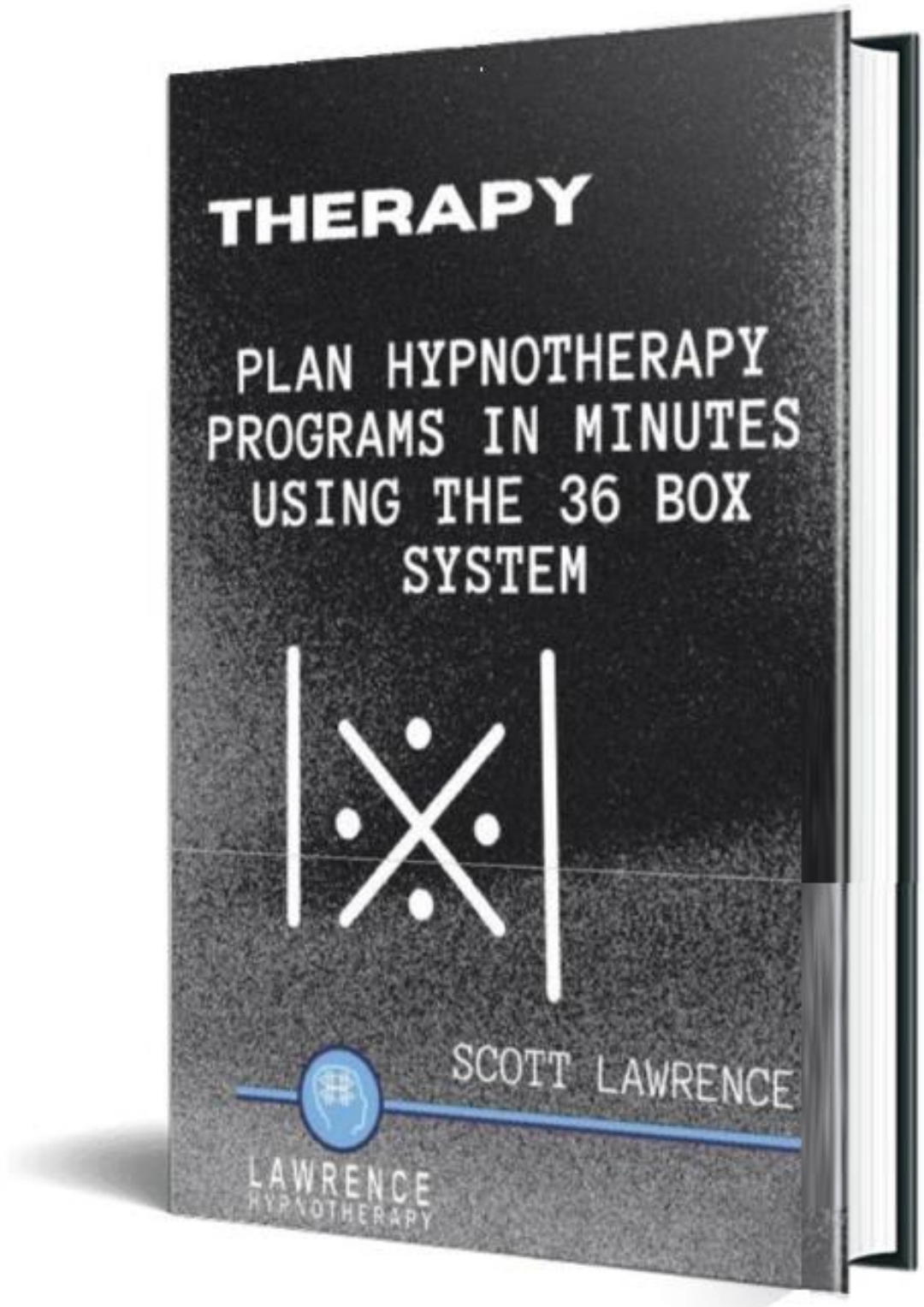

THERAPY
PLAN HYPNOTHERAPY PROGRAMS IN MINUTES USING THE 36 BOX SYSTEM
SCOTT LAWRENCE
LAWRENCE HYPNOTHERAPY



Scott Lawrence

Clinical Hypnotherapist

Lawrence Hypnotherapy

Business Coach

Lecturer, and over 5,000 Clients.



Counselling is much like a program. All programs are designed to follow a series of steps in order.

The first order to know is Listen First, Help Second. If you haven't seen this video, then please watch it now. It's very funny and makes the point that people who are seeking help are looking for emotional support before they are seeking advice. *(By now, everyone must have seen this video. But either way, give it a watch now.)*

Do you have Impostor Syndrome?

Do you worry about running sessions with clients?

If so, we're about to cure that for you by giving you the 36 box plan and the 5 events that MUST happen in every session.

I’m good at Therapy because I did a Sales Job, just before I studied Therapy.

I’m actually proud of the fact that I never made a sale for this company. I’d feel out of integrity if I ever did. But having said that, let me share with you the similarities between selling and therapy.

It’s all psychology

You need to run the session in order. (don’t just say what you think when you think of it.)

Give the client time to process what you’ve said.

You need to ask questions, even if you already know the answers, or think that you know the answers.

You need to establish leadership early.

Everything is basically scripts.

Back in 2007, I had just left working for my parents company, and needed a change. I had signed up to study hypnotherapy, but that wouldn’t start until February 2008. So in the meantime, I needed money and I took the first ‘Job’ that came my way.

Driving around in a very old, very hot car (a white Daihatsu Charade), attended maybe 10 interviews. 9 were for management roles, and 1 was for a sales job.

The guy who interviewed me for the sales job was a top salesperson himself. He was charismatic. So I took his ‘Job’, and never got paid a cent.

We were given a couple of days to memorise a 12 page sales script.

The idea was to sell a maths program to kids that comes on a DVD, it costs around $10,000 and mostly never gets used by the kids.

I was young. Around 25 at the time.

But I wasn’t a smart 25 year old, or an experienced one.

I’d basically been sheltered by working for my parents and then only working for KFC and a Chinese restaurant before that.

My resume was pretty bare at the time.

This script taught me 5 principles of psychology:

1. Emotions make more decisions than logic does. (It’s all about the energy and flow.)
2. You can make anything mean anything you want it to if you’re good at pivoting one point to another.
3. Questions can be used to control the conversation. (Questions mean that instead of saying what they wanted to say, they’re using up their turn to speak by answering your question. Then you can talk again once they’ve used up their turn.)
4. The outcome of the session is all about sticking to your order and sequence. If you break the order, you’re done.
5. It’s about your performance, not your face, your genes or anything that you were born with.

After learning how to bring a script to life by sounding sad during the sad parts and happy during the happy parts, I eventually left the sales job after boring money to fill my fuel tank.

And it was time to start my hypnotherapy training. To my surprise, it was basically the same as the sales training. It was learning psychology, but it was also memorising scripts and learning how to 'Deliver' the script (meaning how to use your Pace, Volume, Tone, etc…) to make the therapy fit the client.

In Hypnotherapy class, we basically had to learn 4 things at once.

1. The **Big Picture of Psychology**. History, Glossary, Conditions, etc…
2. **How to Hypnotise**. This was basically practicing delivering scripts until it flowed naturally with our test client.
3. **Therapy Techniques**. Swish Patterns, Time Line, all of those NLP techniques (Neural Linguistic Programming), etc… and
4. **Client Notes** and how to manage a Long Term Client.

You could imagine that it feels like a lot to adapt to.

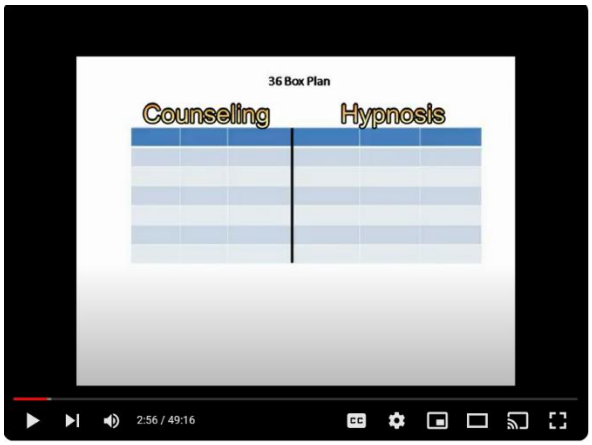
So a little thing like a sales job to practice scripts with allowed me to be instantly more natural at the Hypnosis and Big Picture, and freed up more of my brain to learn the Techniques and Client Notes.

But even having said this, client notes can still be a nightmare for many people. My first Hypnotherapy Supervisor told me that he uses short hand. But I'd never really seen anyone put the entire thing into a system.

If you want an easy way to plan your sessions out, take notes and know how to run a session, this 36 box plan basically solves all of those problems in one go.

What it doesn't do is to help you to practice your scripts and to make them more fluent. But luckily for me, I had a sales job to help me out there.

Your 36 Box Plan



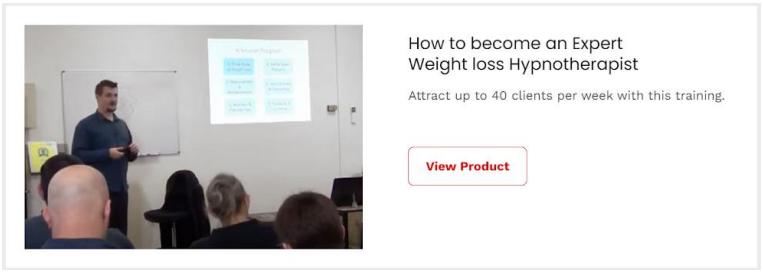
I did a video in 2017 to go over the basics of how to run a session. It came about because students of asking “How do you get clients to stop smoking?” or “How do you get your success rate?”

You may have also noticed that everybody keeps asking each other for scripts for particular therapies, but then still don’t feel comfortable running a session. And it makes sense too. No matter how many tools are in your tool box, like Time Line Therapy, Swish Patterns, Gestalt, Empty Chair or anything else, there’s a valid reason why people don’t feel confident yet.

None of these techniques, as fantastic as they are, are conversational. They also don’t tell you how to run your hour or 1.5 hours with your client. You still need to know what to say when you’re in a room with a client.

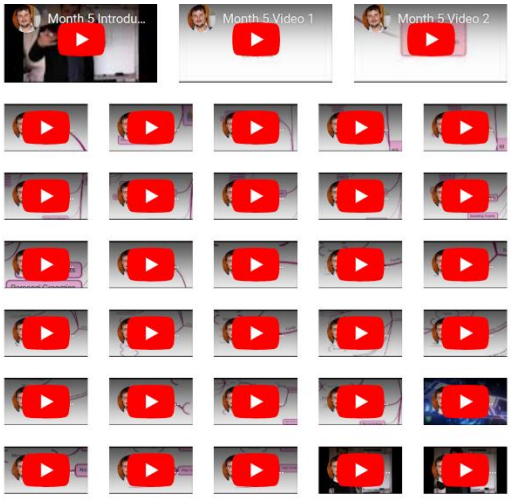


The 36 box plan is based on the 6 parts of every session times 6 sessions of therapy. This makes 36 boxes. I’ve even written a weight loss script that you can download here that fits exactly into the 36 box plan.



Or click on this image to see the entire weight loss seminar, downloads including the MP3s and workbooks.

How do you really run a session from start to finish?



I filmed an entire course on how to do therapy back in 2012. Feel free to click on it. It's designed as a plug and play where you can take each condition, such as anger, depression, anxiety, etc… and use it in the 36 box plan.

It took a while to create so I hope that it helps you out.

I Wrote a manual for you readers who aren't into videos. It's 300 pages long and goes into so much detail that there's something for almost any situation.

Another way of looking at it.
Put everything into an acronym

S.Y.S.T.E.M. X H.E.A.L.T.H.	Socialize	Yearn	Strategy	Trance	Explore Three Part Act	Mobilize / Money
Habit	Visual Thinker. Yeah Butter	Wants to lose weight	4 Rules of Weight Loss			
Evaluate						
Activity / Food						
Language / NLP						
Trigger / Parts Therapy						
Horary / Hawk						

T.R.A.N.C.E = Talk, Relaxation, Atmosphere, Narcosis, Change, Exit.
T.H.R.E.E.P.A.R.T.A.C.T = Territory, Harold, Refusal, Educator, Event Horizon, Problem, Approach, Rival, Arrival, Cure, Transformed.

As you can see, we use the S.Y.S.T.E.M. acronym to create a session plan. It's easy to follow and many therapists now use this as their bible to run their sessions.

But we're going to go deeper in this guide because I know what questions I keep getting asked about therapy.

You need to do 5 things to make a therapy session work successfully.

See these cups?

And do you like humour as a method of learning?



Well, let's see how we go here. I hope you get a laugh out of it, but more importantly, you see the structure of a therapy session.

Disclaimer: the 5 Cups of Therapy is a Joke / Metaphor.

I don't expect you to consume 5 massive cups of liquid every time you do a therapy session.

Let's say that your day starts of early, you're a bit tired and you need to drink something to get you moving.

What are you going to drink first?



1. If you're anything like me, you'd start with coffee.

The coffee cup says "Hey, what's been happening this week?"

And that's exactly what you could say to start off a session with a client if you were tired and still half asleep.



2. And your session is off to such a great start now that you're waking up with your coffee. But your stomach is rumbling and you didn't have time to cook a complete nutritious breakfast. So you turn to the Smoothie.

The Smoothie cup says, "Tell me more about that." Now your client feels heard.



3. And it worked. Your client is talking. But now your client is on a roll and they're worried that something that happened to them this week is going to be the end of the world.

You know that this client listens to the news, podcasts, plus they diagnose themselves on WebMD. Their ""cyberchondria" (play on words from hypochondria) is out of control and they're looking for your calming words.

You pick up the next drink, which is water and the side of the bottle reads " Yeah, that's normal. Don't worry about it."



4. After you teach them a lesson about how health or relationships (depending on why they came to you) really works, you feel confident about how well the session is moving along. Now you're ready for the reassuring cup of tea that reads, "Hey, you're doing really well today."

You may even throw in some therapy.



4. But after you've done your therapy, and you see that the clock is approaching 60 minutes, it's time to ask them to pay and leave. So you grab your end of day beer (just kidding. It's a metaphor for end of day.) and see that your beer mug reads "Sorry. We've run of time today."

That was your session.

1. "Hey, what's been happening this week?"
2. "Tell me more about that."
3. "Yeah, that's normal. Don't worry about it."
4. "Hey, you're doing really well today." And finally,
5. "Sorry. We've run out of time today."

After 13 years of experience as a therapist, I find this amusing because it actually does cover all of the broad brush strokes or "Events" that need to happen in a session. Now this joke version does leave out all of the therapeutic techniques, but trust me, it still covers a lot of structure.

1. Leadership



OK, let's get real again.

When I say that these are the 5 events, I'm being super zoomed out, big picture and humorous at the same time. But there seriously are 5 moves that need to be included in your session if you want to establish authority, confidence and to bring about success.

Number 1 is leadership. (Represented by the coffee mug)

When a person enters your clinic, you're probably going to fall into a bit of a script.

Mine sounds a lot like this…

Yells out to the waiting room: "I'll just be a second"

I open up the curtain to my clinical room, (yes, I'm that much of a hippie that I use a curtain instead of a door. It's way more fun.)

Then I say, "Hi, I'm Scott."

They tell me their name, and then I point at the seat that I want them to sit in and then say, "Please take the middle seat." I don't speak again until they're seated. I also wait for them to sit

before I sit. (I don't know if it's a power move, but it just seems to work better.)

And then (yes I know I keep saying 'and then', 'and then'), I notice if they're a chatter box or a quiet mouse.

If they're a chatter box, I make rapport or small talk with them.

If they're a quiet mouse, I ask, "Did you bring your client questionnaire with you today?"

If they pass me their questionnaire, then I pull out the Terms and Conditions sheet, place it on the table in front of them with the pen on it and say, "Can I please get you to read the terms and conditions." The less I say, the better. Almost 100% of people sign it when you leave the pen on it, turn away and start reading their questionnaire. It makes you unavailable for a minute or two while they read, sign and date their T&C form.

After all of that is out of the way, I like to get to the main point.

If their questionnaire and session is about smoking, then I'll say "So, you'd like to quit smoking today?"

If they're with you for any other reason, then I'd ask about why they're there. And then ask, "So you're here to (insert result) today?"

And that's **Part 1. Leadership.**

But let's think about why this is the first step that you would take in a session… As the cup says, "Hey, what's been happening this week.", what is actually happening is that you're setting a tone for the session that you're about to have.

But again, what would happen if you skipped the leadership?

Imagine this. (and this is a true story.)

When I first started, I skipped the ‘setting the tone’ or the ‘leadership’ step.

Back before I had my own clinic, and I was renting a room for $50 an hour off a very strict wellness centre, I saw my first client and I paced up and down for 20 minutes before they arrived. As they turned up to the waiting room, I was too shy to ask them if they were my client here to see me.

I must have stared at their face with my heart beating fast for what felt like an eternity. (Let’s call the client Paul)

So Paul looks at me and asks, “Are you Scott?”

And then I say yes. At this point, I’m dressed in a suit and tie as if I’m going for a job interview. I look nervous. I gesture for him to follow me and he then walks past me and sits in my chair. I end up sitting in the hypnotherapy chair, and he talks for an hour, and I never seem to get a chance to direct the session.

I never did hear back from Paul after that session.

It’s highly recommended that you work out first how you’re going to say hi to your client and direct them into your room and into the session. It makes the rest of the session so much better, easier, more successful and just friendlier.

How will you show **Leadership** in your session?

2. Listen



Do you remember how I said that things need to happen in order?

Well, this is a true example of that fact.

Once you've established Leadership, you really need to make sure your client feels heard. Not feeling heard is the number one reason why therapy doesn't work for some people.

They could be coming to you for either Health or Relationship reasons. Either way, I guarantee that they already have had the experience of both Experts and Family (or friends) not taking them seriously or not actually listening to their concerns (especially post covid.)

We're going to cover more advanced listening techniques soon, but first if you can get the Deep Vs. Wide perfected, plus the 3 Rs, then you're already ahead of most people.

Deep **=** *Tell me more about that?*

Wide **=** *What else?*

Don’t mix the two up. You’ll already know which one you should be using at which point.

If someone said to you, “Work’s been OK, But that’s not really why I’m here.”, would you use Deep or Wide?

If someone said to you, “I’ve just lost my job / partner / child.”, would you use Deep or Wide?

Exactly.

I mean, have a go at using the wrong one in the wrong spot and see how out of place it sounds.

Next is the 3Rs.

Result *= What do you want to achieve in this session?*

Reality *= Where are you at now and, What have you tried so far. How has that worked or not worked for you?*

Roadblock *= What’s been stopping you from getting there?*

This is really great if you’re tired, new or just need a few prompts to get you past a stuck area.

I can tell you that even after 13 years (or especially after 13 years) I still rely on these prompts to save energy.

Again, order matters.

Don’t give any advice, direction, steps, lessons, stories or anything until after you’ve gotten a clear idea of how they’re already going.

3. Lesson



Once you've gotten a clear idea of why your client is coming, what their current situation and state is, what they've tried and what they have not succeeded at so far, then it's time to actually give then a structure to cling on to.

When people come to see you, it's like they're standing in quicksand. A framework goes a long way to building trust in your therapy. It's time here to explain what will happen going forward. During out smoking sessions, I give them the 3 part framework of 1. The Drug. 2. The Habit and 3. The Emotional Needs. If the client can see that you have 3 clear goals to overcome, it not only contextualises your therapy, but it sizes it. It makes it manageable by showing not only the big picture, but the smaller parts.

At this point, you can ad stories, advice and set up the explanation of NLP techniques, just in case you were going to use any in this session.

But think of it like they're seeing a surgeon. No client will agree to going under the knife without a consult and a diagram to explain the process first.

4. Liberate



It's time to do your magic. Everything, well nearly everything, that you've learned about therapy and psychology goes here. Obviously rapport starts and finishes over the entire length of the session, but this is your main course during the therapy.

So, what therapy are you going to use now?

Are you doing trance work, NLP work or what?

Also, remember to compliment the client for how well they're going with you today. The ego boost is something that many practitioners forget about because they're too young and nervous or too old and jaded. You may be seeing 40 clients per week, but you're possibly not only their first therapist, but you could be the only person who's on their side right now.

This is your last step before you start wrapping up your session, so you want to make it a good one. So what ever technique you've been saving up, put it here.

Personally, I like to make the hypnosis go for 15 minutes out of my 60-minute session. It seems to create the best session outcomes to do it that way.

5. Leave



Don’t let your therapy session drag on all day. 60 minutes should be enough for any session. Any more than 90 minutes and the client is basically mentally absent anyway.

It’s time to use your final broad brush stroke and to bring this session to an end. I personally prefer to end on the hypnosis so that they’re easier to kick out at the end.

Once they wake up, you can ask them how they feel, ask them how they’d like to pay, ask them if they’re happy to do the same time next week, or work out a different time, ask them if they have much more happening for the rest of the week and you’re done.

There’s nothing like making your client think about the future with the ‘do you have more happening today?’ question to actually give the hint to make them leave.

Think about it. Once they start telling you what’s next on their list, they actually want to leave to get started on what’s next.

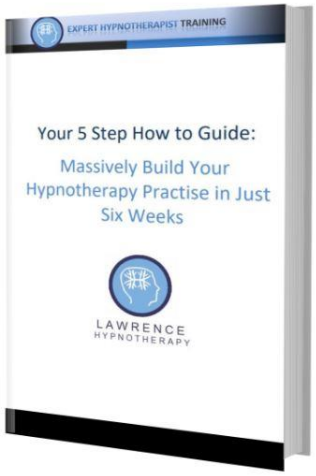
Hopefully this quick 5 Cup Therapy has been insightful.

But how do you do the Marketing?

At this point, I always get asked the business questions.

This isn't a marketing or business book.

But I've written about it for you and suggest that you get started with one of these 4.



Are you a Super Beginner?

Do you need the very first steps to getting your clinic and your career off the ground?

'Massively Build Your Hypnotherapy Practice in Six Weeks' was my first marketing book that I used to document everything that I did in my first year of business.



Are you Ready to Get Started Now?

This is more than just a price guide.

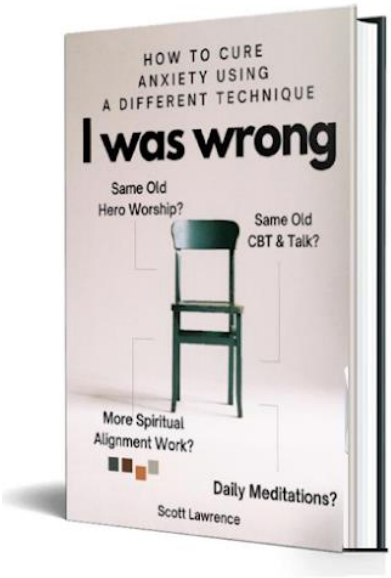
It explains the market today, how to think from your clients perspective and on top of all of that, it's a one stop FREE shop to everything that you need to run and promote yourself.

I recommend this for most people.



If you're looking for a Master class in Business and AI.

This is advanced stuff. But it also gives you everything that you need to make Artificial Intelligence actually understand your business enough to write your perfect ads and social ads.



Or if you're lacking in Confidence?

This is for you if you feel that what you need is more on the therapeutic business coaching side.

If you still feel anxiety yourself about how you're going to survive or how you feel about seeing real clients when you're nervous, then this is a Must Read business Book for you.

For now, please let me keep the rest of this book to the therapy, and download those 4 links at your own time when you're ready to put yourself out there.

Your 36 Box Therapy Plan

This is what it looks like

	Socialize	Yearn	Strategy	Trance or Therapy	Explore	Mobilize or Money
Session 1						
Session 2						
Session 3						
Session 4						
Session 5						
Session 6						

It's something that you can draw quickly with a 6 X 6 box system, or just print out templates if that's quicker for you.

I like to use this for every client.

If they do more than 6 sessions, then I print out another one. It's that easy to use. Just start filling it out. Let me explain.

Socialise / Rapport

	Socialize
Session 1	
Session 2	
Session 3	
Session 4	
Session 5	
Session 6	

I like to see the session in 2 halves. The first half of the session is more like counselling that you do with them and the second half is more like a treatment that you do on them.

Most clients see it that way too, even if they don't consciously know it.

No body wants to be hypnotised in the first minutes of a session. But if your service is hypnotherapy, then they still expect a hypnosis session at some point.

The first half of the session is **Socialize**, **Yearn** and **Strategy**. Those are your counselling steps that you do with them. The second half of the session is **Therapy** / **Trance**, **Explore** and **Mobilize** / **Monetise**.

For now, let's start by focusing on the **Socialize** component of the session. They've just walked through the door and you need to show leadership, and get them to trust you. How do you do achieve this?

The amazing thing about the human mind is that it's nearly completely sensory. You can't use logic to make a person like you. And as a therapist, they're not judging you for being a super model or not. They're also not judging you for being super rich or not.

But they are judging you.

What is their criteria for judging you?

Well, mostly, they want to be understood fast. They're looking for someone who 'Gets it' fast.

VAK-ad-og Sensory Rapport

If you've already done NLP a while ago and want to sharpen your skills or if you're new to NLP, then this is the first thing you need to know.

There are 3 ways people primarily learn.

1. **Visual Learners** – They need you to talk to them in picture words.
2. **Auditory Learners** – They need you to talk to them in sound words
3. **Kinaesthetic Learners** – They need you to talk to them in feeling words.

This is the most important part of rapport.

For practice, find a person who you know and listen to how they speak.

Are they using more "I see", "Picture this", "That's a Bright Idea", type of language? If so, they're a visual learner.

Are they using more, "Hear me out", "that sounds great.", "Listen to me." Language? If so, they're an auditory learner.

Are they using more, "It feels like,", "That's heavy", "If feels like a weight has been lifted." Language? If so, they're a kinaesthetic learner.

The AD learner (audio digital) is one who speaks to themselves in thought. They're more rare, but you can identify them by their, "I think", "I understand", "That's correct" type of language.

	Socialize
Session 1	Visual and AD, Fast Slouched, Confident
Session 2	
Session 3	
Session 4	
Session 5	
Session 6	

Note taking becomes easy when you fill out the form in order.

This style of note taking is also easy to read back later because you know where to look.

Does that make sense?

Many people jot nots all over the place making it hard to find the important information.

But this system allows me to have organised areas for each type of information.

Other rapport information comes in these basic categories.

VAKad- This stands for Visual, Auditory, Kinaesthetic and Audio Digital. What is their primary sense?

Mirroring - How is your client sitting? Slouched? Leaning forward? Legs or arms crossed or open?

Pace - How fast is your client speaking? Can you roughly match their speaking pace?

Tone - Do they finish their sentence with an up or a down tone?

Prestige - Are you using body language, words and mannerisms that show confidence?

Relaxed- Are you demonstrating that you are calm as well as confident?

Energetic - What energy level has your client come in with? Sad, happy, pumped or relaxed?

Yearn / 3Rs

Another helpful acronym is the **L.I.S.T.E.N.** acronym.

Whether you're doing therapy or just speed networking, this acronym goes a lot deeper than "So what do you do" or "What's your favourite Colour?"

Life story - What has happened in your clients past?

Interests - What drives your client?

Success - What did you client do right or win at this week. What past wins have they experienced?

Timeline - How fast or slow is your client progressing? How do they see their future?

Ethics - What is morally important to your client? Which tribe to they identify with?

Name - What does your client like to be called? Is there a title that means a lot to them.

The **3R** system is how to really take their information onboard.

It comes down to **Result**, **Reality** and **Roadblock**.



In this video, we do a deep dive on the **S.Y.S.T.E.M.** framework, but we repurpose it for sales work.

See, I told you that sales and therapy have a lot in common.

Result

Why is your client there?

I like to phrase it this way to make sure I don't miss out on the actual reason why clients come.

"If I could wave a magic wand and give you exactly what you've come here for, how would you know as you walk out of here today that this session has gone exactly how you wanted it to go?"

Do you see what that question does?

It not only takes away any confusion about what the two of you are working on today, but it forces them to begin imagining the outcome.

It causes them to guide you more easily towards what they want instead of just turning up and hoping for the best.

From 13 years of hypnotherapy experience now, I will never neglect to ask this question.

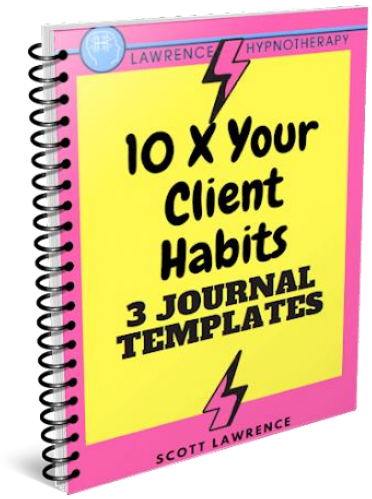
It's too important.

If you want to get paid up front, get refers and testimonials, then this question is your number one question to help you to get there.

Trust me on this one fact: In the past when I've neglected to ask this, I've had very un-happy clients because they said that we didn't cover what they wanted to cover. I worked so hard and did everything else, but it didn't matter because I'm not a mind reader and can't tell what people want.

Please use the question. It's a life saver.

Reality

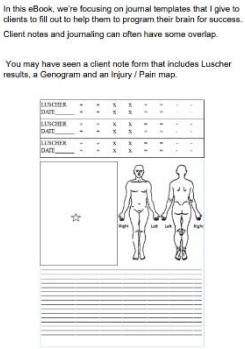


This eBook “10 X Your Client Habits with 3 Journal Templates” is an excellent guide to mapping out where your client is already.

There are tools such as the Genogram, Lüscher Cards, a client notes template and other important information.

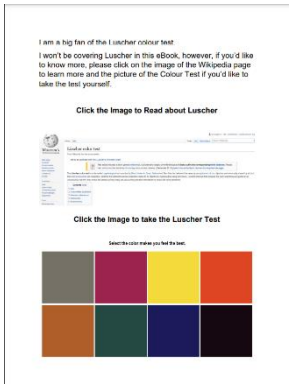
Please download it and read it.

Just to get you interested, I’ve included a few screen shots of pages so that you get a visual idea of why I want you to download the eBook. It’s quite thorough and simplifies the process of learning about your client.


In this eBook, we're focusing on journal templates that I give to clients to fill out to help them to program their brain for success.

Client notes and journaling can often have some overlap.

You may have seen a client note form that includes Luscher results, a Genogram and an Injury / Pain map.


I am a big fan of the Luscher colour test.

I won't be covering Luscher in this eBook, however, if you'd like to know more, please click on the image of the Wikipedia page to learn more and the picture of the Colour Test if you'd like to take the test yourself.

Click the Image to Read about Luscher

Click the Image to take the Luscher Test


To sum up what the Luscher Colour test is, it's basically the fastest way to take a snap shot of a persons feelings. It's not an IQ test, personality test and doesn't say anything permanent about a client. However it's a brilliant tool for getting them to express what they can't find the words to express.

Colour combinations that appear together like Yellow and Black can hint towards Homosidal or Suicidal thoughts. Red and Black together and hint towards an Emotional Toxin.

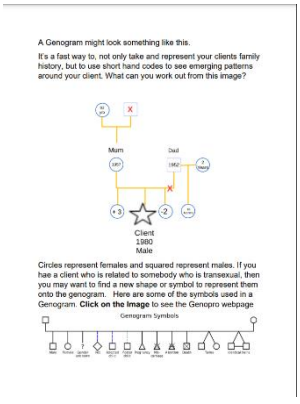
The book is $857.74 brand new. I recommend finding a second hand version and giving it a read.

This test can not be overstated as how much information that it gives you about a client vs the few seconds that it takes to take the test.

Max Lüscher knew exactly what he was talking about when he wrote this and gave it to the world. It's not popular but it's great.

Next is the Genogram. A Genogram is about the clients family.

Click the Image to see the Wikipedia entry

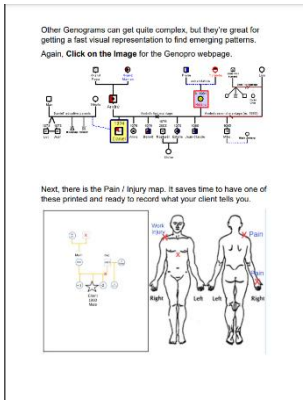

A Genogram might look something like this.

It's a fast way to, not only take and represent your clients family history, but to use short hand codes to see emerging patterns around your client. What can you work out from this image?

Mum
Dad
Client
1980
Male

Circles represent females and squared represent males. If you hae a client who is related to somebody who is transexual, then you may want to find a new shape or symbol to represent them onto the genogram. Here are some of the symbols used in a Genogram. **Click on the Image** to see the Genopro webpage

Genogram Symbols


Other Genograms can get quite complex, but they're great for getting a fast visual representation to find emerging patterns.

Again, **Click on the Image** for the Genopro webpage.

Next, there is the Pain / Injury map. It saves time to have one of these printed and ready to record what your client tells you.

Pain

Right
Left
Left
Right

What information do you really need to know about your client?

It’s good to know what they’ve tried before, how it went and what they learned.

I usually start by asking, “Have you tried anything else before this today? And how did it go for you?”

If your client won’t talk, then watch this video.



There are endless details that you could collect about your client, but you really only have time for the important ones. That’s why I post or email out my client questionnaire before the client comes.

If you want to use or download my client questionnaire, then you’re in luck. Here is the entire client questionnaire on the following page.

LAWRENCE
HYPNOTHERAPY

Client Questionnaire

Name _____

D.O.B: / / Male/Female

Address _____

_____

Home Phone: _____

Business Phone: _____

Mobile Phone: _____

Email: _____

Emergency Contact Person: _____

Emergency Person Number: _____

Relationship to you: _____

Occupation: _____

Religion: _____

Marital Status: _____

Smoker: Yes / No

Please state the reason for your visit?

What are you hoping to achieve through your hypnotherapy program?

Why is this significant to you?

Medical History

Name of current doctor: _____

Doctor's contact number: _____

Is your doctor aware of this appointment: Yes / No

Do you have a referral? Yes / No

May I contact your doctor if required? Yes / No

Current medication? _____

Have you ever been hospitalised? Yes / No

Please give details: _____

Have you ever suffered a serious illness? Yes / No

Please give details: _____

Have you ever suffered from any of the following:

☐ Ulcers ☐ Fear/Phobias ☐ Anxiety/Panic ☐ Skin Disorders

☐ Allergies ☐ Asthma ☐ Fatigue ☐ Sleep Problems

☐ Epilepsy ☐ Obsessions ☐ Nightmares ☐ Cancer

☐ Arthritis ☐ Depression ☐ Heart Ailments ☐ Chronic Pain

☐ Blood Pressure ☐ High ☐ Low ☐ Sexual Problems

☐ Headaches/Migraines ☐ Diabetes ☐ Insulin Dependent?

☐ Stroke ` ☐ Have you ever had shock treatment?

Have you ever been in group therapy? Yes / No

Have you ever studies yoga/meditation? Yes / No

Have you ever been hypnotised? Yes / No

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

Please give details: _____

_____

Do you exercise regularly? Yes / No

What type of exercise? _____

How often? _____

Do you smoke cigarettes? Yes / No

How many a day? _____

How long have you smoked? _____

Do you take illegal drugs? Yes / No

If so what? _____

How often? _____

Do you drink alcohol? Yes / No

☐ Wine ☐ Beer ☐ Spirits

How much? _____

How often? _____

Do you have dietary/eating problems? Yes / No

Please explain? _____

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

_____

_____

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

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

Signature: _____

Date: _____

LAWRENCE
HYPNOTHERAPY

Where Did You Find Us?

Internet / Web Page

- ☐ Google
- ☐ Other _____

☐ Flyer / Brochure

☐ Word of Mouth

☐

Other

_____

_____

_____

Roadblock

Remember that we're not yet up to the treatment or trance part of the session.

We're still gathering information about the client.

The **3Rs** are **Result**, **Reality** and **Roadblock**.

We now just want to find out why they're not yet where they want to be. Again, don't offer advice or treatment yet. That's all coming soon.

If you ask, "What's stopping you from getting there?"

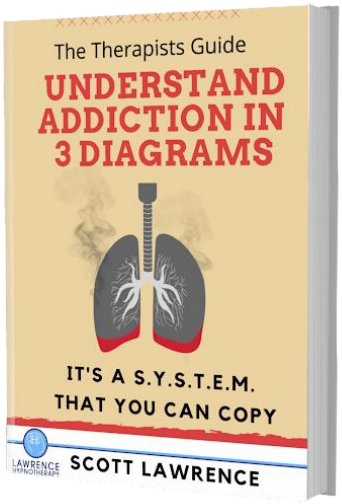
Then nurture their answer. Don't argue with their answer. Don't give advice to their answer. Just thank them for sharing and keep doing the **Deep** and **Wide** techniques until you can't dig up any more information.

Mostly, people are going to talk about Time, Money, Other People, Energy, Health or they've only just recently realised their goal and they haven't tried anything yet.

There are no wrong answers. Just write them down in the **Yearn** section of your 36 box plan. Mine looks small, but you can go bigger.

	Socialize	Yearn
Session 1		Result Reality Roadbloack
Session 2		
Session 3		

Strategy

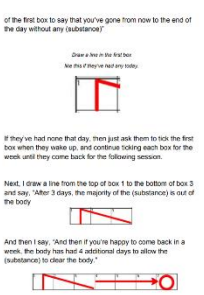


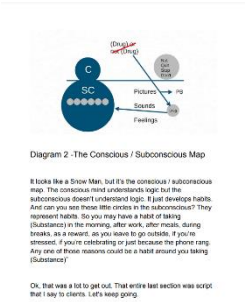
This eBook ‘Understand Addiction in 3 Diagrams’ is probably the best that I’ve ever explained how to do the strategy part of the therapy. Please check it out.

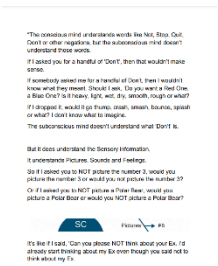
I’ve included some pages from the eBook to show you what I’m talking about here.

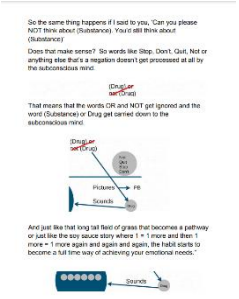
The entire point of the strategy session is to teach your client what you’re about to do and to allow them to feel relaxed enough with the plan that they give you permission to go ahead.











The 3 Diagrams approach is my favourite approach to the strategy section. 3 is a good number. You can include 3 diagrams and 3 stories quickly and easily into any session. Just keep them brief and to the point.

You may be asking, which 3 diagrams?

Well, any 3 diagrams that help to make the point.

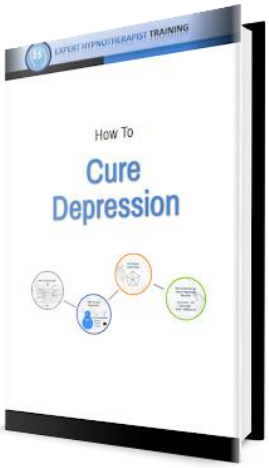
Generally I try to include 1 map diagram to show them where they’re at right now. This helps to normalize them.



Do you remember this drink? Yes it's water.

But this bottle represents the 'Lesson' or the 'Normalisation' step.

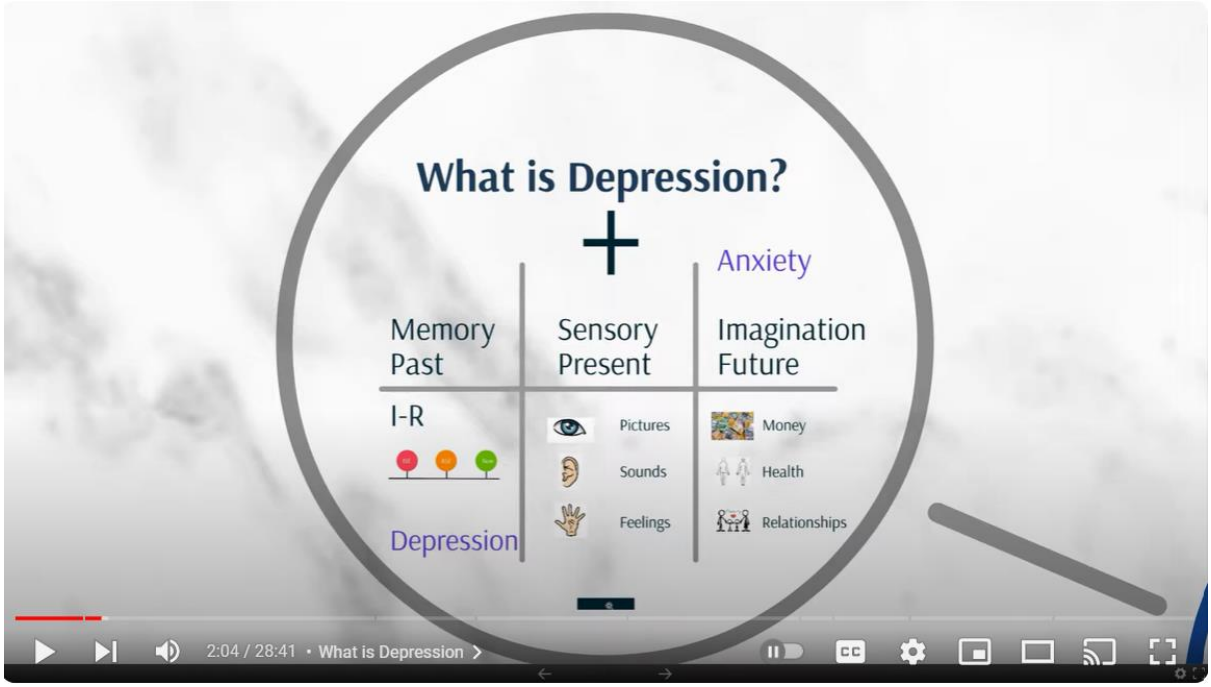
If you can give them a diagram that shows them where they are, plus a pathway forward, then they're much more likely to relax, trust you and to follow your plan through to the end.



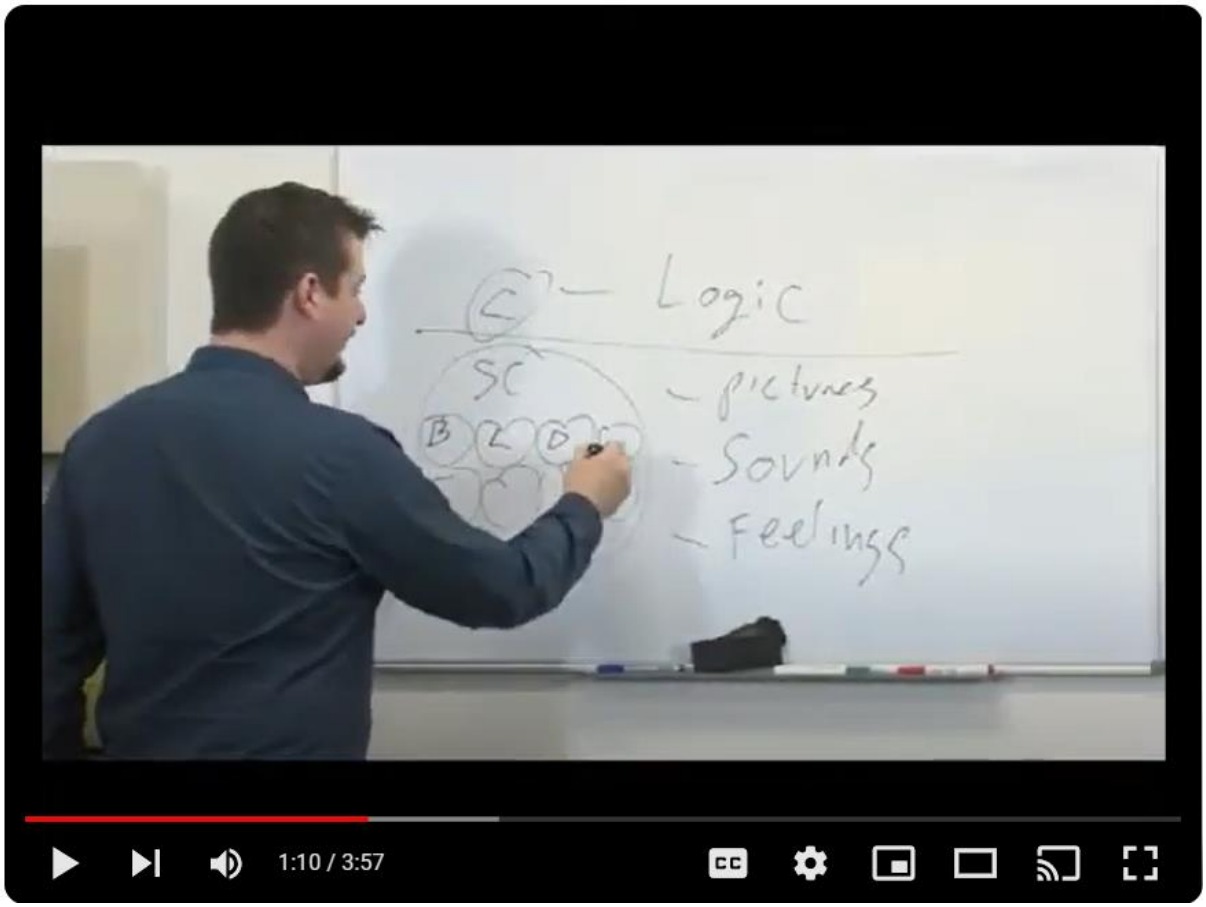
Another great example of a normalisation diagram is from this eBook called 'How to Cure Depression'

You can click on it and read the entire thing.

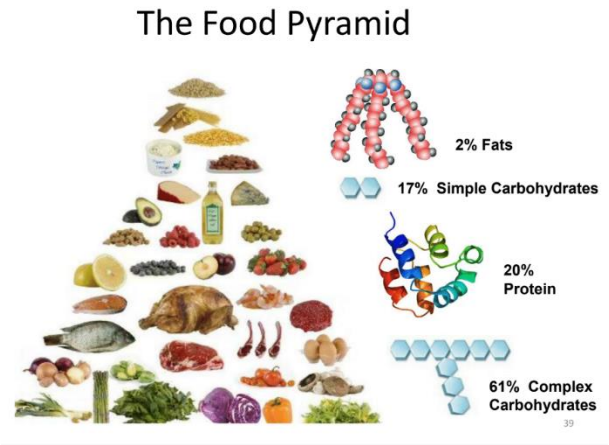
I've also included a video.

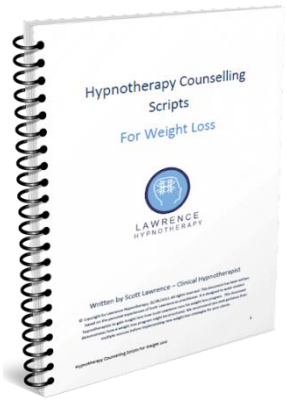


Another favourite of mine is the Subconscious map or the ‘Don’t Think About Chocolate’ diagram.



Or your diagram might be about food. Click to see the full thing.





But just imagine the difference between going straight into therapy without having the diagrams. It would be so hard to hypnotise or treat the person without first agreeing on what is going to happen.

Compare it to surgery again. Would you agree to surgery without a consultation first? Nobody would.

	Socialize	Yearn	Strategy	Trance or Therapy	Explore	Mobilize or Money
Session 1	Visual	Weight loss	Keto food map, Subconscious map			
Session 2						

It also makes the note taking easier if you keep using the same diagrams. You can write down in short hand which diagrams you used so you know what your clients has been told and in which sessions.

Also, remember to date each session. It'll help you in the long run.



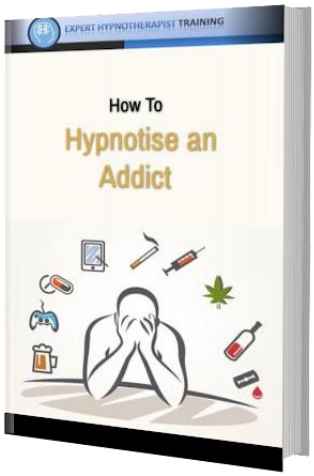
Do you remember the Liberate cup of tea? It's the 4th cup.

This one represents the actual treatment and explore that's about to happen.

This is where the hypnotherapists shine and have the most fun.

Are you ready? Let's do the therapy.

Therapy / Trance



Again, we have an entire course and eBook here to show you how this part is done.

But just to cover it here, here's the T.R.A.N.C.E. acronym to help you to actually put somebody into a hypnosis trance.

I'll include examples too.

We use the **T.R.A.N.C.E.** acronym to teach hypnosis

T stands for Talk or PreTalk – This is the set up story and instructions we tell our clients to prime them for what will happen next, including where to sit, what to do and what to expect.

R stands for Relaxation - The progressive muscle relaxation. This is the process of finding peace in the environment, opening the RAS . to begin the process of altering the conscious state / focus

A stands for Atmosphere - The sensory imagination that is generating an internal representation of a real or fantasy work N stands for Narcosis – This is the deepening of the altered state and final stage of disconnect with the outside world

C stands for Change - This is the event or narrative that occurs in the dream or altered state. What happens in this state controls how the individual perceives or believes what is happening. In the real world, this is the source code that controls their behaviour.

E stands for Exit - Return to consciousness.

Click on the Buttons for the MP3s and Scripts and Videos.

Weight Loss MP3-1

Weight Loss MP3-2

Weight Loss CD Script

How to Become an

Expert Quit Smoking Hypnotherapist



Quit Smoking 1

Quit Smoking 2

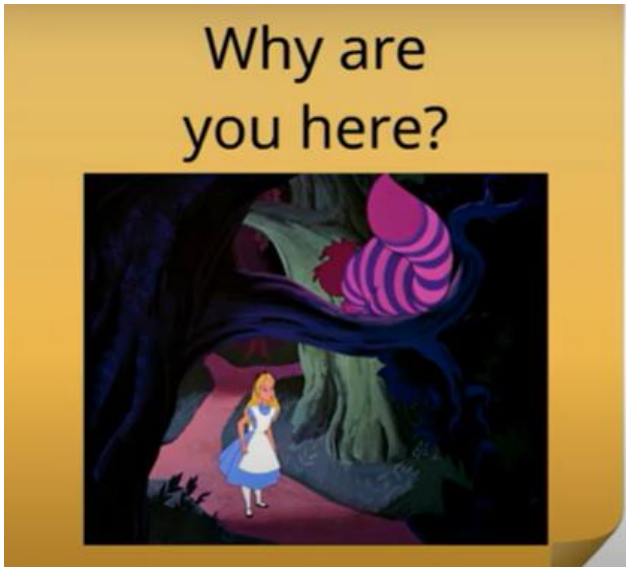
Anxiety 1

Anxiety 2

Explore

When a client is hypnotised, there is so much healing that you can do for them. So much in fact because the nervous system is running the entire show in the background, away from conscious awareness.

You've basically entered their upside down, their shadow, their inner realm, their control room, their portal to the other side, etc…



We have an entire course about how to communicate to the unconscious mind, based on time management mechanisms.

The thing is about exploring the subconscious is that it'll do you no good if you don't know what you want.

The first question to ask yourself at this stage is 'What does my client really want?'

Have you watched Inception, The Matrix, the Wizard of Oz, Legion or any other show that explores this realm of reality?

Yes, it's all about the **Result** that your client came from. But that's not really all that you're here for. You're here to **Negotiate for Success**, not demand it. This isn't an exorcism.

What’s inside a mind?

Think of the subconscious mind as an animal.

Animals don’t attack people for fun.

If anything, there’re generally loving. Especially the ones that we’ve bred as pets.

Also, animals aren’t scared for fun. They aren’t displaying any traits that you might describe as negative just for the fun of it.

Then why do animals display negative traits?

It’s because they are protecting themselves, feeding themselves, protecting their young, etc…

The same is true of humans. Often a human has a Negative Strategy for a Positive Reason.

So your job is not to beat the subconscious into submission.

You must **Negotiate**.

Watch this video on the power of story telling.



Metaphor is the Language of Mind

If you tell the subconscious mind a story, it'll fill in the blanks, associate as one of the characters and become attached to the outcome. Especially if the story is well written.



If you're in a control room, you might as well start adjusting the controls. Turn down the intensity of the pain. Turn up the courage. Use the Dashboard to find out which needs are unmet. Turn up the resourcefulness for meeting those needs.

Turn the music on if you'd like. Turn their control room into what ever the client desires it to be.

Consider the following controls to be in the subconscious.

1. Self confidence
2. Physical Weight
3. Strength
4. Intelligence
5. Courage
6. Determination
7. Love
8. Sence of Wonder
9. Intuition and
10. Creativity

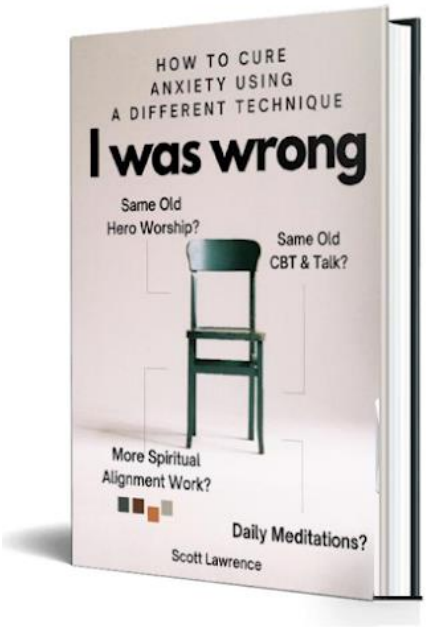
Wouldn't it be a great idea to negotiate to turn these markers all to 10?

And again I say Negotiate because sometimes there is trauma, unmet needs or another reason why they were turned down in the first place.

Trauma and how to treat it.

I love working with the assumption that nobody is broken. They're just doing their best. And they've developed a functional system for them that works for them. But sometimes their system needs adjustment.

If you're in business, I recommend these 2 books.



This book helps to clear out a lot of trauma by demonstrating how the brain represents trauma.

These books are specifically for people who want to grow, heal and see clients.

It covers anxiety and marketing in the same book. It may sounds like a strange combination, but it's really worth seeing the link. It's extremely practical.



This one is harder to explain.

You can get 100 clients when you deal with the 4 traumas that hold people back.

1. Identity Trauma – Other people have worth, but not me.

2. Survival Trauma – I don't know how I'll get through this.

3. Ego Trauma – People have judged me and will judge me.

4. Isolation Trauma – I am not loved or supported.

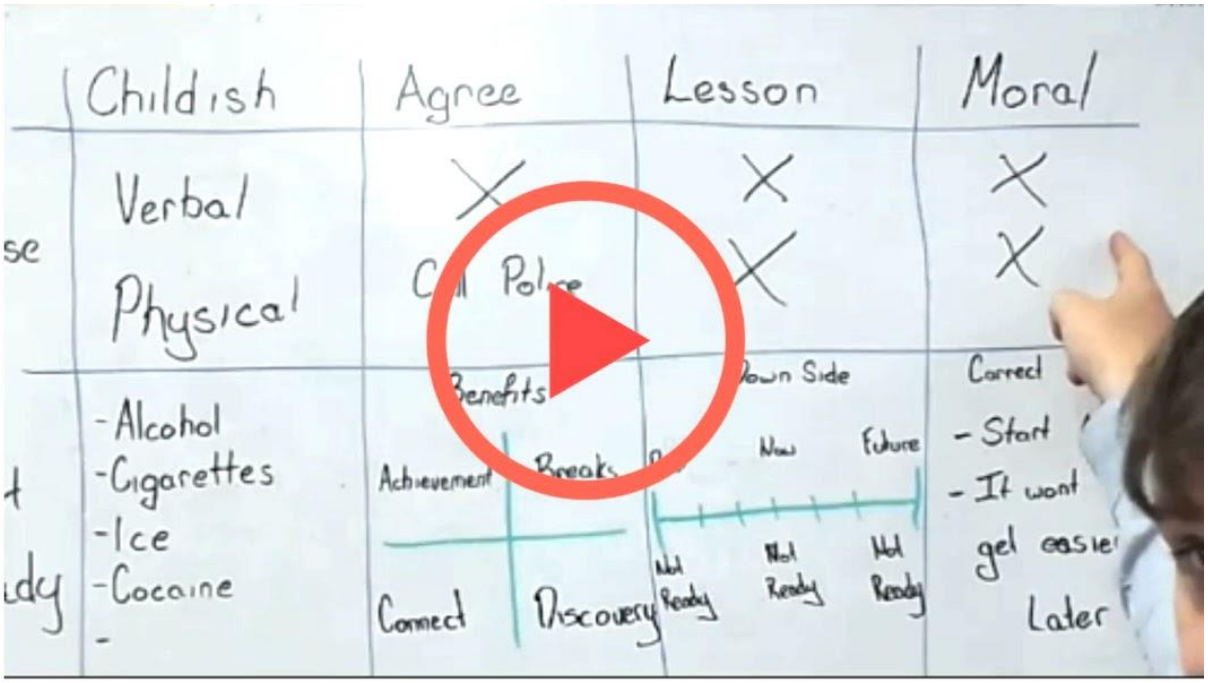
Fear and Resistance

Have you ever heard of a learntrum?

It comes from the words Learn and Tantrum.

When people heal, their ego protects the old reality most fiercely just before they get better.

I



When a tree or vegetation is dying, they do what ever they can to spread their seeds. Client resistance is the same.

When the ego feels that it's loosing a story that it used to use as its survival system, then the ego will try to fight or use any trick to keep coming back to keep the person from healing or growing.

That is what resistance is. Click on the image above the entire course and eBook.

Real Change

Have you considered that you are loved?

Have you considered that you are safe?

Have you considered that you deserve happiness and abundance in life?

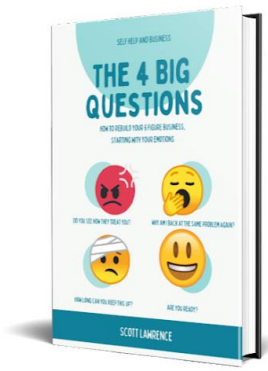
Have you considered that you are strong, capable and intelligent?

If these words make you angry, sad or bring up any negative emotion, then that's resistance.

That's your story. The same is true of your client.

That's why more than anything, if you have resistance to seeing clients, helping clients or growing your clinic, thinking you're not ready, thinking that your client isn't ready or any other story, I recommend this eBook.





How to Rebuild Your Business when you've been having a rough time lately.

- Your **Step by Step Plan**
- Practical **Examples**
- Plus **Bonus 5 Month Marketing**

Download the eBook

Mobilise / Monetise



You're nearly done.

Do you remember the beer mug that says, "Sorry. We've fun out of time today."?

Well, you're nearly done. All there is left is the wake up, wrap up and homework.

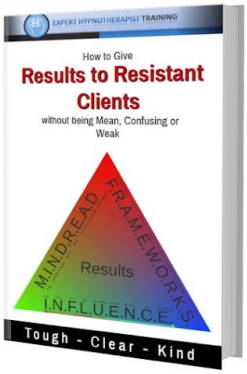
At this point, it's easy to undo the good work that you've done by continuing to add to their plan.

Wake up: I've always been a fan of the PREM method before the wake up. PREM stands for Positive, Repetitive, Ego Boost and Motivational. What you've explored has a potential to be a bit dark. From here on, it's more appropriate to keep it light and positive. I love the saying, "Every day in every way, you're getting better and better." You can do a count up to wake them up quite easily. Go back to the trance section for the scripts.

Wrap up: Payment and booking the next session is fairly straight forward if you do it the same way every time. Just remember, "How would you like to pay", "Are you happy to do the same time next week" and "Do you have anything else on for the rest of the day?"

Homework: Any homework that you give should have been covered in the Strategy section. Don't give them anything new now.

Common Techniques

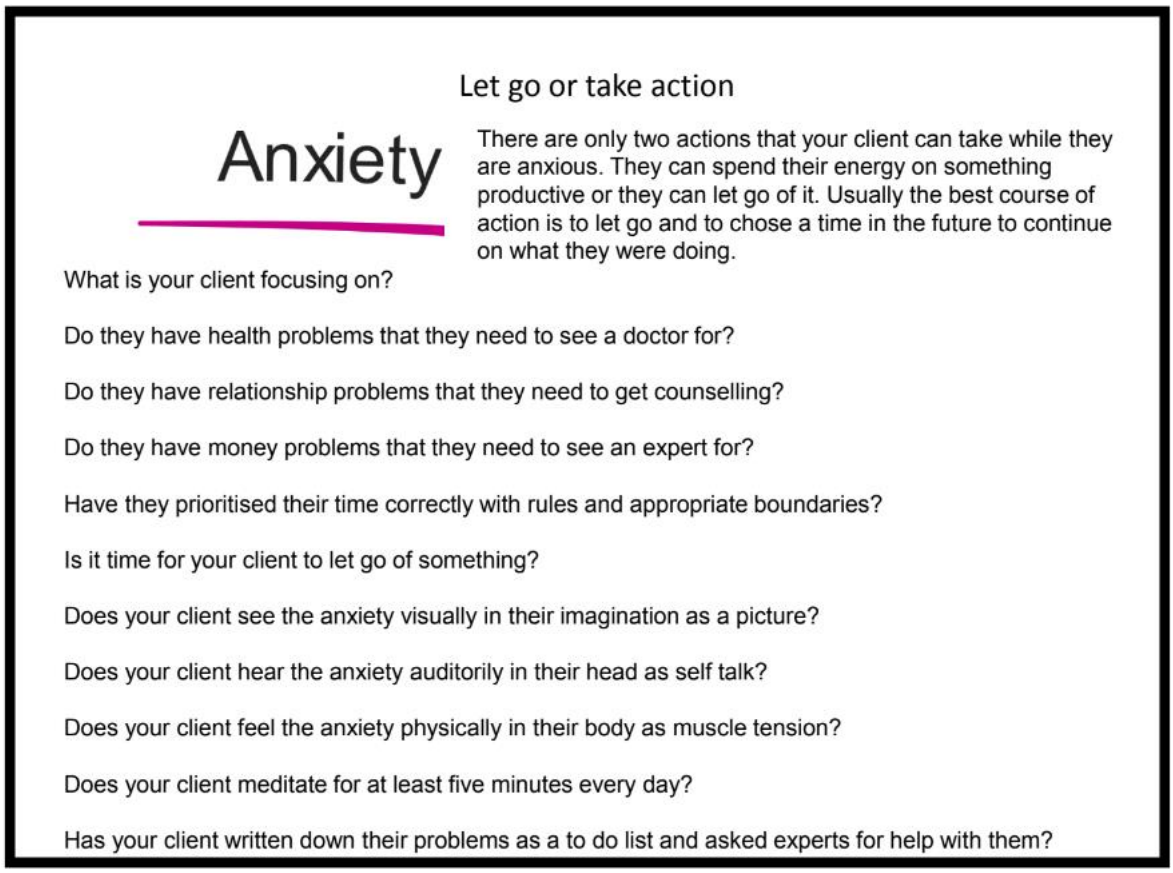


This eBook, all about the 'Tough, Clear and Kind' techniques talks about how to achieve a balance in your approach.

I recommend reading it.

It also covers the MIND READ, INFLUENCE and FRAMEWORK techniques to really build your session into something powerful.

For a real plug and play therapy system, I've included screen shots of our 300 page manual with all of the usual conditions and explanation of what we'd do for each problem. Just click on a pic for the complete document. It's quite thorough.



Let go or take action

Anxiety

There are only two actions that your client can take while they are anxious. They can spend their energy on something productive or they can let go of it. Usually the best course of action is to let go and to chose a time in the future to continue on what they were doing.

What is your client focusing on?

Do they have health problems that they need to see a doctor for?

Do they have relationship problems that they need to get counselling?

Do they have money problems that they need to see an expert for?

Have they prioritised their time correctly with rules and appropriate boundaries?

Is it time for your client to let go of something?

Does your client see the anxiety visually in their imagination as a picture?

Does your client hear the anxiety auditorily in their head as self talk?

Does your client feel the anxiety physically in their body as muscle tension?

Does your client meditate for at least five minutes every day?

Has your client written down their problems as a to do list and asked experts for help with them?

Too much energy

Anxiety

Anxiety is too much energy and thinking about the future. Normally, anxiety is thinking less than 90 days into the future. This could be worry about money, health, a bully, a victim or some circumstance that may or may not happen in the future. The positive side to anxiety is that the person can not be depressed and anxious at the same time. If anxiety is too much energy thinking about the future and depression is not enough energy thinking about the past, then they are on opposite sides of the scale. While the west like to drug or treat people back into the middle of the scale so that they can avoid anxiety or depression, there are those who love to be in the middle and others find that they are numb there.

In the middle, there is no pain and there is no joy. There is nothing but avoidance. People who are having difficulty with their up and down energy aren't really having trouble with their energy at all. What they are having trouble with is what they focus their up and down energy on.

Up energy can be seen as excitement and low energy can be seen as relaxation. If you can see high energy as a resource instead of a problem, then you can get your client to train their mind to use that high energy for jobs that have not yet been completed.

Focus on the sensory. All anxiety is sensory. Talk to your clients not only about 'what' they are experiencing but 'how' they are experiencing it. Is it a picture, sound or feeling? Is it an image in their head that they continually see? Is it sound or self talk that they need to change? Is it feelings or muscle tension that they can progressively let go of one muscle group at a time?

Once a person has written down their to do list and finished that to do list for the day, intellectually we know that there is nothing else to worry about that day. Help your client to relief symptoms through sensory exercises.

Not enough energy

Depression

Depression is a verb. Depression is a doing word. Depression is the act of your client spending time in their thoughts on the past while experiencing a philosophy of exhaustion. It's been said that depression can be a chemical imbalance in the brain. The problem with saying that is that there has never been a study that tells us what a chemical balance in the brain is supposed to look like. Therefore, we can never know if somebody has a chemical imbalance if we're never had a chemical balance to compare it to.

Depression is always about a past hurt. Maybe many past hurts that have snowballed into a generalised depressions. Always, the first treatment needs to be movement. If your client is suck in depression, then they are stuck literally. They are stuck because they are not moving. They do not need to be cured all in one go. They need to activate their body and mind through movement.

It's always a good idea to get your client checked by a doctor for their health first. Once you've done that and if you've found that there is no health reason for your client to be doing a depressed state of mind, then it's a great idea to check on their relationships. Who do they feel safe around and who do they feel playful around? Who do they feel unsafe around and who do they feel stressed, hurt or uneasy around?

Depression too often becomes an identity or a badge that people wear permanently. Often people don't get better because we won't let them get better as a group. We hold on to past hurt, forget to forgive and to move on, we forget to go outside and play, walk, talk or socialise. We forget that inside of all of us is everything that we need to feel good.

No body ever feels depressed when they are laughing, acting playfully or being their true selves outside of the expectations or interferences of others.

Get up and try again

Depression

90% of therapy is getting people over their fears and back on the horse again. People get hurt and they'll get hurt again. This isn't a problem until they get stuck giving up. What your client needs from you is a jump starter.

Is your client replaying the past over and over in their head?

Are your clients friends, relationships toxic to their mental health?

Is it time for your client to make an important life decision?

Has your client made 'depressed' into their new identity?

What past hurt is your client thinking about most?

What would it mean for your client if they could get better?

What new activities or fresh start can your client focus on?

What is the quality of your clients self talk?

What would happen to your client if they started to exercise, eat better and to meet new people?

Is your client really going to get hurt if they get up and try again?

Is your client ready to make an important life decision today?

Celebration, processing and habits

Grief

It's been said that grief is the interruption to our communication habits. When we lose a loved one, we can go the whole day without thinking about them, then out of no where we miss them so much. The exact times when we miss people the most is when our brains was looking to fulfil a communication habit. For example, you wanted to talk to them, ask them a question or tell them something funny. At that point, your brain is interrupted mid habit by their absence.

The goal of helping someone with grief is never to help speed up their grief processing. It's to listen to them express themselves, assist them to get back into their daily life habits straight away and to help them celebrate the fact that they knew the person for as long as they did.

Grief is loss. It's not always a loved one who has died. It can be loss of job grief, the end of a relationship grief, loss of assets grief, etc... Where ever the grief comes from, the goals are the same. You want them to get back to their daily life habits as quickly as possible, even if they continue to grieve along the way.

Never speed up someone's grief. Don't even translate grief as a bad thing. The only bad comes when it serves as a disruption to your clients ability to live their life or to take responsibility for what's going on in their lives now.

People are still too fixated on 'fixing' a grieving person instead of listening to what they have to say. The best way to behave at a funeral doesn't not necessarily come from giving the most comforting speech. It comes from being the best listener on the day to allow other people to process what ever it is that they need to process. Grieving isn't the problem, it's part of the solution. Just don't let your client get 'stuck' in one way of thinking for too long.

Your client isn't broken

Grief

Too many people still believe that a grieving client is a broken client. Even if you know this and come in with the best of intentions, aren't we all still a little bit guilty as seeing them as broken instead of somebody who is processing something that is very close to their heart? The five stages of grief or Elisabeth Kübler-Ross are a great place to start learning about grief and how to help your client.

Does your client have space or people to talk about their feelings to?

While grieving, does your client see themselves as broken?

What routine activities trigger your clients grief the most?

What would happen if your client re-programmed just those few triggers?

Is your client willing to give them selves time to change?

Is your client still able to function properly in day to day life?

Has your client lost a friend, family member or something else?

What fresh start does your client want to make for themselves?

Is your client willing to celebrate the past instead of focusing on what they have lost?

What would your client like to do in the next phase of their life?

What's coming

Phobias

Phobia's are more like an event than a condition. A person is only affected by the phobia at the time that the phobia is affecting them. They can be focusing on so many other parts of life for so long and then suddenly, they are in a state of experiencing one specific phobia. Phobias can be caused by multiple reasons, but they are always triggered quickly by the subject or object in a matter of microseconds.

Phobias belong to the anxiety family. They are too much energy thinking about the future. They are experienced through your clients internal representations of pictures, sounds, feelings, taste, smell and audio / digital internal dialogue. Pictures and Feelings tend to be the main triggers of a phobia. When a person is thinking in a state of phobia, their body can react just like a state of anxiety, such as holding their breath, tightening muscles, hunching or closing over in body language. Their pictures in their head are internal representations of sudden, soon to come, possible horror futures. They are literally imagining their own personal worst.

Two main problems here are, 1.) the client doesn't know the HOW they are experiencing the phobia and 2.) The phobia prevents them from experiencing all of life's natural opportunities and wonders that they would like to experience. Even though their phobia can be caused by an initial sensitising event, often WHY the phobia developed is less useful information than HOW they DO their phobia.

A phobia is DONE using what we call a neurological bridge. A neurological bridge is simply a set of steps that the brain performs in sequence.

What future?

Phobias

Phobias are easier to cure than what people think. There is a state of panic and a lack of cognitive thought going on from inside of a phobia. The client is desperate and impatient to cure the phobia or to feel better. Simply by pattern interrupting your client and slowing down the cure, you can make leaps and bounds.

When did the phobia start?

What sense, VAKOG does your client begin their phobia with?

What are the environmental triggers to your clients phobia?

What order does your client DO their phobia in? For example, Pictures before feelings?

What would happen if you pattern interrupted your clients phobia?

What micro-wins or mini steps can you get your client to take?

What if your client could take one extra step towards success or calming down?

Where did this attachment come from?

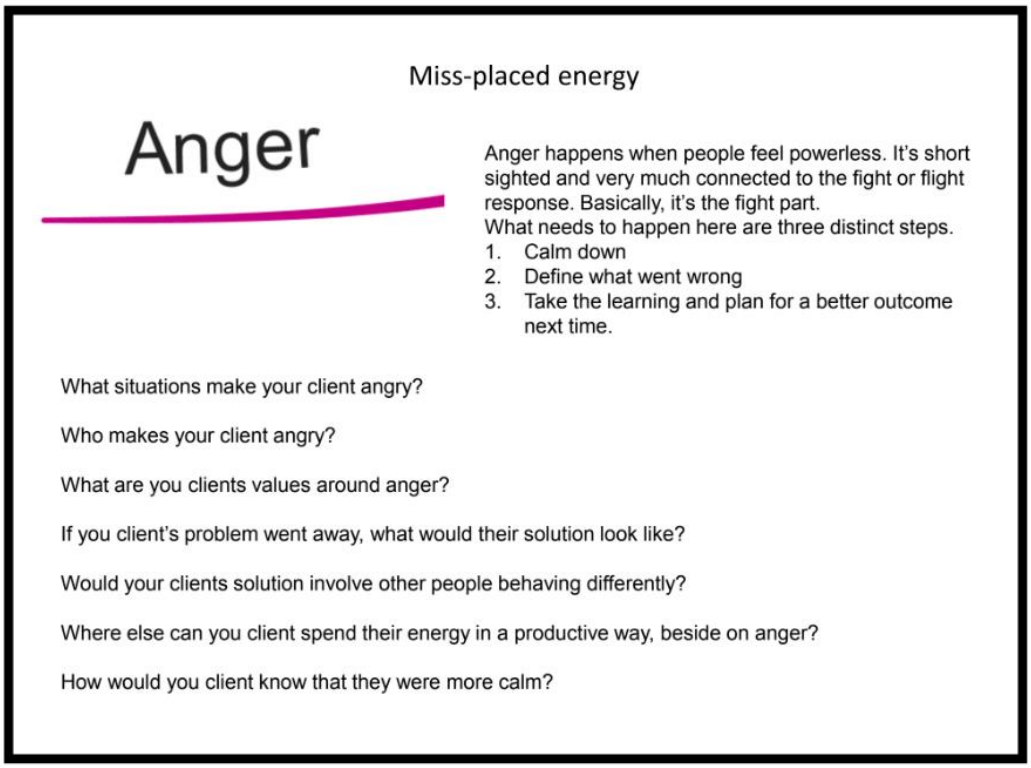
Anger

Anger isn't just for humans. Animals get angry, and for exactly the same reason as humans do. We get angry when we feel that our lives are in danger. Sometimes this anger caries into more trivial reasons, such as our survival map in our heads have been challenged or disrupted. Either way, anger generally will produce a destructive outcome and won't help anybody.

Anger is a state of mind. It's a natural response to danger. The problem with today's world is that anger isn't particularly useful for solving problems anymore. When you attack a mother dog in front of it's pups, the anger is there to help protect the family. But again, that same anger doesn't serve us or your client.

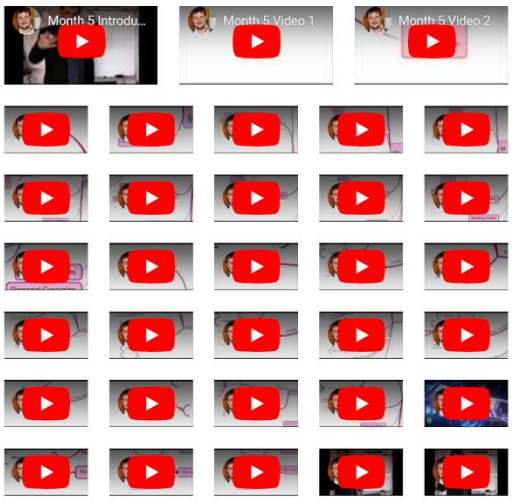
A higher reasoning function and ability to analyse a situation is a reasonable way that creates an outcome is much more useful. Some clients may even believe that anger is there to protect them from looking weak. Again, this is not useful as every piece of relationship knowledge that we know shows that negotiation is safer, more reliable, more effective and is just an all 'round good idea.

Before getting to the point of higher reasoning, we have an emotion to deal with. Suppressing anger also isn't particularly useful. A person who is expressing anger is feeling anger for a reason. That reason must and needs to be expressed in some way first. Once that reason has been expressed, then the person can use many calming techniques to let go of what was bothering them.



Yes, this is more art than science sometimes, but it really is a plug and play system that you'll get better and better at as you continue to see more and more clients.

The 300 page document has so much more in it than the 5 examples that I've pasted in here, so please click on any of the images and immerse yourself in the training.



And remember that there are videos for each of these topics too.

Now, you've done extremely well if you've read all the way to here.

And grab our other [eBooks by clicking Here. There are answers for most questions, I promise.]

Plug and Play

Whether you're planning a session, taking notes or reviewing a clients notes, this 36 box plan has been a life saver for me.

36 Box Therapy Example

	Rapport	Need	Conscious Therapy	Hypnosis or Relaxation	Unconscious Therapy	Wrap Up
Session 1	Visual Thinker. Yeah Butter.	Weight Loss. 15 Kilos.	4 Rules of Weight Loss	Progressive Muscle Relaxation	Visual Metaphor of feeling full.	Fully Paid. Discuss with Supervisor

Here's a blank example one for you to fill out.

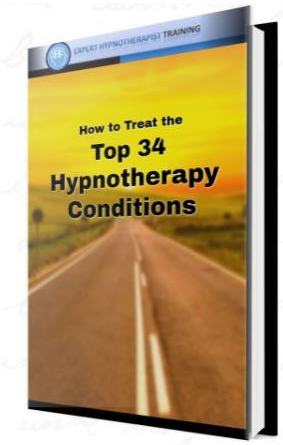
	Socialize	Yearn	Strategy	Trance or Therapy	Explore	Mobilize or Money
Session 1						
Session 2						
Session 3						
Session 4						
Session 5						
Session 6						

Remember, your 36 box plan is a flexible model that's supposed to make everything easier for you.

If you need to make changes to how you use it, then make changes.

It's for you as a tool. You're in charge of how it works.

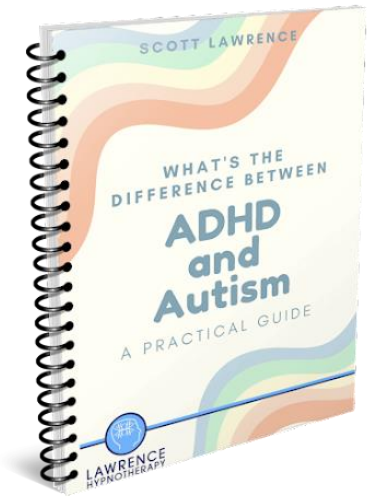
Common Conditions



This eBook ‘Top 34 Hypnotherapy Conditions’ was very popular when I wrote it.

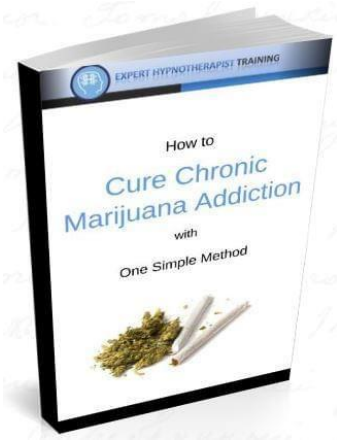
It separates issues that clients can have by their Problem, Promise, Pillars (or Strategy) and Number of sessions.

It’s basically an excellent guide for working with your 36 box plan.



I highly recommend that you read ‘What’s the difference between ADHD and Autism’ to get a full idea of how to help many clients today.

ADHD has become very prevalent in todays society and it’s important to know the difference.

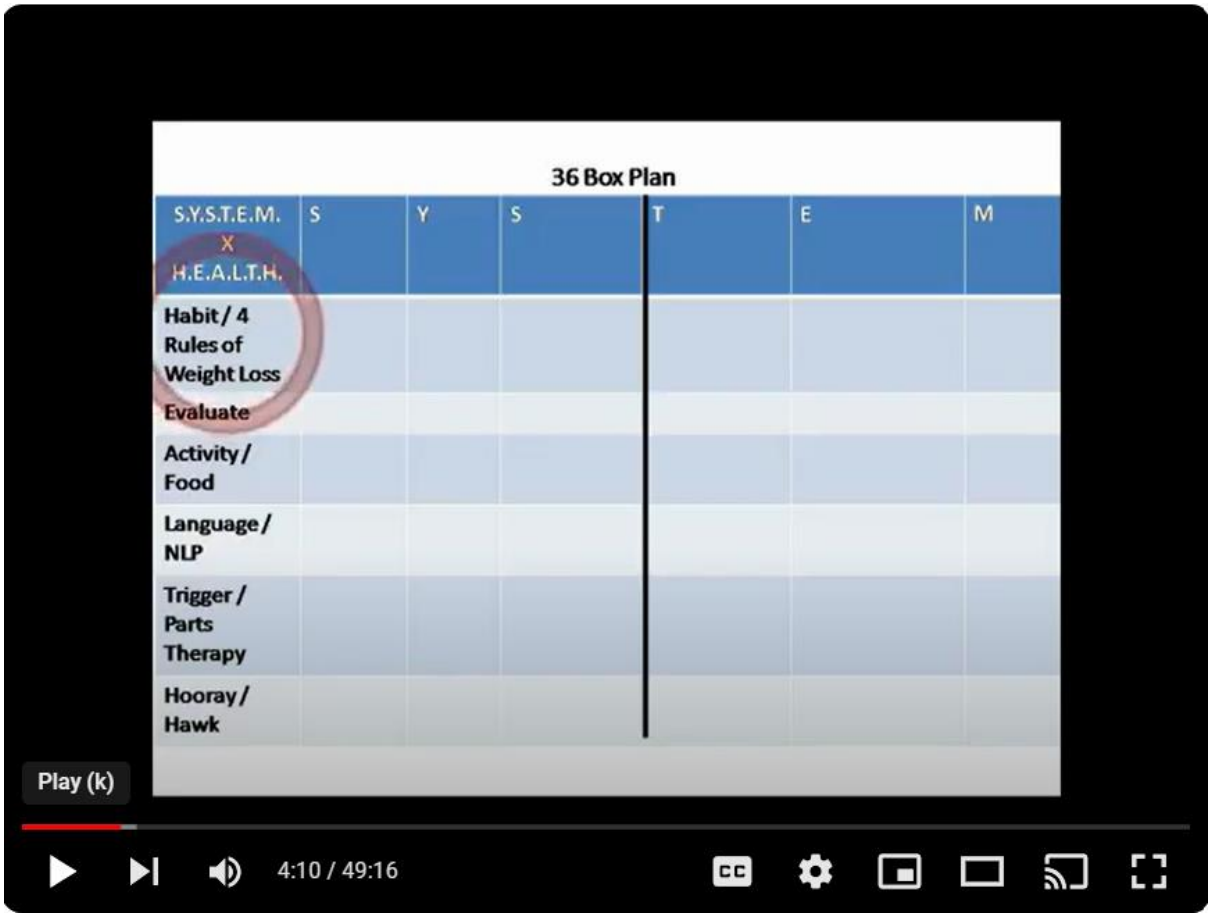


To be 100 honest about marijuana, it’s all about repeating the same information at the client several times until the 2 hemispheres of the brain agree with the plan at the same time.

Helping people to get off marijuana is easy enough, but don’t be surprised if it feels like there are 2 separate people in the 1 head. You just need to be persistent and repetitive and you’ll get through to their subconscious in no time.

Your Therapy Program

If you've seen this video, then you'll already have an idea of how we turn the 7 box S.Y.S.T.E.M. into a 36 box plan.



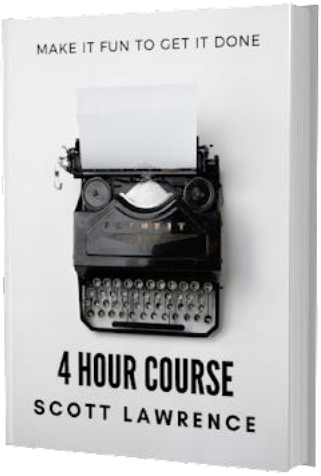
You can design your own, but for weight loss, we use the **HEALTH** acronym, which stands for **Habit**, **Evaluate**, **Activity**, **Language**, **Triggers** and **Hooray**.

You may notice that we named our acronym after our diagrams in the strategy section. The **Habit**, **Language** and **Triggers** are all **Diagrams**.

Other Programs

What is your niche?

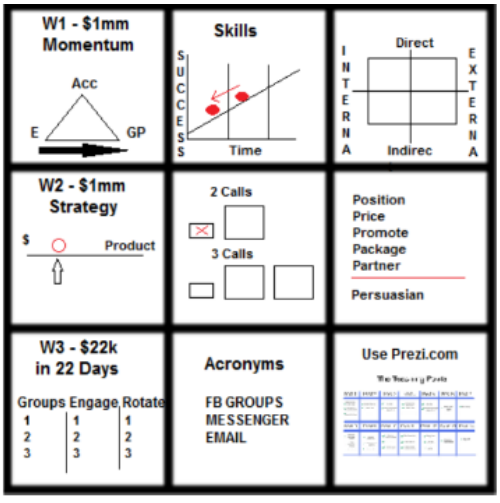
Are you helping people with Relationships, Health, Addiction, Depression, Anxiety?



If you're struggling to work out what your program might look like, I strongly recommend reading '4 hour course'

We discuss how to list all of your steps that you want your client to take, and to turn them into an acronym, alliteration or diagram so that your client can understand your program better.

In fact, we even cheat a little bit by using an online thesaurus to convert our normal list of steps into something a little easier to remember. I recommend that you use any tool that you need to get to the other side of your program design.



As you can see, there are some pretty neat tools in that eBook.

All of these diagram were used in our Business in a Box program that sold for $3497 as an extended coaching program.

It was so much fun to run.

Have a go at listing your steps and then converting them into a memorable program.

What if I burn out?

Please remember to do self care along the way.



The big 5 are:

1. Health
2. Relationships
3. Money
4. Time and
5. Happiness

All 5 of these things can be managed if you are strategic about your moves. You don't need to be working all the time.

You just need to find ways to get into Flow. That is more important.

When you're in a stage of Flow, you can create 10 times more output without even noticing you're doing it.

We teach this technique in our Business in a Box – Time Code section.

Yes this has been a lot, but…

Please try to have fun and pace yourself.

Just because I give you a lot on one day doesn't mean that you need to do a lot in one day.

This is your life and you can chose how you spend it.

I just wanted to give you ALL of the tools so that you don't need to worry about what the steps are.

Sometimes it takes getting a little weird and a little creative to get you into the state of flow. Check this video out as an example. I had a lot of fun filming it, and I hope that you have a lot of fun watching it.



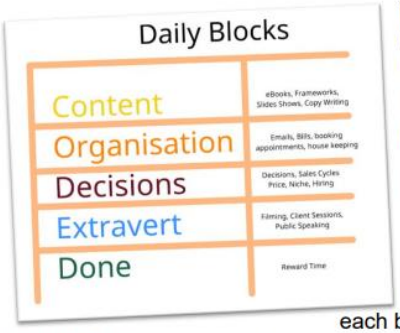
Time Code (Saving your energy)…

Please try to have fun and pace yourself.



Once the plan is in the mind map, it's almost time to start populating the diary with the plan. That way, each day, the client is simply filling in the diary on day one, and every other day, they're just doing a very small part of the big picture.

Click on the image to get the eBook and read the entire code system.



To gain the most efficiency, we use the **C.O.D.E. System**

See the chart to the left to find out how we separate our tasks into **C.O.D.E.** blocks.

The reason for using these blocks is that each block uses a very diffenet type of energy and focus.

Basically, the way that it works is that it keeps your introverted and extroverted tasks separate and that saves you time transitioning between two different styles of tasks.

If a person has to keep switching between **Introvert** and **Extravert** energy, then they end up losing up to a third of the day from the time it takes to get back into their **Introvert-Creative** or **Extravert-Responsive** modes.

The energy level difference through the day and at the end of the day is incredible.

See our **C.O.D.E.** Journal Template on the Next Page.

You have everything that you need to keep moving forward. Just keep going. Do a little bit every day, use courage and commitment and you should get there. But there will be struggles. Just honour the struggles and honour yourself.

Simple and easy aren't always the same thing. I 100% believe that you can do this, if you let yourself be your best self. And most importantly, don't take abuse from anyone and don't let anyone scare you. There's just no need for that.

No body out there has anything that you need to trade your happiness for. You can get it done another way.

Your First Step

What would you suggest for yourself as a first step?

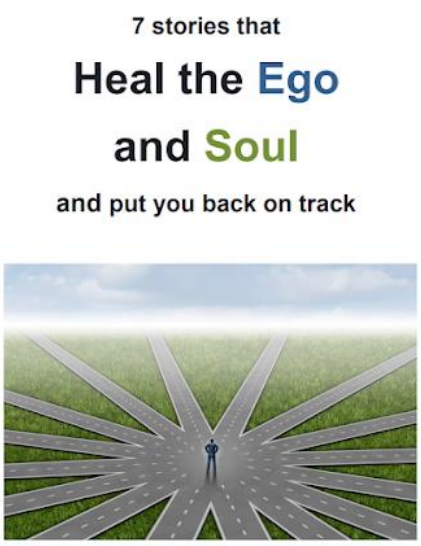
Obviously, I'm just going to suggest that you get started, because practice makes you better.

And yes, my basic list would be;

1. Find a friend to practice with.
2. Catch up at least twice a week.
3. Move onto real clients as soon as possible.

And yes, I still believe in that. Mostly.

But if we're talking about your very first step, then I recommend that you work on your selfcare game.



As they say, 'physician heal thyself'

In my eBook '7 stories that Heal the Ego and Soul, and put you back on track' I shared a Venn Diagram that said **Game**, **Fate** and **Society**.

The reason for these 3 elements in the diagram is because I very much see life as different depending on your mood, environment, story in the head and general energy levels.

The **Game**, **Fate** and **Society** basically stand for what people think causes their outcomes. Both Society and Fate are similar because people can be victims, but disagree on what caused their outcome.



A **Society** Victim can be someone who feels broken, but believes that all of their problems are human made. They look to **Society** to find Villains and Idiots to blame their misfortune on, but don't ever improve their situation.

A **Fate** Victim believes roughly the same, except this time it's just dumb luck or the universe at fault for leaving them this way.

But there are no **Game** Victims.

People who see life as a game will play very similar to how they might play a computer game. And with computer games, if you don't succeed, you can always take another turn until you win.

What if you weren't afraid of consequences?

I don't mean acting silly or reckless. (disclaimer, please don't do anything unsafe or unwise.)

But what would happen if you weren't afraid of anything?

Do you remember how I said that I had to memorise a sales script for that job that made me no money?

One of the questions on the sales script was, "If I had a magic want that I could wave, and tomorrow you'd wake up exactly how you'd like to, what would you want the magic wand to do for you now?"

This question really helps you to think about what's possible.

One More Story

If you get your mood right, then everything else will fall into place.

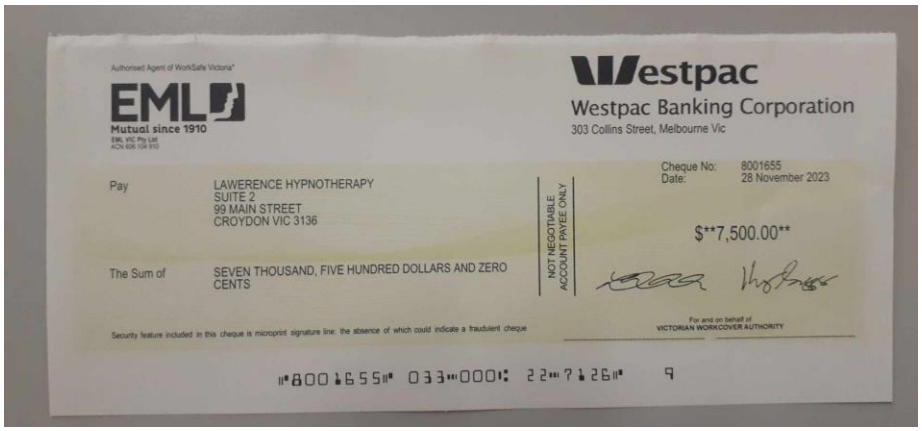
These days, I am happier than I've ever been.

And because of that, I get rewarded more.

Just a couple of weeks ago, I got paid $12,500



And this week, I got paid $7,500



It sounds pretty wild, but it's just a matter of Courage, Calm, Consistency and Competency.

Those 4 traits come together very well.

But let's go back to my time studying sales for the very first time.

I was smart-ish, but had no psychological training at all.

And this Sales Boss of mine was telling me about the magical power of this sales script.

It uses their name a lot. It causes you to ask questions a lot. It encourages you to pivot depending on their answers a lot.

One example was that if the kid is bad at maths, then the program is designed to fix that.

But what if the kid is already good at maths? This one stumped me.

Well, if they're already good, then the program is designed to prevent them from falling down in performance in their most important years at the end of high school.

It gets you to focus on the future, and give the kid a goal about what career they want. It ranges from Astronaut to Garbage Collector.

Yes it was manipulative. But then I figured out how to be transparent and not be manipulative, while maintaining my skills and confidence.

I just had to believe in what I was doing. I did not believe in the computer tutor program. So I didn't sell any.

But I believe in therapy. And I encourage you to believe in yourself, and your ability to help the people who need you.

It’s time for you to believe in yourself.

If you’re ready to do this, but you’re a bit worried about how you’ll get there, then I recommend jumping in and having a go. You’ll probably surprise yourself.

You’ll hear in this video my story about getting started.



I was on Centrelink government payments a long time ago. If you’re not from Australia or not familiar with Centrelink, it’s basically being on social security or being on the dole.

I got under $250 each week on my new start payments.

I wanted to see clients so desperately, that I delivered flyers for 8 hours per day in the heat. It wasn’t pleasant.

I’d also committed to paying the rent in my new office, signed a contract and had no income to go through with the payments.

13 years later, I still have my office.

By January 2010, the month after I delivered flyers, I had a full client base and was seeing 40 clients per week.

Yes, I was in over my head at first, but I adapted, because I took away the plan B.

This isn’t financial advice, just a story. So I can’t advise you to throw away your plan B. Only you can make that call.

I do love this saying though.



Do you want some help getting through this?

I’m happy to help you out if you’re serious about moving forward. But this offer is only for people who really want to break through.

You can see how much I like to give by the size of this book and the extra resources that I’ve created for you. I just want to see you win.

But do you want to see you win?

I don’t know. Only you can answer that.

But if your heart says “Yes. I want to win”, then please join me in this special offer.

It’s extremely limited, because I can’t give away everything that I have to everybody at such a low price.

But we have made sure that this is available to everyone.

If you need extra help getting started with the payments, please contact me, and we may be able to offer a trial period, depending on availability.

Come one.

I’m excited.

You’ve decided to do this.

So let’s go.

Are you ready?

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

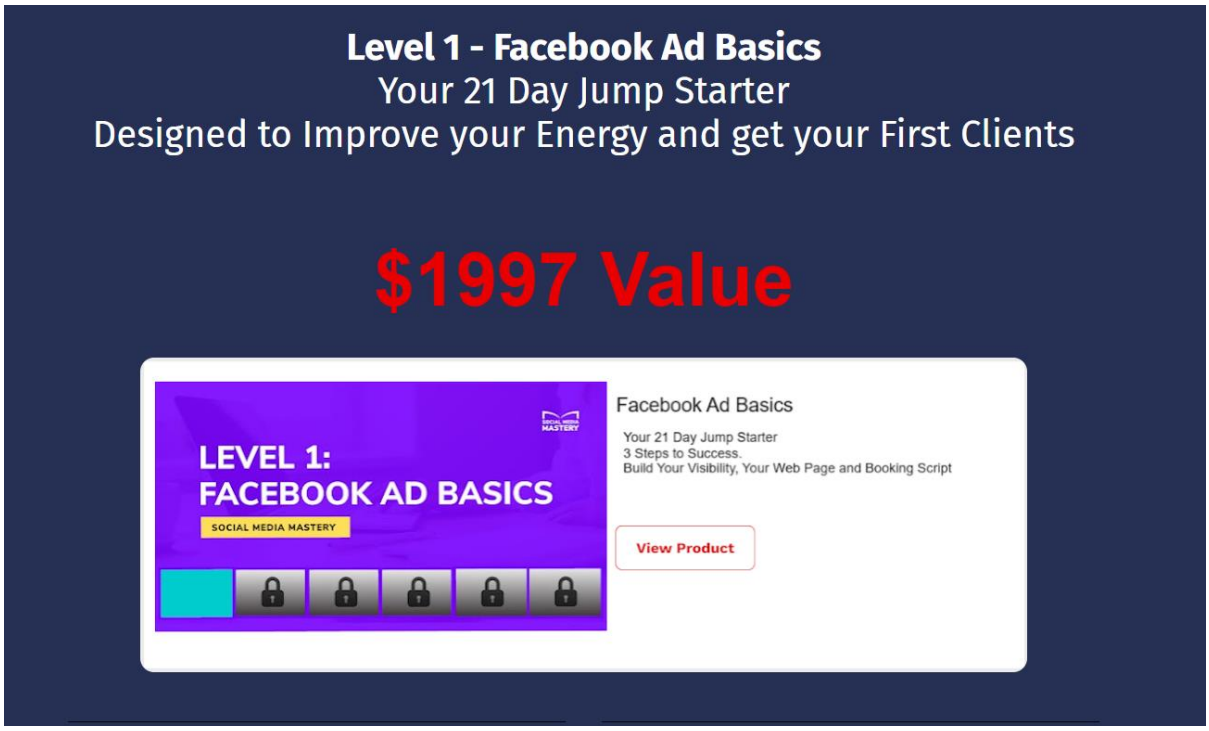
Do you want Government Funded Clients and you care about Securing Your Income?

- 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…

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- Save Years Scaling Up Your Business with an exact 28 Day, Step by Step Plan…

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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…

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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…

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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

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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.

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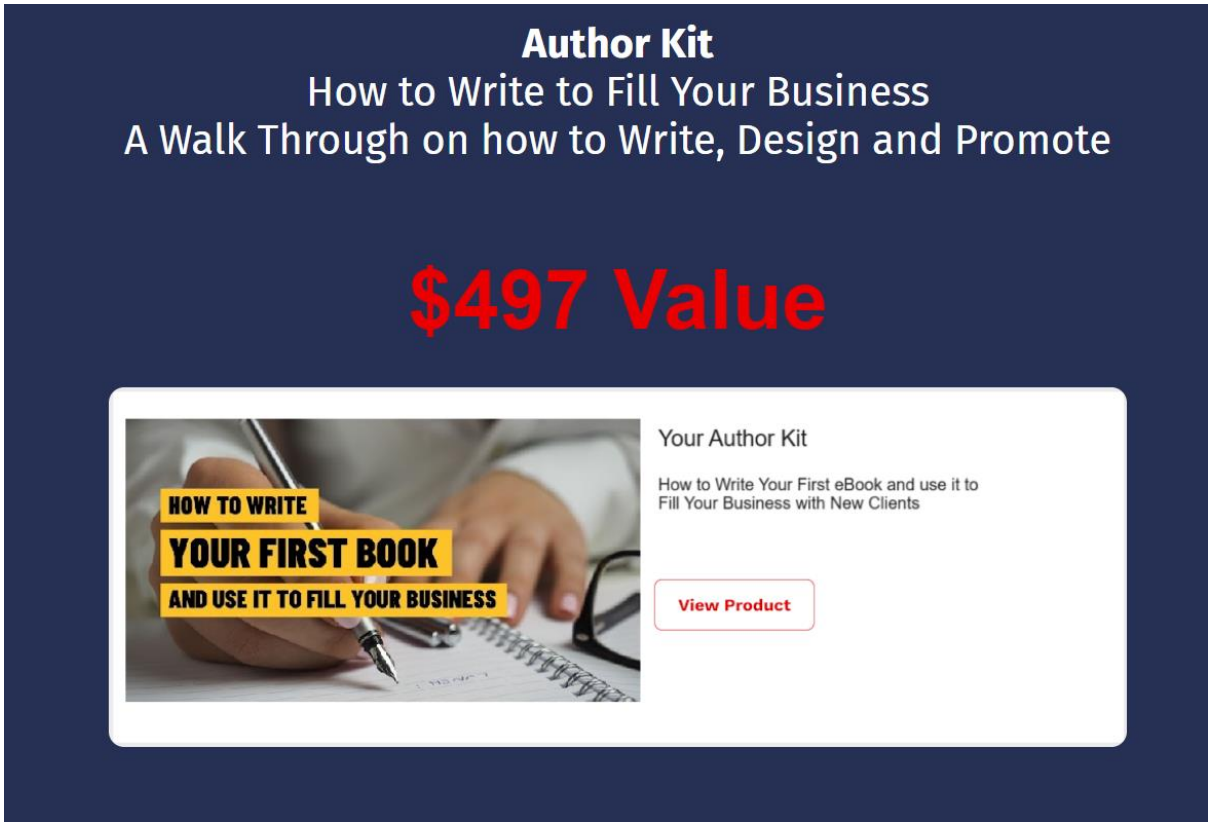

Do you have a Book in You Ready to Come Out?

- 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.

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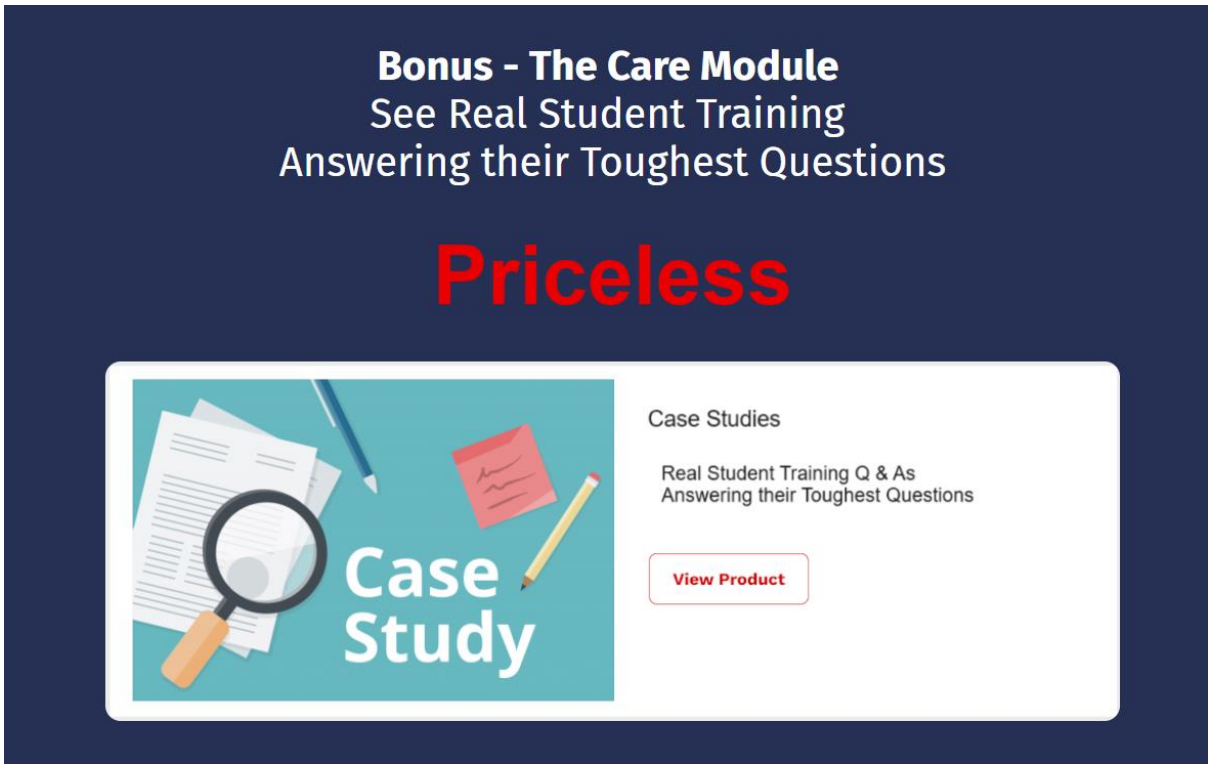

Do you Need More Help, and want Your Hardest Questions Answered by an Expert?

- 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.

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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.

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How do I get it?



9 Course Bundle...

The Ultimate Value

Only

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

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$3,997

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

Scott Lawrence