EXPERT HYPNOTHERAPIST TRAINING

How to Give

Results to Resistant Clients

without being Mean, Confusing or Weak



Tough - Clear - Kind

Do you want to get results for your clients without being Mean, Confusing or Weak?

The hardest fact for us to wrap our heads around is that people don't all think, live or feel the same as each other. They don't have the same amounts of income, savings, energy, empathy, education, support, believe systems, problems, health, lives or expectations as us or each other.

If you're a hypnotherapist, coach, consultant, sales person, teacher, educator, instructor or specialist and you perform consultations, program, write books, deliver seminars, online training courses, class room education etc,,, and you want your client or student to get a result, then you need to know the three main tools for getting them through to a result.

If you help people with Finance, Health, Relationships, Mindset, Time Management, Addiction, Education, Sport, Specialised Skills, Mental Health or with Hobbies and you need your client or student to do their share of the work, to show up on time, follow your instructions and to complete your program, then you need to be crafty at using the Tough, Clear, Kind formula.

The last thing that you want to hear from a person who you're helping is that they didn't do the work. In this eBook, we'll give you the exact formula break down and examples of how we've gotten clients and students to a result using the Tough, Clear, Kind model. You're going to really love this especially if you ever get frustrated by the people who you find very difficult to help.

Tough is simply the standards that you maintain through **I.N.F.L.U.E.N.C.E.**

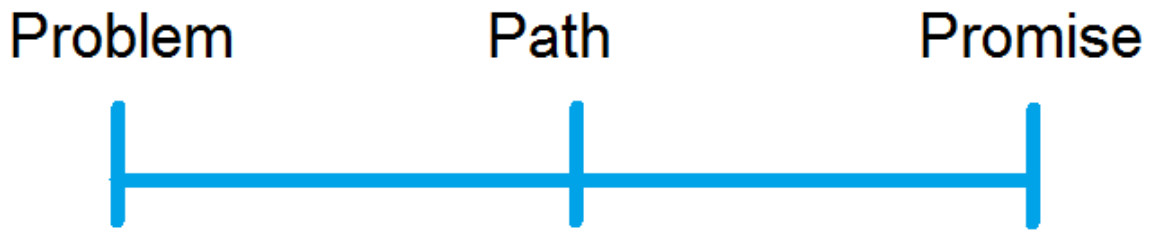
Clear is the **F.R.A.M.E.W.O.R.K.S.** that you use to create a better understanding and

Kind is the **M.I.N.D.R.E.A.D.** technique that you use to demonstrate empathy for their situation.

When any one of the trifactor are missing, then the client or student stops working, wastes time, complains or drops out. People naturally want to do the right thing until everything becomes so hard that they honestly believe that they'll never win. At that point, they start letting their important promises fall through the cracks, because they've already decided that they can't win.

It's a real game of Rock, Paper, Scissors when you're helping someone, because if you are too **Tough** and the client has just been through a tragic event, then they'll see you as lacking Kindness or Empathy. If you lean too much on being **Clear**, then you may expect people to take your perfectly explained steps and pathway and do something with it, but it just sits there as shelf help. And again if you're all empathy and are too **Kind**, then that kindness can backfire on you when your client blames you for a lack of results caused by their own inability to ask questions and to tough out the journey.

Here is the Triple P Framework that you can use to walk your client from start to finish. We use this same framework in our 6 Figure Asset training where we get our students to create their own online courses and seminar to give results to their clients.



Your first job is to get your client or student to agree on a Problem and a Promise. If your client has come **for Quit Smoking Hypnotherapy**, then that's an easy one. They already hate the fact that they're a smoker and they want to quit smoking. Your job is basically done. The same goes for **Weight Loss**, **Earn 6 Figures**, **Cure Insomnia** etc, because they're all **Tangible Outcomes**.

However, If you're a more abstract therapist or teacher who wants to help the other person to establish **Inner Peace**, **Greater Confidence**, **Find Them Selves, Get Unstuck**, etc, then you have another job to do before you help them along their **Path**. First, you need to establish a **Measurable Problem** and an **Measurable Promise** so that you can demonstrate **Evidence of Progress**.

If you already have a tangible **Problem** and **Promise**, then you can move straight onto the section on your **Tough**, **Clear** and **Kind Path**.

If you are using a less than tangible **Problem** and **Promise**, then use our **S.H.O.W.** acronym to flesh out your tangible evidence.

S.H.O.W. stands for

System – (What is it called)

How it Works – (What are the Steps)

Outcome – What happens at the end

Why – A slice of life about why that outcome is important.

Here's an example of using **S.H.O.W.** to create tangible evidence for an abstract niche.

System – The Program is called 'Stop that Destructive Inner Voice'

How it Works – We train your subconscious to reframe your doubts into opportunities.

Outcome – At the end of the program, you will be much more active because you'll be acting upon your own ideas again.

Why this is Important – If you don't trust yourself, then you'll lose all of the opportunities that life throws at you and miss out on fun, money, love and life experiences. You could travel more, get more promotions, be more social, take more breaks if you want to ect...

Once you have your tangible **Problem** and **Promise** or you've used **S.H.O.W.** to explain your **Problem** and **Promise** and your client or student is eager to start on their journey with you, you need to make sure that they actually do the work.

I'm about to give you our formulas and examples of exactly how to make sure that your client or students not only has everything that they need to get through their part of the work, but will actually do it and get through the steps that you've asked them to. This is such an amazing framework of techniques and I encourage you to use it.

First, let's talk about why it's so important to have the **Tough**, **Clear**, **Kind** model in your work and what happens when you miss out on any of the three steps.

Tough and Clear without Kind = Mean

Your clients and students will literally rebel against you and their own self interests if they feel any disrespect from you. We've seen this in our own mistakes, our clients mistakes and I'm sure that you've seen this for yourself. Have you ever been to a professional who just seemed like Tin Man, heartless or didn't really seem to care about you, how well you understand of how you are feeling? We'll be talking about the **M.I.N.D.R.E.A.D. MODEL.** later in this eBook. Be Kind.

Tough and Kind without Clear = Confusing

We're busy and life is fast paced. Don't blame your client or student if you need to repeat yourself, break it down further or come from a few different angles. We're going to show you the **F.R.A.M.E.W.O.R.K.** model to get your point across. People get embarrassed and don't speak up. Too often people blame laziness when they don't understand something. Sometimes the explanation just didn't make sense to them. Be Clear.

Clear and Kind without Tough = Weak

No matter how bad their situation is, how big your heart is and how clearly you've explained the steps, people are always going to be more attracted to and respect people who are strong. It's in our biology to pay more attention to people who seem to be winning at life than those who mean well but can't find two coins to rub together. If you let people walk all over you, then they will. It's as simple as that. You need to **I.N.F.L.U.E.N.C.E.** people early in your program, or else you've just lost them for good.

How to Be Tough

If you lack Toughness, people just naturally assume that you don't know what you're talking about. They're naturally programmed by nature to look for holes in your armour, to judge you and to find weakness. This isn't their fault or yours, it's just the way that people's unconscious minds work. They want to know who the Alpha is, who has the best genes to breed with, who's going to be a good protector and who would it be a smart idea to team up with. Wouldn't you prefer to get expert advice from someone who seem confident and has higher standards than from someone who appears nervous and ready to fall apart emotionally if you trigger them with the wrong question. We demand some Real Grit from our leaders and experts or we reject them without apology.

Example 1;

A **Quit Smoking Client** says, "Just to let you know, I'm a little bit too grown up to listen to your CD set recording. Skip the explanation, I know how this works. Just do your thing and I can get out of here and you can go home early."

Example 2

A **Weight Loss Clients** keeps cancelling their appointments and wonders why they aren't getting results.

Example 3

A **Client** says, "I'll pay if it works. I've been stung before by heaps of so called experts. So now I don't pay until after I get a result."

Example 4

An **Insomniac Client** says, "I need help to get to sleep, but I'll tell you how we're going to do this. I've done my research and I know how this works. I just need the one session and I'll be fine."

Obviously, once the pattern has been established that the client doesn't see you as the expert, isn't keen to follow your instructions, then the pattern just gets worse and worse. The first key is that you have to be willing to lose the occasional client or student if they're a wrong fit, or else you'll always feel bad about your own skill sets when you can't help those people. F

Most people you can help, but you have to be willing to walk away. My brother and I run the most successful marketing company for therapists in Australia. The students who work with us build their funnels so quickly and they give us glowing testimonials and encourage their other family members to come along. We had a troll approach us about our program and he said that he was really keen to join. But then he demanded a $400 discount for no reason and started trying to predict what he thought our program was worth based on his own faulty maths. Luckily, we spotted the pattern early and turned him down. Even later when he offered to pay full price again, we still let him go because he would have been a bad fit for our group. People like that will never be successful because they don't understand **I.N.F.L.U.E.N.C.E.** People respect strength, not flakiness.

They key is to use **I.N.F.L.U.E.N.C.E.** to get them to **Agree** with you.

I.N.F.L.U.E.N.C.E. is the acronym that we use to describe how to get somebody to do what you want. Each letter is ranked from least effective at -4 up to the most effective at +4

Insults = -4. This is the least effective tool for being tough. If you insult people, then you've lost them forever.

Nouns = -3. This is where people argue over the definition of a Noun. For example, if you say "The word **Cured** doesn't have to mean when you don't want a cigarette. **Cured** can also mean when you don't have to have one." We give this technique a -3 because it's not a great tool for creating influence. Sarcasm is often used by challenging what the client means by a word or a term. Basically, don't do it.

Fault = -2. Fault is like passing the buck. You might say, "You shouldn't smoke, even if I do. I'm not the one who's trying to quit right now" It's basically a -2 because of it's hypocrisy.

Logic = -1. Logic is fine if the person already agrees with you. But if you're using it to change a persons mind from Stubborn to Co-operative, then good luck with that.

Understand = 0. This is the analogy persuasion style. By giving examples, you won't change a person's mind. Analogies basically have a neutral effect on influence.

Every Day = 1. If you want to persuade someone to do what you tell them, if often pays to associate that activity with another activity that they do every day. I associate listening to the CD sets with bed time because they already to that every day.

Nuisance = 2 This is when you talk about how annoying it is that they have a problem that bugs them on a daily basis. If you ask, “Aren’t you sick of paying so much for a packet of smokes” , you’ll persuade more than trying to use logic, nouns or fault.

Core = 3. People like to feel proud of themselves at their core. When you give people a reputation to live up to, you can just stand back and watch them close the gap. If you say ,”Imagine being your healthiest self”, then they’re so much more likely to cooperate than if you say, “You need to follow my instructions because they’re part of the program.”

End of the World = 4. Don’t use this one too often. The purpose of persuasion is to only use it when you need to. End of the world is when you tap into your clients fears to make them join your point of view. If they’re already convinced, then there’s no reason to use this one.

How to be Clear

Most of the time, your clients actually want to do the right thing. It’s just that they don’t always understand how. They haven’t studied what you’ve studied and they need the information delivered to them in a learning style that suits them. Most people just want clearer steps.

Example 1

You’ve just finished explaining to your **Client** what they need to eat this week, what exercise to do and how to conquer any mind set issues they might have, but now they ask you, “So what do I do? “

Example 2

A **Clien**t keeps asking you what part of the brain the subconscious is, how deep it is, how hypnosis works, how hypnosis is different from sleep, what hypnosis feels like, they want to know if they have an addictive personality, etc...

Example 3

Your **Client** keeps saying, “I’m confused” or “I don’t get it” or “Someone else explained it to me differently”

We use **F.R.A.M.E.W.O.R.K.S.** to help our client to understand through their own learning style. The key is to get them to understand the **S.H.O.W.** You need them to know the name of the **System** that you are using. They need to understand **How** as a series of simple steps. They need to know the **Outcome** or result that they'll get at the end and they need to know **Why** that outcome is important to them.

An **Anxiety Client** of mine was more than happy to do what I told them to do. They just had an issue with understanding the steps. We used a diagram to show that Anxiety is like Too Much Energy and Looking at the Future, while Depression is Too Little Energy while Looking at the Past. This gave the client a feeling of clarity because they could see where they were on a spectrum.

F.R.A.M.E.W.O.R.K.S is an acronym that we use to demonstrate the different models that you can use to explain a point. The key is to be Understood.

Flow Charts – This is great for visual learners. A flow chart is just a visual representation of steps. The more complex flow charts might also include multiple options with an "If Yes, then go this way. But if No, then go this other way" using arrows to demonstrate the direction of flow. You'd be surprised at how much compliance that you gain when your client finally 'get's it'

Rhymes – Great for auditory learners, if you can put your steps into a rhyme like, Eat, Cheat, Repeat, or Breath, Greif and Receive, then it can help your client to remember your steps in their native learning style.

Acronyms – We use acronyms more than any other style of Framework. It's a great system for getting your client to remember the steps in a particular order.

Mind Maps – Tony Buzan has entire books and courses that show you how to use mind maps. When you draw a circle or central topic, and then draw wavy lines to demonstrate subordinate topics.

Examples – This is often people's favourite Framework. If you can use an analogy or a story, it helps to paint a real life image in their head about what you want them to do.

Workbooks – Simple question and answer pages in a small workbook is a brilliant tool for getting your client to actually do the steps.

Ordered Steps – We often use this in our marketing courses when it's not appropriate to be too fancy with complex steps. Once in a while, if you have lots of complex steps, it's best to just list them with numbers.

Repeated Letters – Also known as alliterations, words like coca-cola or problem, path, promise allow the reader to remember your instructions because they all start with the same letter.

KPIs – or Key Point Indicators are great for setting clear standards for your client. If every week there are standing orders that need to be followed and recorded, like a food diary or a calendar check list, then it helps you to keep track of their progress.

Shapes – Our **A.B.C.D.** diagram the we use to explain the 4 emotional triggers that cause addiction has become our most popular framework. We use A for Achievement, B for Breathing Space, C for Connection and D for Discovery to show clients in a quadrant map what causes them to desire cigarettes, alcohol, coffee, cocaine, alcohol, marijuana and sugar.

How to be Kind

Nobody cares how much you know until they know how much you care. It doesn't matter how much experience you have if your client doesn't get a chance to talk. You're never too important to be nice to people. However, once in a while, a client can talk for so long that you run out of time to actually help them. Your client or student won't actually believe that you're an expert unless they think that you understand where they're coming from.

Example 1

A **Smoking Client** asks if you've ever been a smoker. Then they ask you if you used the same therapy that you perform to quit, or did you use some other method.

Example 2

A **Client** who has been mistreated, abused or ignored tells you that you're out of their league to help. They believe that their problem is so unique, while they feel so alienated by life that they're convinced that you can't help them.

Example 3

A **Client** who was attacked in a way that they feel was embarrassing doesn't want to talk too much about the problem because it may make them look bad. Although, if you can't prove that you relate to them or at least understand their situation, then they stop thinking about you as a credible expert who can help them to get a result.

People are suffering from such private versions of their problems with money, health, relationships and mental health, that they are really pinning their hopes and dreams on your ability to build rapport with them. They've been laughed at, ignored,

We use the **M.I.N.D.R.E.A.D** acronym to give examples that relate to what our clients and students are going through right now. Before you can influence them to move and teach frameworks to move forward, they need to understand that you actually know how bad their situation is, or at least how bad that they feel that it is. The acronym can be used over and over in a sentence to prove that you're listening, paraphrasing and truly know what it's like for them.

Maybe – We use mitigating words like maybe, what if, imagine, perhaps, it might be the case, let's say that, could it be, etc... to hedge our bets. We can't be wrong about a sentence that we haven't committed to. If you start your mind read sentences that way, your client will be more likely to only hear that parts that they agree with.

Interest – You mind read the client by bringing up their desires or reason for coming to see you. Maybe they want better Health, Relationships, Finances or Happiness.

Nuisances – You talk about the daily grind, the pain and the obstacles that seem to always come up for your client when they try to improve their situation. You've just talked about their interests, so that they know that the two of you are on the same page, but it's time to relate and humanise the reason why they aren't where they want to be.

Dreams – You zoom out larger than their short term interests and get more specific about what kind of a life they really want to generate for themselves.

Reality – Interests was positive, Nuisances was negative, dreams was positive again and Reality is more negative again where you empathise with the real day to day limitations that cause people to get stuck. This lets them know that you know what's really out there.

Expectations – Now it's time to make a promise. Tell them what kind of results that you help people to achieve and set the tone of the session.

Acknowledge – Be proud of their commitment to overcome whatever struggle could have stopped them from being here with you today and honour their journey.

Direct Suggestion – Get excited and ready. Give them a 'Let's get started' style direct suggestion and start giving your client something to do. Even taking control of where they sit, what they pay attention to next or anything that puts you into the leader position is perfect here.

So let's put it all into a sentence or 2.

I hear you, what I'm thinking, you want to quit smoking for your health, the price is high and your children constantly hassle you to quit, you want to be there for them for as long as possible, but you also need rewards or breaks for yourself and smoking has been that break. I help people like you to quit smoking for life, I honour the fact that you've come here today, so let's get started.

The Tough Clear Kind Guidelines

When do you use Tough or Clear or Kind with a client?

Well it depends on their gap.

A client that I saw this morning said that they only smoke while they're alone. They use it to find out who they are outside of the expectations of all of their roles and relationships. They're a deep thinker who recharges as an introvert and thinks in a different way to most people. They're highly intelligent and know how to overcome almost every other challenge in life except for letting go of cigarettes. They find talking to their parents difficult because the client has a high need to talk and to be understood, but the parents have a limited interest in listening to what they have to say for long periods of time. The client smokes to relax because being in a slightly altered state of relaxation gives them the sustainability to go on with the rest of the day or week. They haven't tried another technique to relax yet because the need hasn't seemed to come up yet.

So would you use a **Tough, Clear or Kind** technique here?

The answer should be to try all three and see what response that you get.

Find out which technique is working the best and use it more. You may have to cycle through all three multiple times. Just don't keep using the same one if you're getting nowhere.

I started with **Tough**. I asked them 'why' they wanted to quit. This question is a reference to the 'End of the world' part of **I.N.F.L.U.E.N.C.E.** I started with the big guns here, but I used a soft approach of letting the client answer the question for themself.

I also used the 'Every Day' part of **.N.F.L.U.E.N.C.E.** combined with 'End of the World' by telling them the brain is so habitual, that if they do nothing today to quit, then it's highly likely that nothing will ever change in the future. I also said, 'There are no environmental signals to tell you to quit smoking that people take seriously until a bigger problem develops'. Now they're slightly worried that they need to get a result now. This is good, but we don't want them to move beyond 'slightly worried'. Slightly is a lot in this case. We don't want to keep hammering them over the head. We have compliance, that's enough for now.

Then I moved onto **Clear**. I listened to them and reassured them that they can have the relaxation and altered state that they want without ever needing cigarettes or drugs. I told them that nobody ever fantasises about being half way through a cigarette. I gave examples of how Smoking doesn't Cure Stress and how becoming more deliberate about planning down time is going to give them exactly the relaxation that they were looking for.

We moved onto **Kind** by describing life as a puzzle that takes time to work out. I mentioned that it's really tough sometimes to feel as though you can't recharge, reset or sustain energy unless those calming rituals are in there. I sympathised about their parents not listening to them much and told them that they deserve to tell their inner thoughts to people who actually want to listen, and that anyone who doesn't want to hear what they have to say about life doesn't even deserve to hear it. They felt reassured after hearing that it's common for parents to ignore lengthy details about their grown up children and that it doesn't mean that what they have to say isn't important. I let them know that they'll feel better about themself when they stop trying to make poor listeners their main audience and to start relying on those people who let them get everything out into the open and resonate with their topic.

People need you to switch from Tough, to Clear or to Kind as often as it takes to get the job done. You can't do too much wrong by switching too often. The exception is once you've delivered your cure and then you start to undo your good work by continuing the lecture after the win. Once you're done, then you're done. You've helped that person.

If you stick to Tough too often, then a person who feels unheard will think of you as a bully and the person who feels confused will doubt their own self worth and intelligence.

If you stick to **Clear** too often, then the person who **already understood** will **get bored** and the person who feels saw and hurt will feel dismissed.

If you stick to **Kind** too often, then a person who needs a **push** will **never start** and the person who just **doesn't get** it will not even see you as a **credible expert**.

So don't be afraid to cycle through **Tough, Clear** and **Kind** as many times as you need. Just remember to stop once the job is done and to move onto the Hypnotherapy part. This is what I have done with over 3,000 addicts, students and viewers in my programs and courses for my entire career. This is how I get so much word of mouth and client / student success.

When should you be **Tough**? This is when your client is taking no action and treating your advice or treatment like shelf-help.

When should you be **Clear**? This is when your client has tried multiple experts, is highly active but has a distorted understanding about how to gain a result.

When should you be **Kind**? This is when your client has had their feedback ignored by other experts, has low self esteem or uses lots of 'Yeah Butt' responses on your.

We often use the **Tough, Clear, Kind** formula when working with our top clients. When we run our '6 Figure Asset' program where we help our clients to create their own online course and to sell it online, we've always got a big job ahead. To create a profitable online course contains so many competencies with Technology, Psychology, Planning, Finance, Mind Set and Personal Health that it's no wonder that most people who start never actually finish.

Last night, one of our top students launched her first online course and made two sales within hours, simply by launching an online video and performing other marketing steps that we walked her through.

Here were some of the challenges to **getting to this point**.

1. She had a blockage about asking for money.
2. The technology was stressful and confusing. She'd never set up Paypal before
3. She wasn't sure exactly what it took to put actually make sales to an online course just using video, YouTube or Facebook.
4. All other training out there was so Big Picture that nobody had ever walked her through the steps before.
5. Most people have no idea what step to do first and why sequence matters

These 5 problems were enough to prevent her from getting her program off the ground for 4 years. And then all of a sudden, the results came, her follows grew, her sales started to come through and the future started to seem brighter.

I had to cycle through the **Tough, Clear, Kind** formula so many times to bring her to this situation. Most coaches learn on only 1 or 2 of these traits, but you need to use all 3 to get results predictably for people.

Here are some facts that should make your entire life easier.

1. Everybody is suffering and they need your help. Sometimes they're suffering from something big, sometimes something small, sometimes often and sometimes rarely. But everybody sufferers at least at some point in their life time.
2. People are looking for experts to make their problem to go away. The time when they're most open to help is during times of great Ambition, Suffering or Change. When the 2016 American Election had turned up a new President Elect of the United States of America, people were looking for answers everywhere. This was a great time in book sales, course sales and one on one expert program sales.
3. There are experts out there with courses ready to show you how to do anything that you want to know how to do.
4. Money is easy once you focus your attention to fixing the problems of other people.

We invite you to join 6 Figure Asset

Are you ready to get your message out there in the

form of your own Online Course?

We're ready to help 2 more people to build their online course and to generate an online income using the 1 to many model.

Have you already spent years doing things the old way or going it alone without support? We're here for you to hand hold you every step of the way.

We put more of our time into helping you than we do into our own marketing. That's why we've become the most trusted coach by anybody who has been through our course.

We start our next round of students soon, and we're only willing to work with 2 at the moment. If this is something that you've been ready to do for a long time, then click the button and find out how we can help you to build your own 6 Figure Asset.

