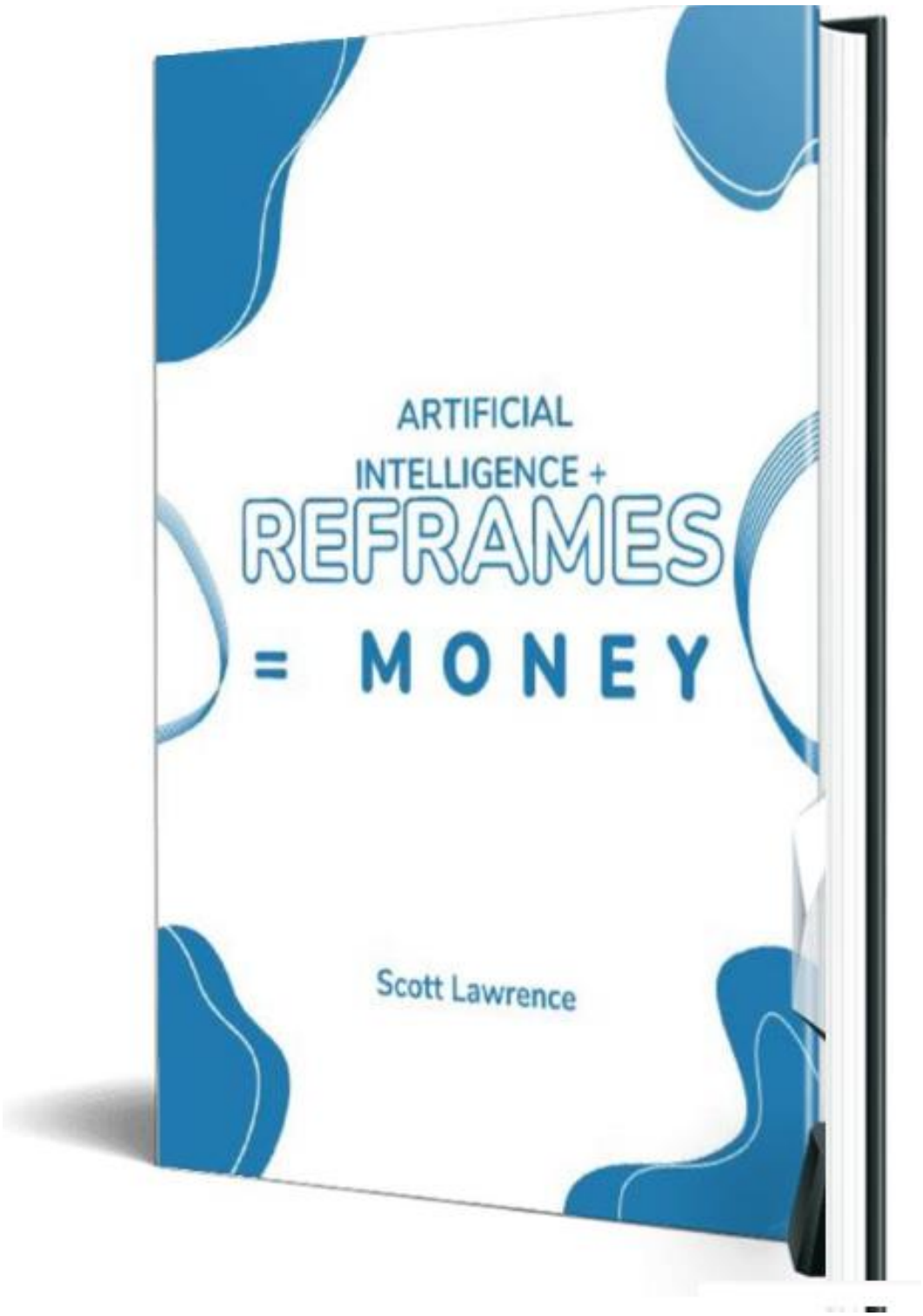
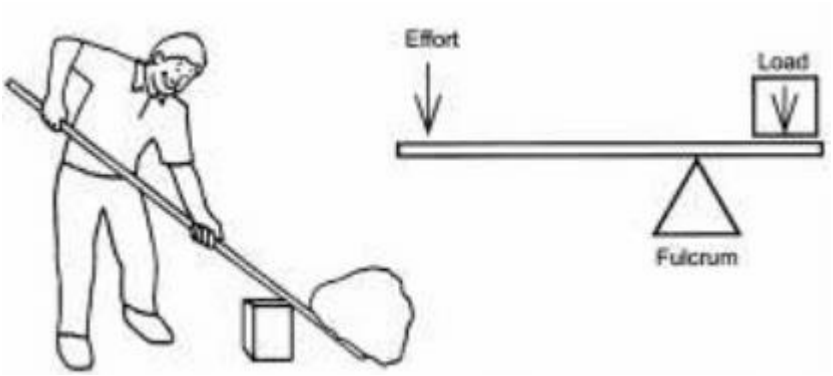

ARTIFICIAL
INTELLIGENCE +
REFRAMES
= MONEY
Scott Lawrence

How does

Growing Your Practice using Artificial Intelligence Actually Work?

Do you remember when people invented the first Lever?

Well neither am I. But It may have looked like this.



It’s designed to convert a small amount of effort into a large amount of power. That’s exactly what AI is doing for your business, but there’s a major issue with the way AI is currently working.

What is the problem with AI?

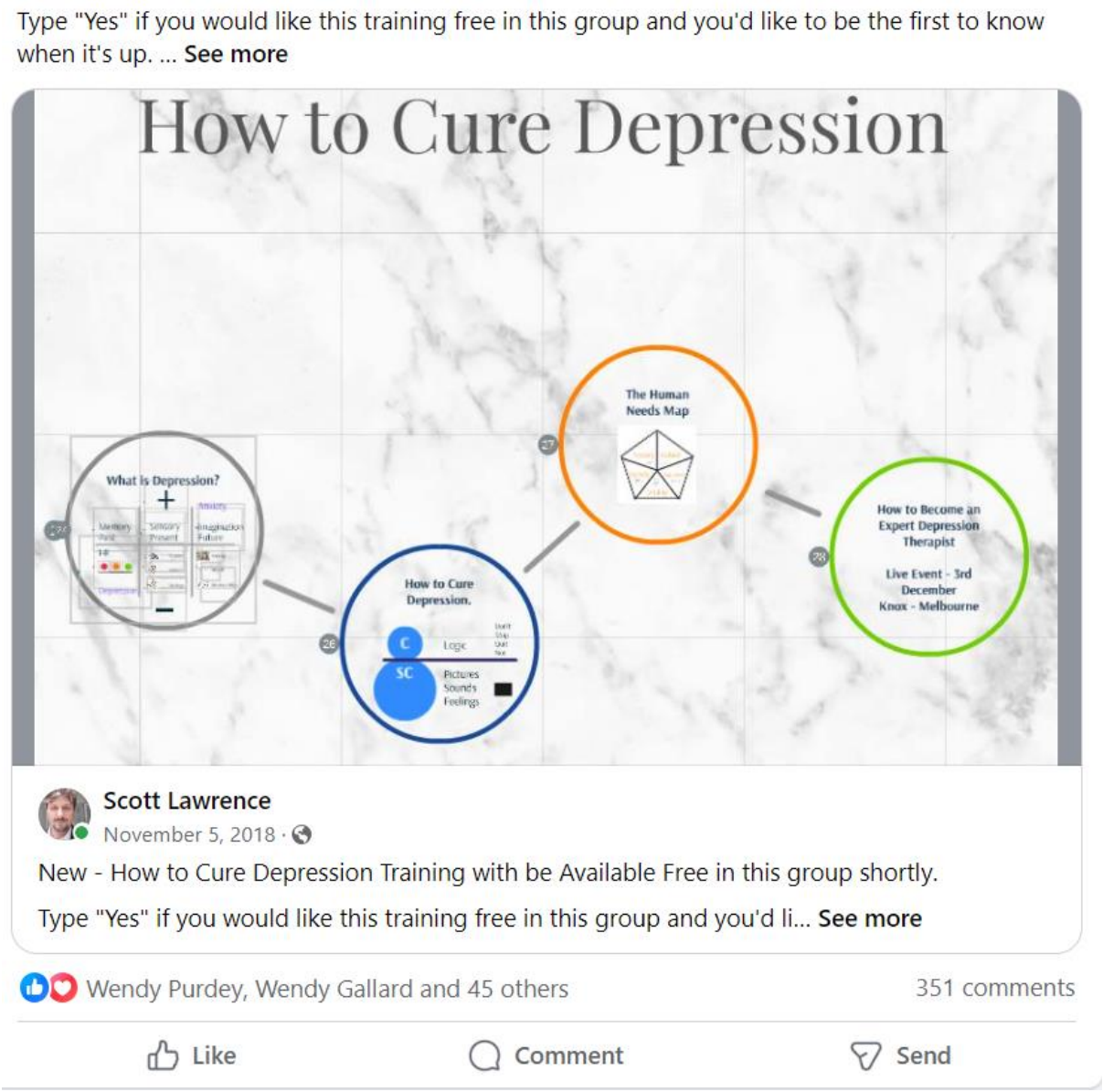
AI doesn’t know how to sell, and yes that’s a problem.

Without the right prompts, you’re equally as well off pulling out scrabble pieces. Other Experts have paid me to write their ads for their events because I was getting 86-ish people to my event while they only got 3 to 6 people.

It’s mostly in the headline, right?

Yes. You have about 3 seconds to gain interest after you’ve gained their attention.

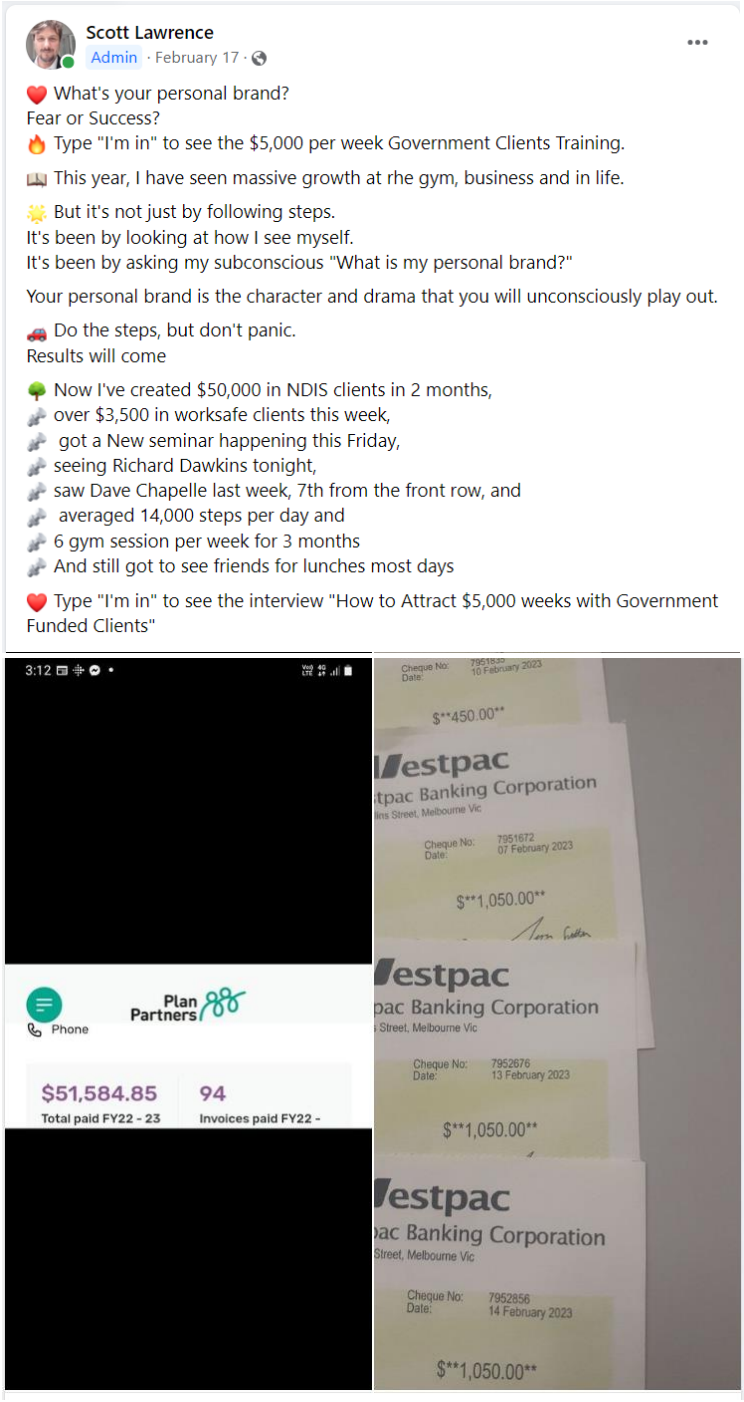
Let me give you some proof.



That post got 351 comments. Click on it for proof. The link goes to a Facebook group of a friend of mine.

And (yes,) it’s the highest performing post in the entire group.

People love posts that offer something direct to the point. Check out this post.



I've been able to create success, and prove it, in many areas. And people want to know how.

The same is true when it comes to Hypnotherapy and Coaching for Smoking, Weight Loss, Insomnia, Anxiety, Depression, Mariage Counselling, etc…

Improving Trust through Re-Frames

So can AI prove that you have a deeper understanding and insight of your topic so that your client feels an instant connection and wants to book in with you this week?

Well, yes, but again, only if you tell it how.

Here's the general rules that I like to include in an ad.

1. Does the client know what it's about in the first 3 seconds of glancing at it?
2. Have I described a better outcome?
3. Have I shown proof in some way that I have a deeper understanding of what I'm talking about?
4. Have I made an offer?

There's a sales formula called **P.A.S.P.A** that stands for Problem, Aggravate, Solve, Prove and Action. But even when hypnotherapists know about this, it's a lot of work to think through writing a social media post, email and ad so often.

Let's let the AI do it for you.

How do I make AI do my ads for me?

First you need to go to https://chat.openai.com/ and make a free account. Yes it's free. So Relax and Have Fun

Then what?

On the next page, I have instructions that you need to copy and paste into the Custom Settings of Chat GPT.

Then you can just ask for ads by saying things like, "Write me an ad please, if you wouldn't mind… Thank you. I appreciate it."

or just, "Write me an ad." I like the more polite version. It doesn't make a difference to the ad, but it feels better for me.

Before You get Started

You'll want to hurry. If you're anywhere in the western world with an internet connection, then you may have heard that buying season is starting and it's going to be the biggest in history.

Check out this link for proof. https://nrf.com/ if you're in the U.S.

If you're from Australia, Click here to read about it.



Aussie business upbeat about sales growth

AUSTRALIAN businesses have given their most optimistic sales forecast in 12 years amid low interest rates and a weak Australian dollar.

less than 2 min read August 4, 2015 - 12:52AM AAP

Business Breaking News

AUSTRALIAN businesses are predicting strong sales growth and higher profits in one of their most optimistic outlooks in 12 years.

Let's Get Started Shall We?

Top Section - What would you like ChatGPT to know about you to provide better responses?

Step 1 – Copy the follow text into the Top Section of Custom Settings.

Put a re-frame that finds a positive reason why they had bad behaviour and integrates an alternative positive behaviour that fulfils their needs using the 27 rules listed.

1. Anxiety, they want to know the future

2 Depression, they want to learn from the past

3 Smoking, they need to slow down for self care

5 Insomnia, they want to solve a problem in the morning, plus relax now

6 Gambling, they want money success

7 Weight Loss, they want pleasure and energy

8 Marijuana Addiction, they want time and space to relax

9 Alcohol Addiction, they want fun and energy

10 Self Confidence, they want a clear plan for the future

11 Anger Management, they want to express love and logic

12 Bed Wetting, they want to feel safe

13 Pain Management, they want to reduce sensations

14 Fear of Flying, they want safety

15 Cocaine Addiction, they want energy

16 Guilt, they want to learn from the past

17 Finding a Partner, they need to put themselves out there and be present with people

18 Social Anxiety, they need a system of boundaries

19 Greif, they are offering love after loss

20 Memory Loss, they need a system to learn how the brain remembers

21 For Shyness, they want to communicate well

22 Self Sabotage, they don't know what their needs are

23 Fear of Failure, they want to be sensible with risks

24 Fear of Public Speaking, they want to be safe from bullies

25 Nightmares, they want to process ideas.

26 Money Sabotage, they want a successful system

27. Coffee Addiction, they want energy

Bottom Section - How would you like ChatGPT to respond?

Step 2 – Copy the follow text into the Bottom Section of Custom Settings.

For formatting and style:

Use emojis to make the post suitable for social media.

Before creating headlines for me, can you please ask me these 3 questions

Please prompt me by telling me what the 3 questions are, if I ask you to write headlines. Please list what the 3 questions in your response are, without me having to ask again

After I have answered these questions, can you please then create 10 headlines for me using my headline formula for writing headlines for a social media post. Please make the post suitable for a social media post using emojis

1. What is your Niche?
2. What are 3 Dreams or Desires of your client?
3. What are 3 Fears or Frustrations of your client?

To create 10 Headlines using my headline formula:

How to Achieve (Dream or Desire) without (Fear or Frustration)

Before you write the post Ask me what my price and program name is

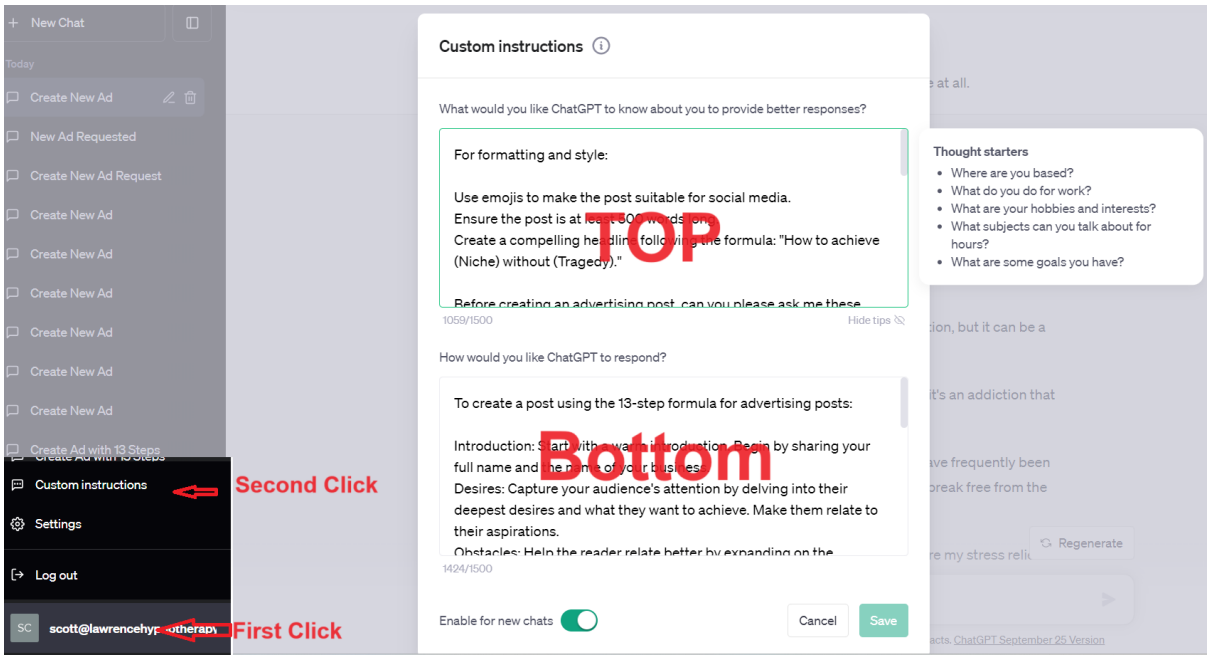
Can you please make me 3 paragraphs for a social media post. Please keep the same niche.

Please the Feel, Felt, Found structure for the 3 paragraphs.

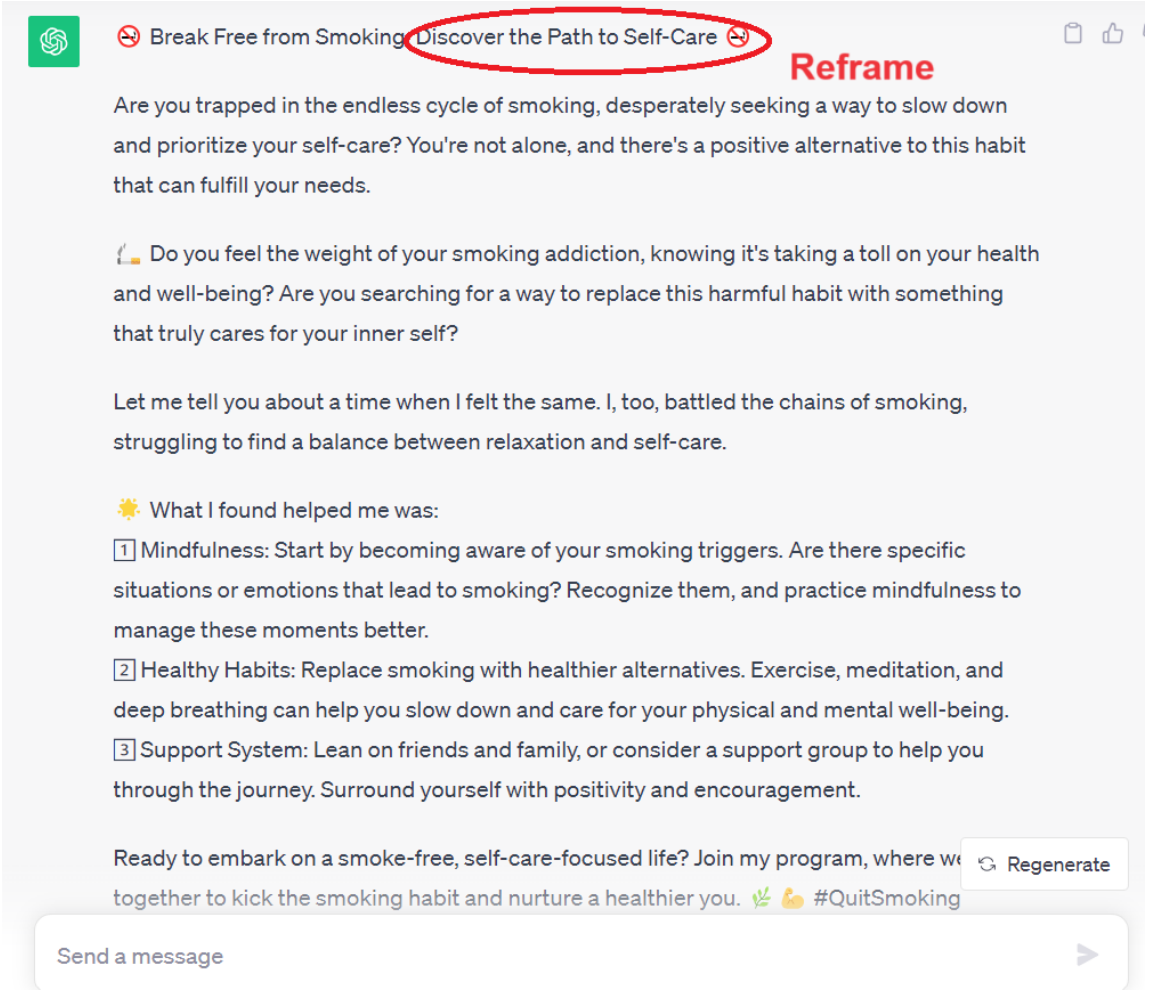
1. For the Feel section, please ask them "Do you feel" followed by a few problems that someone who would want my niche could have
2. For the Felt section, please start the paragraph with “Let me tell you about a time when I felt the same.” Followed by a story that relates to the clients situation.
3. For the Found section, please say, “And what I found helped me was”. Followed by 3 useful tips to help the client with their problem

Finish with a Call to Action that offers my program

It should look like this…..



You're Done! 😊 Here's a few Examples….



🌟 Overcoming Anxiety: Finding Confidence in the Unknown 🌟

Reframe

Anxiety can be like an unwelcome companion, always there, causing you to worry about the future. But guess what? You can find a positive way to understand and manage it.

❓ What is your Niche?

Do you often feel overwhelmed by anxiety, constantly seeking answers about the future, and struggling to find peace in the present?

🌈 What are 3 Dreams or Desires of your client?

1. To break free from the paralyzing grip of anxiety.
2. To discover inner confidence and resilience.
3. To find joy in the journey, rather than constantly worrying about the destination.

💔 What are 3 Fears or Frustrations of your client?

1. The fear of the unknown, causing constant worry and stress.
2. The frustration of not being able to enjoy the present moment.
3. The fear of anxiety taking over their life and preventing them from pursuing their dre

Regenerate

🕊️ Dealing with Grief: Finding Love After Loss 🕊️

Reframe

Grief is a heavy burden that many of us carry at some point in our lives. If you've experienced the loss of a loved one, you know the feelings of emptiness and sorrow it can bring. But there is hope, and I'm here to help you navigate this challenging journey.

💔 Do you feel overwhelmed by the pain of grief, struggling to find a way forward? Are you finding it difficult to move on while honoring the memory of your loved one?

Let me tell you about a time when I felt the same. I too faced the profound loss of a dear friend, and it left me shattered. I understand the deep ache that accompanies grief, but I also know that healing is possible.

🌟 What I found helped me was:

1️⃣ Embracing the memories: Cherish the beautiful moments you shared with your loved one. Keep their spirit alive by celebrating their life.

2️⃣ Seek support: Don't go through this journey alone. Reach out to friends, family, or a grief support group. Sharing your feelings can be incredibly healing.

3️⃣ Self-care: Prioritize your physical and emotional well-being. Nurture your body, mind, and soul, as it's essential during the healing process.

If you're ready to move forward, I invite you to join my program, where I'll guide you through the healing process and help you find love and hope after loss. 🌹 💪 #HealingFrom

Regenerate

See the reframe?

Each negative behaviour is based on a desire to do good.

So you have now instructed the AI to talk to the Core Need of the client right there in the headline.

The 2 Rules are:

1. If you don't address your clients Real Desire in the Headline, then you've already lost them.
2. Artificial Intelligence doesn't know how to sell or write posts any better than the average person. That's why you need to use Psychologically Proven Prompts to make sure your posts are Grabbing Client Attention.

You have a limited time opportunity to Scale Your Coaching / Hypnotherapy Practice.

As we're about to move into the buying season, the biggest in history, you have a chance to grow your client base that may not happen again. (Please google this, so that you don't have to take my word for it.)

I encourage you to do the steps now so that you can be happy, and not look back with Fear of Missing Out.

I know that you're busy.

But so is your social media scroller / customer right?

I know that the world has gone upside down crazy, but think of the opportunity. Your clients world is upside down crazy too and they need you to step up and give them hope, direction and possibly to buy therapy or training from you.

That's how history works. We always look back in paradise wishing that we took the opportunity while it was there.

But as social media is so flooded with more and more junk, you need to cut through the noise.

Let me help you. I have a limited offer for you to take advantage of this buying season. But you'll have to be quick.

Give me a Chance to Help you

I have put together the most comprehensive, yours for life, easy walk through to scaling your business that you'll ever find. It's 100% risk free (meaning that all risk is on me, not you) and I dare bet that you're going to want to get involved.

Let's do this. I'm excited to see you grow.

Grow, Lean + Scale

Limited Offer

Grab All 9 Courses Now



Are You Ready to Become Fully Booked?

The 9 Course Business Growth Bundle...

The Ultimate Value

Grow, Lean + Scale

Get Fully Booked – 9 Course Bundle'

What do you get:

1. Fully Booked with Bark
Self Paced Online Course



$997 Value

Do you want to Buy High Quality Leads for Cheap, but you only want the Best Quality Leads on the Internet?

- How to you find 5 Star Leads?
- Who Qualifies as a 5 Star Lead?
- Discover the 10 Minute System.

Grow, Lean + Scale

Get Fully Booked – 9 Course Bundle'

What do you get:

2. Governments Funded Clients
Complete Online Course



$2497 Value

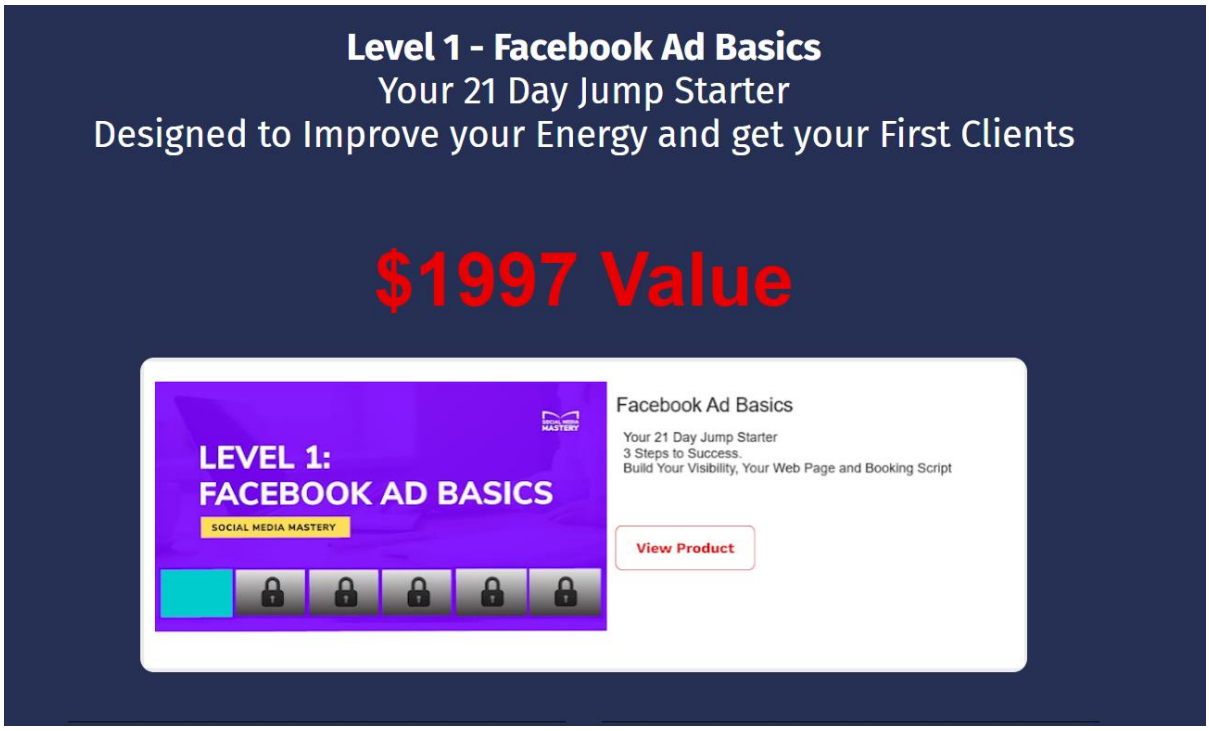
Do you want Government Funded Clients and you care about Securing Your Income?

- How to Find and Book in Qualified Clients…
- How to Invoice Correctly so you get Paid…
- The 'Don't Panic' System to Solve Any Error…

Grow, Lean + Scale

Get Fully Booked – 9 Course Bundle'

What do you get:



Do you need a Jump Starter Plan and want to know how to Spend Your Days when Growing Your Income?

- Your 21 Day Jump Starter Plan…
- How to Get Visible, Get Booked and Get Paid…
- How to Spend Your Time, when you're Building Your Income Up…

Grow, Lean + Scale

Get Fully Booked – 9 Course Bundle’

What do you get:



Do you need a Jump Starter Plan and want to know how to Spend Your Days when Growing Your Income?

- My $22,000 in 22 Days Plan…
- How to Scale from 1 to 1, to 1 to Many…
- Save Years Scaling Up Your Business with an exact 28 Day, Step by Step Plan…

Grow, Lean + Scale

Get Fully Booked – 9 Course Bundle’

What do you get:



Do you Want to Finish and Fully Automate Your Video Funnel to Do the Selling For You Online?

- Get Your Entire Video Funnel Finished Fast…
- Now Complete with AI Script Writing Prompts…
- Create an Evergreen Funnel for Life…

Grow, Lean + Scale

Get Fully Booked – 9 Course Bundle’

What do you get:



Do you Hate Selling, but Need the Business and you’d Love to Skip the Hard Part and Just Enjoy the Process?

- Discover Why Most Sales Systems are Dysfunctional…
- Learn the 3 Important Events that Must Occur for a Sale to happen…
- The Complete Sales System for High Ticket Coaching or Courses…

Grow, Lean + Scale

Get Fully Booked – 9 Course Bundle'

What do you get:



Are you a Super Star who wants to set up an Automated Sales System through Emails, using the Latest Tools?

- Understand Everything there is to Know about Your Client in 1 Easy Exercise.
- Set up a Sales Funnel using Emails and Posts that Follow the Clients Own Buying Strategy.
- Entice your Client to Want to Buy Online through Scheduled and Automated Headlines, Stories and Offers

Grow, Lean + Scale

Get Fully Booked – 9 Course Bundle'

What do you get:



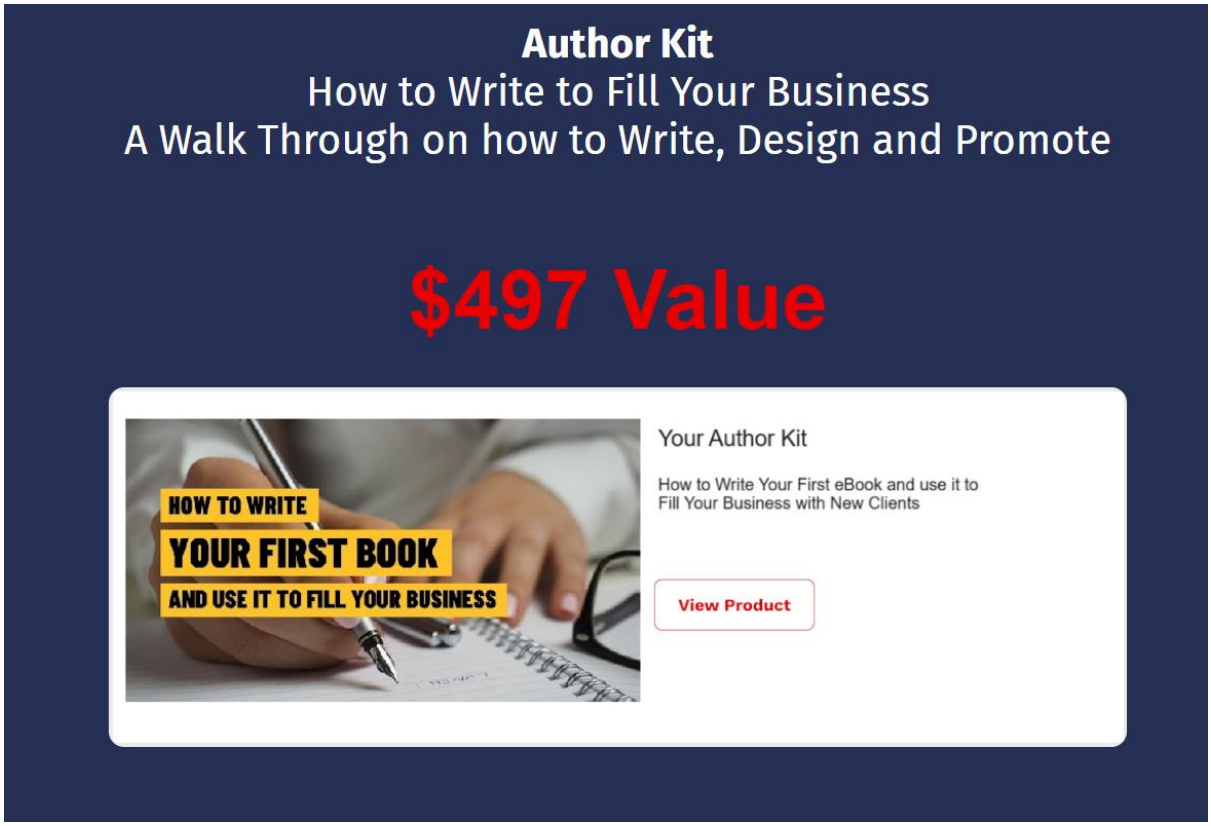
Are You Ready to Become an Expert Hypnotherapist in Multiple Niches, with Therapy Demonstrations?

- Done For You Training Videos, with Scripts and Audio Recordings for Your Clients
- Real Questions answered from Live Recordings and Therapy Demonstrations
- Therapy Systems, Frameworks and Exercises that you can Copy and Perform.

Grow, Lean + Scale

Get Fully Booked – 9 Course Bundle'

What do you get:



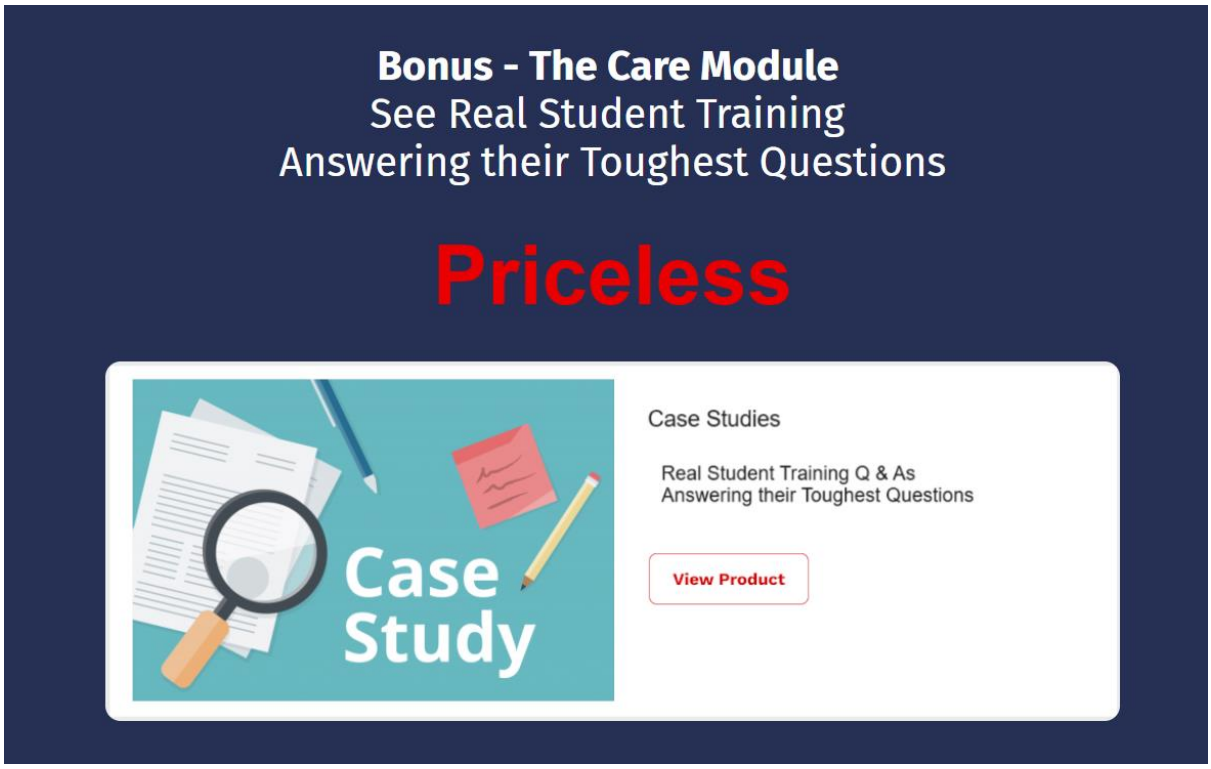
Do you have a Book in You Ready to Come Out?

- Do you want to Become an Industry Expert by Publishing Your First Book or eBook?
- Do you want to Grow Your Email Data Base / List of Hungry Customers by Giving Away your eBook?
- Grab Your Author Kit, including how to Promote Your eBook Fast.

Grow, Lean + Scale

Get Fully Booked – 9 Course Bundle’

What do you get:



Do you Need More Help, and want Your Hardest Questions Answered by an Expert?

- Real People with Real Questions and Answers.
- Do you want that Extra Support that can only come from Real Case Studies, and Overcoming Real Stumbling Blocks?
- Let Us Help you Through the Tricky bits.

Grow, Lean + Scale

Get Fully Booked – 9 Course Bundle'

What do you get:



Do You Want a Complete AI Walkthrough?

- How AI can Write your Social Media Posts, Emails and Sales Offers, but only with the right prompts.
- All of the Downloadable Prompts that you need.
- Let Us Help you Through the Tricky bits.

Grow, Lean + Scale

Get Fully Booked – 9 Course Bundle'

How do I get it?



9 Course Bundle...

The Ultimate Value

Only

~~**$16,873**~~

Paid in Full

$3,997

Checkout with PayPal



Payment Plan Option

Just 5 Payments of $897





Thank you, and I'll see you on the other side.

Scott Lawrence