.



First Star – 11 hours ago.

That’s a No. It must be 25 minutes or newer.

Second Star – 3/5 professionals have responded. Bad lead. It must be untouched. So if it’s not Zero then it’s a Hard No. They’ve probably already booked in with someone.





Third Star – 5 credits or fewer?

Nope. 9 credits is too high.

Is it starting to make sense now?

How do you know if they’re ready to book in or not?

Well the Bark System asks them this question in the form.

It’s actually quite brilliant when you think about it.

Fourth Star – Are they likely to book in.

Well, take a look for yourself. Here are 3 different answers from 3 different leads. Which one would you pay for as a lead?

How likely are you to make a hiring decision?

I will possibly hire someone

Yes. They're ready to go.

How likely are you to make a hiring decision?

I'm planning and researching

Nah. Plan and research on your own time. I'm here to book people in.

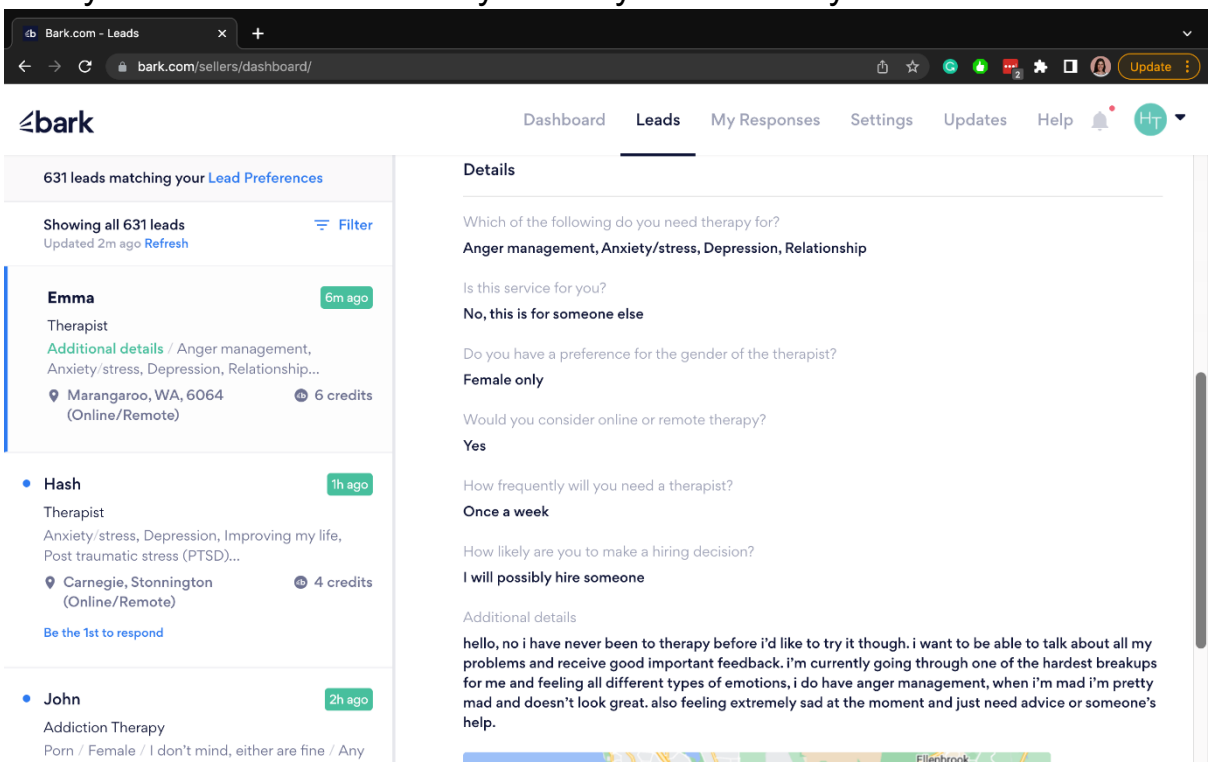
How likely are you to make a hiring decision?

I'm likely to hire someone

It depends. If the other 4 Stars are all yes, then yes. If not, then No.

Pretty cool huh.

Lastly the Fifth Star. Are they actually a match to you.



It clearly says “Female Only”. So if you’re a Man, sorry, it’s not your lead.

It says Once a Week, that is pretty good. It shows commitment.

It says, “Anger Management, Anxiety / Stress, Depression, Relationship.”

So clearly something bad has happened and they’re looking for help. Again, if this is your area, then great. If not, then stay away form it.

It says, “hello, no I have never been to therapy before. I’d like to try it though. I want to be able to talk about all my problems and receive good important feedback. I’m currently going through one of the hardest breakups for me and feeling all different types of emotions. I do have anger management, when I’m mad I’m pretty mad and doesn’t look great. Also feeling extremely sad at the moment and just need advice or someone’s help.”

There is so much detail there and signs that they are just ready to book in for help that it makes this lead look quite good.

Although, the 1 weird part is that is asks, “Is this service for you?” and they’ve said, “No. It’s for someone else.”

Normally, I’d say that this is a very bad sign. However, in this case, the additional details are all written in first person. Kind of weird, however it could just be that the lead is using their friends account.

It even says that they’d consider remote therapy or online. So it’s looking quite positive. Although, you may have the barrier of calling the friend instead of the lead themselves.

On the left of the picture, it says 6 credits. So they do lose a star for that. Having lost a Star for the credits not being 5 or fewer, plus the “No. It’s for someone else.” I’m inclined to take a second star away and to give this lead 3 Stars out of 5. That’s a no from me. And they want “Female Only” so that’s a massive no from me. But there are so many more.

Technique 2: What to Say on the Phone.

We've taught this phone script for a long time. And it works like magic.



But here's the problem that we didn't think about before we started teaching it.

When you Dial Out, vs Receive a Call, you have to slightly change what you say on the phone, but not by much.

We had no idea that this was such a big issue until we got therapists to record their calls.

Receiving a Call – Opening.

Phone: "Ring Ring"

Therapist: "Hello (Name) Speaking"

Lead: "Hi, is this (Business Name)?"

Therapist: "Yes. Are you calling to make an appointment?"

Pretty easy right?

You say your name. Then after they ask a question, you just ask “Yes. Are you calling to make an appointment?” and nearly 100% of them book in. But….. and this is kind of obvious in hindsight, it’s slightly different when you dial them. And I didn’t pick this up because I would just naturally make the adjustments.

Dialling Out – Opening, but done wrong.

Phone: “Ring Ring”

Lead: “Hello”

Therapist: “Hi, this is (Name from Business Name). Would you like to make an appointment?”

Owchie! That was just as hard for me to type as it was for you to read.

Dialling Out – Opening, but done right.

Phone: “Ring Ring”

Lead: “Hello”
Therapist: “Hi, this is (Name from Business Name), and we saw your request on bark, that you were looking to make a booking.”

Lead: “Oh, yes. That’s right.”

Therapist: “Would you like to make an appointment?”

See, much better right?



Again, if you haven’t seen this video on the phone script, then please watch it now.

It’s a life saver. It works nearly 100% of the time with people who answer the phone.

But of course, that bad example isn't exactly how it plays out when a therapist dials out.

More commonly, we've found that therapists who were taught how what to say when receiving an incoming call got it right. However, instead of following the Bad Example above, they were about 85% likely to just throw the script out and to just wing it.

I've told this story and written this phone script so many time, that if you don't mind, I'm just going to copy and paste it from one of my older eBook.

Here it is.

How are you answering the phone?

I remember the first time that I answered the phone for my hypnotherapy business. The phone rings, I was in the car and had no diary.

Ring Ring, "Hello"

Client: "yeah, hi, is this that place that does the quit smoking?"
Me; "um, yes, are you calling to make an enquiry?"
Client; "yeah, how does hypnotherapy work?"
Me; "um, well it's about hypnosis. I mean, it uses the subconscious mind to help people."
Client; "oh, um, how many sessions do I need to quit smoking?"
Me; "um, well, if you want to come in and do a session, then we keep working with you until you quit smoking"
Client; "oh, well how many sessions does it usually take?"
Me; "well, not many. Do you want to make an appointment?"
Client; "how much does it cost to for a session?"
Me; "um, ahh, $90"
Client; "ok, sounds interesting, can I call you back?"
Me; "Sure, bye!"

This is not a very good phone script. The only mistake that I made there was to not have a phone script.

My new phone script that converts nearly everybody on the first go.

Appointment
Program
Pause

Allow me to demonstrate.

Ring Ring, “Hello?”
Client; “Hi is that the place that does the quit smoking?”
Me; “Yes, are you calling to make an appointment?”
Client; “first I just want to know how it all works.”
Me; “The Program is two sessions of Hypnotherapy Plus a 2 Disc CD set. Almost everybody quits smoking by the end of the first session and it’s guaranteed for life, which means that you can come back free of charge forever for life.”
Client; “wow, that’s a great deal, how much does the sessions cost?”
Me; “The Program is $360 and we give a $60 discount for payment on the first day which brings the whole thing down to $300.”
Me again; PAUSE!
Client; “ok, can I book in please?”
Me; “Sure, are you looking for a week day or week end?”
Me; “Are you looking for morning or evening”
Me; “Great, I just need a few details from you. What’s the spelling of your full name, your full postal address, your email address, your phone number. Great, we’ll email you your confirmation of appointment. There’s a client questionnaire that we send you, can you please fill it in and bring it with you on the day. Great see you then.”

This phone script works almost every time because of its simple structure. The first piece of magic comes from the word appointment. Whatever you say first, they will do. No really, they will. Do you remember the first example when I asked, “are you calling to make an enquiry?” What did they do? They went ahead and make an enquiry. You MUST make your first or second sentence be, “are you calling to make an appointment.”

Even if they say, “Hi, I’m just calling to make an enquiry and working out your fee’s, what’s your success rate, how does hypnosis work?” Still you need to pretend that you didn’t hear all of that and reply with, “are you calling to make an appointment.” You can answer all of their questions later, but you must set your expectation first, you expect that they are calling to make an appointment.

The second piece of magic comes from the word Program. If somebody asks you how hypnosis works, you need to say, “It’s a Program.” Say program before you tell them anything else. The reason for this is that you are contextualizing your service. You are telling them that no matter what hypnosis actually is, the word program means that they get everything contained in their program. There’s no picking and choosing parts. It all comes together in their program. This is a trust building

exercising with your client. You need to build that trust straight off the bat. Don’t say, “hypnosis is an advanced system of suggestions, progressive muscle relaxation, guided imagery, a lowering of brain waves from Beta Waves down to Alpha Waves using the Reticular Activating System of the Brain.” This answer doesn’t actually mean anything to your client in your phone script. I like to say, “the Program contains X number of sessions and a 2 disc CD set.”

Does it make sense?

This phone script is super powerful, short, useful, successful, etc…

The biggest challenge for you is trusting yourself to stick to the script.

Don’t let 1 bad call or 1 bad experience change your script for the next call. Here’s the problem, we learn from our past a little too well. You need to forget about bad leads straight after you hang up. Forget about the call and don’t adjust to make your next call better. The script is fine how it is.



Technique 3: How to make sure that the client Turns UP.

How are you going with this eBook so far? Are you all good?

If you're still having trouble, we do have an offer at the end of this eBook where we'll basically do this process with you. It's just 10 weeks of $99.70. And you pay nothing for 3 weeks. We introduce another guarantee where, if you record all of your booking calls for feedback and you still haven't booked in a client within that 3 weeks, then we won't charge you anything and we release you from the program having paid nothing.

But anyway, I want to save that for the end of the eBook.

Oh, 1 more thing. Bark has a 'Get Hired' guarantee. This means that if you buy credits and book in no clients, they give you all of your credits back to try again.

There's now zero reason for you not to be able to see 20 clients a week if you chose to. If you want help, scroll to the end of the eBook and see our offer. But it is limited to 20 people, because Jacqui and I are going to automate it into a video course, rather than give our time to everybody. So get in fast if you want one of our 20 spaces.

OK, Getting back into technique number 3.

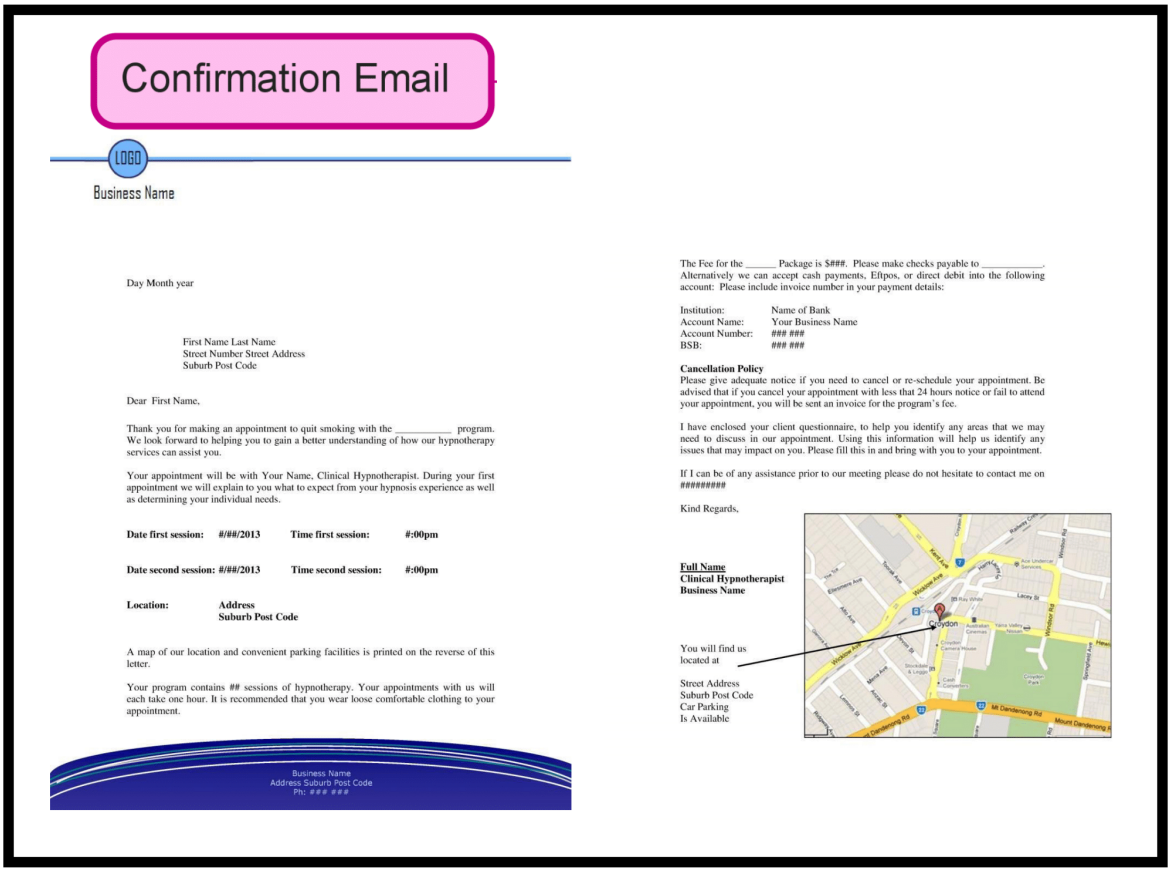
We have a system that we follow after hanging up the phone.

That's why on the phone call, you need to collect the clients, Name, Phone Number, Address and Email Address.

You need to email your leads with a Confirmation of Appointment and their Client Questionnaire.

Luckily, just in case you don't have one pre-prepared, I have a template for you, based on exactly what we use.

Click on any of the images in the next example to download an editable copy for yourself.



Questionnaire

Client Questionnaire

Name _____

D.O.B: / / Male/Female

Address_____

_____

Home Phone: _____

Business Phone: _____

Mobile Phone: _____

Email: _____

Emergency Contact Person: _____

Emergency Person Number: _____

Relationship to you: _____

Occupation: _____

Religion: _____

Marital Status: _____

Smoker: Yes / No

Please state the reason for your visit?

_____

_____

_____

_____

_____

_____

_____

What are you hoping to achieve through your hypnotherapy program?

_____

_____

_____

_____

_____

_____

_____

_____

Why is this significant to you?

_____

_____

_____

_____

_____

_____

_____

Questionnaire

Medical History

Name of current doctor: _____

Doctor's contact number: _____

Is your doctor aware of this appointment: Yes / No

Do you have a referral? Yes / No

May I contact your doctor if required? Yes / No

Current medication? _____

Have you ever been hospitalised? Yes / No

Please give details: _____

Have you ever suffered a serious illness? Yes / No

Please give details: _____

Have you ever suffered from any of the following:

☐ Ulcers	☐ Fear/Phobias	☐ Anxiety/Panic	☐ Skin Disorders
☐ Allergies	☐ Asthma	☐ Fatigue	☐ Sleep Problems
☐ Epilepsy	☐ Obsessions	☐ Nightmares	☐ Cancer
☐ Arthritis	☐ Depression	☐ Heart Ailments	☐ Chronic Pain
☐ Blood Pressure Problems	☐ High	☐ Low	☐ Sexual
☐ Headaches/Migraines		☐ Diabetes	☐ Insulin Dependent?
☐ Stroke	`	☐ Have you ever had shock treatment?	

Have you ever been in group therapy? Yes / No

Have you ever studies yoga/meditation? Yes / No

Have you ever been hypnotised? Yes / No

Have you ever seen a counsellor/psychologist/psychiatrist? Yes / No

Please give details: _____

Do you exercise regularly? Yes / No

What type of exercise? _____

How often? _____

Do you smoke cigarettes? Yes / No

How many a day? _____

How long have you smoked? _____

Do you take illegal drugs? Yes / No

If so what? _____

How often? _____

Do you drink alcohol? Yes / No

☐ Wine ☐ Beer ☐ Spirits

How much? _____

How often? _____

Do you have dietary/eating problems? Yes / No

Please explain? _____

Is there any other information that you feel is relevant for your session? _____

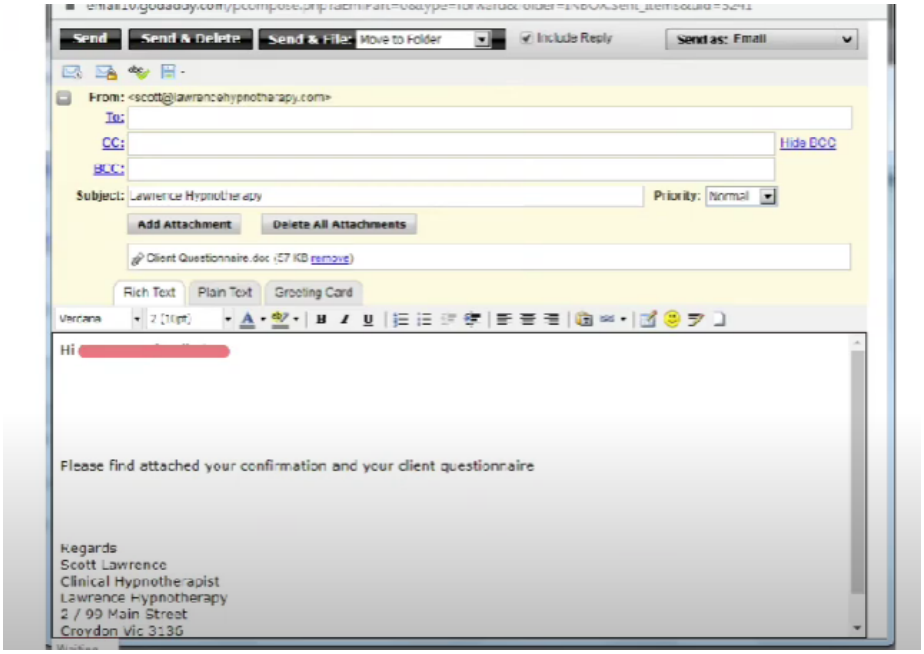
To the best of my knowledge the above information is true and correct. I have read and understood the terms and conditions in the confirmation of appointment attachment

I understand that all information I have provided will be held in the strictest confidence. I hereby give my consent to undergo hypnotherapy treatment.

Signature: _____

Date: _____

You email both attachments to your new client, just like this.



If you're having any trouble at all reading the text in this picture, don't worry. Right under this picture, I'll just re-type out the email so that you can copy and edit it for your own purposes.

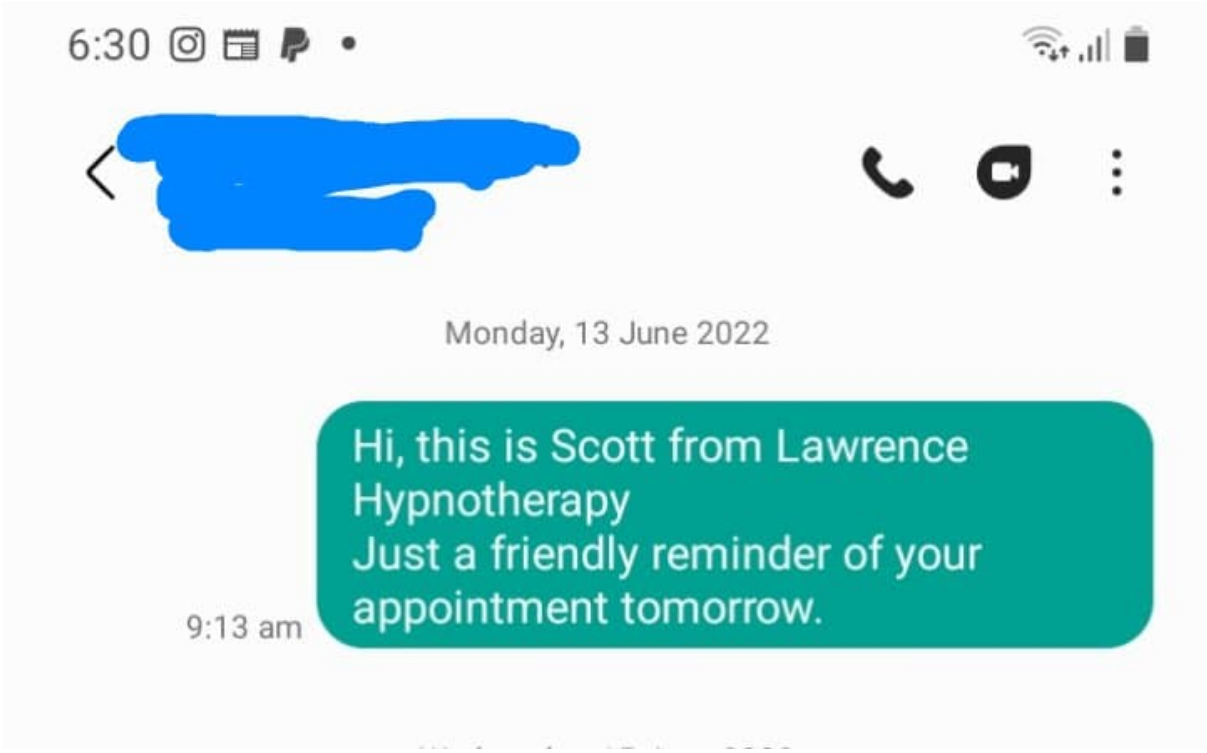
Subject: Lawrence Hypnotherapy

Hi (Name)

Please find attached your confirmation of appointment and your client questionnaire

Regards
Scott Lawrence
Clinical Hypnotherapist
Lawrence Hypnotherapy
2 / 99 Main Street
Croydon Vic 3136
0402 029 000
scott@lawrencehypnotherapy.com

And then you put a note in your diary for 9:00am to TEXT EVERBODY who is booked in tomorrow with this simple text.



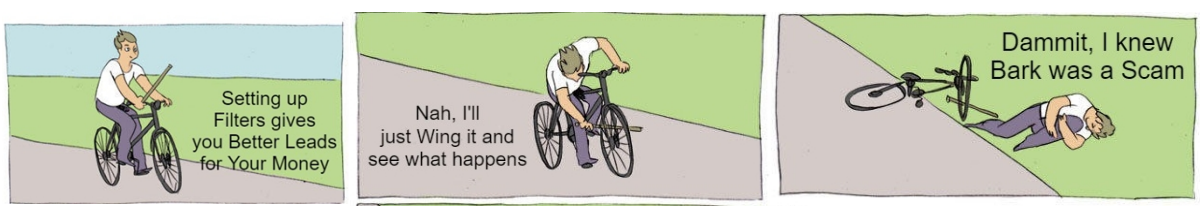
Well Done. That's it for the first 3 Techniques.

Technique 1: Select the Lead

Technique 2: Make the Call

Technique 3: Follow UP with an Email and Text.

You should be seeing 20 clients per week in no time. We have more to cover, but first, I haven't used a meme in a while, so here's one.

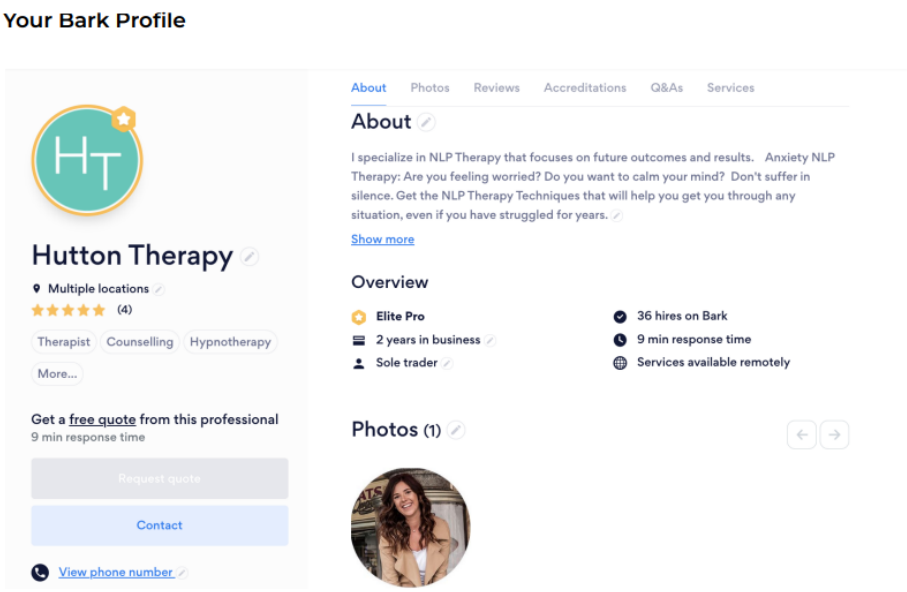


Profile, Filters and Alerts

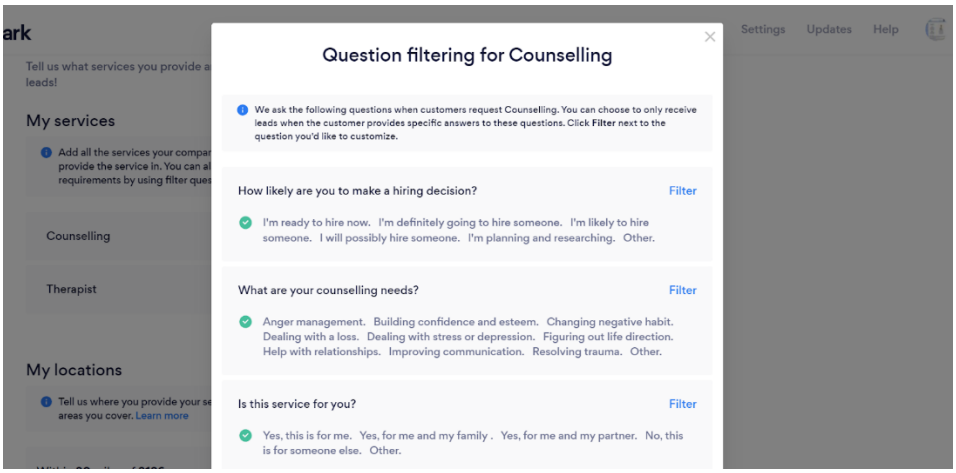
It pays to spend some time on Bark.com to really set up your account.

The 3 Big things that you want to set up to get the best leads are your Profile, Filters and Alerts.

Profile Example…. Click on the Image to see Jacqui's Profile.



Question Filters will take a minute to fill out, but they'll save you hours ever week if you take the time to fill them out.

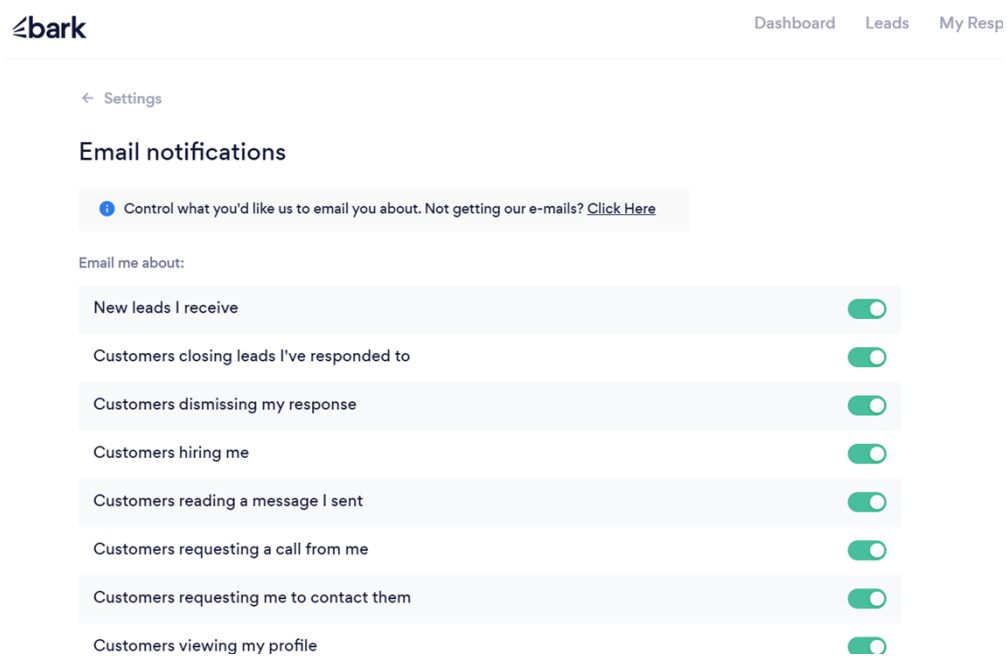


Email Notifications are great, but unless you want to sit around on your computer 24/7 waiting for leads that are 5 stars, then you really need to put the Bark App on your phone.

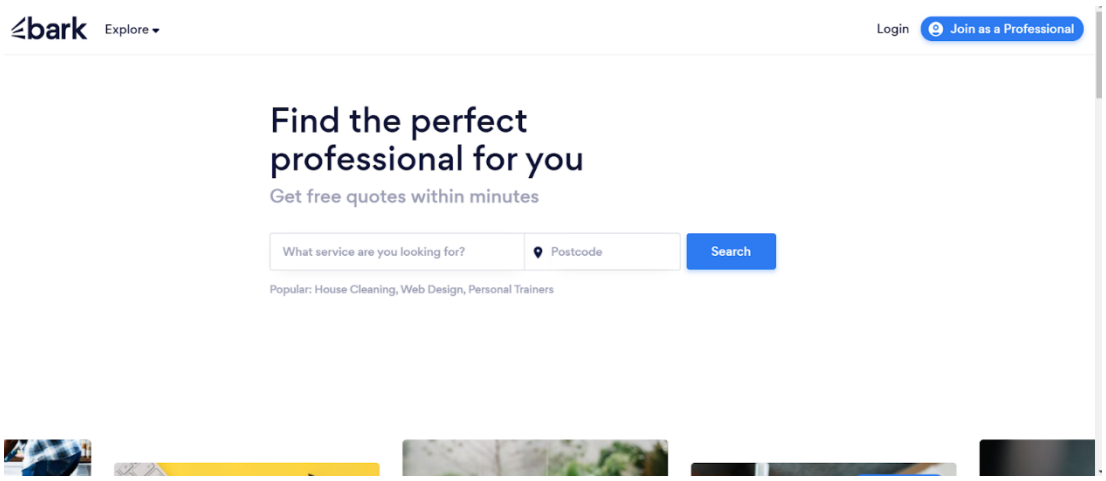
But “Scott”, you say, “I don’t want 500 messages per day on my phone. I’m distracted enough by the endless onslaught of beeps and notifications.”

(And that’s why filters are so important.)

Filters will cut out all the bad leads



Click on the Picture to Get Started with Bark. Just remember to ‘Join as a Professional’. Don’t set up a Client Account.



Break Time

If you have been reading this eBook nonstop in one go, now would be the ideal time to take a break, grab some water, use the bathroom or go for a walk to help absorb what you've read so far.

There's more to come, and I want you to be refreshed and ready to get all of the benefit of these next 2 sections.

Coming UP….

Technique 4: How to Keep a Client for Life

Technique 5: How to Make the Government Pay the Bill.





Technique 4: How to keep the Client for Life.

Hypnotherapy and NLP have had a bit of a reputation that everything has to happen in a single session.

Many Hypnotherapists even claim that all they'll need is one session to fix every clients problems.

That's a lot of pressure, right?

Plus, it creates a double disadvantage.

1. If you don't fix all of their problems in one session, then the client isn't happy.
2. Each client only comes for one session, and that makes leads very expensive.

What if you could take all of that pressure off?

What if instead of being a 'One Session Wonder', you put together programs where you can give even more value to your clients?

Do you remember the 6 Step Sales System?

1. Name of Program
2. What they get (How many sessions)
3. Bonuses
4. Standard or intended result
5. Price (Cost per session), and lastly
6. No Brainer Inclusion (or 2nd bonus)

When you structure your offer this way, clients know in advance that there are multiple sessions, and how much each session will cost them.

Still, we've had therapists tell us that they've tried this, and clients won't come back for a second session. If this happens, it does mean that one of three things have gone terribly wrong.

1. They Didn't Expect that they were signing up for a program with multiple sessions. (Easy Fix)
2. You didn't book them in for their next session at the end of your previous session. (Again, it's an Easy Fix)
3. They didn't like your service.

The first problem is fixed if you use the phone script correctly. Just tell them how many sessions the program has.

The second problem is solved in one sentence. "Are you happy to come back the same time next week?" Just say it after you wake them up from the Trance or after the last Coaching exercise for that session. Just say it at the end. It's so simple. And yes, some therapists either forget to ask or don't have the confidence to ask. Just make it into a habit.

Lastly, the third problem is a bit more complicated. If they didn't like your service, and your office doesn't smell like a rubbish tip, you look amazing because you've just bought new clothes and had your hair done, so you can rule out grooming and visual distractions, then you need to take a look at the actual therapy. And this involves knowing why clients are Really Coming to see you.

Click Here for a PDF that Jacqui Hutton and I wrote called 'List of NLP Outcomes' It demonstrates the 6 outcomes that a client actually wants when they come to see you.

Why Clients Actually Come to See You



One Session Wonder

Clients for Life

Think about why you buy anything.

Sometimes you're trying to get a job done. Other times you're just trying to feel better.

Sometimes you want a complete solution.

Sometimes you just want part of the solution.

Here are a few reasons why people might actually come to see you.

1. They want a complete and total result.
2. They want partial help or motivation towards a bigger goal.
3. They want to gain perspective.
4. They look forward to it weekly.
5. They find it relaxing.
6. They want a new tool.
7. They need to clear their head or talk something out.
8. They have more than one problem, and they're ready to work on their next problem with you now.
9. They're doing a check up to make sure that they're OK.

There are more options of course, but does it make sense that once people get to know you, they may want more than just a quick once off quit smoking session?

A New Perspective makes a Very Loyal Customer

Let me tell you 2 quick stories about real therapy clients.

Client 1. Let's call him Bob.

Bob was a smoker.

He bought a quit smoking program for $395.

But Bob was also going through a divorce and was stressing about loosing his 5 year old daughter forever.

Bob managed to quit smoking, but then called to ask if I help with stress. When ever he thought about losing his daughter, he wasn't able to focus on his work and couldn't even eat. Smoking used to be his main source of 'me time' or stress management.

As a therapist who only see our client for one session at a time, get to detach from our clients situation as soon as the client isn't in front of us. But our client is so close to their situation, that they sometimes just need a new perspective to help them to get unstuck.

5 was living a transactional life. Everything that he did was to achieve a result. At the gym, this made sense. At work, this made sense.

But in Bobs relationships, people were getting a little bit sick of his transactional energy. He hadn't learned to just 'BE' in someone's presence without trying to control something. It was exhausting for the people around him.

Bob wanted to improve his friends lives, improve his families lives and always wanted to help. But as much as Bob gave, Bob had high expectations of everybody else around him.

We talked through attachment styles, and Bob was able to realise that he was coming on so strong to the people around him, that they struggled to face his presence for long periods of time.

This was a pattern that started for Bob as a child. Once Bob was able to see his own pattern, he noticed massive changes in his relationships and stress levels when he learned to relax and to trust that the world around him would be OK even if he wasn't controlling it all the time.

He eventually was able to create a working parent relationship with his ex-wife, and was able to relax and calm his way into be a great father, a great partner for his new lover and a much happier person.

The fact that Bob learned to relax made him not only decide to do therapy more often just for the check ins and top ups, but he also referred many more people. He became a loyal client for life. Sometimes he comes a lot, sometimes not as often. But Bob was more than a once off encounter as a quit smoking client.

Client 2. Let's call her Mary

Mary was also a smoker.

She bought a quit smoking program for $395.

But after she quit smoking, she asked if I could help her manage her ADHD.

ADHD is a very popular diagnosis at the moment. You may have noticed.

The two most common treatments for ADHD are medications and preparation.

I'm not a doctor, so I won't talk about the medications. Some ADHD clients seem to love the medications and others don't. But medications are outside of my scope of practice so I always liaise with their doctor.

The second effective treatment for ADHD is all to do with preparation.

The misunderstanding around ADHD is that, people think people with ADHD have a short attention span.

Sometimes it can seem that way, but that's not actually what ADHD is at all. The problem is about Attention Regulation.

They struggle to focus on some day to day tasks and then hyper-focus on other topics that interest them. Some people with ADHD have the longest attention spans that I've seen, but only in areas that they personally find interesting. The rest is a struggle.

Imagine a car.

Speed is attention.

So their car is stuck on 100 kilometres per hour. The breaks don't work and the accelerator is stuck to the floor. It's going fast.

This in it self is a problem, but now imagine that the steering wheel doesn't work. Now we can see the real problem with attention.

If they can't steel and control where their attention goes, then their day tends to become messy.

This is where preparation and Executive Friendly Tasks really helped Mary with her ADHD management.

This may sound a little bit extreme, but just go with me on this.

It can be very stressful for someone with ADHD to be told that they have to focus on something hard.

Executive Friendly tasks generally mean that every task that they need to perform is at the ‘Ready to Use’ stage.

A guitar that’s untuned, in a box under the house would never get used by somebody with ADHD. So it’s better if they keep their guitar out on a stand and tuned so that they can pick it up and play it as the impulse to play hits them.

In the kitchen, you can arrange things in a very Executive Friendly way. When Mary wanted to make coffee, she would get distracted as she had to travel to the Fridge for milk, the tap for water, the kettle to collect the water, the cupboard for the coffee, the cutlery draw for a spoon, the bench for sugar and then another cupboard for a cup.

During this time, Mary has received so much sensory data, that she’s become distracted, stopped making coffee and started and stopped 8 new tasks.

If you keep everything together so that everything that is needed for the coffee is in one spot, then Marys life is made so much easier.

Marys kitchen, and entire house was set up to be ADHD friendly.

And this brings us to our extreme technique.

Mary had a diary of things that needed to be done that day. But it always caused her stress as she couldn’t regulate her attention. So she did something that we call ‘Living 1 day in advance’.

Really go with me on this, because it may sound weird, but it's actually brilliant and very effective for anyone who struggled to direct their own attention.

One day, she not only finished her To-Do list, but she wrote tomorrows To-Do list and finished that too. She was 1 day ahead.

She had already prepped all of her meals for tomorrow, done all of the work that was due at the office tomorrow, finished tomorrows gym workout, written in her gratitude diary for tomorrow, paid any bills that were supposed to be paid tomorrow, done any shopping that wasn't due to be done until tomorrow, until her entire day tomorrow had no To-Do tasks left.

This was actually relaxing for Mary, however, from time to time as people with ADHD experience, she found that she was looking for something to do. So when tomorrow came around, she did the next days tasks.

She lived her entire live 1 day in advance.

And she had nothing that had to be done the next day.

Mary felt so relaxed each day as she woke up that she had nothing that put pressure on her attention span. Then as she felt the urge to be active, Mary simply did the next days tasks.

Mary felt like she was in heaven. She only took action when she felt like it and nothing was ever due today.

This perspective turned Mary into a client for life.

I use this technique personally. It's a life saver when it comes to dealing with stress and To-Do lists. I live 1 day in advance.

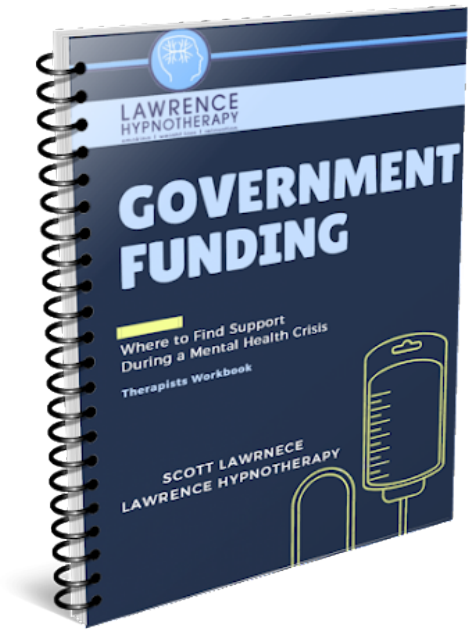
Technique 5:
How to make the Government Pay the Bill.

Getting the Government to Pay the Bill is just like any other Step. It involves a System that you can repeat, over and over again.



Just Follow the Steps.

How to Get the Government to Pay the Bill for your Client



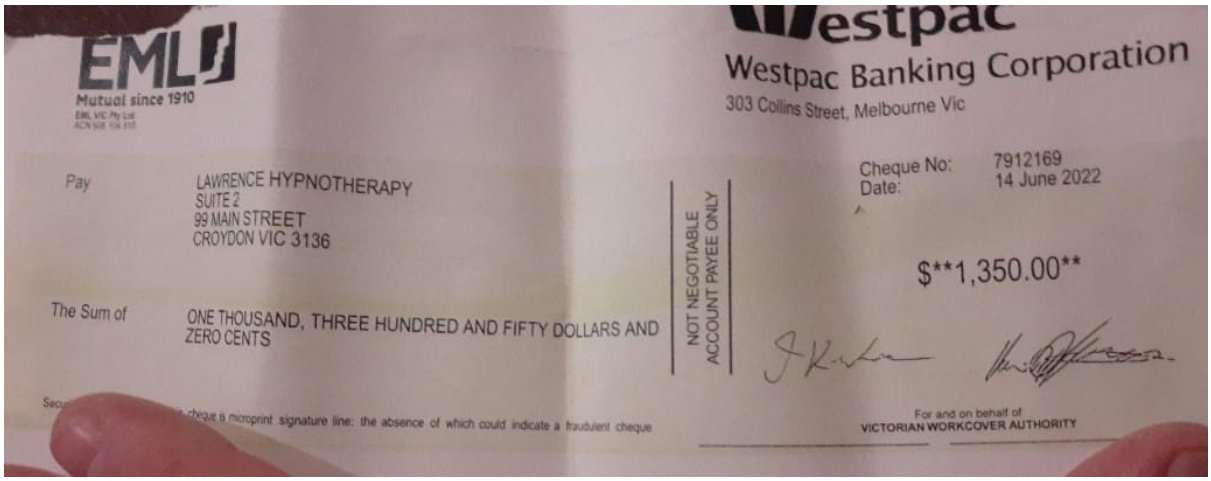
I have a complete course on this, which you can buy for the discounted price of $427. Just Click on the Image to buy the course.

But let me tell you the basics of what you need to achieve to make this happen.

There's just 3 steps.

1. Create a professional relationship with a few case workers.
2. Learn the invoicing system for each government department.
3. See the Clients.

It's extremely repeatable.



But let me break that down into smaller steps for you…..

1. **Create a professional relationship with a few case workers. They will provide you with clients.**

Where do case workers hang out and how can you get in contact with them? Well, you can look for NDIS questions on Bark.

Or, here's a Facebook group where 24.8k group members hang out. It's kind of a support group for case workers and NDIS companies.



Here's some advice for people who promote them selves as therapists in this group or any other group though.

Don't make it look like you're being spammy. Think it through. You do not want to get ignored, kicked out of the group or be ineffective.

Remember, you have a FB room with many, many NDIS Case workers. Instead of promoting yourself to the group and looking desperate, instead you should solve a problem for NDIS case workers so that the Case Workers come to you and offer to bring you clients.

2. Learn the invoicing system for each government department.

For this part, honestly, you're best off just buying the course. It has examples, templates and everything that you need. But if ever you're in doubt, ask the case worker how to invoice. They should even be able to give you an example.

I've included an example on the next page, but let me talk you through the basics of how to get your invoice approved and paid.

1. Know how much you're allowed to charge per session.
2. Include your clients case number on the invoice.
3. Include a method of getting paid. This should usually be your banking details.
4. Include all other things that need to be on an invoice, such as;
    a. Header
    b. Footer
    c. ABN (Or if you're not from Australia, this is your business number.)
    d. Date
    e. Price
    f. Membership Number
    g. Invoice Number
    h. Contact Details and
    i. Item Description (possibly also item number)
5. Ask about their normal payment cycles.
    a. The NDIS is usually 7 days or sooner.
        i. https://www.ndis.gov.au/providers/working-provider/getting-paid
    b. Worksafe is usually 28 days or sooner.
        i. https://lanternpay.force.com/help/s/article/How-do-I-submit-an-invoice-for-WorkSafe-Victoria
    c. TAC often pays within 24 hours
        i. https://www.tac.vic.gov.au/providers/working-with-the-tac/getting-paid

NDIS



LAWRENCE HYPNOTHERAPY

Tax Invoice

Invoice Number: [redacted]
Client Details: [redacted]

Item Number	Clinical Hypnotherapist	Program	Date of Session	Total
IDLS-1	Scott Lawrence	Improved Daily Living Skills	[redacted]	2.5 Hours 156.16 p/h
Total Cost				$390.40

Date Due: [redacted]
NDIS Number: [redacted]

E-MAIL: [redacted]
Website: [redacted]
ABN: [redacted]
AHA Clinical Membership No: [redacted]

Institution: [redacted]
Account Name: [redacted]
Account Number: [redacted]
BSB: [redacted]

Lawrence Hypnotherapy
Suite 2, 99 Main St CROYDON
Ph: 0402 025 000

3. See the Clients, Voilà. You're done.

This part is easy. Just do the part that you enjoy the most now.

Do you want more help setting up your Bark leads? Let us help you.

You are Invited to Join

A New Hope Therapy



What you'll get in this 3 Step (done with You) program.

1. The Leads Module
2. The Bookings Module
3. The Therapy Module

Designed to be FAIL PROOF.
Strictly Limited to only 20 Spaces.

Module 1.

The Leads Module
Start to Finish, how to get unlimited leads.

- Optimum set up for Cost of Lead, Quality of Lead and Successful Contact.

Module 2.

The Bookings Module
What to Say to book in Close to 100%.

- Scripts, Templates and Step by Step, what to say, send and sign.

Module 3.

The Therapy Module
Our Simple to Follow, Therapy System.

- Advanced, step by step therapy plans for the most commonly requested issues.

Why Start Now?

This is an extremely limited offer, for 20 People Only.
Designed to get you **Fully Booked**
As Fast as Possible
Free to get started….

Total Program Value, just $997
Nothing to Pay for 3 Weeks…
And then just $99.70 per week for 10 weeks

How it Works?

If you get Fully booked at $197 per session

At 10 sessions per week
Total (hypothetical) earnings would be $1,970

Not bad right?
And if you earn $1,997 per week, Minus $99.70
That equals 1897.30 per week

Important Disclaimer.

We can't guarantee your earnings
For 2 reasons

1. Earning Guarantees aren't legal in our country
2. You might do nothing (It happens)

But here's what we can do for you
You pay nothing for 3 weeks.
And then just $99.70 p/w X 10 weeks
But it gets better

If you can prove that you did all of the work
Including calling 40 leads
Recording and Sending all 40 calls to us
And you still don't book in any clients….

Then you pay nothing for the program,
And get to keep the program for free

Why are we being so generous?
And why are we being so strict on the 40 calls?

Because we have 1 agenda…

And that's to get you fully booked
So that you let us be your support for life….

This offer is extremely limited to 20 People Only.

Click 

to Begin. We Love you.