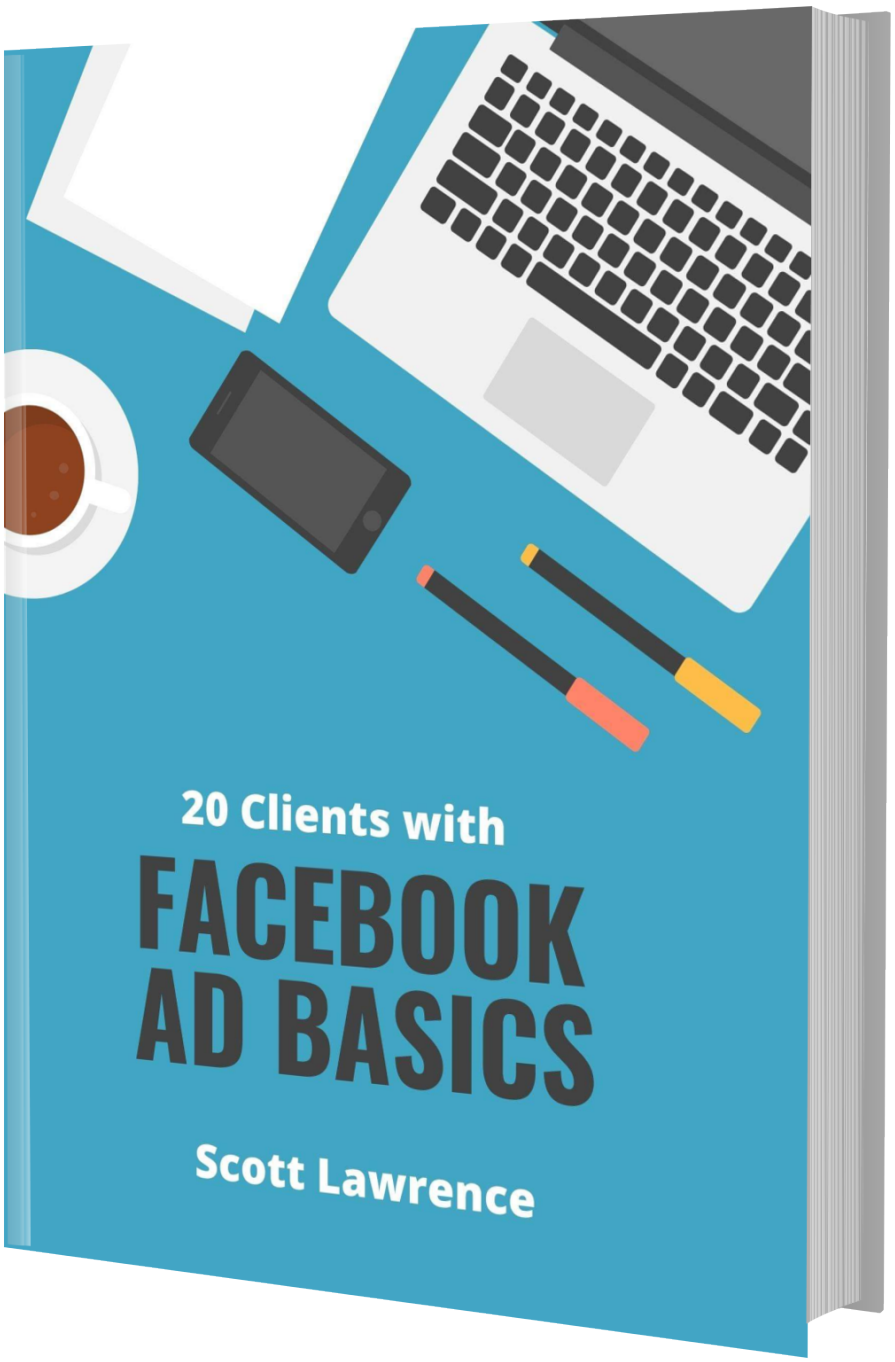

20 Clients with
FACEBOOK
AD BASICS
Scott Lawrence

Do you want the formula to get free clients?

Do you want a 21 Day plan to 20 Clients?

What Causes FB Sales?

We do break it into the **4 Ts** of **Traffic**, **Trust**, **Trust** and **Transaction**, but let me put it a more practical way.

You're working too hard because you're breaking 3 Rules. When you break these 3 rules, you get a small result for lots of effort. When you follow these rules you get a Huge Result for a much smaller effort.

I did $13,250 in 2 weeks of sales and I'll show you.

I want you to focus on 3 Principles.

1. Imagine that **nobody has heard of you**, heard of hypnotherapy and the sound on their computer and phone doesn't work. Because of this, you must rely Heavily on TEXT to Explain Everything using Less Than 10 Words every time that you post.

2. People **don't want more value** from you. They want you to take the First Part Only of their Current Problem and Help them to **Fix That Problem**. **And Only That Problem**. They want you to Fix It in the Clearest and Least Confusing Way Possible. This doesn't mean dumping 10 books on them. And then they want you to Actually Tell Them to Do it Now in a Confident and Friendly Way.

3. **People are Ready** to Buy Now if you Make a Great Offer.

It sounds pretty obvious, but let's look at the Anti-Steps to see how advertising on FB plays out for most people. You may find that

The Anti-Steps that you Should Never Use Ever For Any Reason Because They're Terrible.

1. Relying on your audience to remember you, what you do and what you said to them last.

You may have worried about putting the same content out twice. You may have worried that people who have read your eBook will be offended if you ask them to watch a video that has the exact same information. But the truth is that people

are busy and 500 things come up per day. Repeating your content will attract more business.

2. Artificially inflate the scope of your help, length of your content, duration or complexity of steps to help your clients.

People are already overwhelmed. People are smart, not silly. But you can't expect them to act smart while reading your material or watching your videos. This is because they are busy, not silly. So make your steps simple. People will pay you if you keep it basic.

3. Hint and hope that they buy.

People aren't mind readers. They don't know what hypnotherapy is for. They don't know what coaching is for. They don't know that you have a program that you want filled. You need to actually make an offer.

In this eBook, you will see the exact steps to jump start your practice. You will see that it's the BEST, not worst time in history to promote as long as you do it properly.

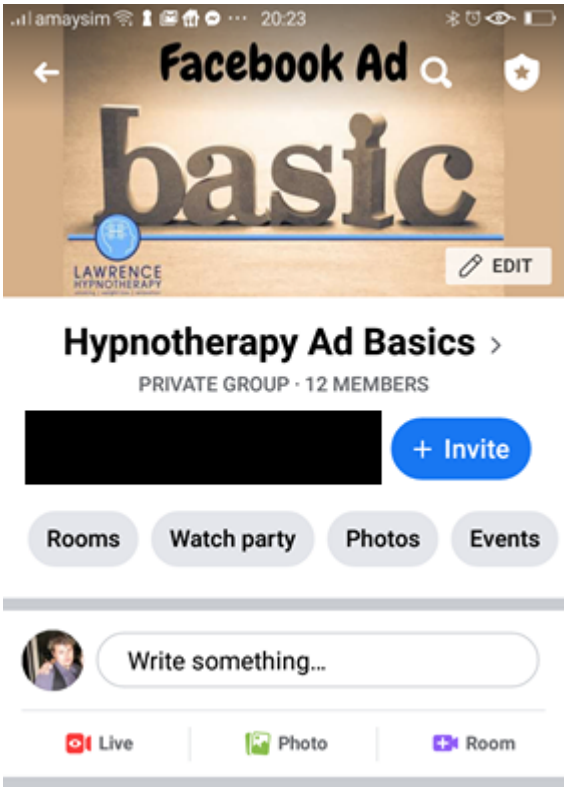
Will you let me show you the steps?



I'm Scott Lawrence, Clinical Hypnotherapist and Business Coach. I've done it all in 10 years. I've seen over 4,000 Quit Smoking Clients, Coached over 3,000 Therapy Students and been on several national radio stations, including the Hamish and Andy Show.

In the last few weeks, I asked 5 hypnotherapists to join me for a new training program. The group is called "Facebook Ad Basics"

Here's the group.



The 21 day plan to Attract Clients

You may be more interested in the **Anti-Steps** than the actual steps. I've given people steps for 10 years. When I work with a client, I get to see my clients **Anti-Steps**, give my steps and coach how to move from **Anti-Steps** to the **Steps**.

It's the personal 1 on 1 help and support that I give them that helps them to be where they need to be.

So help me to run an experiment with you. I want to know that if I list the steps and the most common anti-steps, will you be able to get what you need from this eBook even if you don't get 1 on 1 help.

Week 1 was about getting the Message right and attracting a lot of new subscribers.

Week 2 was about getting the Offer Right and to build the web page. Also in this week it was time to offer the program to the new subscribers. This is the week that the hypnotherapists started to attract new bookings.

Week 3 was about getting the booking calls right, growing a group and finishing off the funnel.

So that's the basic plan, **New Leads**, **Built an Offer** and **Booked in the Clients**.

The first day that I got to speak to 1 of the 5 hypnotherapists on the phone, together we had created a lead magnet that created over 25 new free leads, we built an opt-in page, put up an eBook, wrote the script for his marketing video and then he'd filmed it within a couple of days.

It was a complete marketing funnel finished in 2 days.

Another hypnotherapist hadn't seen more than 2 clients in months and then very quickly had a booking, while another hypnotherapist who needed to get more clients quickly had a 2 day weekend off from all work and came back to 2 new client bookings.

This part was easy. It was just working through obstacles and creating lots of visibility.

What are Anti-Steps

You know what the **steps** are to succeed? Well **anti-steps** are the exact opposite.

Anti-Steps are the steps that people take, based on misunderstandings about their goal.

Here's a list of 21 beliefs that cause Anti-Steps.

1. *False* - Talking about your skills and qualifications will make people book in without talking about a niche.

Truth - Actually, people care about getting their problems fixed and their ambitions fulfilled. You need to talk about peoples Problems and Ambitions.

2. *False* – When you start talking about an important topic, people are listening and taking notes straight away.

Truth – People need to be persuaded to listen to what you have to say. You need to start by relating to where they are at now before you talk about how you can help them.

3. *False* – People learn best when you start with facts, logic and explain fundamental truths.

Truth – People learn or change their mind based on stories and examples. The story needs to be authentic and relatable.

4. *False* – You should hold back everything you know until you're in a session with a client. Once they know what you know, they'll be fixed but they won't need you anymore.

Truth – Putting out free training on social media will help future clients to gain clarity and it will grow your income by positioning you as an expert. Issues can be complex and clients sometimes need repetition before the idea completely clicks in their mind and makes sense.

5. *False* – You should cater an individual program for each client. Work out the amount of sessions and cost later because you don't know who the client is yet.

Truth – You need to create one core offer or program and become an expert in that one program before you create new ones.

6. *False* – You're exhausted because you're out of time and can't afford time off.

Truth – You have time to stop and reflect. In fact, you'll be better off if you do pause to reflect when you're stuck.

7. *False* - Web page are expensive and hard to build

Truth – They're cheap and all web pages are templates now. Your first step is to build a small simple one, not a complex one.

8. *False* – Your web page needs to explain hypnotherapy in detail before people will book in with you.

Truth – People will book in if your web page makes an offer to join a specific program.

9. *False* – You'll quickly run out of content and have nothing left to post about on social media.

Truth – Your clients, friend and family are constantly giving you new material to work with. It's not about inventing new frameworks. It's about finding more interesting questions and then answering those.

10. *False* – You're not smart enough and other people are better than you. This is why they succeed. And there's no point in getting too attached to success because you'll just be disappointed.

Truth – A little help goes a long way. You actually just need help solving one puzzle at a time. Also, you need to know specifically big picture where you want to end up or else you won't know how to navigate even if you do ask for help. Write down what you want. It's actually really important.

11. *False* - Leads are hard to get. Nobody is going to give you their contact details on Facebook so give up. Funnels are long and hard and basically impossible.

Truth – You can get 50 new leads in a day with a short post on Facebook even if your post has less than 30 words. I do it all the time.

12. *False* – People decide if they trust you the second that they meet you.

Truth – Actually, they decide a lot about you based on their first impression, but people are actually watching you over time. Consistency in the market place does a lot for trust. If

you can build a short funnel or training series, you'll build trust faster.

13. *False* – Asking for help causes people to be annoyed and causes you to be embarrassed.

Truth – Rejection can't kill you. Ask for what you are worth. Charge what you're worth.

14. *False* – You need to sell on the phone. Spend at least 30 minutes on the phone explaining how therapy works.

Truth – You can book in close to 100% of clients in within a couple of minutes.

15. *False* – It's rude to ask your client to make an appointment with you when they call you on the phone.

Truth – Clients actually expect you to ask if they'd like to make an appointment. Most people say yes. That's why they called you, to make an appointment.

16. *False* – Facebook is the only way to get clients for free. Everything else costs thousands.

Truth - Once you have gathered email addresses from Facebook from people downloading your blogs, videos or eBooks, you can email them and offer them to join your program.

17. *False* – Your client will turn up just because you had a phone call with them and made an appointment.

Truth – Emailing out a questionnaire and confirmation increases your rate of clients turning up.

18. *False* – Clients will only come for one or two sessions. The maximum a client is worth is $300

Truth – Clients expect to come for at least six sessions (except for quit smoking programs) and they're expecting to pay $200 per session.

19. *False* – Every email or post needs to teach or sell.

Truth - Telling stories makes you memorable. People can even benefit from hearing about your past mistakes and lessons that you've learned.

20. *False* – You need to be on top of your game all of the time.

Truth – Actually, it's completely OK to be just a human being sometimes. On some occasions, you'll be on top of the world and other times you'll be dealing with more hassle in your life. Sometimes you'll be tired from learning new courses and skill development. But you're still moving forward. Honour your journey.

21. *False* - Celebrating your wins is just for ego and narcissists.

True – Putting others down may be narcissistic, but celebrating your wins is healthy. Be proud of what you're doing. You've earned it. Keep making daily progress and you'll continue to get further and further.

Hopefully that makes sense as a list of 21 Anti-Step beliefs.

Can you see how those beliefs can actually be causing therapists to stop advertising or to take too long to attract a client base.

You should be able to get 20 new clients fairly fast.

Let's take a look at the 21 day plan that my 5 therapists followed.

Let's get started on Your 21 Days

Because I know what the Anti-Steps are, I was able to help these students fairly quickly.

I want your help in proving that these 21 days and 21 steps can be done by following the steps in the eBook. But, if you need help to get a client base, this program is close enough to free and you're welcome to join. Just click on the link and get started.



But if you're doing this from the eBook, can you please do me a favour and let me know how you go with the steps.

I'll quickly list the steps, and then I'll go through them in more detail. Let me get them all out and then I'll explain. I've literally just spent the last 3 weeks doing these steps with 5 hypnotherapists.

The 21 Days and 21 Steps

1. Topic - Start doing 1 FB live per day for 21 days. Talk about your topic.
2. Relate - Instead of just talking about your topic, also talk about how your client may be experiencing the problem.
3. Story – Include in part of your FB live a story that is related to your topic.
4. Teachable Framework - Include in part of your FB live a section where you talk about your Framework. This could be a diagram, acronym or even just a list of steps.
5. Offer – Include in part of your FB live a section where you actually make an offer to come and do your program.
6. Reflect – Take a day to recharge and talk to somebody about your journey so far.
7. Go to Leadpages.net and get a free 14 day trial.

8. Create a Template web page with a Headline, Offer and Call to Action
9. Write a list of 52 Post Headline ideas for posts and emails.
10. Work on your own power of belief and psychology. Check in on your attitude and feelings. You've done well to get this far.
11. Write a short post to get leads.
12. Create a brief paper plan for your entire funnel.
13. Reflect – Take a day to recharge and talk to somebody about your journey so far.
14. Record your phone script as an audio.
15. Practice my version of the phone script, (The example is later in the eBook)
16. Create a sales offer email and invite people to do your program.
17. Prepare your booking emails and documents for clients who book in.
18. Create your 6 session program
19. Create a story that you can use in your marketing
20. Reflect – Take a day to recharge and talk to somebody about your journey so far.
21. Finish up and homework day.

I know that I haven't covered this list in any detail yet, but it's coming. I just wanted you to have the entire list as a reference.

Can you please write the list down and stick it near your computer screen for the next 3 weeks. This will be your way of keeping track.

I'm really excited to walk you through these 21 days and 21 steps. Again, if you want help and need to do the 21 days with us, just click the link. It's close enough to free that anyone can afford it. So if you need clients and you need support, then you're welcome to join.



The 21 Day Concept

Let's say that you need new leads and new clients for your business. People need help with step at a time, not the whole thing.

Imagine your friend is playing a computer game and they ask you for help. Do they want help with the whole game or just the step that they're at right now?

They only want help with the step that they're working on now.

Also, if they haven't played for a while, what's the fastest way to get them to finish the game?

Simply get them started and the rest will take care of itself.

So the concept that I had here was to just get the 5 therapists started and then to only help out with the 1 step that they're stuck on at the time that they're stuck on it.

If you get stuck, then reach out.

Before we Start



I didn't actually start on the first day of the challenge.

I did 8 X 5 minute Facebook Live Videos in my group and asked 5 people to join.

And then 4 days before we started I asked people to do 4 things.



Day (- 4) Introduction.

Here's the post.

Welcome 🔥🔥🔥🔥
Please post a quick video to introduce yourself.
Who are you?
What do you do?
Why is it important for you to success now?
What do you want from this group?
Where have you struggled in the past?

We still didn't have 5 people in the group yet. It was my 3rd day of promoting and I still only had 2 hypnotherapists.

So I promoted and got 2 more hypnotherapists to join.

The program was close enough to free that it was a no brainer for people. It was literally just a few hundred dollars.



Day (- 3) Values

Here's the post.

The Tough Clear Kind Principle and How to Win

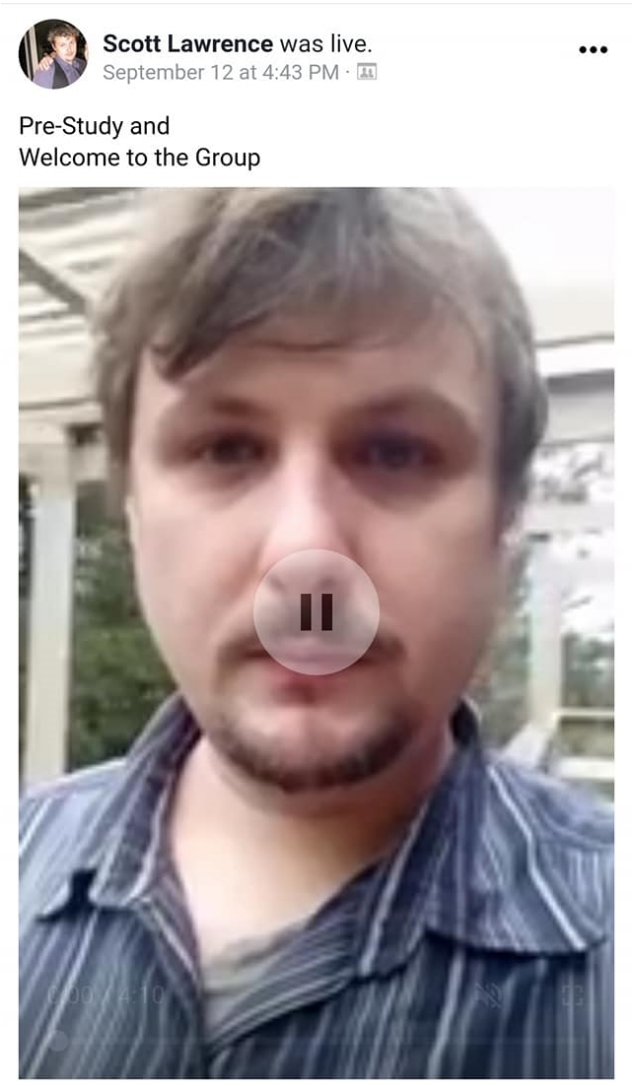
We talk about how Tough = High Standards, not bullying

Clear means taking responsibility for your communication and Kind = to honour where people are now.

As part of the course, I offer pre-study training but I never give out any pre-study material until after people have uploaded their welcome video. The psychology for this is something that I've seen over and over. If you don't ask people to commit to the challenge with a video, they basically won't do any steps. I don't mean any one person in particular. I mean people on average do behave this way. If you want to help people, you need to show leadership by knowing these tricks.

And once you've given the pre-study training, people tend to feel that they have what they need, they put the training on their virtual shelf and then never gain clients because they do no work.

That's why I don't give out the pre-study until after the commitment. I can tell you as a fact, these 5 hypnotherapists who I have been working with for the past 3 weeks have been pushed hard and they have made me personally very proud to see their efforts actually pay off with measurable results.



Day (-2) The Pre-Study

Here's the post

Pre-Study and Welcome to the Group

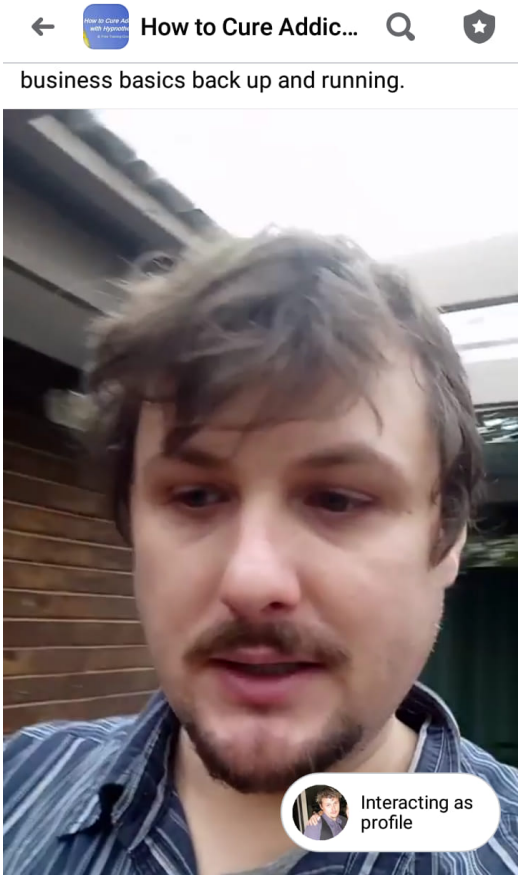
I handed over the pre-study work and officially welcomed everybody to the group.

At this stage, I had 4 out of the 5 hypnotherapists that I wanted.

When I say that 5 spots are available, I always fill them. And at this point I was 1 hypnotherapist short and only 1 day to go.

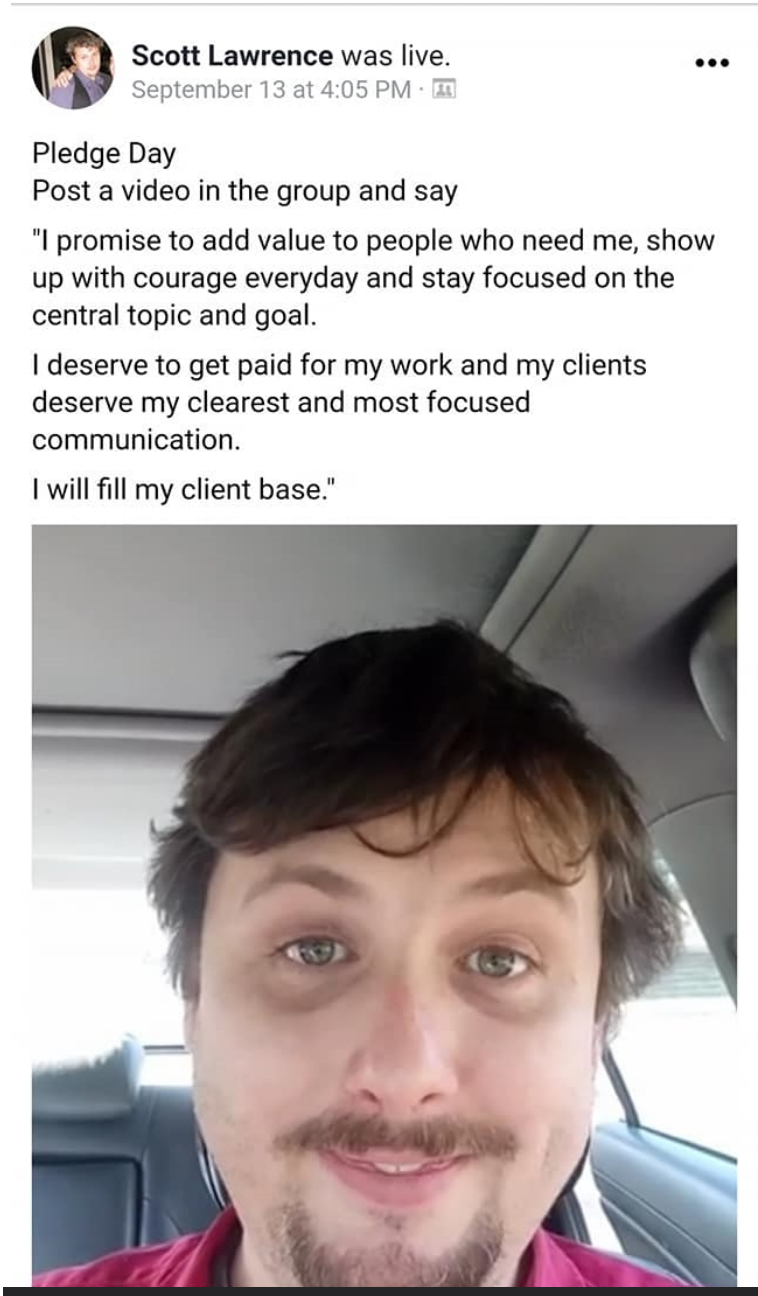
So I did 1 more sales video in my free group.

I'm showing you these details so that you have a copy of the whole project. That way you can use this eBook at a complete reference.



Here’s the text

🔥[How to Increase Your Hypnotherapy Client Base to 20 per Week]
Only 1 Spot Left - We Start This Monday
3 Week Challenge
📺Why tools can't attract 20 clients without these 3 basics - 1 Space Left
💪In my first 6 months I saw 40 clients per week by offering a simple program to solve 1 problem.
💪Most hypnotherapists have stopped promoting, or offer confusing programs that cause clients to Not book in with them.
Follow these steps and you will get clients now.
🌟Step 1. Listen to what clients want now
🌟Step 2. Follow a System that sends clients to your offer
🌟Step 3. Show simplicity and leadership
Do you need help now?
Join our 3 Week Challenge
🔥Our 3 Week Challenge starts on the 14th of September. There is only 1 out of 5 spots left
Week 1. Promote a powerful message every day
Week 2. Offer an irresistible program
Week 3. Book in people with your confident 1 minute phone script.
🔥Type "I'm in" to join 'Hypnotherapy FB Basics' for just 3 X 147. Let's get your business basics back up and running.



Day (- 1) The Pledge

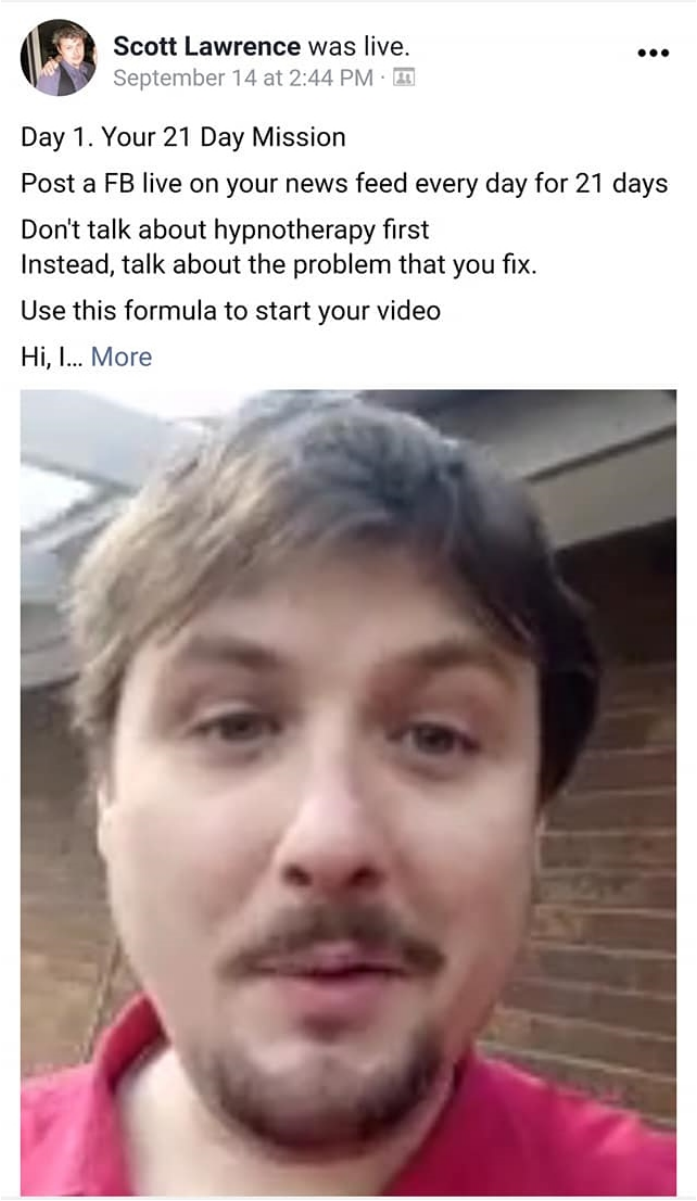
For me, asking for a welcome video is not enough. I want to be sure that people are all ready, paying attention and are ready to do step 1.

Here's the text.

Pledge Day
Post a video in the group and say
"I promise to add value to people who need me, show up with courage everyday and stay focused on the central topic and goal.
I deserve to get paid for my work and my clients deserve my clearest and most focused communication.
I will fill my client base."

Now I had all 5 hypnotherapists, and all 5 had done their pledge. It's time to start booking in clients with the 21 day plan. Please don't just read. Copy this plan and get it out.

Day 1 – The 21 Day Challenge



Here's the post.

Day 1. Your 21 Day Mission
Post a FB live on your news feed every day for 21 days
Don't talk about hypnotherapy first
Instead, talk about the problem that you fix.
Use this formula to start your video
Hi, I'm (name) from (name) and I help people to (do what) by (what method. It's OK to say hypnotherapy here) without (negative side effect or disadvantage)
And then talk about your topic for a couple of minutes.
Also, include a headline in the text.

Use this formula
🔥How to (achieve what goal) without (negative side effect or disadvantage) ❤️

Do this for 21 days and we're going to build up some massive visibility.
Tag everybody in the group on your video, and then like and comment with positivity on every bodies videos each day.
And Never Miss a Day.
Remember your pledge.
Great work team.

And that’s day 1.

You don’t have to overdo a challenge. Just make it simple.



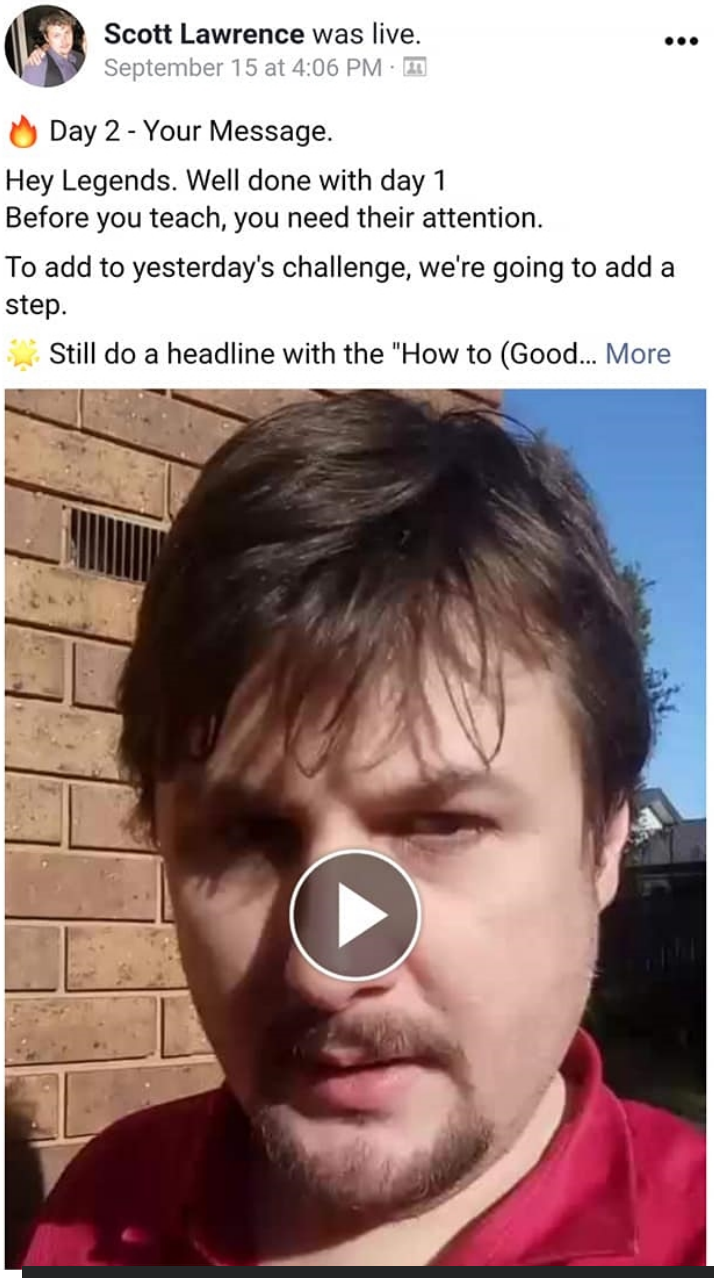
I gave feedback

Day 1 Feedback 🔥

,
great work.
, I got your message. I'm looking forward to it.

, if you've done yours already can you please tag me in it.
Team, please like and comment with positivity on everyone's videos.
The 21 days of FB lives is like a chain. A chain is only as strong as its weakest link. It's OK to have good days and bad days. But the mission is to never miss a day no matter what. I get that it can be tough. I can't leave my house and I have dogs and foster kids often having a meltdown in the background. One day I had to film from my car 🚗
Col and Pete, please watch this video for feedback.

Day 2



🔥Day 2 - Your Message.
Hey Legends.

Well done with day 1

Before you teach, you need their attention.
To add to yesterday's challenge, we're going to add a step.

🌟Still do a headline with the "How to (Good thing) without (Bad thing)" formula

🌟Still do the "Hi, I'm (Name) from (Company) and I help people to (achieve what) by (what formula) without (what disadvantage" formula
Today, I want you add the 'Relate'

Name 5 situations that may relate to your viewer

And use:
- Do you want
- Do you feel
- Are you
- Have you
- Are you going through
- Does

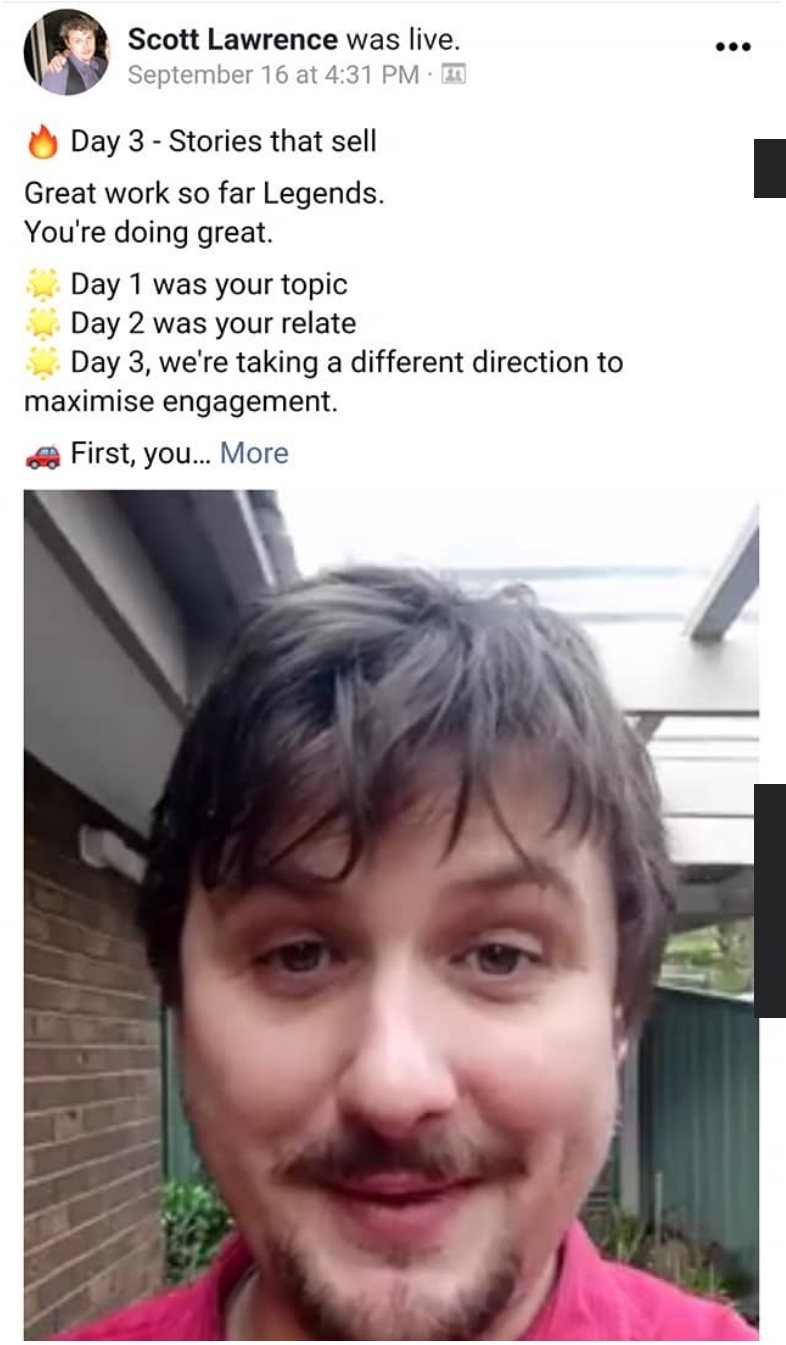
Or any of those ways to start the sentence, followed by 5 relate points.

For example
- Sick of smoking?
- Anxiety keep you awake at night?
- Sugar control your life?
- Negative thoughts give you stomach aches or head aches?
- Stress seem to destroy your memory or focus?
Etc...

Just come up with 5 that are to do with your topic.
If possible, add a consequence, a Visual or Feeling word and a life circumstance to sound as relatable as possible.
I'm posting 2 eBooks in the comments just in case you ha e the time to earn bonus points faster.
1 is the Full FB Video Formula.
This will help you to plan out your videos as we move ahead.
The 2nd is 'How to Cure the Anxiety Loop'
Please feel free to steal any material from the shook for your videos.

Let's do day 2

Day 3



Here's the post

🔥Day 3 - Stories that sell
🔥
Great work so far Legends.
You're doing great.

🌟Day 1 was your topic
🌟Day 2 was your relate
🌟Day 3, we're taking a different direction to maximise engagement.
🌟
🚗First, you used "I'm (name) from (business) and I help (who) do (what) by (what) without (what)

🚗2nd, you added 5 X Relate points, such as "Does anxiety stop you from focusing?"

Next, you'll be pivoting into a story that relates to your client.
🌲Your story Can be about You.
🌲Your story Doesn't Have to be about You.
🌲It just needs to be a story.

Your story just needs to be on topic and contain:
🐱1 Challenge that had to be overcome
🐱1 realisation that helped
🐱1 win as the person overcame the problem.

Do you remember my story about my separation from my wife?

The elements have been put into an acronym for you.

We use the S.T.O.R.Y. acronym
Success
Time, territory, title character
Obstacle
Realisation
You need

My example
Success - I earned back what was lost when my ex wife stole our life savings. I did this through marketing.
Time, territory, title character - in February 2018, my wife left. I came home to a note that said she moved out.
Obstacle - I needed help with grief and focus. I couldn't focus to work. I looked for help with a break up.

Realisation - Clients search for solutions to problems, not experts. I advertised the problem and earned back what was stolen
You need - You need to advertise the problem, not the solution or modality

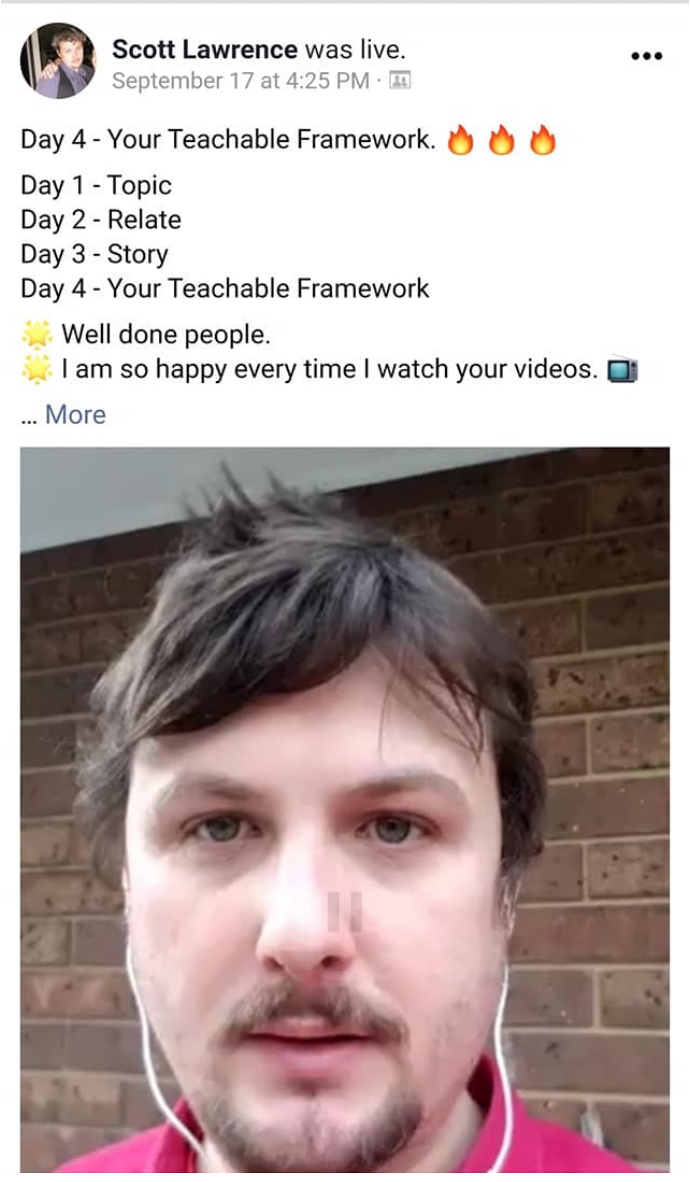
You don't need to follow the exact S.T.O.R.Y. acronym. It's just a guide. As long as you tell a story that matches your topic.
Let's do this 🚀🚀🚀🚀🔥

My story is obviously very personal and you do not have to get as personal as what I did.

But a story that sticks to the topic and illustrates that change is possible will go a long way to building trust with your viewers.

Just have a go at the exercise. You can do this.

Day 4



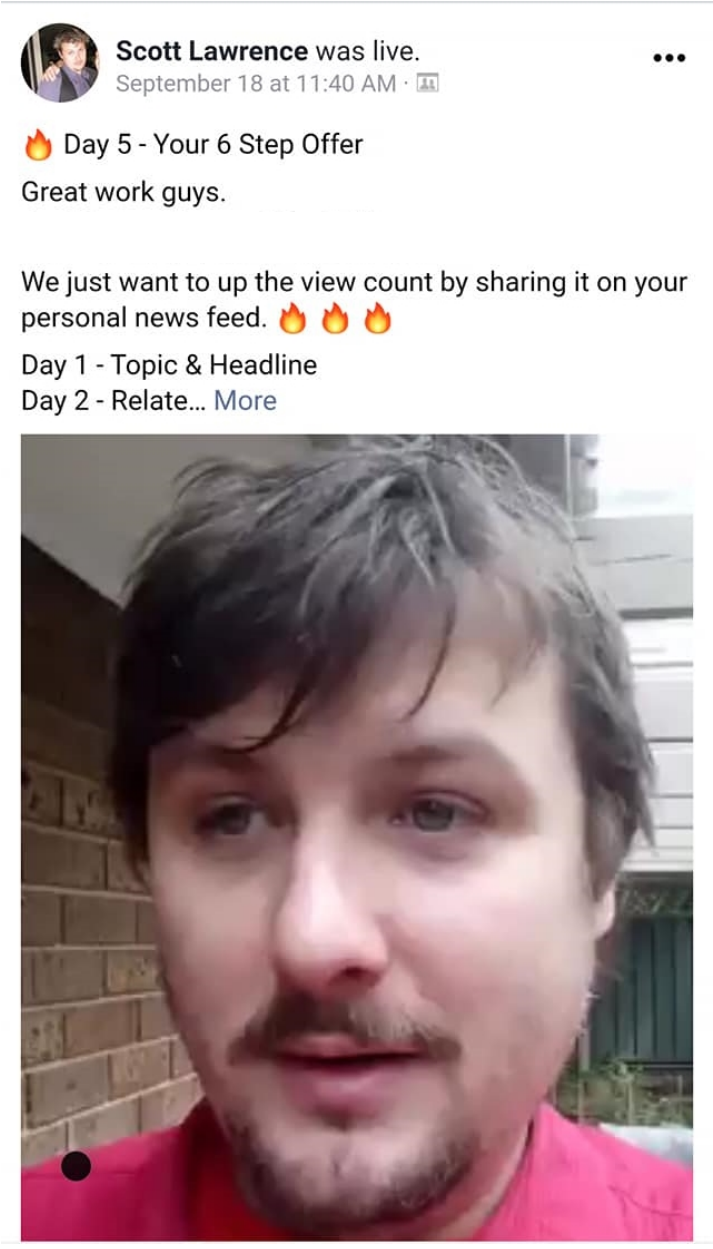
Here's the post.

Day 4 - Your Teachable Framework. 🔥🔥🔥
Day 1 - Topic
Day 2 - Relate
Day 3 - Story
Day 4 - Your Teachable Framework
🌟Well done people.
🌟I am so happy every time I watch your videos. 📺
Well done 100%
I have included an eBook called '4 Hour Course' in the comments section. It will help with your teachable framework. There are 3 Teachable Framework styles that I'd like for you to chose from
🏃Style 1: Your Acronym.
🏃Style 2. Your Alliteration
🏃Style 3. Your Diagram
🏃Style 1. Your Acronym.
First, pick between 3 to Five steps that you want people to actually do.

Then put it into an acronym.
Please download my eBook '4 Hour Course' if you need a guide to designing your acronym.
The basics is pretty much this.
🌲Pick 3-5 steps
🌲Find a word with the same amount of letters as your amount of steps.
🌲Then go to thesaurus DOT com to find words that match your letters.
Yesterday I used the S.T.O.R.Y. acronym as my teachable framework.
🏃‍♂️Style 2. Your Alliterations
First, pick between 3 to Five steps that you want people to actually do.
Then put it into an alliteration (meaning that every word starts with the same letter.)
Please download my eBook '4 Hour Course' if you need a guide to designing your alliteration.
The basics is pretty much this.
🌲Pick 3-5 steps
🌲Find a letter that you want all of your steps to start with.
🌲Then go to thesaurus DOT com to find words that matches your letter.
An example:
How to attract clients with 3 Ts
Traffic - Find People
Trust - Build a Relationship
Transaction - Make an Offer
🏃‍♂️Style 3. Your Diagram
First, pick between 3 to Five steps that you want people to actually do.

Then pick a shape that helps to illustrate those steps. For example, a triangle for 3 steps.
Please download my eBook '4 Hour Course' if you need a guide to designing your diagram.
The basics is pretty much this.
🎄Pick 3-5 steps
🎄Find a shape that helps to teach your steps
🎄Then write your steps on your shape.
Next, after you have picked a style of teachable framework, I want you to
1. Introduce your framework and what it's for.
2. Introduce your steps
3. Go into depth on your steps
4. Give a tiny story, example or metaphors to help your audience to learn your teachable framework
5. Invite your audience to use the steps.
6. Ask them to comment "Yes Please" to download a copy of your steps. (I'll help with thus part tomorrow. You can make people wait a day before you reply.)
You got this team. 🔥🔥🔥

Day 5



Here's the post.

Day 5 - Your 6 Step Offer

Great work guys.

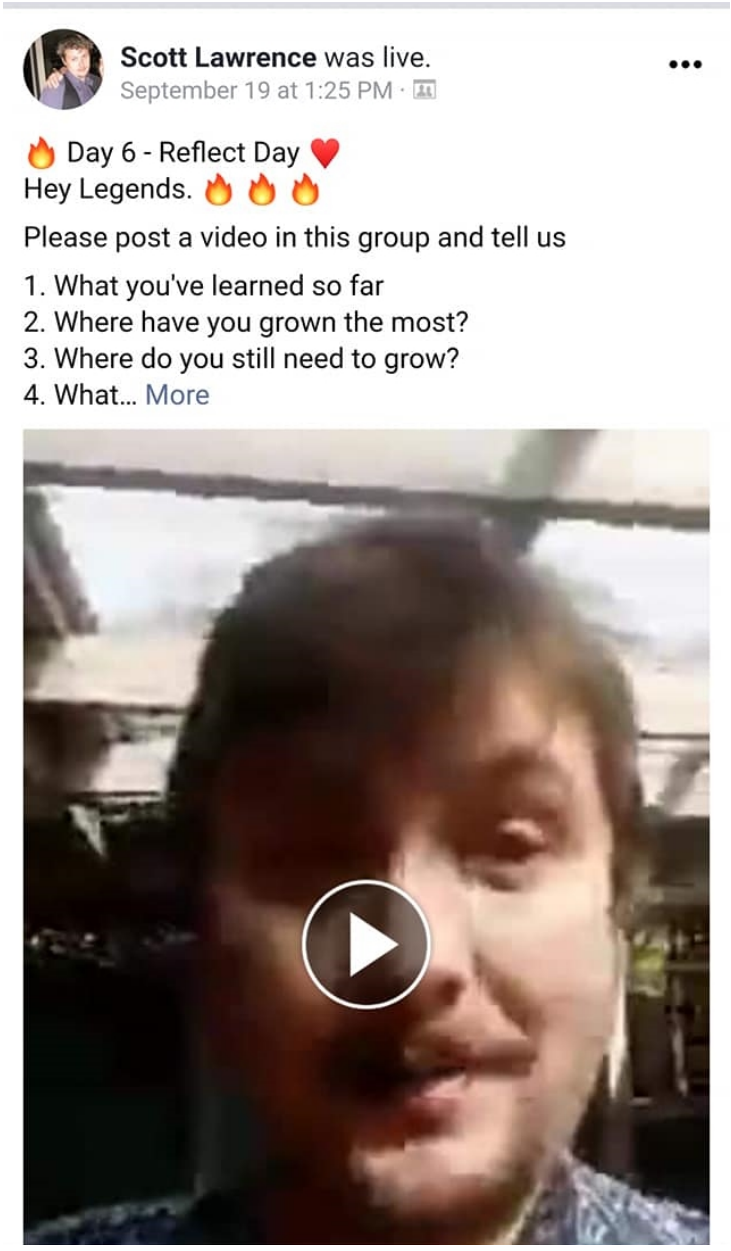
We just want to up the view count by sharing it on your personal news feed.
Day 1 - Topic & Headline
Day 2 - Relate
Day 3 - Story
Day 4 - Your Teachable Framework.
Day 5 - Your 6 Step Offer.
Your offer does NOT go like this.
"If you need hypnotherapy, then contact me"
Instead, we're breaking it down to 6 steps.
Your 6 Step Offer

1. Program Name
2. Core Inclusions

3. Bonuses
4. Standard Result
5. Price
6. No brainer inclusion or guarantee
For example - Smoking
1. The program is called 'Quit Smoking Hypnotherapy'
2. It contains 2 sessions of hypnotherapy
3. And a 2 Disc CD set
4. Almost everyone quits by the end of the 1st session
5. It's just three ninety five
6. And comes with the life time guarantee which means that you can come back free of charge for life.
🎄Write you're down and say it out loud 20 times until you can say it in your sleep.
😂Jerry Seinfeld, "Know your act so well that you can get punched in the face and keep going"
🎄Do you remember yesterday I said that I'd help you with the next steps after people ask for your teachable framework?
🎄I'm sharing a link in the comments section.
🎄Before I help you to respond to the requests, I want you to watch this video called How to Finish your Marketing in 1 day'
🎄It goes for 40 minutes, but it's great for getting your head around the big picture.
🎄Also, I'm sharing a video where I put this whole video process together and banked $1100 in $37 sales in just 2 days by doing 1 X Facebook live video called 'How to cure pain with hypnotherapy'.
❤️Homework for today is just 3 Steps

❤️1. Watch 'How to Cure Pain with Hypnotherapy' the sales video.
❤️2. Watch 'How to Finish Your Marketing Funnel in 1 day'
❤️3. Your day 5 FB live.
🌟Remember to include
🔗Your Headline and Type "Yes"
🔗Your Topic "I'm name from" etc...
🔗Your Relate "Are you...."
🔗Your S.T.O.R.Y.
🔗Your Teachable Framework
🔗Your 6 Step Sales Offer
🔗Your Call to Action "Type 'yes'"
Day 5. Let's do this 🔥🔥🚀

Day 6



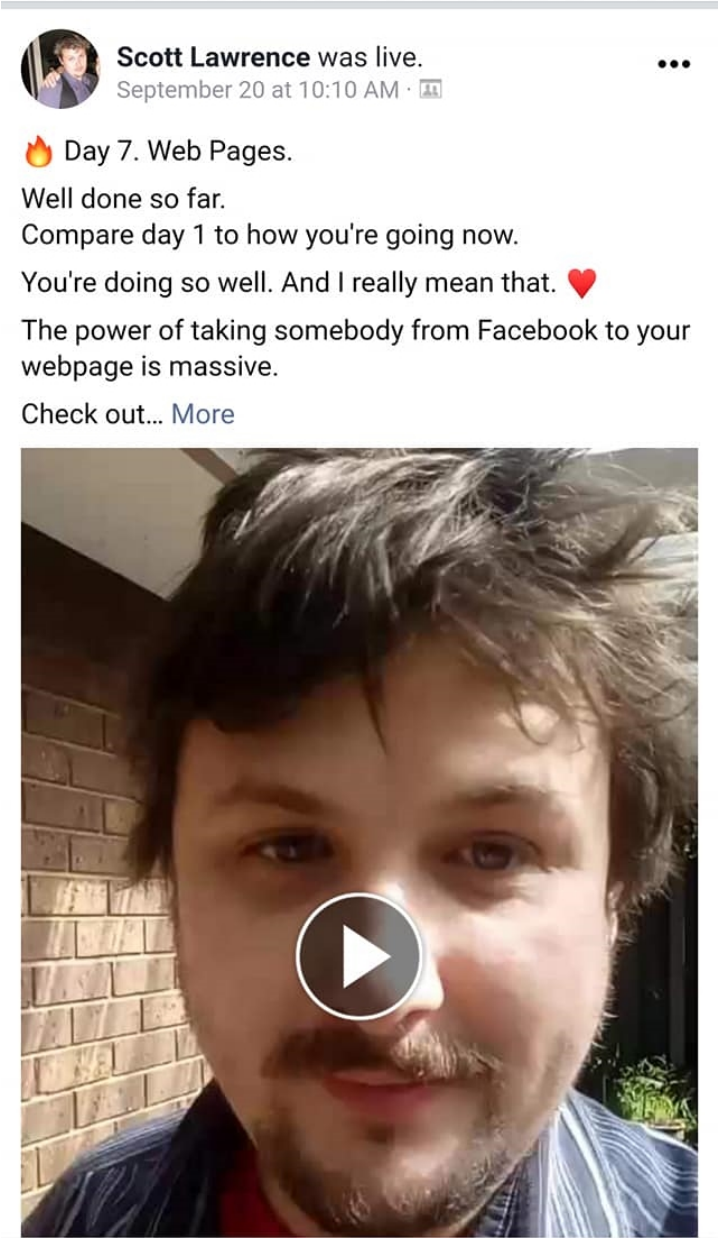
Here's the post.

🔥Day 6 - Reflect Day ❤️
Hey Legends. 🔥🔥🔥
Please post a video in this group and tell us
1. What you've learned so far
2. Where have you grown the most?
3. Where do you still need to grow?
4. What will you do differently in the future?
5. Any questions that you have now.
Also, create a Word Document with your teachable framework (Max 3 Pages) and share it with the group.

Well done people.
Remember to keep doing your FB lives.
Now that you've seen the formula, just keep using it.
🌲Headline text and call to action text first.
🌲Then, Topic
🌲Relate

🌲Story
🌲Framework
🌲Offer
Let's do this. ❤️
Also, get yourself a leadpages account
They give a 14 day free trial.
We'll be using it tomorrow.

Day 7



Here's the Post.

🔥Day 7. Web Pages.
Well done so far.
Compare day 1 to how you're going now.
You're doing so well.
And I really mean that.
❤️
The power of taking somebody from Facebook to your webpage is massive.

Check out this sales offer page
I made that page 10 years ago before I had access to better tools.

It's still done an average of $2,000 per week for 10 years.
It's a lot easier to book people in of you have an offer to take people to.
🌵Technology can be hard. So why learn marketing and technology in 1 step?

🌵When my brother and I first made pages, it was too hard to think through a marketing message and learn tech.
🌵So we made Joke Pages. We're hilarious, especially my brother.
🚀You're going to make a joke page.
Today's Homework
🌲🚗🔥Step 1. Get a free trial with leadpages.net
🌲🚗🔥Step 2. Create a Joke page with lead pages. Check the comments section for my example. Please post your page link in the group.
🌲🚗🔥Step 3. Watch my lead pages tutorial. The link is in the comments.
🌲🚗🔥Step 4. Keep doing your 21 days of FB lives. Keep the chain going.
let's do this 🔥

It was an epic 7 days.

So far, we've asked people to do 21 days of Facebook lives.

We asked them to include;

Their Topic

A Relate

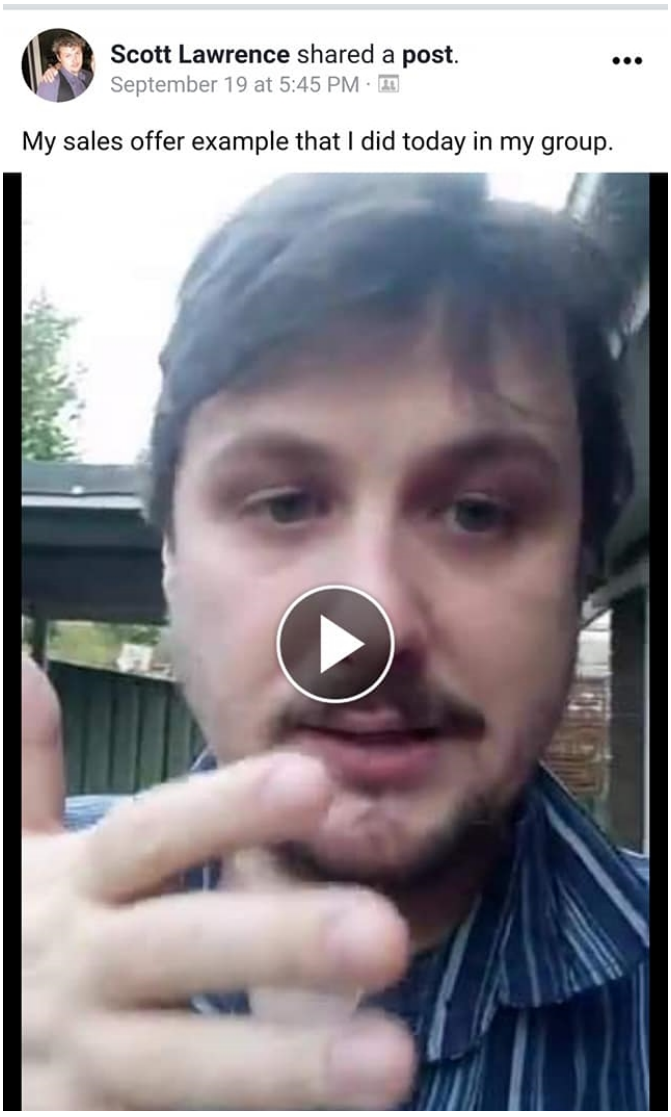
A Story

A Teach and

An Offer.

Then they posted reflection videos in the group and then signed up for Leadpages. That is a big week for anybody.

Sales Offer Example



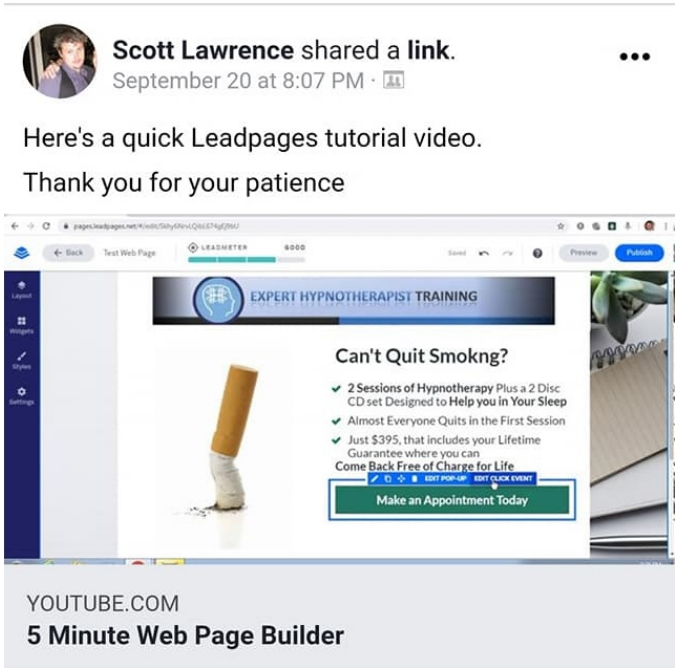
I gave a sales offer example. I did a Facebook live video in my free group and enrolled 1 student into my course “6 Figure Funnel” which sells for $2,500 AUS.

All I did was follow the steps that you’ve seen so far.

That’s the beauty of this system. People are actually ready to buy when you’re on topic, you relate, tell a story, teach a framework and then make a no brainer offer.

If you’re reading this eBook all in 1 go, then please consider using it as a 21 day guide and reference as your own marketing.

Your 5 Minute Web Page



Most people take years to complete a 5 minute task if they can't imagine it in their head first.

It should only take you 5 minutes to make a simple H.O.C. page.

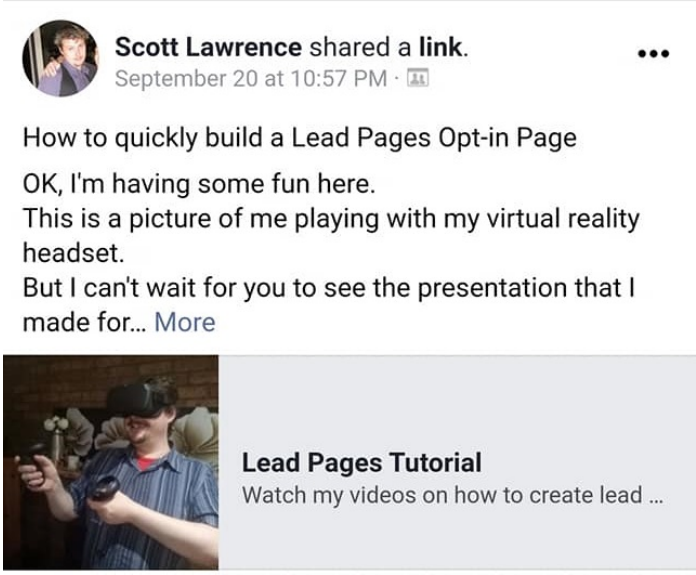
H.O.C. stands for Headline, Offer and Call to Action.

As you can see in this leadpages example, the headline is "Can't Quit Smoking?", the Offer is the section with the Green Ticks and the Call to Action is the Button that says "Make an Appointment".

The Leadpages templates are all basically done for you. The button is set up to ask for a Name, Phone Number and Email Address and then to send me a notification when somebody enters their details.

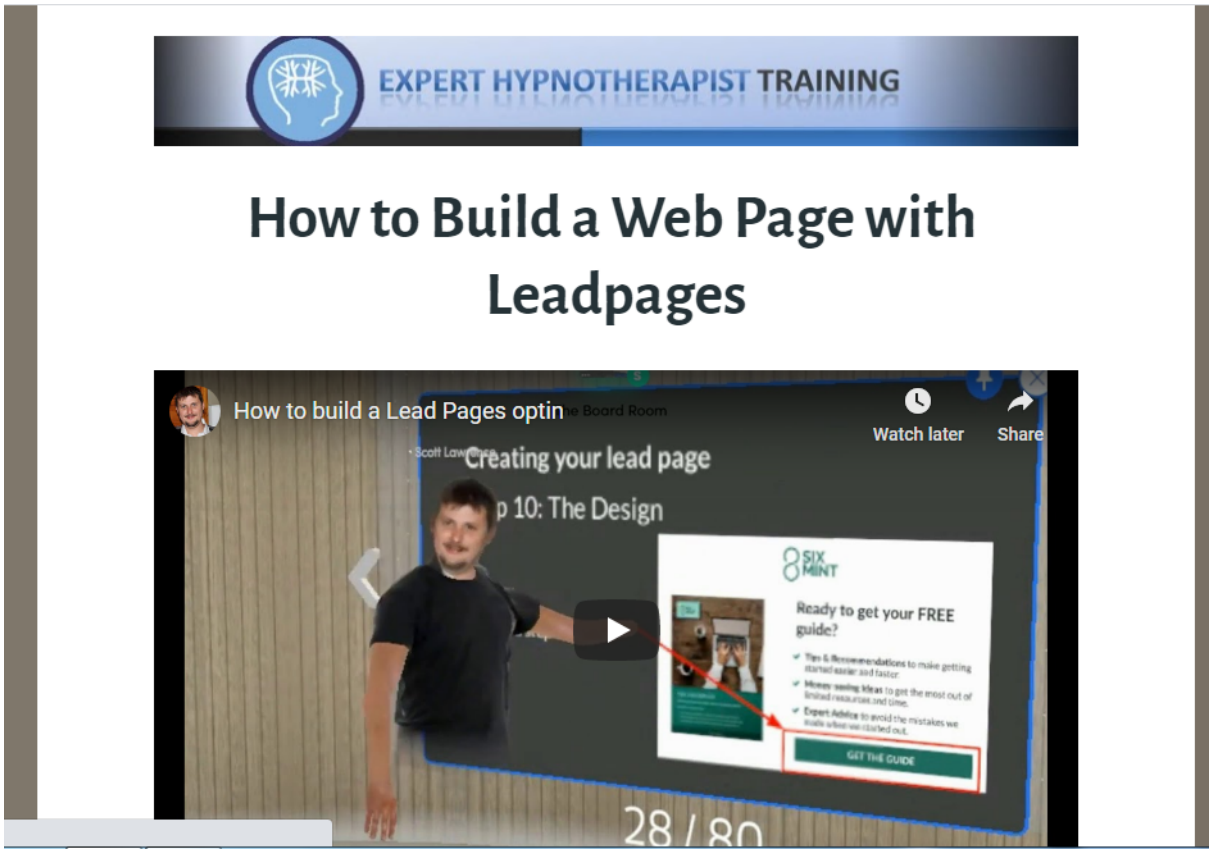
Give it a go.

Our Resource Page

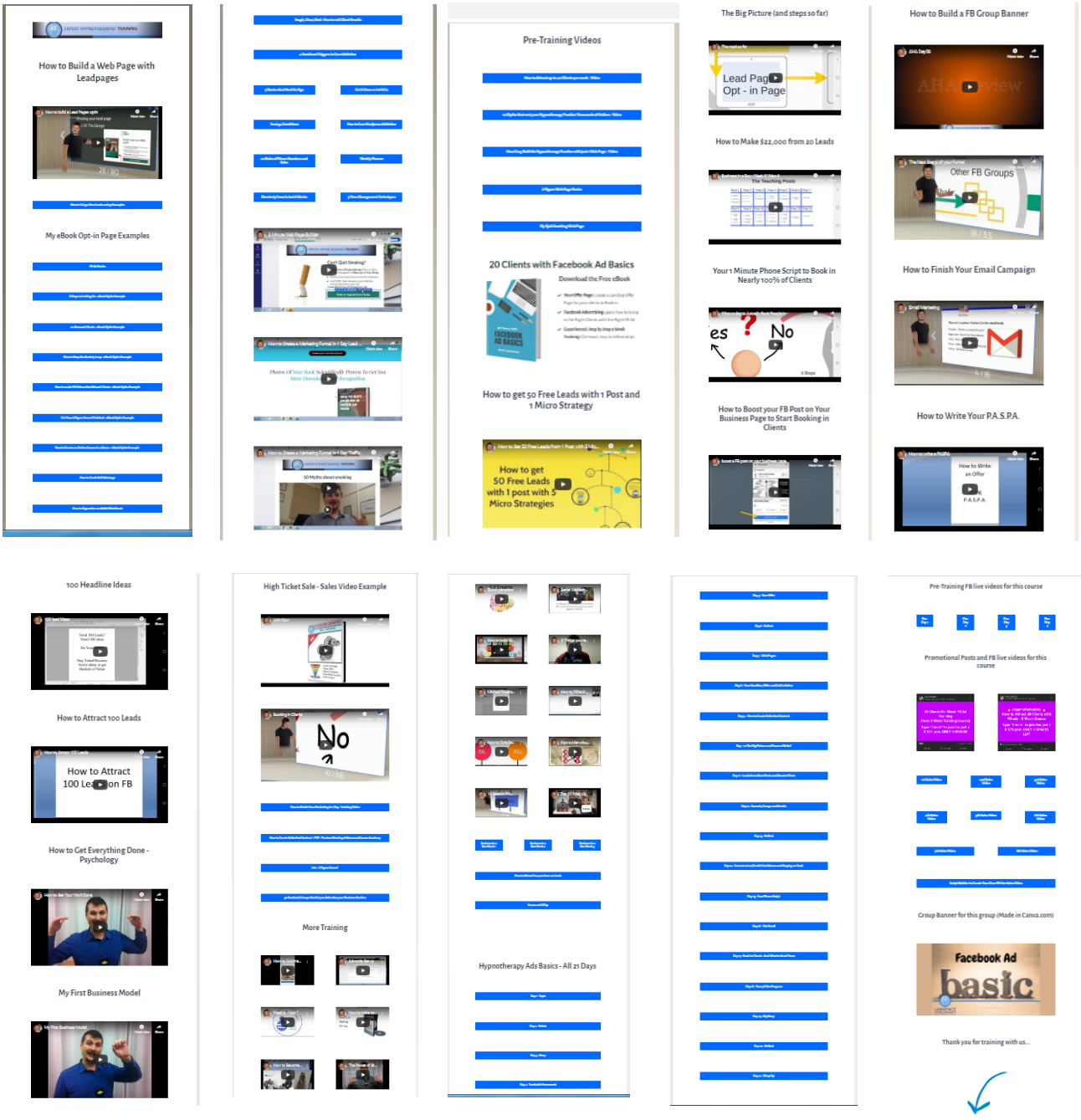


I spend hours on the phone helping the 5 hypnotherapists through the steps.

Because I've made many, many eBooks and videos explaining different problems and how to fix them over the last 10 years, I have amassed quite a library. As I sent resources to the students, the resource page started looking like this.

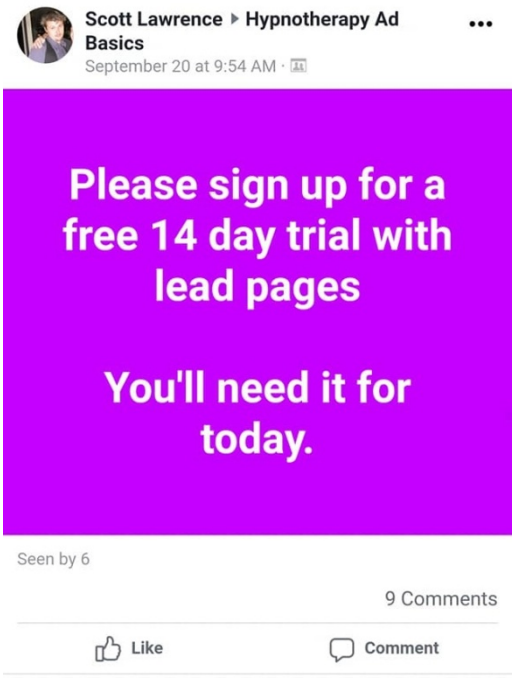


But after a while, it looked like this



Yeah. There's a fair few resources there. But I want you to think about these resources like a dictionary. You don't read it cover to cover. You look up the problem that you have at the time and watch the video or read the eBook to fix that one problem. So if you think about it that way, it's less crazy.

Time to Get Leadpages



It's free for 14 days.

The idea is to write a note in your diary for 13 days in the future so that you can get the free trial and decide later if you want to pay for it or not.

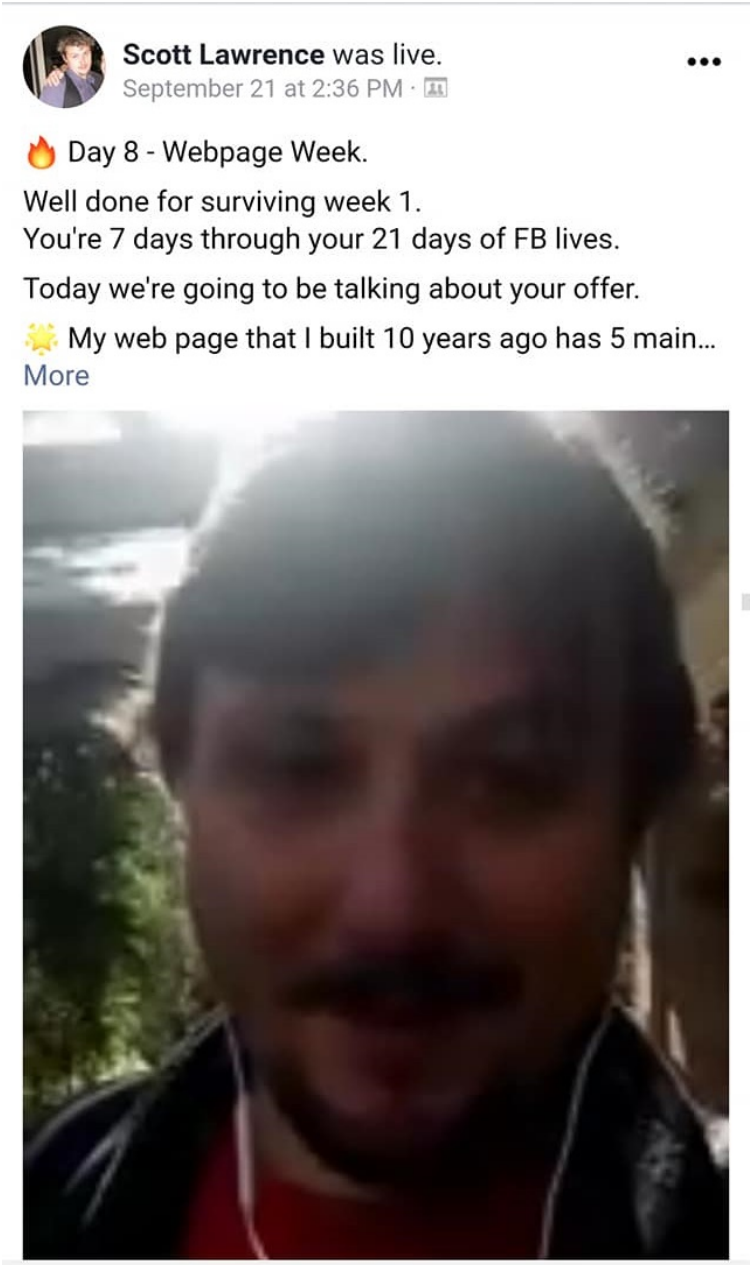
But in those 14 days, if you follow these steps, you should make enough money to pay for it. But I don't know who you are so I can't guarantee that you'll earn money. It's a legal thing that I have to say.

But I just bought a yearly subscription and I've been using it ever since. My friend and I actually use the same account. Together we've made over 90 web pages in a year. And that's not including making web pages for clients. This is just for us.

I guess you could say that we are web page obsessed.

I do have other hobbies, I swear. Anyway, I think that we're up to day 8 now.

Day 8



Here's the post

Day 8 - Webpage Week.

Well done for surviving week 1.

You're 7 days through your 21 days of FB lives.

Today we're going to be talking about your offer.

My web page that I built 10 years ago has 5 main parts.

1. The Banner

2. Contact details

3. The Headline

4. Offer and

5. Call to Action

Please watch 6 Figure Web Basics

The video is in your new resource page.

Here's the link

Also, please write your H.O.C., Headline, Offer and Call to Action in the comments section.

Here's my example.

Headline: What's your excuse?

Offer: Quit Smoking

We Provide you with

a life Time of free Follow Up Sessions

We understand that smoking can be a

very expensive habit that is why we have developed this two sessions program to assist you in quitting cigarettes.

There is more than one addiction to smoking.

There are six addictions.

Physical Nicotine Addiction

Habit and Association

Stress and Tension

Boredom and Frustration

Fatigue and Stimulation

Relaxation and Enjoyment

Only by beating all six triggers will you be able to Quit Smoking

Call to Action: You're halfway there. Enter your Name, Email and Phone Number.

Click here to see my webpage

Let's do this

Theodore Roosevelt



Sometimes Trolls will attract a student when they take their business public.

Usually it's either a friend, family member or a well meaning stranger who isn't aware of how their words affect others.

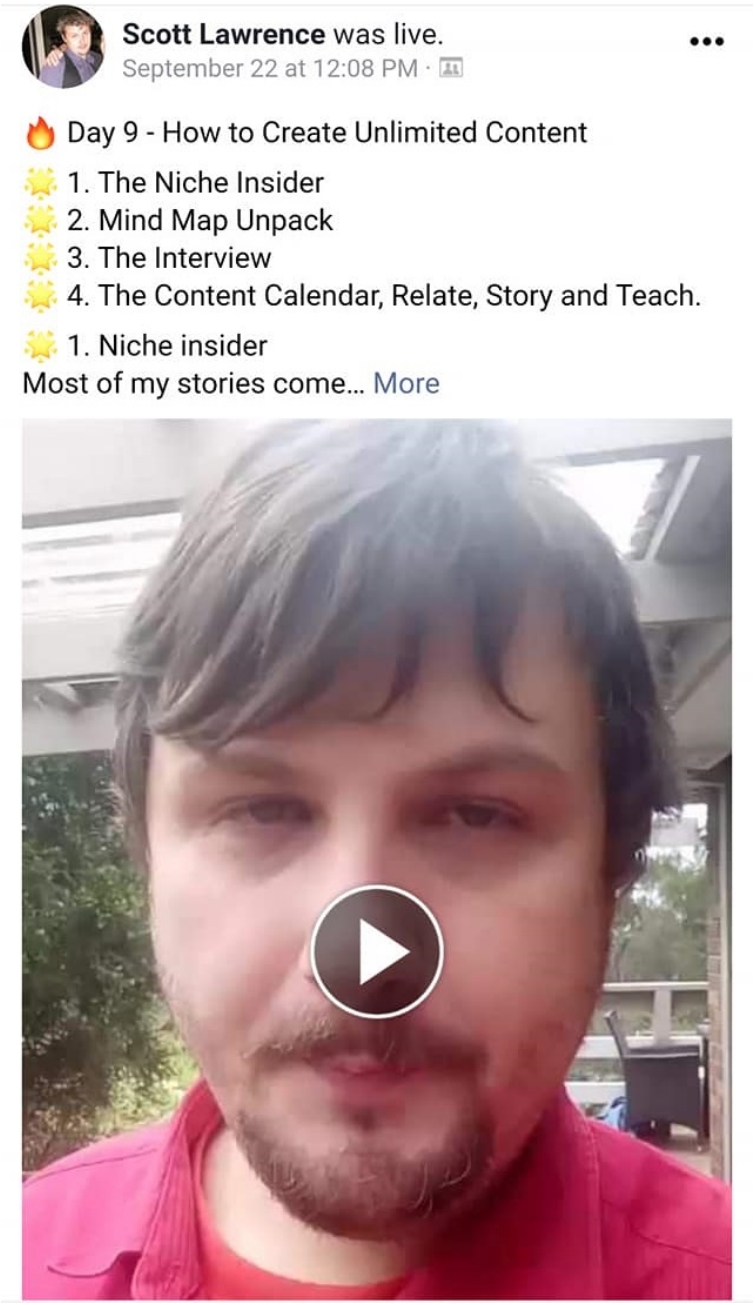
When I was a lecturer at the Academy of Hypnotic Science, I thought that I was being trolled by another lecturer. It turns out that I was wrong. This other lecturer was a big fan of my work and was only trying to help.

The words that they used to try to "Encourage" me actually caused me to quit doing seminars for over 12 months.

That was my fault, not his.

Don't let trolls get to you. Your future matters.

Day 9



Here's the post.

🔥Day 9 - How to Create Unlimited Content

🌟1. The Niche Insider

🌟2. Mind Map Unpack

🌟3. The Interview

🌟4. The Content Calendar, Relate, Story and Teach.

🌟1. Niche insider

Most of my stories come from clients or students. I ask my niche insider to fill out my DDFF for me.

Sometimes I use a poll.

🌟2. The Mind Map Unpack

I start with a central topic and cone up with 8 sub topics and then 8 sub topics from there.

🌟3. The Interview

I interview other industry experts for advice and content.

🌟4. The Content Calendar, Relate, Story and Teach

I write down 52 weeks of headlines and cycle through making the video into more of a Relate Video, a Story Video or a Teach Video

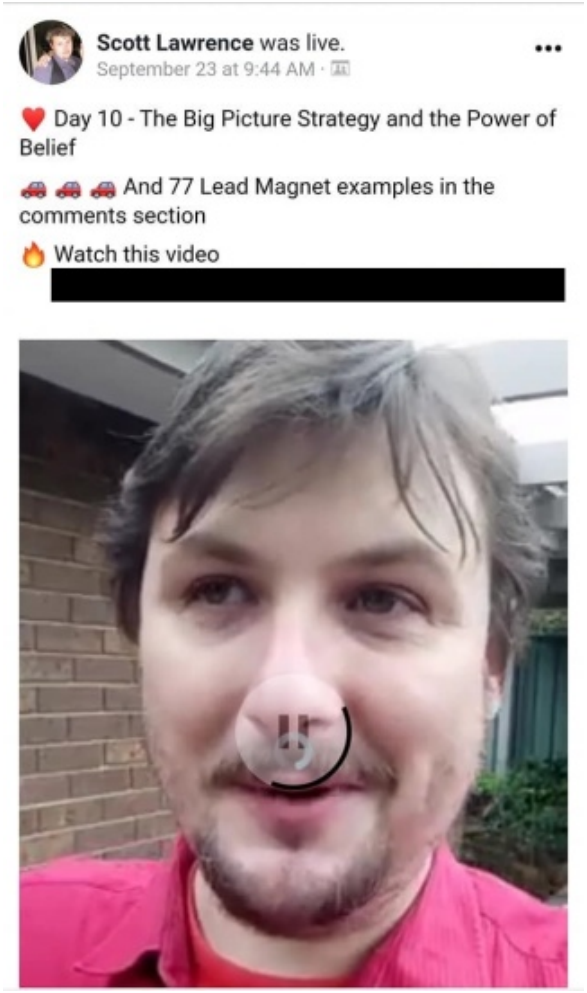
Homework. Create a short post for your lead magnet. Watch "How to get 50 Free Leads with 1 post with 5 micro strategies"

And as a free gift to solve the unlimited content problem, download my PFD called How to Create Unlimited Content'

All links are on the 1 page

Let's do this

Day 10



Here's the post.

❤️Day 10 - The Big Picture Strategy and the Power of Belief
🚗🚗🚗And 77 Lead Magnet examples in the comments section
🔥Watch this video



I gave these examples because too many people break the rules and don't get leads. You wouldn't believe how many variations people come up with on these rules.

The rules are to use these 3 lines.

1. How to get (Good thing) without (Bad thing)
2. *Blank*
3. Type "I'm in" to download my (eBook or Video Training)

Variation Examples

1. No Text
2. Gratitude Post
3. Who wants a coach?
4. Happy Wednesday.
5. If you're going through some stuff, then reach out.
6. Hey guys. Here's my video.
7. My first video. Here goes.
8. Get my framework.
9. Your Mind.
10. 7 Qs to change.
11. Happy Hump day.
12. Who wants to join my program?
13. Big Announcement.
14. I'm so Excited
15. You need to hear this.

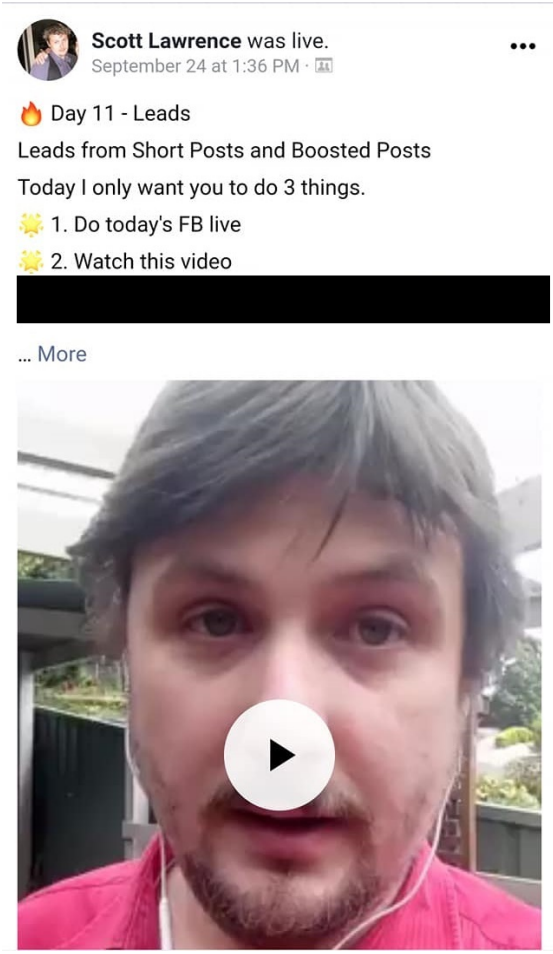
Don't use Variations.

Stick to the 3 Lines.

Here are the rules again in 3 lines.

1. How to get (Good thing) without (Bad thing)
2. *Blank*
3. Type "I'm in" to download my (eBook or Video Training)

Day 11



Here's the post.

🔥Day 11 - Leads

Leads from Short Posts and Boosted Posts

Today I only want you to do 3 things.

🌟1. Do today's FB live

🌟2. Watch this video

🌟and 3. Write a short 2 line post and offer your lead magnet

Using the formula in this video,

Create a post.

"

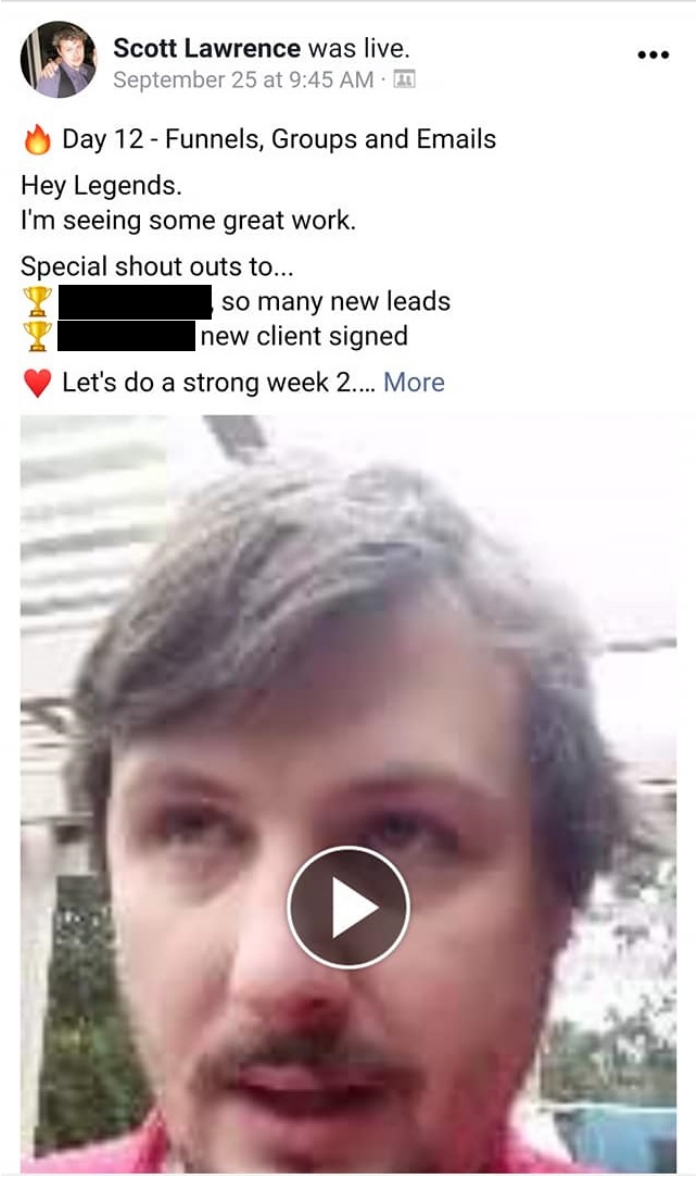
How to (Get good) without (Bad)

Type "I'm in" to download my free eBook

"

Let's do this

Day 12



Here's the post.

🔥Day 12 - Funnels, Groups and Emails

Hey Legends.

I'm seeing some great work.

Special shout outs to...

🏆, so many new leads

🏆 new client signed

❤️Let's do a strong week 2.

❤️Reach out if you need help.

🌟Homework

1. Do today's FB live

2. WATCH - "How to get $22,000 from 29 Leads" (Don't complete it, just watch it)

3. Make a Facebook Group and share it in the group

Let's do this ❤️

Resource page

🔥My Exact Funnel Plan.

First an eBook

1. Indoctrination video

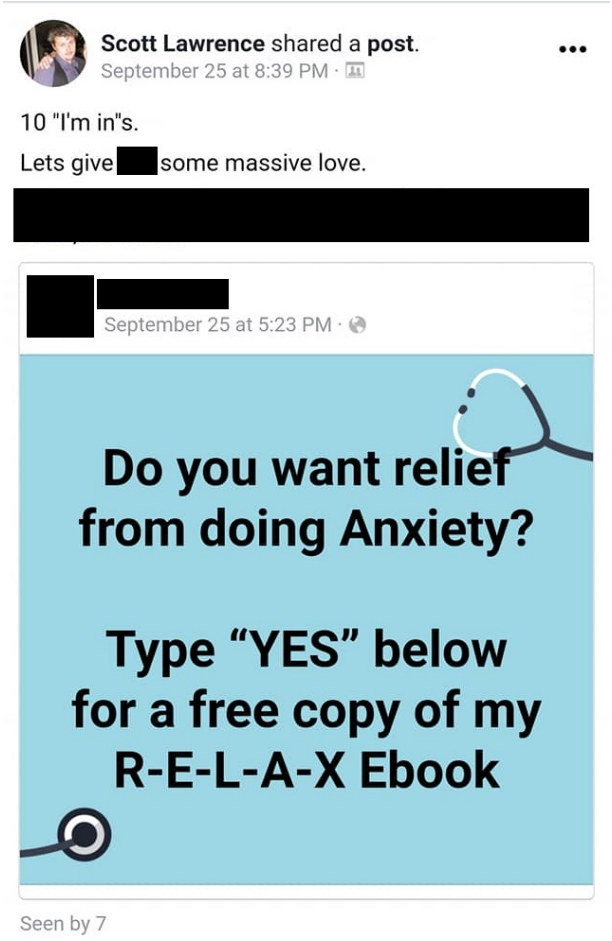
2. Myth buster video

3. Case Study Video and

4. Sales offer video

Here's the link to see

Students getting 50 Free Leads



It's not hard.

But you do need to stick to the plan.

Once you've done a short post, you need to send people to the opt-in page that collects their details.

Then you can email them with your offer.

These 5 hypnotherapists have made me so proud.

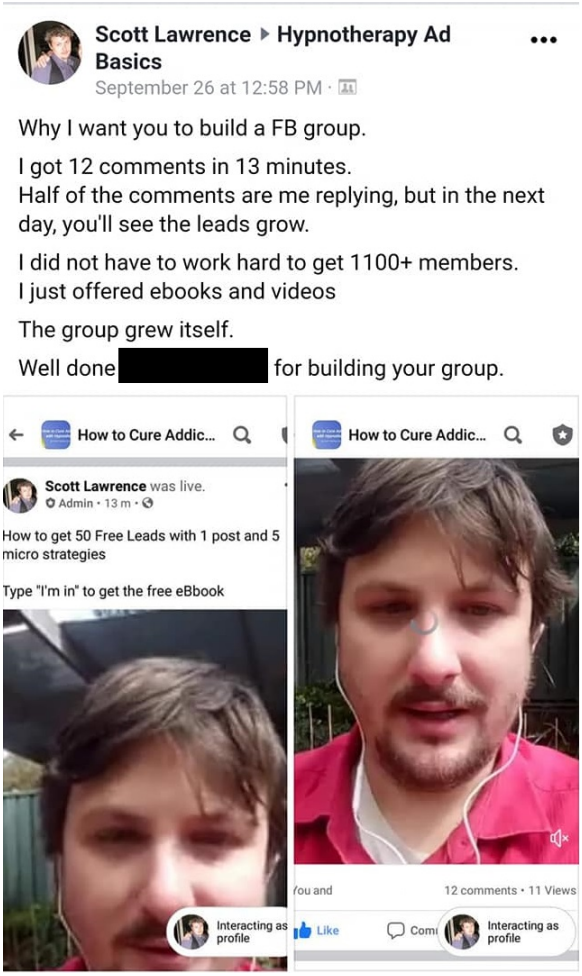
It's hard sometimes to have to learn so much at once.

But these students asked for help and they actually did it.

Don't let perfectionism stop you. And Ask for Help.

My Example that got

12 Comments in 13 minutes



All that I'm doing is following the exact formula that I'm asking my students and you to follow.

My computer is old. I know it's time to buy a new one and I will.

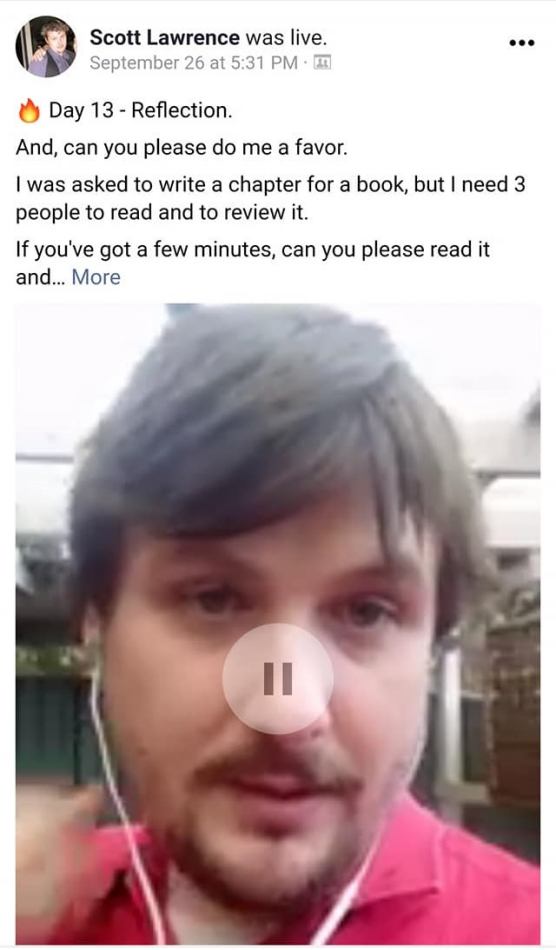
I'm not smarter than you. In fact, I'm fairly normal in the intelligence department.

But I know how to follow the steps and I ask for help when I need to. If you need help getting leads, building trust, booking people in or getting a therapeutic result for your client, then stop doing it all alone.

They're not handing out prizes for doing it all by yourself. Well at least not last time that I checked.

I hired a relationship coach this week. I don't do things alone because I need experts in my life.

Day 13



Here's the post

🔥Day 13 - Reflection.

And, can you please do me a favour.

I was asked to write a chapter for a book, but I need 3 people to read and to review it.

If you've got a few minutes, can you please read it and write me a review. Even 2 sentences really helps. I need 3.

Here's the chapter.

In 2009, I had just graduated from the Academy of hypnotic science. My dream was to learn hypnotherapy and then to base a career around it. One of my fellow students invited me to his 50's birthday, and as we drank a beer together, he told me that he bought the Academy.

This was great news for me because I could join up as a lecturer. I loved what I was taught so much that I could just about recite it all word for word. So I asked the new owner of

the Academy of Hypnotic Science if I could get on board as a lecturer and to help him to build the academy.

It took courage to ask, but I'm glad that I did

Unfortunately, the answer was 'No'.

Not only was the answer a 'No', but it was one of those 'No's that come with feedback. They told me that all I had was a diploma in hypnotherapy and no experience in the field. I didn't have any training qualifications and had nothing to bring to the table. I hadn't proven myself in any way and they've already been asked by quite a few academy graduates if they can teach. Of course it looks attractive to a graduate to get paid $400 per day to teach their favourite topic for 5 hours per day and then go home risk free. It's a dream. But that dream needed to get backed up with a TAE, training and assessment certificate and industry experience. I didn't have either, so I was completely crushed. I felt as though my last 2 years of training now meant nothing.

Part 2

As a kid, the third and last born, I was often ignored. Don't get me wrong, I always had a roof over my head and food to eat. I grew up with a not-so-rare, yet expensive skin condition. It was nothing life threatening, but both of my parents had to work to pay for my medication. Basically it meant that my older brother and sister got to spend time

with my parents as they were growing up, but when I was born, I missed out and was ignored.

My dad once said to a friend jokingly, “You teach everything you know to your youngest kid.” I found it hard to learn anything in school because I just didn’t get any support. I wasn’t popular in school and even the teachers used to bully me. I became such an introvert.

I was willing to do anything to just gain some life skills and to just find my place in the world. It was a lonely journey, but as soon as I finished high school, I found any job that would teach me something. I did managerial roles and then finally in my mid 20s, I signed up to study hypnotherapy. I was curious to know about hypnotherapy because I felt that it would lead to answers about my life and why I was the way that I was. And it was amazing. I learned social skills and self reflection that I had never heard about or had any access to previously. Hypnotherapy was a life saver. I became addicted.

Part 3

My favourite life lesson is that my life values will get me through any situation. This sounds like an over simplification, but let me explain.

As a kid, youngest of 3, when I was presented with a problem, I didn’t know how to fix it. If I got bullied, I would freeze like a deer in the headlights. If I got asked a question

by my teachers, I'd freeze like a deer in the headlights. Basically, I did a lot of freezing like a deer in the headlights.

After I started to study psychology, I was able to swap 'Deer in the headlights' for a few new techniques. If somebody asked me a question, I'd lean on one of my values of 'Have a go and see what happens', so I'd have a go at answering their question.

If I needed money, I leant of the value of 'Activity creates income' and I had a go at doing some advertising and attracted clients.

If I didn't know how to do something, I leant on the value of 'Ask somebody who knows best' and then I would call an expert or study a course until I knew the answer.

But what do you do when you don't know enough? Again, as a kid, I didn't know any values to get me through situations, except for one.

The only value that I knew as a child was, 'Hang in there, it may get better someday'.

Part 4

The reason why I put so much emphasis on "Values will get you through any situation" is because before I learned what my values were, I basically wasn't getting through. I was simply suffering.

I grew up with aspergers, (AS). It's not deadly, but it does stunt your social growth, especially when you're the youngest of 3 and mostly ignored. When I saw the other kids having fun, socialising and just being normal, I didn't know how to join in.

It's like showing up to a war where everybody has full body armour, guns and driving a tank, and you turn up wearing thongs (flip flops if you're American) and a T-Shirt and don't even know that there is a war going on.

There was this girl that I was very interested in when I started high school. A normal guy would have just asked her out. But not me.

She even asked me one time if she could sit next to me.

How did I respond?

I froze like a 'Deer in the Headlights'

That must have been weird for her. She asked me a question and put herself out there and I just creeped her out by just staring back blankly like a 'Deer in the Headlights'

It was very uncomfortable for both of us, I assure you.

I spent years regretting freezing up like that.

It was like something was missing from my brain, but somehow, every other person out there seemed to know what to do

Part 5.

One of my favourite values that has gotten me through life is ‘Rejection can’t kill you’

After I studied hypnotherapy, I had a tool box of values. One of my first moves was to get back into the dating game after being single for 5 years. So I asked out a girl who I later married. Yes, that marriage didn’t last, but ‘Rejection can’t kill you’

This is an important value to know about. My all time favourite value is “People don’t care what’s on your mind. They care what’s on your heart”.

As I started to let my guard down, ask people for what I wanted, not feeling rejection and telling people who I felt, I started to receive more rewards in the Money and Love departments of life.

I asked again to become a lecturer at the Academy of Hypnotic Science and told the owner about how I Feel about the industry, and I became the highest paid lecturer there.

I asked people to buy my programs / courses, I asked for space at home, I asked for company, lowered my filters and told people what was on my heart.

Part 6

Another value that’s made so much sense is that ‘Nobody gets there alone’ It’s tempting to avoid asking for help, but

avoiding doesn't make us look stronger in the eyes of everybody else for handling everything alone. Most people can see through a macho act.

It takes courage to ask, but "Rejection Can't Kill You"

I asked the universe for a mentor who was close enough to my age that I felt that I could relate to them. So the universe sent me Ryan.

Ryan, at only age 24, had already built a social media company that he grew to over $10,000,000 per year.

I got to travel the world with Ryan, from Melbourne, Sydney, Switzerland, Hawaii and we'd sit next to each other on the planes just talking about life and business.

His ultimate advice for me was to learn how to do phone sales. He said, "If you'd just pick up the phone, your business would triple."

It was uncomfortable because phone sales has this real Icky feeling. People can be rude to you. And even if you go in with noble intentions, you can still get hung up on.

After a while, I picked up the skill and found that if you're strong and confident, they stop testing you with their nonsense and they start to really listen to what you have to say. I stopped trying to be a people pleaser and just got to the point more quickly.

Part 7

The real change for me is that I no longer have to live my life in frustration because I lean on my values.

I move quickly and I do what I want, because my experience has let me know how to make the best of a situation. I would never have been able to do this if I wasn't trained.

It may have actually been a benefit to me that I started off in life frustrated to the point where I put education first, because I see so many people live their entire lives frustrated because they won't ask for help or get a coach. Sometimes falling apart is a blessing because it actually makes you cross a boundary that you would have spent your whole life inside of.

I am now free. I am loved and I am happier than I've been in the past. I value these things now. I value my freedom, being loved and being happy. You need to value these things too if you're going to get anywhere.

Get as much education as you can, allow the education to shape your values and let those values guide your life.

Ask for help, act quickly, don't take advice from somebody who is afraid of life and let your natural genius flow.

Honestly, I don't have to stress too hard about anything because I've learned how to create what I want stress free.

Is your mind holding you back, are you stressing out or are you suffering? It doesn't have to be this way.

Part 8

If you want to grow your business, there are a 3 core areas that you should focus on.

1. Get High Quality Leads as Cheaply as Possible

2. Give Away Training in Videos and eBooks to your Leads

3. Create an Email Sequence that sells for you or Learn to Sell on the phone. Both skills can be Learned when you talk to the Right People.

To get you started, I want to give you my eBook for free ‘How to Get Your 6 Figure Funnel Finished in 3 Weeks’

Download it, read it and email me at and let me know what you learned, are putting into action and what results you’re getting.

Also, you’ll need to know how to create Facebook Videos that Attract Thousands of Dollars.

Grab my eBook here

Again, one of my favourite values is that I like to do things quickly and I don’t like to muck around when I have a project to do. I also like people who share that same value.

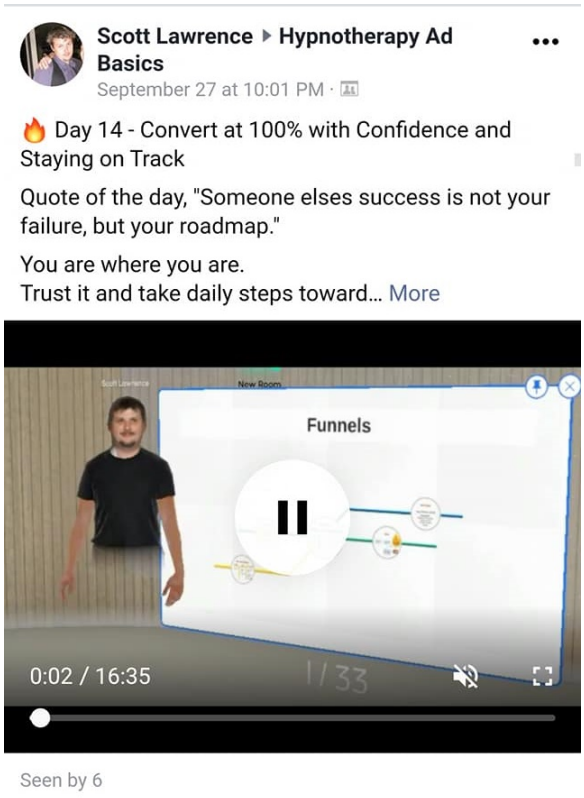
If you share that same value, then email me at

and let me know what you’re working on.

Again, it’s been a pleasure, and thank you so much for reading.

Stay Safe, but not afraid, and live life by your values, not by somebody elses. Thank you again.

Day 14

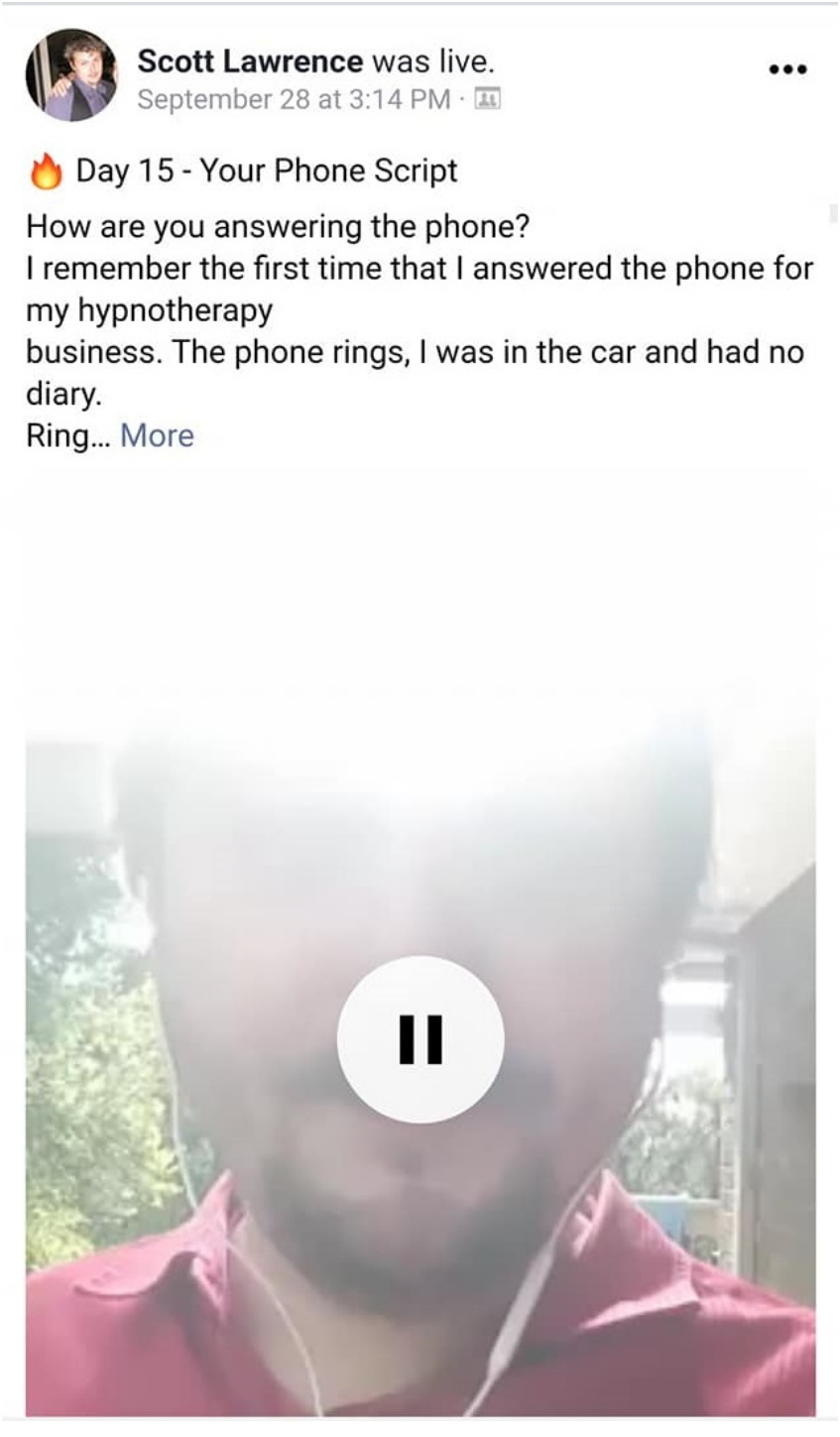


Here's the post.

🔥Day 14 - Convert at 100% with Confidence and Staying on Track
Quote of the day, "Someone elses success is not your failure, but your roadmap."
You are where you are.
Trust it and take daily steps toward your commitment.
Nature never rushes, but each season shows up. Just show up every day for every step. The rest takes care of it self.
🌟Homework - Upload a video of your current phone script. Be completely honest about what you're currently saying on the phone.
🌟What you need to complete now; (And ask for help. That's what I'm here for)
1. Your Short Post.
2. Your Opt-in Page with eBook cover and eBook email set up.
3. Your Indoctrination Video.
4. Create a FB Group.
5. Up to date with your FB Lives.
6. FB live to the group with your current phone script.
🚗Target for the week.

50 Group Members
50 Email Addresses
At least 2 new Clients.
Let's do this.
Here's the resources link again

Day 15



Here's the post.

🔥Day 15 - Your Phone Script

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.”

Client; “wow, that’s a great deal, how much does the sessions cost?”

Me; “The Program is $395 which includes everything including the life time guarantee that allows you to come back free of charge for life.

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.”

Homework

🌟Watch this video

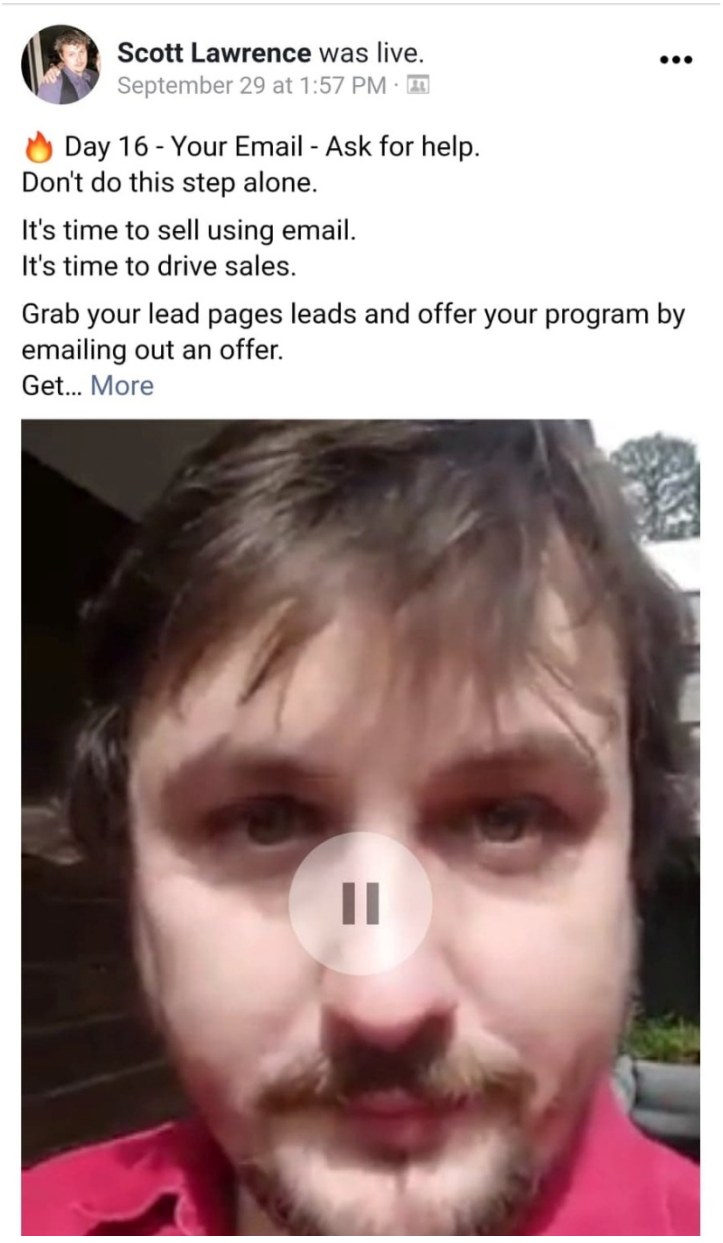
🌟Upload a Practice Video using this script.

🚗Be Calm, Confident and Rhythmic

Let's do this.

Here's the resources link again

Day 16



Here's the post.

🔥Day 16 - Your Email - Ask for help.

Don't do this step alone.

It's time to sell using email.

It's time to drive sales.

Grab your lead pages leads and offer your program by emailing out an offer.

Get leads, and then offer your service

🔥Send your leads an email that sends you to your H.O.C. page.

🔥Ask for help if you don't have a H.O.C page yet.

🎄It's important to get the subject line and body text right.

🎄Use the "How to (get good thing) without (bad thing)" as your subject line

Use P.A.S.P.A. for your body text in the email

P.A.S.P.A.

Problem

Aggravate the problem

Solve

Prove

Action

The 2 videos will explain.

Also, stay on track by making sure you only post in your FB group and then sharing your post from your group out into other groups.

Please ask for help is unsure.

Also, make all posts, FB lives follow the text formula, "How to get good thing if bad thing. Type "I'm in" to get my eBook or video"

Ask for help if unsure.

Homework

🌟Watch the video called "How to finish your email campaign"

🌟Watch the video called "How to write a P.A.S.P.A."

🌟Watch this 100 lead ideas

🌟Watch this Attract 100 leads

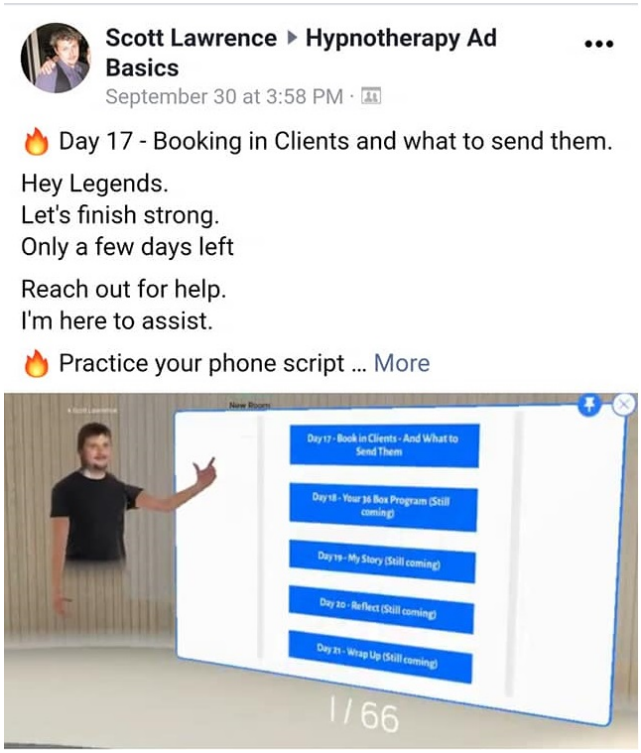
🌟Ask me for help getting this step done

🚗Your target is 1 new paying client this week

Let's do this.

Here's the resources link again

Day 17



Here's the post.

🔥Day 17 - Booking in Clients and what to send them.

Hey Legends.

Let's finish strong.

Only a few days left

Reach out for help.

I'm here to assist.

🔥Practice your phone script

🔥Email your list an offer to your H.O.C. page

🎄Email your client after the booking call.

🎄Send a text the day before "Hi, this is Scott from Lawrence Hypnotherapy. Just a friendly reminder of your appointment tomorrow"

Homework

🌟Download your form templates

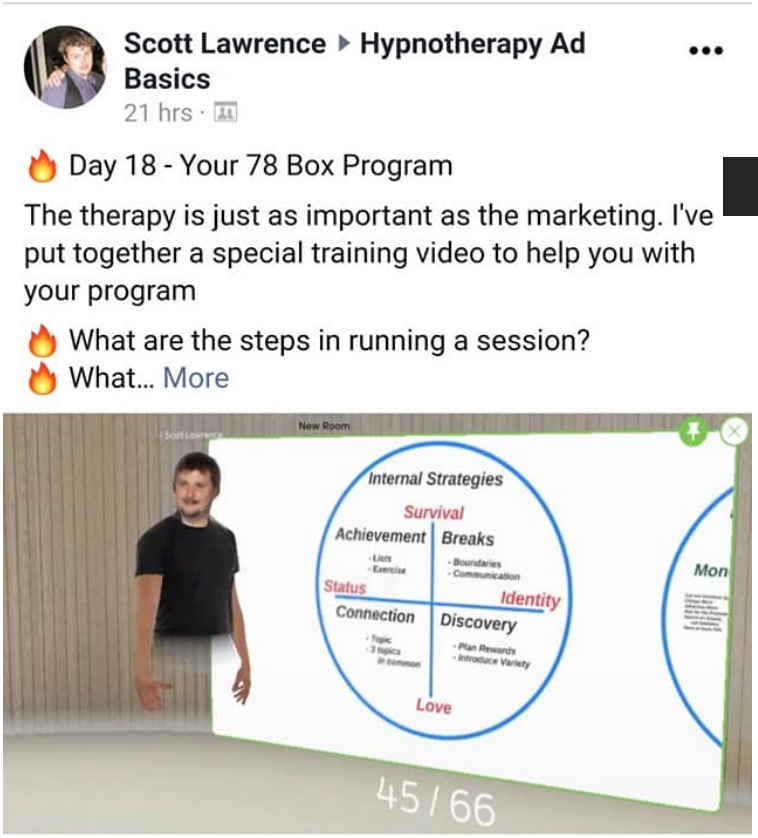
🌟Ask me for help getting this step done

🚗Your target is to convert at close to 100%

Let's do this.

Here's the resources link again

Day 18



Here’s the post.

🔥Day 18 - Your 78 Box Program🔥

The therapy is just as important as the marketing. I've put together a special training video to help you with your program

🔥What are the steps in running a session?
🔥What are each of your sessions about?
🌲I can't believe that 21 days are nearly over
🌲You guys have been amazing.
Homework
🌟Watch today's video
🌟Finish any catch up steps or ask for help.
Yes, I'm busy, but yes you can contact me.
🌟Do today's FB live
🚗Your target is to finish these 21 days strong
Let's do this.
Here's the resources link again

Results



Remember that the students have been through 18 days now.

A lot has changed. 18 days of showing up.

18 days of Facebook Live Videos

18 days of talking on the phone, asking questions, building web pages, eBooks, posts and auto-responders.

Basically, it takes a lot, and I'm proud of them. They have well and truly earned their success at this point.

Go Pete



Pete Gagliardo

Founding Members • 1d •

Talking to Scott yesterday about a client who just finished their 5 session program (unrelated to all of this) with me and unasked for a review and this is what they had to say.

It's a great reminder how we impact people's lives!

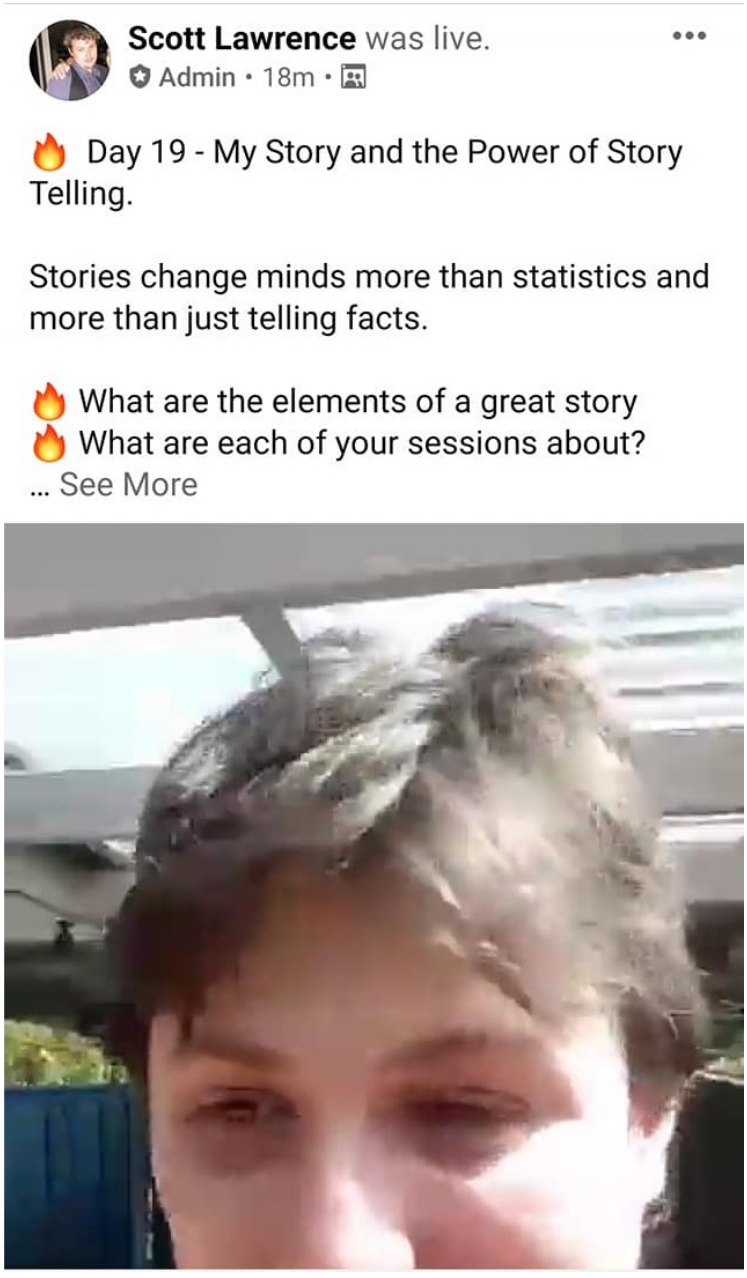
Kelly M.

Hypnotherapy

★★★★★

Pete opened a door for me. There isn't anything magical about his work. It's really that he helped me to draw upon my own strengths to accomplish my goals. Pete is exactly what he calls himself-- a coach. Like any good coach, Pete was able to hone in on what makes me tick to help me to help myself. I'm proud of what Pete helped me accomplish and I am very positive that I will take the new skills into the world and be a better, happier person. Thank you Pete!

Day 19



Here's the post.

🔥Day 19 - My Story and the Power of Story Telling.

Stories change minds more than statistics and more than just telling facts.

🔥What are the elements of a great story

🔥What are each of your sessions about?

🎄When has a story changed how you see the world

🎄What are your thoughts on The Heroes Journey and Three Part Act?

Homework

🌟Watch this video "The Power of Story Telling"

🌟Finish any catch up steps or ask for help.

Yes, I'm busy, but yes you can contact me.

🌟Do today's FB live

🚗Thank you so much for training with me.

Let's do this.

Here's the resources link again

Day 20



Here's the post.

Day 20 - Reflect

Homework

Post a reflection video into the group

If it feels right, please leave me a testimonial and complete this satisfaction survey

Why, who you are is more important than your current level of health, money or success.

These are the four elements. Air, Fire, Earth and Water.

Imagine that you've just come from the air part of your cycle. The air was full of ideas, light heartedness, excitement, intelligence, joy and ready to make a move. So you move into the fire part of your cycle.

Fire is a baptism that burns away ideas that don't work. Only the strong and the resilient survive the fire. When you want to improve your life, life tests your desire. It's often not the most passionate, smart or privileged who make it through, but those who have a strong enough reason to survive the trials of the fire. Then you move to the earth part of your cycle.

Earth is structure. After the fire, only the good ideas remain in tact. Only ideas that are linked to a strong reason for moving forward remain. So you dig trenches in the Earth. You build structures on it. You design and commit to something that shapes your future. You are asked by the Earth to answer important questions about how you are going to move forward. So you build, design and create the Earth in the shape of your future. Then you move to the water part of your cycle.

The water is the flow of success and abundance. Once you have built structures on the Earth to hold your water, then money, health, happiness and success can flow in to what you have built. Success comes very quickly, but only for those who have done the work on the Earth. It's easy to give all credit to the water part of the cycle because water can symbolize rewards. However, it's the other parts of your cycle that made you ready for this abundance. Next you have the air part of your cycle.

In air, you have light heartedness. You can afford to travel, pay for courses, holidays, houses. It's a place of mental fertility. You can think, breath, move, relate and love life. You can come up with as many new ideas and thoughts as you like. However after air, you will be tested again by fire.

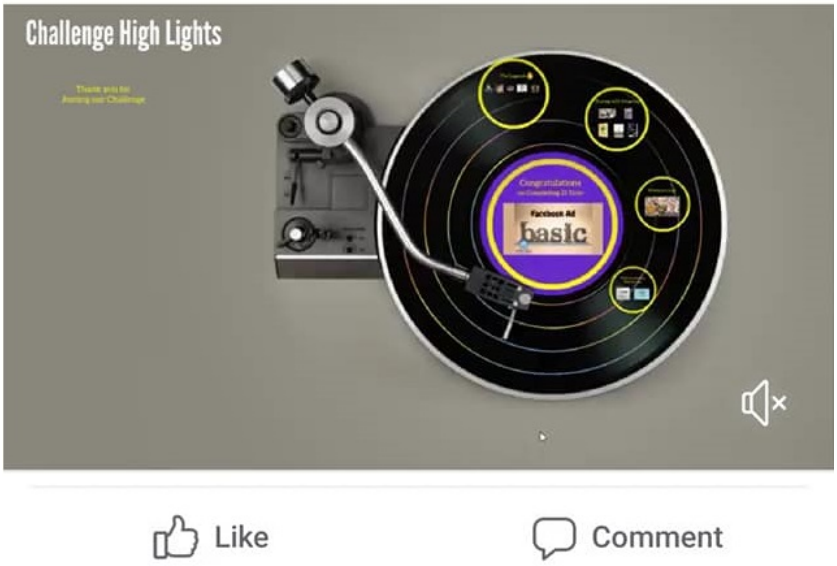
You may have just been through one of these cycles in the last few years. You may have had a failure to success story that led you back to the fire. So honour the fire if you're in it. Build the Earth if that's where you are. It's easy to be refreshed by the water and to get high on the air. However that's only half of your story.

I hope that this helps people. 🔥🌍💧🌪️

Here's the resources link again

Day 21

On the last day, I like to do my version of an awards ceremony. I can't show you this one. You'll have to wait and see when you join.



I'd really like to see you in the group.

Normally I only run these events with 5 students at a time because we are on the phone a lot and doing work together.

I hope that this eBook has helped you with what you need to attract clients to your practice.

I sure had a lot of fun writing it, especially when my computer wasn't mucking up or doing something weird.

Do you still need help with your practice? I'm here to help.

Thanks for reading
I'll see you in the next eBook

Click on the image to join if you need help

Attracting 20 Clients Per Week.



Kind Regards

Scott Lawrence Signing Out

Lawrence Hypnotherapy

scott@lawrencehypnotherapy.com