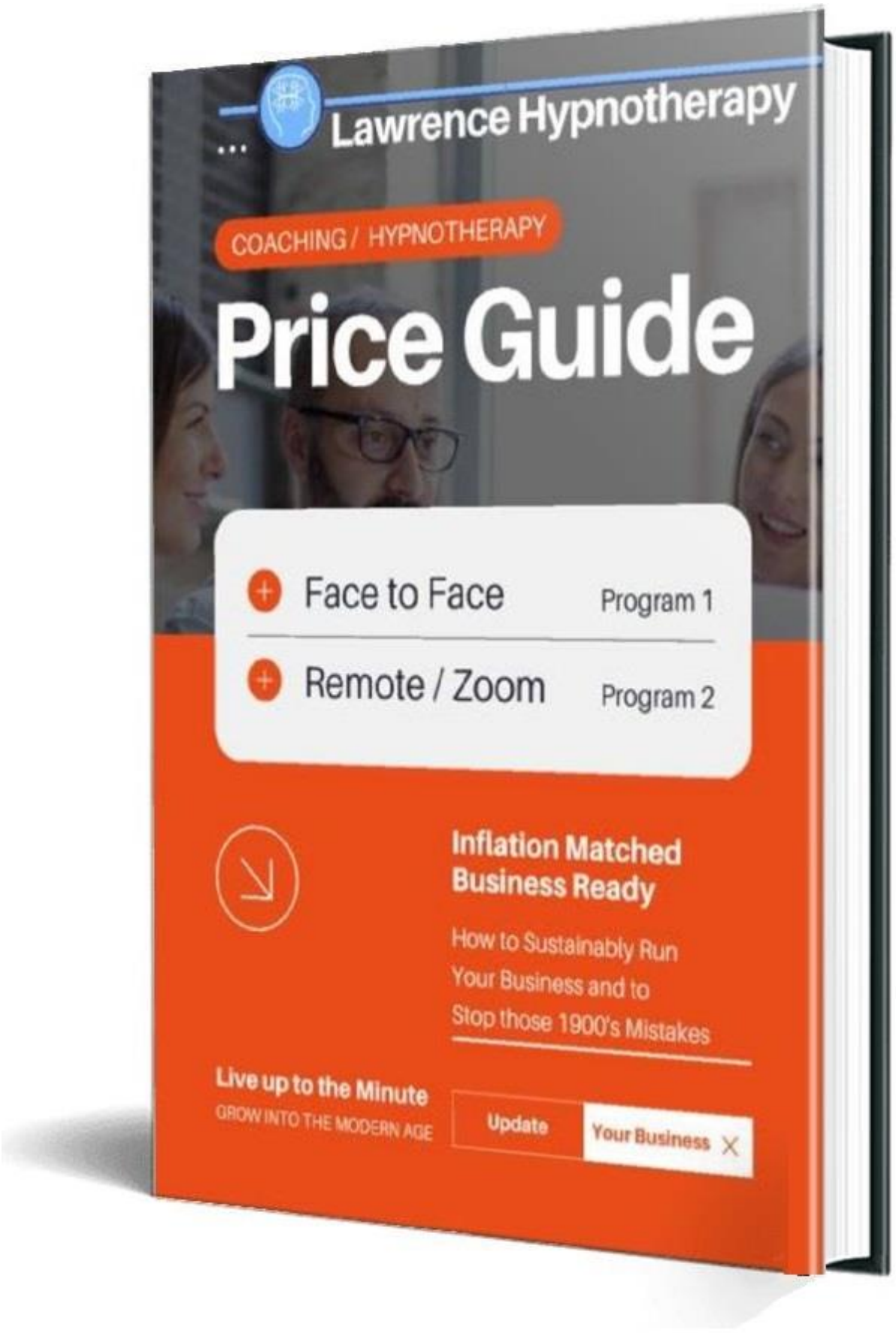

Lawrence Hypnotherapy
COACHING / HYPNOTHERAPY
Price Guide
Face to Face
Program 1
Remote / Zoom
Program 2
Inflation Matched
Business Ready
How to Sustainably Run
Your Business and to
Stop those 1900's Mistakes
Live up to the Minute
GROW INTO THE MODERN AGE
Update
Your Business



Hello there. I'm Scott Lawrence, Clinical Hypnotherapist and Business Coach since 2010.

If you don't know me, then it's great to have the opportunity to make a new friend. Just for a little bit of background about myself, I've been on National Radio many times, was the Highest Paid Lecturer at the Academy of Hypnotic Science, teaching Diploma Students.

Also, I've been blessed to be a Business Coach for over a decade and a Clinical Hypnotherapist, have helped over 4,000 smokers to Quit Smoking for Life, using the time honoured method of Hypnotherapy.

From time to time, other hypnotherapists that I may run into ask me questions like,

"Have you heard of (insert name of expert)?"

"Have you heard of (insert name of technique)?"

"How did you survive the lockdown?"

But most of all, they ask, "What are you charging?"

Just recently, one of my newest hypnotherapist friends told me that she charges just $70 per session.

How much Should You Be Charging As a Clinical Hypnotherapist?

What if I were to suggest to you that you should be charging $500 per hour for hypnotherapy?

Would you call me a lunatic?

A lunatic is a bit harsh, but I wouldn't blame you for having some type of reaction to suggesting that you charge $500.

If you keep reading, I'll show you what I mean.

Hear me out and you'll get a feel for how this works.

One of my friends recently declared a challenge that she would earn $11,000 months by working 5 hours per week.

Please allow me to do a quick breakdown on the maths until we end up looking at her hourly rate.

First, let's convert $11,000 per month into weekly income.

$11,000 X 12 months = $132,000 per year.

$132,000 ÷ 52 weeks = $2538.46153846 per week.

If you will allow me to round that number down to $2,500 per week just for simplicity sake, then we can divide her weekly income by 5 hours to $500 per hour.

Now, I bet that you have no issue with receiving $500 per session for your services, am I right?

The only 2 issues may be;

1. Do you feel worthy of $500 per hour and
2. Will people pay you $500 per hour?

Please give me until the end of this eBook to convince you that $500 per hour isn't so crazy. Or perhaps you've already come to your own conclusion that $500 is perfectly fine?

OK, here's what I want to cover for you….

In This eBook…….

1. Why you need to charge more now.
2. Why $500 per hour is easier to attain than people think.
3. How to use stories to increase your perceived value.
4. The Jump Starter, if you're either New or Stuck…
5. (then my sales pitch at the end)

Why do you Need to Charge More Now?

What if I were to suggest to you that you should be charging $500 per hour for hypnotherapy?

Don’t you just feel it in your bones, see it in the stars or know it in your mind that your bank account has something wrong with it?

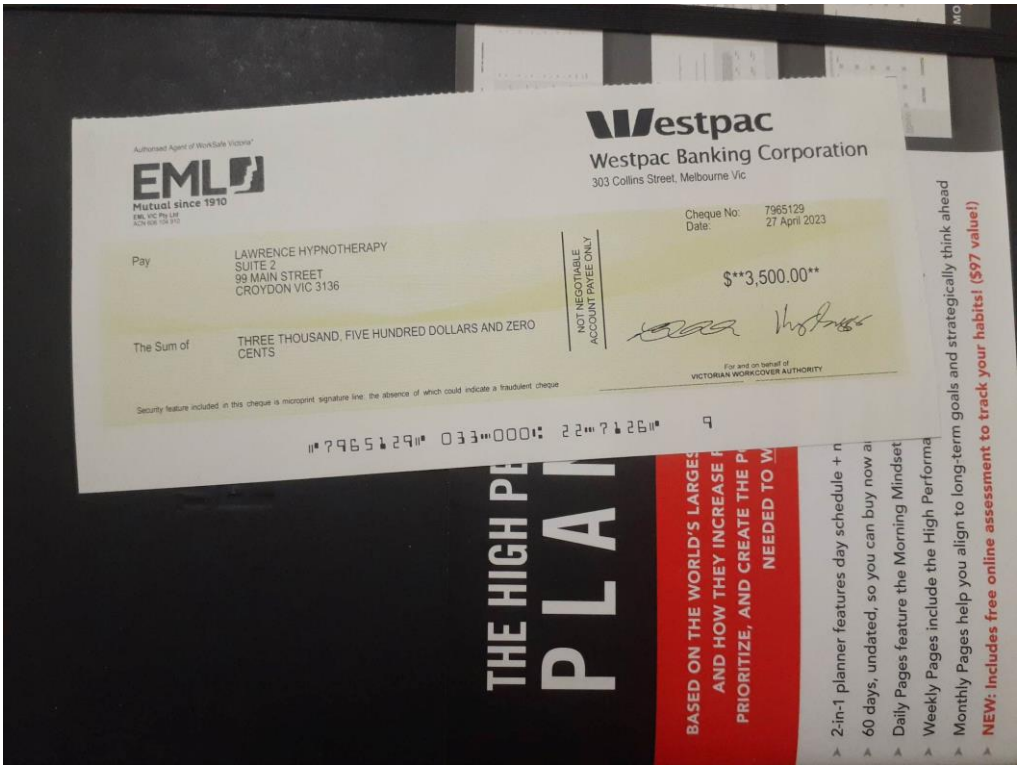
Don’t you deserve to own a house, go on holidays, do the work that you love, doing the work that helps others, plus have savings in your bank account?

With inflation, house pricing, the cost of living, tax, endless fees, don’t you deserve to put your prices up to match the current times?

Also, you need to see the help that you’ve giving people through the lens of ‘My client has been suffering for a very long time with their problem. I can help them to get rid of or manage their problem. My service is valuable.’

The times have changed. People aren’t getting 2 shillings of pocket money anymore.

This is one of the checks that I got this week for my work.



Trust me, I'm not trying to show off.

What I'm trying to do is to expose a pathway forward where you can comfortably earn what you're worth.

The first sale that you make needs to be to yourself.

Sell yourself on the idea that you're worth more.

No amount of marketing will help you convince others until you convince yourself that you are worth it.

Trust me, you are worth it.

Why $500 per hour is
easier to attain than what people think.

If you're reading this book, then there's a fair chance that you're poor.

Please don't be offended by that comment.

If we look at the Poor – Middle Class – Rich, Very Rich and Super Rich, you'll see that your numbers probably, and technically fall into the Poor class.

We're getting to a point where $150,000 year for a house hold is poor, and will most likely result in no savings left over after expenses.

The average yearly income in Australia is over $90,000 according to https://www.abs.gov.au/statistics/labour/earnings-and-working-conditions

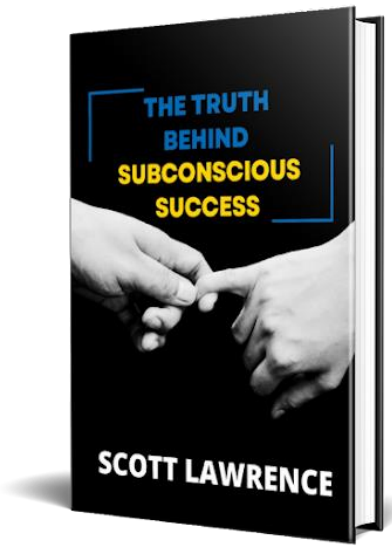
But you don't have to stay there.

All that you have to do is to shift your thinking to selling to the rich instead of selling to the poor.

Why $40 per hour doesn't work for Business.

If you've been receiving most of your money from a Boss, then you've been earning a constant 20 to 40 hours of income per week, without expenses.

Once you take into account that your business isn't earning 40 hours of income per week, plus you have some pretty steady expenses in advertising, office rent, Ongoing Professional Development, Study, Advertising, Utilities, Equipment, Tax, Etc… then you can see that you need to charge a lot more than what you're used to.



This short eBook called 'The Truth Behind Subconscious Success' will take you through a business plan / budget and marketing plan.

I just don't want to get too bogged down in this book with the smaller details. All that I want to do is to convince you to raise your prices to what you're worth.

How to Use Stories to Increase Your Perceived Value.

These days, everybody is talking about AI and ChatGPT as a powerful tool to do all of their marketing for them.

And yes, it's a great and amazing tool.

I'll be the first one to geek out about new and shiny tools.

But AI isn't going to solve all of your problems for you if you don't know what the true problem actually is.

The reason that you don't have as much money as you want isn't just because you're not keeping up with new AI waves.

Trust me.

There's so much more to it than that.

But also, it's very simple.

The reason why you don't have enough money is because you won't charge enough.

And you could charge more if you knew how to sell.

Brains Love Stories.

Let me tell you a quick story about money and success.

As I was having a quick chat to a friend about AI and all of the zillions of Ads and Posts appearing on Social Media about how you'll be left behind if you don't keep up with the new trend, I noticed that what he was really talking about was to get a robot brain to do all of the thinking for him so that he didn't have to.

We were having breakfast at a local café near my hypnotherapy clinic. I love the big breakfast and coffee, and he loves his smashed avocado on toast.

When he said, "I can get AI to make a business for me, and I don't have to do anything. It'll just do the whole thing automatically."

I started to picture in my head, the robot from 'Lost In Space' building a hypnotherapy clinic from bricks and an empty building site while we sit back in our lawn chairs sipping on the fancy alcoholic drinks with umbrellas in them.

But that's not how AI works at all in our current day.

What occurred to me was that if people don't know how to build a business without AI, then they don't know how to instruct an AI to build one for them.

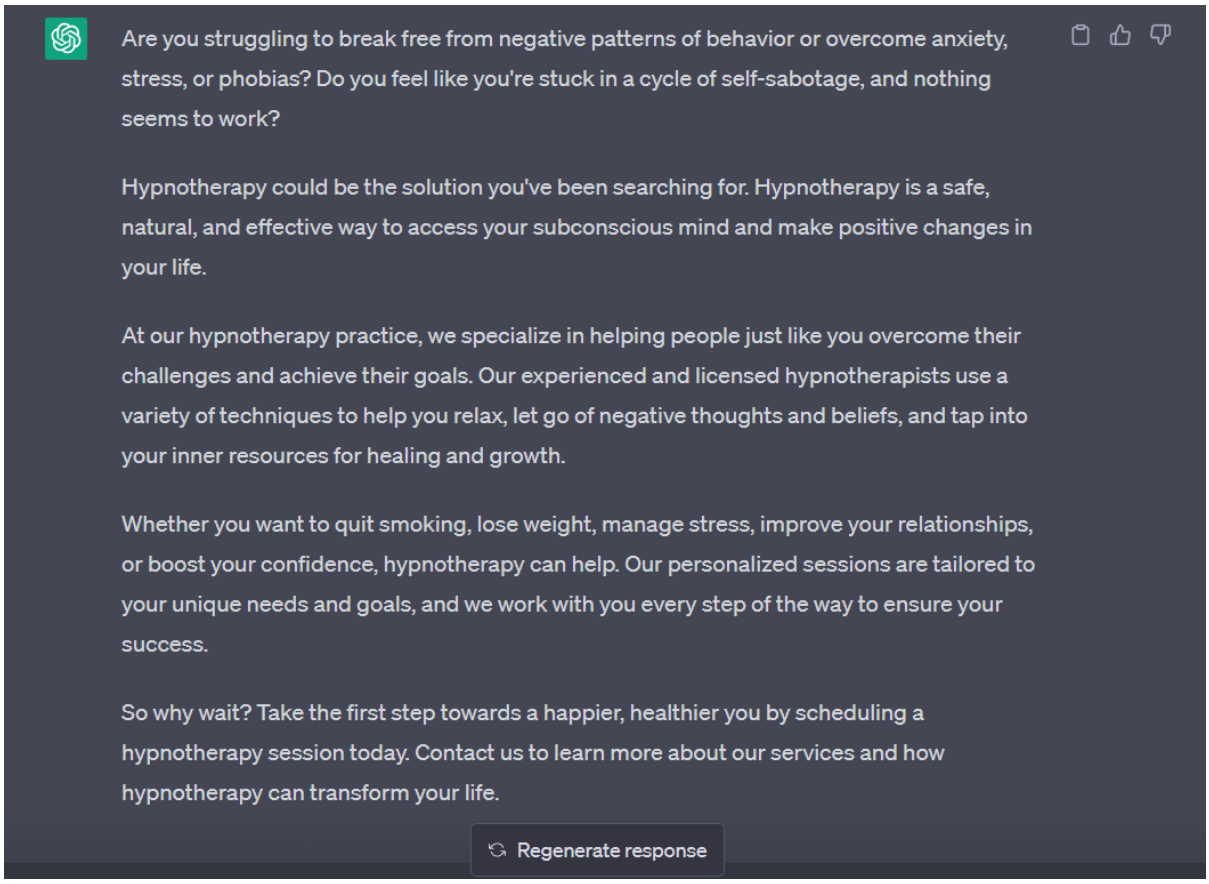
ChatGPT will confidently lie and write an entire bunch of text for you.

But have you heard about anyone getting rich from AI ads yet?

As we were getting close to finishing breakfast, we were playing with AI copy writing on a laptop to see what type of ads that it would produce.

This is one of the answers that we received when asking it,

“Write me an ad to sell hypnotherapy”



As somebody who has studied advertising for over a decade, I can tell you that this ad is not going to be very successful.

After breakfast, we walked around the oval to get



my 10,000 steps in on my Fitbit.

Walking always helps to gain perspective.

And I remembered a book by Russel Brunson.



This book by Russel Brunson called “Expert Secrets” changed my entire view on advertising.

There’s a little advertising game that I like to call “Instead of”

Imagine this.

Ashton Kutcher is on a talk show talking about his upcoming new movie, but happens across the topic of investing.

The host says, “Ashton, I know that you have a strange approach to investing”.

Ashton says, “Yes, I always go for ideas that seem terrible at first.”

He goes on to hilariously describing how he invested in FitBits for Cows.

You might wonder, why would anybody buy FitBits for Cows?

As the host looks puzzled, and asks, “That does sound crazy. So what made you do it? What made you invest in that?”

“Well”, Ashton hiding a smile, “Cows need to be milked when they’re ready, and the FitBit tells the farmer which order to milk the cows in. It saves the farm from wasting so much valuable stock.”

So what’s really being sold here isn’t FitBits for Cows, but a way to stop wasting milk product for farmers.

The “Instead of” game that I mentioned earlier is all about understanding that what you are Selling is ‘Instead of’ something else.

The reason why I mentioned Russel Brunson’s book about Expert Secrets, is because he talks about;

1. Red Oceans and
2. Blue Oceans.

The Red Ocean represents a busy market space.

The Blue Ocean represents a New and Untested market space.

When the Horse and Cart was the only method of speedy transport, you could say that the Horse and Cart was a Red Ocean sales item.

When the Automobile was invented, or lets call it a ‘Car’, the car became a Blue Ocean sales item.

So the ‘Instead of’ game in this case is;

Car instead of Horse and Cart.

Or

Fitbit for Cows instead of a Milking Schedule.

Does that make sense?

If you aren’t selling something that passed the ‘Instead of’ test, then nobody wants to buy it.

Hypnotherapy is a Red Ocean product. If you want to charge $500 per hour, then you need to know what Blue Ocean you’re stepping out of and what Red Ocean that you’re stepping into.

ChatGPT and AI doesn't really know about Red Oceans, Blue Oceans or the "Instead of' game. It just spits out an answer as well as it knows how to.

Another 'Instead of" game was Heavy Metal Music for Turkeys.

Farmers who grow Turkeys for thanks giving often run into an issue with Sudden Death for Turkeys because Turkeys are very sensitive to their environment.

If a plane passes over head, a Turkey could die of shock.

Farmers lose a lot of stock because of this.

This means that Farmers either have to lose massive amounts of money on stock or massive amounts of money on Turkey Doctors and Expensive Turkey environments that shield the turkey from sudden noises.

Turkey doctors was the Red Ocean solution.

Somebody discovered that playing heavy metal music on medium to low volume for most of the day actually immunised and climatised the turkeys to aggressive sounding noises and saved many Turkeys from dying early.

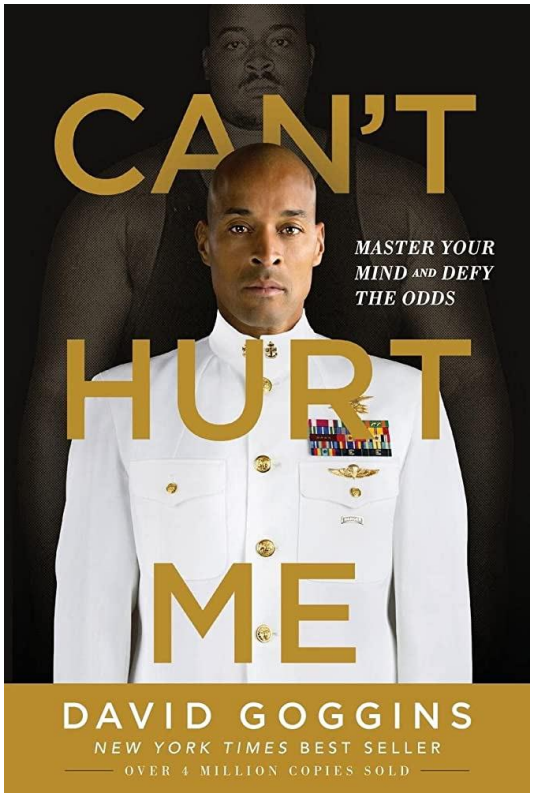
So, again.

Heavy metal for Turkeys instead of Turkey Doctors

Does this make sense?

I'll explain how Red Oceans and Blue Oceans work as part of a story in a moment, but for now, do you see how "Instead of" can sell anything?

Why Understanding People will make you $500 per hour faster than AI or ChatGPT…



Do you know about David Goggins?

The guy is an inspiration to the world.

I got the email invitation from SR Global to crew for David Goggins.

Let me share with you the blurb that they use.

"David Goggins is a Retired Navy SEAL and the only member of the U.S. Armed Forces to complete SEAL training, Army Ranger School, and Air Force Tactical Air Controller training.

Goggins has completed more than seventy ultra-distance races, often placing in the top five, and is a former Guinness World Record holder for completing 4,030 pull-ups in 17 hours!

A sought-after public speaker, Goggins has travelled the world sharing his philosophy on how to master the mind, and he is incredibly excited to see his Australian fans again at Adapt Or Die."

Mr Goggins filled the Melbourne Convention centre with over 5,000 people. It costs $5,000 to join his table to have dinner with him. But I got to crew for him. Where David went, I went. I was in the back docks with him after the show, and I was there when he left in his limousine to drive to the airport for his Sydney show.

What I learned from David Goggins about Story Telling that makes money…

Number #1, you must speak from the heart.

You must understand your topic so that you don't need sales techniques to convince people that your product is amazing.

Goggins told 3 stories.

1. He grew up in a rat infested apartment with his mother.

His life was a struggle growing up. He was teased and taunted by an abusing father. He grew up facing racism, school bullies and undiagnosed mental disabilities.

The first lesson that he taught us was 'No Help is Coming. You have to save yourself'

2. David Goggins is a Retired Navy Seal and the only member of the U.S. Armed Forces to complete SEAL training, Army Ranger School, and Air Force Tactical Air Controller Training.

There is a part of Seal training where you learn to fight for real. Your friends or class mates blind fold you, and they all attack you at once.

During the fight, you get no weapons, you're out numbered and you're only allowed to use what you know to survive the training.

Think about the test this way. You're not supposed to win. I mean, how could you? The other trained Seals have been through the same training as David. Also, they can see and David is wearing a blind fold.

The secret is that you only need to survive 5 minutes longer than you think that you need to.

The second lesson that he taught us was, 'You only need to last 5 minutes longer than what you think'.

3. Goggins has completed more than seventy ultra-distance races, often placing in the top-five, and is a former Guinness World Record holder for completing 4,030 pull-ups in seventeen hours.

It was 2005, Goggins, a 240-pund navy Seal, had entered the San Diego race to raise money for charity. It was his first ultra-marathon

By the time his kidneys had failed around the 70-mile mark, he had broken all the small bones in his feet and suffered dual stress fractures in his lower legs. He had shin splints so bad that he wrapped his ankles in compression tape just to stave off the agony.

As he recalls now, it was the worst pain he'd ever been in. "I was, to me, on the brink of death,"

Yet, David completed the race.

His third lesson was that you need to do what others aren't willing to do if you want to succeed.

Summing Up the David Goggins Message…

If you sum it all up, it looks a little bit like this.



This is really about the Start, Middle and End of your Journey.

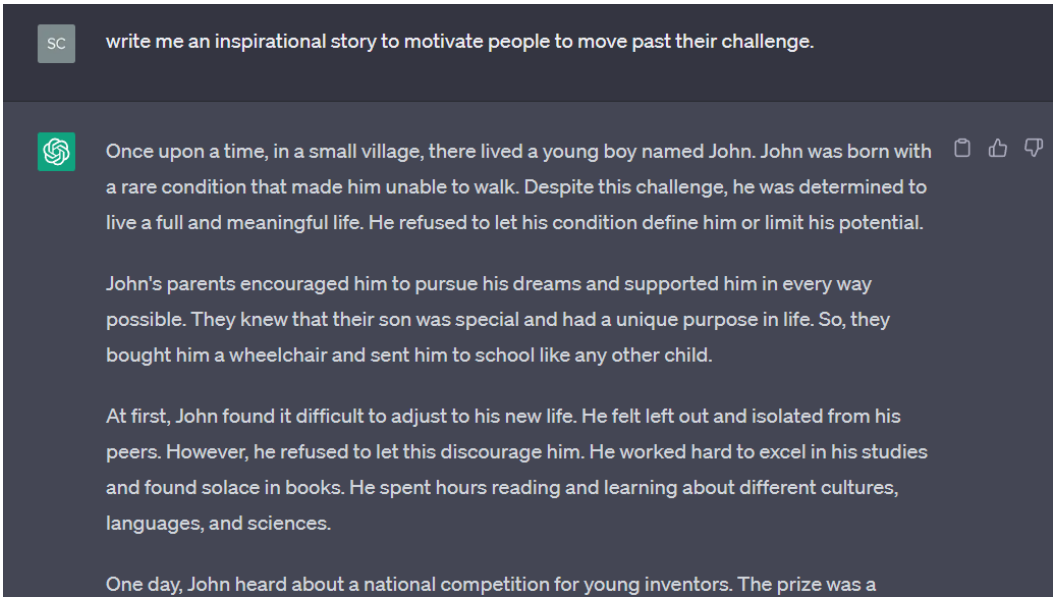
1. No help is coming – So you need to START anyway.
2. It only take 5 more minutes – So the MIDDLE of the journey isn't as long as you think it is and….
3. Do what others won't do – You need to FINISH what others won't do, because it's worth it.

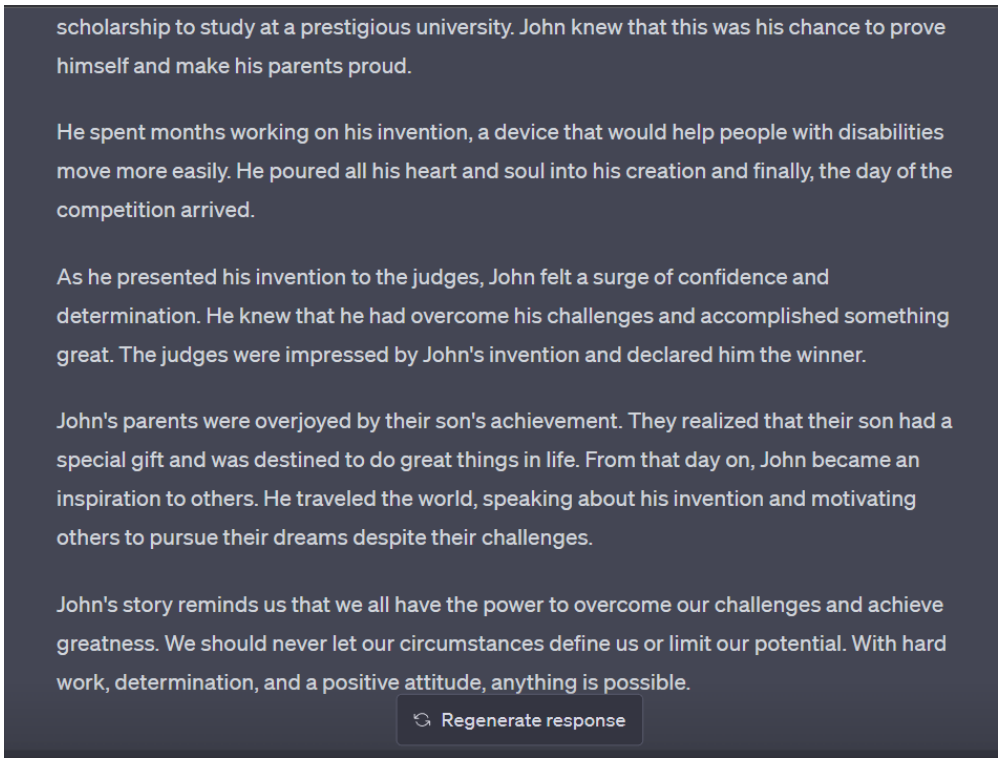
Do you see how David Goggins speaking from the heart, sharing his story just builds so much trust with his audience?

Now, let’s compare speaking from the heart like David Goggins to a story written by an AI on ChatGPT…

I asked ChatGPT to come up with a motivational story for me.

Here it is…





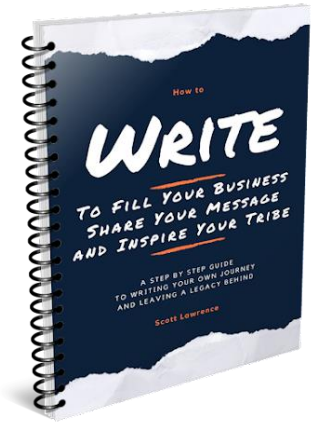
Even though this is just a random story generated by an AI, it has some of the same story beats and rules as David Goggins story.

1. Refused to let your condition define you.
2. Study hard and you will achieve more.
3. Build great and you may inspire others.

But it's missing something.

This story that starts with, "Once upon a time in a small village" doesn't sound true.

When you speak from the heart, naturally there are details that you share that make the story believable and motivational.



If you want more detail on how to write to inspire, please download my free eBook called 'Write to Fill Your Business'

But let me break down the basics here for you in a way that should make sense.

OK. Here it is.

SO you want $500 per hour and stories help right? Then check this out…

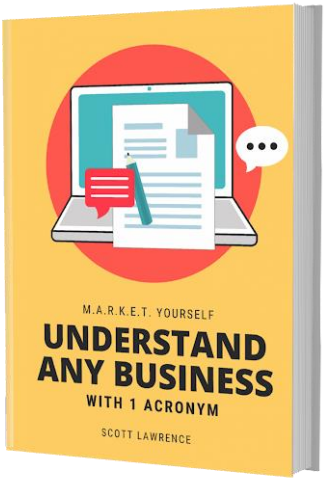
The Complete ‘Take My Money’ formula…

In this eBook, we’ve covered the ‘Instead of’ rule.

It’s basically, ‘This’ instead of ‘That’

It’s ‘Cars’ instead of the ‘Horse and Carriage’

Now, let’s look at the ‘I’m Sad Because’ test quickly.



I cover it in more detail in this eBook, but the basics are this.

No one is ‘Sad Because’ they haven’t given you money.

They’re sad because they’re Fat, Sick, Broke, Lonely, Can’t Sleep, etc…

No one says, ‘I’m sad because I don’t have a hypnotherapist who charges me $500 per hour’

Now that we have both the ‘I’m Sad Because’ test and the ‘Instead of’ rule, let’s put them together.

A client is sad because they have Anxiety. Already we’ve established a niche. Hypnotherapy is not a niche. It’s a tool.

Next, a client with anxiety has an immune disease that prevents them from taking medication.

This allows us to use ‘Hypnotherapy’ to treat Anxiety instead of ‘Medication’.

This covers most of the marketing message.

Instead of asking, “Do you need hypnotherapy? Well I’m the best. Come and pay me”

You could say, “Do you have Anxiety but can’t take medication? Have you considered hypnotherapy instead?”

I know that at this point, this sounds incredibly simple, and you’ll be wondering where the $500 per hour part comes into it, but this is where you need to forget about what’s in your wallet and think about what the problem is costing your client instead.

Just this week, I had a father come to me asking if I could help his 10 year old son who’s mother had recently passed away. The child had anxiety, night terrors and refused to go to school. They had seen every expert so far and still hadn’t received any result. Even though this client wasn’t covered by government funding or private health care, they were happy to go along with the program because this problem was spiraling out of control.

So our ‘Sad Because’ was Anxiety, Night Terrors, Insomnia, refusal to attend school, etc…

Every other Doctor, Counsellor or Psychiatrist basically used CBT (Cognitive Behavioural Therapy), suggested medications, presented the child with labels and a diagnosis and nothing worked.

The child and the father were sick of repeating the same story each week with the same or different expert.

Within a single session with hypnotherapy (that just so happened to be that I was the hypnotherapists), the child was able to identify the true problem and reduce the symptoms by over 60%.

The trick with hypnotherapy is that we often focus on 3 things that other professions don't focus on.

1. What would the positive outcome be if they were cured.
2. Sensory understanding of the pictures, sounds and feelings that the Anxiety uses to present itself.
3. A progressive treatment to reduce the Anxiety Symptoms and to rehearse / visualise life after the solution has worked.

So we have "I'm sad because" of Anxiety, Night Terrors, Insomnia, refusal to attend school, etc…

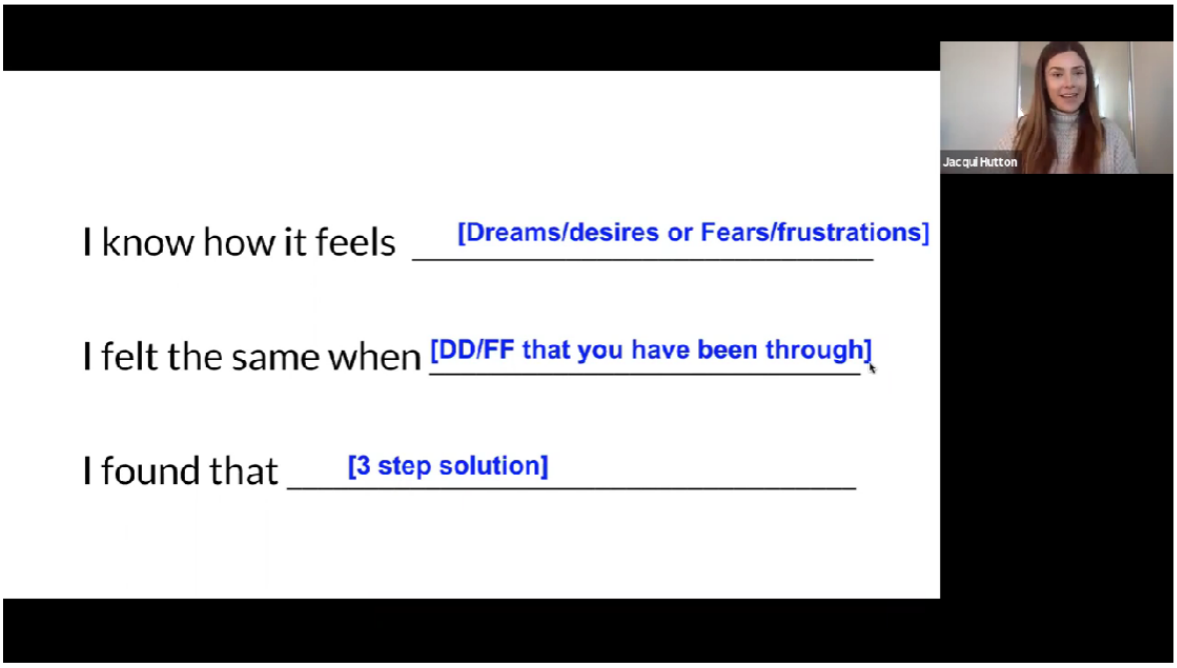
And we have “Instead of” Doctors, Counsellors, Psychiatrists using Labels, Medications and asking the Same Questions each week, we have Sensory Clinical Hypnotherapy where the client is feeling 60% better after 1 session.

Isn’t that better than just “Buy my hypnotherapy”?

We have “Sad because” and “Instead of” as rules that easily sell therapy for $500 per hour.

If you want a quick story structure to help to sell your hypnotherapy programs, please check out Day 2 of The Entrepreneurs Rivalry Challenge.

Day 2 - Connect with your Audience using a Short Story Framework



Social Media Posts that Convert…

Here's a simple social media post formula that we've taught in The Entrepreneurs Rivalry Challenge.

1. Headline. How to get 'Good Thing' without 'Bad Thing'
2. Story. Feel, Felt & Found
3. Call to Action. Click Here to Join / Watch / Subscribe…

Next, you need to book them in.

We use the Appointment, Program, Pause formula from this video…



I start my call with, “Hello Scott Speaking.”

Followed by “Are you calling to make an appointment.”

And if they say, “Can I book in”, I say, “Are you looking for a weekday or weekend?”

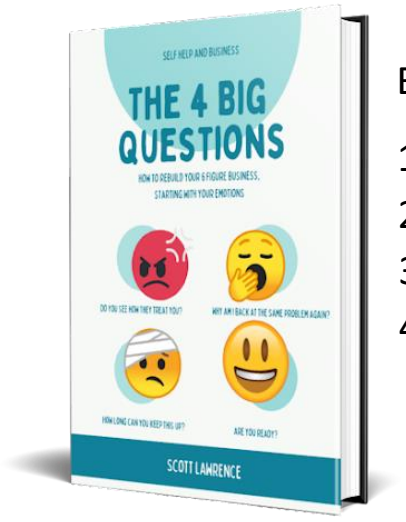
And if they say, “How does it work”, I say, “the program is…”

And then I just run the session.

It’s so simple.

Just this week as I’m writing my eBook, I’ve banked nearly $6,000 in hypnotherapy this week just by following these simple steps.

If you’re actually feeling quite down and need lifting up, this eBook and Facebook group is exactly what you need.



We all feel down sometimes. This eBook ‘The 4 Big Questions’ which are…

1. Do you see how they treat you
2. Why am I back at the same problem again?
3. How long can I keep this up? and
4. Are you Ready to Go?

Are designed to get you back on track again.

Resources to help you to earn $500 per hour…

If you're really absolutely brand new to Hypnotherapy, then you should watch these few videos if you want to get started fast and can actually sit and watch videos without tuning out.

How to Attract up to

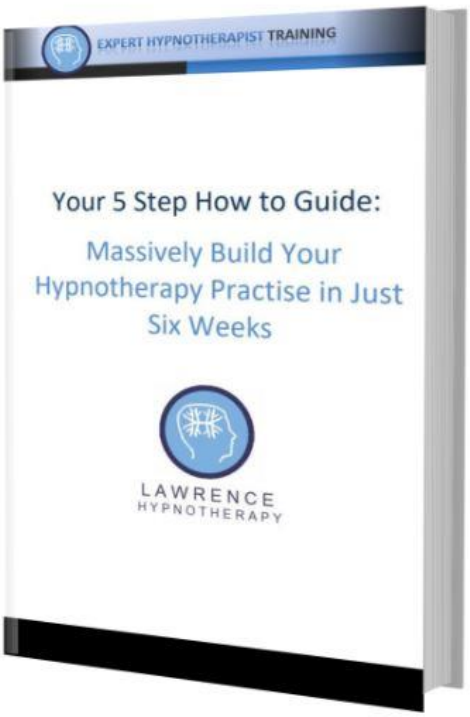
20 Clients per Week

5 Day Jump Starter

Day 1 - Problem



You should also read this quick eBook.



I wrote this eBook after my first couple of years in hypnotherapy.

I had just started teaching at the Academy of Hypnotic Science and had noticed exactly what business questions that hypnotherapists really want to know when they start out.

So I put all of the answers in this short eBook.

You could probably also benefit from Extra Hypnotherapy Session Training. I've uploaded my seminars here.



If you haven't built a web page before, then please watch these 2 videos.

The first video '6 Figure Web Page Basics' shows you exactly what 5 things go on your web page.

The 2nd video '5 Minute Traffic Builder' shows you how I built a web page and traffic, all the way up to booking in a client in under 30 minutes.



5 Minute Traffic Builder



And finally, read this eBook called '3 Webpage Templates'



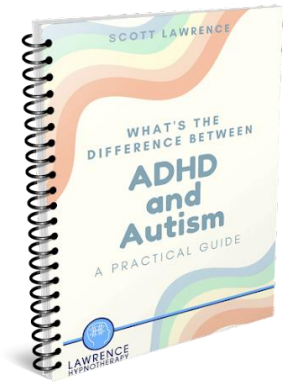
This eBook show you exactly how High and Low ticket web pages are built fast and how to make them convert.

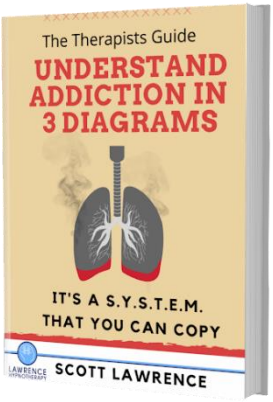
It's all in there, in one place. You just have to read it and follow the steps. That's the secret, just follow the steps and you'll get to the end in no time.

I have included a collection of 6 other eBooks to keep you going.

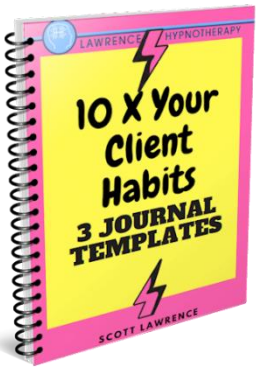
eBooks to continue your training…

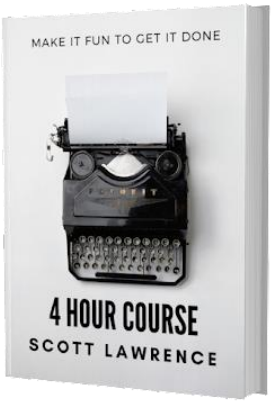
Each of these eBooks are only around 30 pages each, but are packed full of helpful advice to grow your practice or to help you to get a result out of your client.

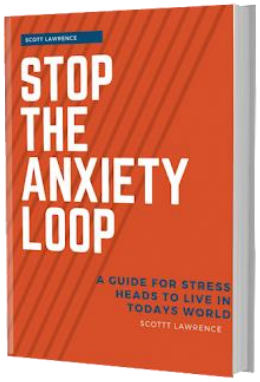












If you have questions about hypnotherapy that you'd like for me to write an eBook about, please email me at scott@lawrencehypnotherapy.com . I can't promise anything , but I'll do what I can.

Find my other eBooks by clicking here.

Where I would start if I was starting today…

First of all, I did have to start from zero when I first started.

I beat all of the other students that I studied with, just because I pushed through.

I made myself read a little bit more, watch any training videos and just push through.

The biggest thing that you'll need to know is that you don't need to have the entire picture before you start.

In fact, it's unlikely that anyone will ever have the entire picture in life. It just doesn't exist. So you need to start with what you have.

These days, I would focus completely on government funded clients, because that's the easiest way to keep guaranteed clients and to never have to advertise again.



I mean, the basic list about starting a practice is all here in this video.

But if you want government funded clients, just scroll to the last page of this eBook, click on the link and the training video is there.

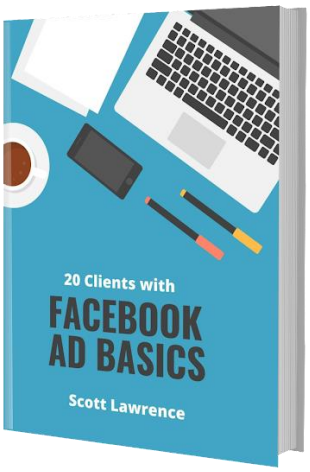
My List...

1. Find a place to see clients.
2. Decide what problem that you fix.
3. Write a program offer to fix that problem.
4. See 1 practice client.
5. Create an offer page to advertise your program.
6. Practice your phone script.
7. See clients.

That's my basic jump starter list.

The rest is just learning and showing up consistently.

Do you want a step by step plan to keep you accountable every day?



There's a 21 day challenge in this eBook to getting started, step by step.

Week 1. Create your offer.

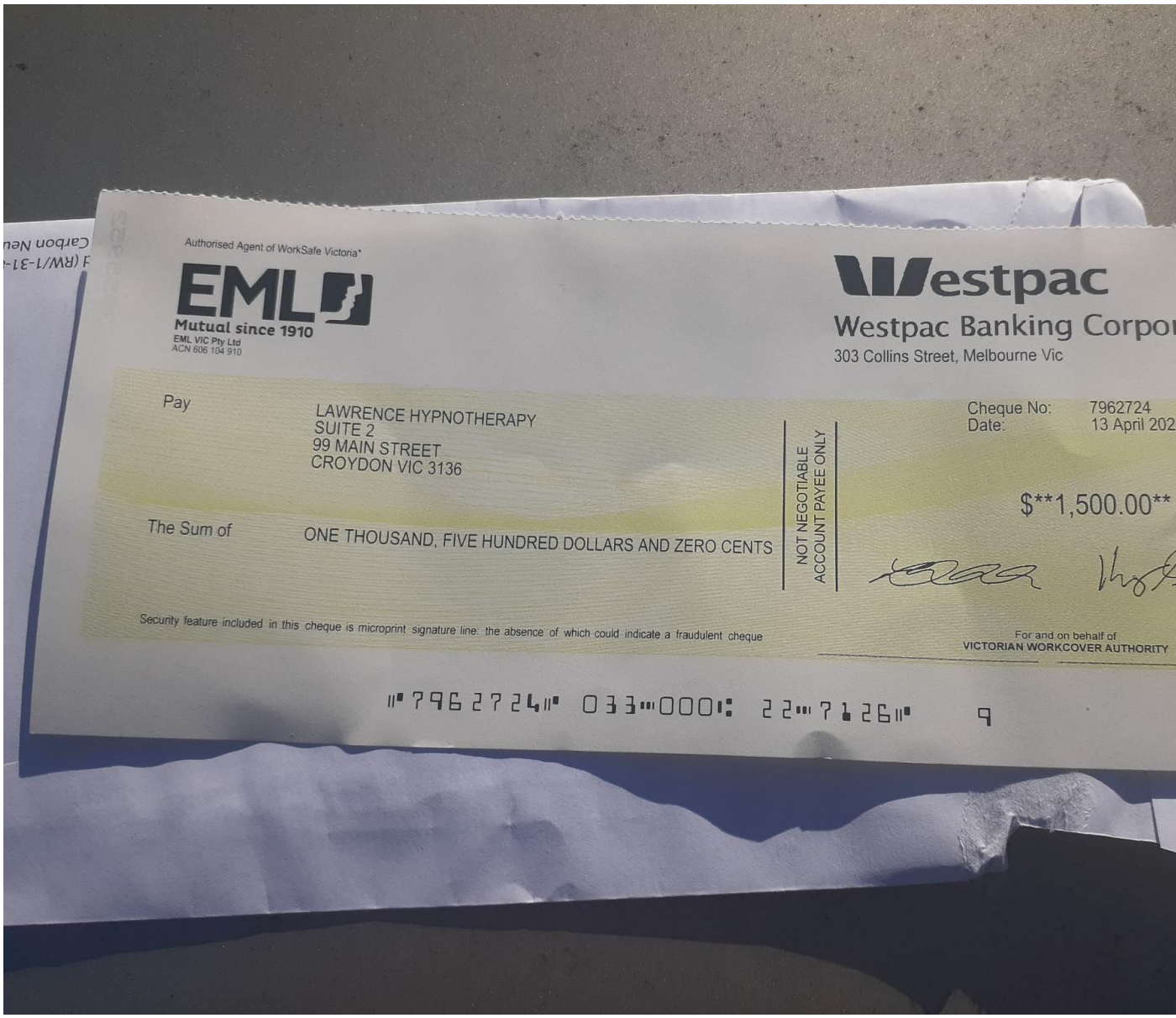
Week 2. Create your offer page.

Week 3. Book them in.

Believe it or not…

You're a lot closer to your goal than what you'd think.

These payments that I keep getting from clients, from government funded clients and from my programs don't take that long to set up.



It's about over coming fear and procrastination.

What fear do you need to overcome?

Are you sick of being stuck year after year?

Are you willing to do what ever it takes?

When it's so obviously true that the money, the clients and the success is floating around the world, just waiting for you to show up and claim it, then it's a wonder why anyone would do anything but do the steps.

Do you have fear of charging higher?

Do you have fear of technology?

Are you afraid of the clients themselves?

Are you worried about burnout or something else?

Because fear may present itself as fact.

Fear may hide and pretend to be stress.

Fear may try to keep you away from clients who need you.

Fear may try to change the narrative on you until you think that you don't deserve success or aren't ready.

But fear is just that. Fear is fear. It's not truth.

What steps will you commit to over this next week?

The best thing that you can do, is to write down your steps in your diary, and then do those steps every day.

Ask for help if you need to.

But you've got this.

You can do it.

Please check out this video on the 4 reasons why people fail to get their work done.



The Final Story…

And it’s about Breathing, Ice Water and Meeting Wim Hoff…

We all panic.

Recently I went to Sydney to do the Wim Hoff ice bath challenge.





The idea is, there are 20 small inflatable pools that fit 12 people in each pool. The pools are filled with water and ice blocks.

The line up was fun, as I met new friends. But they talk about some weird stuff while you’re waiting.

A couple of people kept telling me that I ‘Wasn’t going to die’

Which is strange, because I had full confidence before they started trying to make me feel better.

I hadn’t considered that death was an option. After talking to my friends in line I actually got a little scared.



But like with all things, I was fine.

The challenge is to sit in the water for 2 minutes, and then get out. For the first 20 seconds, I panicked and my body started to breath quickly, even hyperventilating. I didn’t mean to. The fast breathing just happened. I panicked. But then Wim yelled out, “Slow down your breathing” and then I gave it a shot. I slowed down my breathing and I was fine.
I could have stayed in there all day.

Money and Business often make people panic too…

We all panic.

It’s just a fact.

But when it comes to business, it’s no different from the Wim Hoff ice challenge.

You will need to;

1. Lift up your mood
2. Read
3. Watch training videos
4. Give new things a go
5. Conquer any tech challenges
6. Learn to charge more
7. See clients
8. Face new challenges, etc….

The list could go on all day.

Just breath though.

Just do 1 step at a time, and slow down your breathing.

You’ll get there if you just don’t quit.

Do you want the Government to Pay for Your Clients?

“Knowing what to do is really half the battle.”

“Hey Scott,

Hope you're well!

Thank you for all your advice over the phone the other day. Thought I'd give you an update...
Well, I did it!! We received our first NDIS payment and from that client we were talking about that I thought I failed with!!

With this new stream of clients unlocked, we'll need to hire a 4th hypnotherapist next year ! 😆

Thank you so much again

Regards,

Emily McDiarmid”

Watch The Video to

Discover How to Get

Government Funded Clients



