

# Business Guide FOR HYPNOTHERAPISTS

*Including office set-up, websites,  
forms, advertising online, and more!*



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## **Foreword**

In the 1950s, the American Medical Association took notice of hypnosis after a patient underwent a thyroidectomy (removal of the thyroid) while in a hypnotic trance induced by a hypnotherapist (Blakeslee, 2005). No other painkiller or anesthesia was used.

Since then, hypnotherapists have made powerful strides toward changing public perception about hypnosis. Doctors continue to use hypnosis to calm their patients, and to ease pain during procedures (Bierman, 1995). They regularly tell patients how easy recovery will be. Additionally, doctors tell patients that a procedure is common and meets with a high degree of success. Because these phrases are delivered by an authority figure, they act in exactly the same way as hypnotic suggestions, and become reality for the patient. More obvious hypnotic suggestions are also sometimes given to patients by doctors trained in hypnosis, and for over a century, dentists have used hypnosis to ease discomfort during dental procedures.

In addition to using hypnotic techniques themselves, doctors and dentists regularly refer patients to hypnotherapists for help with weight loss, smoking cessation, and overcoming fears about dental and surgical procedures. Before the 1950s, the medical profession scoffed at hypnotherapy, but today it is being readily embraced as a complement to long-standing medical procedures.

According to the Southern Medical Journal (2004), as many as 40% of Americans use some form of complementary and alternative medicine such as hypnotherapy. At no other time has the world of hypnotherapy been as wide open with exciting possibilities as it is now. Because more and more people are exploring

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and accepting the benefits of hypnotherapy, a much greater need for qualified hypnotherapists to open practices now exists. The goal of this book is to give you — a potential or practicing hypnotherapist — a strong base for building your practice. You will be guided through a basic hypnotherapy session, and you will be given homework opportunities to use and modify your techniques so that you can help others lose weight, find love, and increase their financial success, among other issues.

For the latest information about the hypnotherapy world, visit [www.americanallianceofhypnotists.org](http://www.americanallianceofhypnotists.org), the website of the American Alliance of Hypnotists, of which I am the founder and director. The organization started in America as a network of hypnotherapists, but it is now open to practitioners worldwide. Among other things, this site lists hypnotherapists and classes available in your local area. Become a member. It's free.

# **Chapter One**

## **The Basics**

## **Do a Good Job**

The single best form of advertising is word of mouth. People who have used your services and benefited from them will be more than happy, without any prompting from you, to tell their friends about how wonderful you are. For example, if they lose a lot of weight, stop smoking, or overcome their fear of public speaking, they will be very excited about this and will naturally spread the word about the powerful services you offer. So doing a good job is very important.

One of the ways you can do a good job is by maintaining your skills and constantly improving them. If you want to specialize in weight loss, smoking sensation, or pain management, for example, I offer programs in each of these areas on my Website, [www.stevejones.com](http://www.stevejones.com), under the heading "Hypnosis Classes." No matter where you choose to maintain and expand your expertise, you need to make sure that you are learning things that are helpful to your clients.

Always keep in mind that your main goal is helping your clients. If you keep this in the front of your mind, you will always produce results and never go astray. This driving force will cause you to seek out the best possible training and to use only techniques that produce powerful results. Remember, every person on this planet who is outstanding at what he does constantly practices to get better. Michael Jordan, the former professional basketball player, would practice well beyond what was required of him by his coach. In fact, most players who tried to keep up with him and do the extra practice were not be able to; Jordan was much harder on himself than any coach would dare to be. Tiger Woods, the professional golfer, practices many hours of golf each day.

To be outstanding in your profession, you should seek out training on a regular basis. By doing this, and keeping your focus on helping people to the best of your ability, you will become outstanding in your field. You will do your job very well, and the word-of-mouth advertising will be a natural byproduct of your concern for others.

If, on the other hand, you simply chase money, you will soon find that this road is a dead end. People who get into hypnotherapy just to get rich are doomed from the start. If this is you, change your focus immediately. The money will come when you have helped enough people. Think of the amount of money you receive as an indication of how much help you are giving the world. If you want more money, find a way to help more people.

### **Stay Focused**

It is extremely important that you keep your advertising focused. This means that you should have a dedicated phone line for your hypnotherapy service. If someone calls your office, they should not hear that you are a Reiki master, a chiropractor, an acupuncturist, AND a hypnotherapist. They should only hear that you are a hypnotherapist. Whether or not you offer those other services doesn't matter. When they call for hypnotherapy, they do not want to think that you are just dabbling in it as one of many things; they want to know that you are an expert in your field. Potential clients will not consider you an expert if you wear several hats.

John Mellencamp is a successful musician. Did you know that he is also a painter? Do you care? I don't. I like his music. I don't accept the idea that he could be equally good at painting.

For some reason, people think you can be an expert at one thing and an amateur at everything else. That is fine. It's called branding. You label yourself as one thing in this

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world and everything else is a hobby or secondary interest. My advice to you is BE ONE THING. People who try to be several things always end up seeming like they are trying to make as much money as they can by canvassing everything they can think of. Don't get caught in this trap for scared people. Be confident that you will be an outstanding Hypnotherapist!

I suggest that you record an outgoing voicemail message that says that the caller has reached your hypnotherapy office. You should also promote your Website on your outgoing voicemail message. To hear an example of this, you can call my US office at 912.897.9799 and listen to my message. If you call during the middle of the night, you will get the recording and can hear how I have worded it.

List only hypnotherapy on your business cards. If you provide other services, you should have other cards for those services—people want to know that they're dealing with an expert in a particular field. Imagine if your doctor was also selling Tupperware and had on her business card Dr. So-and-so, Family Practice, and Tupperware Specialist, you would probably not go to that doctor. Keep yourself focused, and keep your image focused.

## **Chapter Two**

# **Online Advertising**

## **Get a Website**

If you don't have a Website, get one. You first need to get a domain name. A domain is the name of your Website. For example, mine is [www.SteveGJones.com](http://www.SteveGJones.com). I bought that domain, I own it, and no one else can buy it. You can call your domain whatever you want. You can call it your name or your company name, for example, but it should be used only for the purpose of promoting your hypnosis services. If you visit [www.SteveGJones.com](http://www.SteveGJones.com), you will see all of my hypnosis training classes listed, over 200 products, all of my newsletters, all of the answers to questions that are commonly asked by clients and students, and much more. What you will NOT see are my numerous other interests. Those would only serve to dilute my image. Leave your other interests on another website or off the Internet entirely.

After you get a domain, then get a server. A server is the physical machine on which your Website will be hosted. Do a search on Google for domains so that you can buy one. Then do a search for servers (also known as hosts) to find a company to host your domain. (I use [www.webmasters.com](http://www.webmasters.com).)

Then you need to build your Website. If you have limited or no knowledge about building Websites, hire a person or company to build it for you.

One of the best Web design resources I have found is [www.Elance.com](http://www.Elance.com). At this site, you can find people who provide services from graphic design and banner ads to full site design. The good thing about this company, which I have no financial affiliation with whatsoever, is that it does everything out in the open.

A good Web designer will provide you with several mock-up website designs from which you can choose the one

you like most. These are designed only for you to get an idea of the person's work. Once you choose a design, the Web designer or company can begin working on your particular site. Keep in mind that a Website is a dynamic entity, and it will constantly evolve. My Website changes almost daily, because I am in constant communication with my designer, telling her what I would like to have added or removed.

My site is quite complex and comprises approximately 1,000 pages. There's certainly no need for you to try for anything near this level of complexity when you begin. When I first created my Website, it was only five pages, but I added pages as they were needed.

For example, if you're trying to decide which Web design firm to use, their feedback will be on the Elance site for you to review. Any correspondence you have with the firm will be on the Website. Additionally, any money that has changed hands will go through that Website. So you are protected.

Google is currently the top search engine. When looking for a product or service online, most people will find that product or service by performing a Google search. Content is very important on a Website, and you can gain a higher ranking in Google by having more content on your site. Google will provide the user with a long list of Websites that appear to provide the service that he is looking for.

You may have wondered how Google determines which Websites to list first, last, in the middle, or not at all. Google does this by using complicated algorithms that nobody (except possibly those who work for Google) fully understands. However, many factors that contribute to the workings of these algorithms are known. For example, it is known that content is very important. This means that you

need to have a lot of words on your Website. Pictures, colors, or words that are part of a picture do not count as content; only words that Google spiders can see are counted.

What is a spider? A spider is so named because it is the computer program that crawls through the Internet searching all the Websites publicly available. Google constantly sends out spiders to crawl the entire available Internet and decide which Websites belong in which search. For example, if you are living in Nashville and you want a pizza at 9:00 on a Friday night, you might type “pizza Nashville Tennessee” as a Google search. What happens next is almost instantaneous, yet very complex. The vast database of information gathered by Google’s spiders is searched in a fraction of a second, and the Websites listed for your review will be selected. Those Websites that are rich in the desired content—in other words, sites that include the words “Nashville,” “Tennessee,” and “pizza”—will tend to rank more highly. Websites that are older also tend to rank more highly. So if Pizza Hut bought its domain before Dominoes Pizza and both are equally keyword rich (in other words, both sites use the city, the state, and the word pizza with equal frequency throughout their websites), the one that is older will tend to be listed first.

Get your domain as soon as possible, and include on your Website as many keywords as you can that pertain to your product or service. If you live in Charlotte, North Carolina and sell widgets, you will want to include the terms “Charlotte,” “North Carolina,” “NC,” “widgets,” and perhaps a few common misspellings of the word “widget.” People looking for a particular product in your area will search the Internet using all of these terms. Be sure to use these terms several times on your pages—aim for approximately 5 to 10 occurrences per word per Web page. Don’t over-

do the word count or Google may penalize you by lowering your ranking.

### **Content to Include on Your Site**

Online advertising is very inexpensive and produces tremendous results. For example, when I had my office in Beverly Hills, I advertised online through the local online yellow pages for \$20 per month. I estimate that my investment of \$20 per month yielded approximately \$10,000 of income per year! It was always interesting to me that most people who found me online and e-mailed me were not asking about my price—they already knew that from my Website. They were e-mailing me to schedule a session.

Your Website should clearly show your fees so that you can pre-qualify potential patients, thereby saving time both for them and for yourself. If a prospect goes to your Website, not knowing how much you charge, he may be surprised by your rates and decide not to call you. Even still, be upfront. Provide information about how much you charge, how long the sessions are, and how many sessions are typically required to complete the healing.

### **Use an In-Site Search Engine**

Your Website should be simple and easy to follow. Avoid the overuse of graphics and anything that adds clutter. When my site began getting more complex as a result of adding many new products, I added an in-site search engine.

This function searches only within my site and helps people to find their way around. I added it to my site rather inexpensively. This service costs me \$20 per month and is provided by [www.fusionbot.com](http://www.fusionbot.com). On the Internet, you will find many providers of this type of service, and you can

find them simply by doing a Google search for ‘in-site search engines.’

## **Use Search Engine Optimization (SEO)**

The process of making your Website appeal to Google spiders is called search engine optimization (SEO). On [www.elance.com](http://www.elance.com), you can find people who specialize in SEO. However, if you have talent for designing Websites or working with HTML code, you can do your own SEO. Hypertext Markup Language (HTML), is the computer code currently used on the Internet.

There are many companies that claim to specialize in SEO. They will charge approximately \$3,000 for the service, and the results are sometimes questionable. Be very careful if you choose a company to do your SEO for you. If it is charging too little (\$100 or \$200), this may be an alarm that it offers little expertise but may be worth a try anyway due to the low cost. If it is charging a lot of money (over \$3,000), it may be overcharging you and potentially under delivering.

If you have a new domain name, it will be very difficult to get it optimized right away, because there appears to be some kind of penalty that seems to last approximately six months when you first get a domain name. During this time, it is very difficult to optimize your Website even if you use all the tips I have offered here. So keep in mind that you could have the world’s best SEO company with a new domain and still see less-than-adequate results during the first six months. If any of this is confusing, feel free to e-mail me at [steve@stevegjones.com](mailto:steve@stevegjones.com).

Keep in mind that the world of SEO is constantly changing. As mentioned before, except those who work at Google, nobody knows how Google chooses which Websites to list first or second or not at all—but we have a good idea of

some of the major factors. However, we do not know for certain how the algorithms work. I just know from trial and error what seems to work. This is by no means an exact science, and anyone who tells you that SEO is an exact science either doesn't know what they're talking about or is not telling the truth.

If some of this information seems confusing, know that many of us who use the Internet to make a living are very confused about it. It is like trying to figure out how a bumblebee flies when we know it's not possible, using the current science available. We take our best guess as to why it flies, and that is what I'm sharing with you: my best guess.

If you search on Google using the search terms "online hypnotherapy training Savannah Georgia," my site should come up first. This is because I have optimized that page, and the page contains all of those search terms.

Many people are living in the past (and under false assumptions) when it comes to SEO. One of the most common issues I hear about in relation to this field is the use of "meta tags." In 1995 meta tags were very important. Today they are not quite as important. Meta tags are found at the top of any page in the HTML code. They tell the search spiders what your page is about: the title, the description, and the content. Around the year 1996, you could put in 500 or more meta tags—hypnotherapy, hypnosis, hypnotist, and a bunch of other terms—and the search engines would rank you highly as a result. Search engines are now much more sophisticated and frown upon the overuse of meta tags. I recommend approximately five search terms in each meta tag. Rather than getting into a detailed description of meta tags, if you are not skilled in HTML programming, I recommend that you hire a professional to handle this issue. Be sure to tell the developer that you only want five search terms in each

of your meta tags per page. Again, [www.elance.com](http://www.elance.com) is a great source for SEO optimizer (the people who know all about this stuff).

The other common problem that I hear about when people discuss SEO is “hidden text.” This is text that can either not be seen on the page (it can only be seen in HTML code) or that appears on the page but is the same color as the background (so again, it cannot be seen by people viewing the Web page). People using this technique will often put many keywords in the hidden text, just as they used to put many keywords in the meta tags around 1996. Google imposes strict penalties on hidden text in Web pages. In fact, your domain could be banned from the Internet if Google finds this hidden text. It is considered deceitful, and Google will not hesitate to punish the site.

When you think about it, there is no reason to hide text. Anything that you are going to say covertly you should be able to say out in the open. So if you have a list of search terms that you have been advised to hide somewhere in your Website, I suggest that you display them openly. Just create sentences and paragraphs in which you can use the words.

For example, the list:

“Hypnotherapy, changing, beliefs, behaviors, therapies, results, hypnosis, therapy, stage hypnosis “

becomes:

“Hypnotherapy is the most immediate tool for changing beliefs and/or behaviors. Of all the therapies, hypnotherapy will produce the most immediate results. Hypnotherapy is a combination of hypnosis and therapy, which is one of the many attributes separating it from stage hypnosis.”

## **Alt Tags**

“Alt tags” are another means by which you can draw positive spider attention to your Website. Alt tags are the words that show up when you move your cursor over an image. If you go to my Website, [www.stevejones.com](http://www.stevejones.com), put your cursor over any of the pictures of the 200 CDs that I have available. You should see the name of the CD in a small box near your cursor. If used in moderation, this technique can be excellent “spider food.” Spiders will see the alt tags, and you can therefore include search terms in the alt text.

For example, if I were advertising a CD about weight loss, the alt tag would say “hypnosis CD for weight loss.” This is another opportunity to attract the spider. People who are very skilled at SEO realize that everything on a Website should be geared toward advertising to Google spiders. In fact, the look and design of your Website are meaningless if you’re not advertising to spiders. No one except your friends and people who already know about your business will ever find your Website unless you cater to the spiders and “feed them the spider food” they are hungry for!

## **Create Link Exchanges**

One of the fastest and easiest ways to draw traffic (visitors) to your Website is to use link exchanges. On my site, [www.stevejones.com](http://www.stevejones.com), under the Links heading, you’ll see links for many different Websites. All of those sites’ owners have agreed to list me on their Website as well.

I suggest searching the Internet for alternative healing business Websites that complement yours: acupuncturists, Reiki practitioners, chiropractors, and so on. By having a link to their Website on your site, you will not be taking business away from yourself, since these businesses are

not competing with you. By them having your link on their site, they will not feel that you are taking away business from them either. Your business is complementary to theirs and does not replace it. The more link exchanges you have, the better. Link exchanges bring your site traffic.

It appears that Google's spiders look at the number of link exchanges to decide how highly to rank your site in a search listing. I'm not sure of this, but it is my best guess. I do know that whether or not Google counts link exchanges, the exchanges still work. You will still draw more traffic to your site by having link exchanges out there on the Internet. The wonderful thing about the Internet is that there are no limits. You can have as many link exchanges as you want. So get working on link exchanges. You can find people to set up link exchanges for you when you visit [www.elance.com](http://www.elance.com).

## **Yellow Pages Advertising**

Most people now use the Internet as their primary means of finding products and services. Some people still use old-fashioned yellow pages to look up businesses. Advertising there will bring some results, but I believe that your money is much better spent in promoting yourself online.

Many yellow page companies (and there are many, not just one) now offer an online version of their book. I recommend that you only use the online version for your advertising needs, not the paper version. But with so many to choose from, how do you know which yellow pages company to advertise with in your area? Find out who the major phone service provider is in your area—not for cell phones but for landlines. If it is Bellsouth, advertise in Bellsouth's online directory. If it is Verizon, advertise in Verizon's online directory.

## **Use Online Student Resources (OSR)**

As you develop your hypnotherapy practice, another very valuable tool will be the Online Student Resources (OSR). See [www.AmericanAllianceofHypnotists.org](http://www.AmericanAllianceofHypnotists.org). At this site, you will easily find the page that describes this service. I have spent a considerable amount of money and time developing this resource area, as I wanted to provide information beyond what you have learned in this book.

I developed the OSR as part of my research for my master's degree in education, and it has turned out to be a great source of information for hypnotherapists who have taken my program. To access the site, you will need to visit [www.AmericanAllianceofHypnotists.org](http://www.AmericanAllianceofHypnotists.org) and register for an in-person or online hypnotherapy course. I teach all courses personally. The password changes at regular intervals so that only past and present students can use this portion of the site.

## **Myspace**

You need to get a Myspace account. I have one and I use it for advertising. Go to [www.space.com](http://www.space.com) and register a free account. If you already have one, get another one just as a hypnotherapist.

## **Youtube**

I have over 100 videos on [www.youtube.com](http://www.youtube.com). I upload videos regularly about how to do hypnotherapy procedures. The videos also advertise my website. I suggest that you get a video camera, learn how to use it, and make hypnotherapy videos to put on Youtube. You can also put them on Myspace. Joining Youtube is free. Do it.

## **Chapter Three**

# **Non-Internet Advertising**

## **Networking**

Networking is essential to the building and maintenance of any successful business, whether or not you have a website. Networking means getting the word out about your business. I recently ordered business cards. While most people order 100 to 500 at a time, I ordered 10,000 (from [www.vistaprint.com](http://www.vistaprint.com)). The cards and the shipping cost me only \$150. I suggest that you get a lot of business cards made and hand them out to everyone you meet.

When I go to restaurants, I always tip 20 percent and leave a business card. The card says who I am, what I do, my phone number, and my website. I don't know if the person will throw the card away, use it as a bookmark, give it to a friend, or keep it. But I do know that if I never put that business card in their hands, they won't do anything with it. Business cards are simply opportunities for you to have more business. In my estimation, 90 percent of the business cards that I hand out produce no results. However, the remaining 10 percent work very well for me.

Don't expect to get a new client every time you hand out a business card. Don't expect anything. Let the results take care of themselves. Remember that advertising is a numbers game. The more advertising you do, the greater the return because you're always dealing with a percentage. For example, if I have 10 percent success by handing out business cards, it only makes sense to hand out as many business cards as I can. 10 percent of 100 is 10, but 10 percent of 10,000 is 1,000. The returns add up!

The same is true of word-or-mouth advertising. Most of the people that you talk to about your services will probably not be interested. However, a percentage will be highly interested and these people will tell their friends about you. All you need is that small percentage—but you need

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tremendous volume in order to turn that percentage into a high number. Networking pays off if you really get out there and work hard at spreading the word about your business.

## **Le Tip**

One of the best networking organizations I have ever been a part of or even heard of is called Le Tip (see [www.letip.com](http://www.letip.com)). This organization is dedicated to successful generation of business leads. Find out if there is a chapter in your city. The members meet once per week to exchange business leads. If you join as a hypnotherapist, someone else joins as a dentist, and someone else joins as a chiropractor, it is your job to look out for qualified business leads for the dentist and chiropractor throughout the week—and it will be their job to look out for qualified business leads for you. Only one member of each profession can join. When I was with Le Tip in Los Angeles, I was able to add approximately \$30,000 to my annual income just by going to the meetings each week and looking for qualified business leads for other members throughout the week. A larger group is better, because there will be more people working for you.

The most important part of networking is a positive, outgoing attitude. Whether you are at a craps table in Las Vegas, in line for a scary movie, sitting in a bar, or taking a scuba diving class, opportunities for networking are all around you. Your positive attitude, smile, and neat appearance all contribute to successful networking.

Always carry business cards with you, and don't hesitate to hand them out. When you think about it, most of the people you meet, you will never see again—so don't worry about embarrassing yourself by handing them a business card! For all you know, they could be the person who sets your business in the right direction by sending you a lot of business. Perhaps they don't personally need your service, but maybe their Uncle Henry (who has been a smoker for 30 years and has just been diagnosed with some sort of white spots in the back of this throat) does

need your services. You will be surprised at how often handing out business cards will reward you months or even years after you offer the card. Always have your cards available, and always look for opportunities to hand them out.

My friends generally make fun of me for handing out business cards, because I rarely miss an opportunity to do so. I know that for each person, into whose hands I place one of my cards, I have yet one more opportunity to change someone's life—and to make sure that my mortgage is paid. Let go of your pride; reach into your pocket, and pull out a business card as often as you can.

Networking also means that you should join as many groups as you can. These don't have to be professional groups. It could be a softball or volleyball team, a community education class, and so on. Any group is a networking group. You probably already belong to several.

You already belong to a group called family. Make sure that your family group has some of your cards. In fact, I recommend giving extra cards to your family members so that they can give them to others. No one will be on your side more than your family. Well, hopefully!

Take an inventory of the groups to which you already belong. Are you a student? Do you go to church? Do you have a large family? Are you on any committees? Do you date? Yes, dating is an opportunity to get your card into people's hands.

If you're not a member of any group, then do a Google search for groups in your area, and make plans to join several of them. If you have an interest in a religion, start going to regular services hosted by the organization in your area representing this religious affiliation. Not only will these gatherings provide outstanding opportunities to

network, but you will probably also find highly motivated and positive thinking people there.

## **Raise your Rates**

Imagine two bottles of water on a table in front of you. They are identical. However, the one on the right costs \$100 and the one on the left only costs \$1. Now your perception has perhaps changed. Maybe you are wondering why the one on the right is so expensive and the one on the left is a normal price. But, they are identical in every way.

Perception of value is related to price. If something costs more, people perceive it as being more valuable. You may not be any better at hypnotherapy than the next person. But, if your prices are higher than theirs, you will be perceived as being better.

So many beginning Hypnotherapists try to undercut the prices of their competition. This is a mistake. Cheap and poor people will be your clients. There is nothing wrong with cheap and poor people. I offer pro bono (no charge) services to people in dire need. However, when you are trying to build a practice, you need to make money. The way to make money is to attract rich people who like to pay top dollar for services. These people will have friends who think the way they do. Those friends will also be your clients.

Call around to the different hypnotherapy offices in your area. If there are none, call offices in the nearest big city. Find out what they charge. Make sure you charge more. Just do it. You will thank me later.

I used to charge \$50 for a two-hour first-time session. A Hypnotherapist friend told me to raise my rates. She said I needed to charge \$150 for that two-hour session. I did

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what she said. Rather than having less business, I had more. She then told me to raise my rates to \$250 for the session. I told her she was crazy, but did it anyway, just to prove her wrong. The next potential client who called was a celebrity. I told him my rate. He was completely fine with it. If I had not been charging that rate, he probably would have thought I was not the best. Let's face it; you always pay the most for the best. So, charge the most!

## **Chapter Four**

### **Office Setup**

## **Home VS. Office**

I hear a lot of hypnotherapists say that they would not have an office in their homes. I, on the other hand, have my office in my home. This saves me time and money.

I had an office in the Roxbury Medical Building in Beverly Hills, California, 90210 for a few years. I had a lot of clients there. I thought I had so many clients because I was at that office. My home at the time was in Marina del Rey, California. Both are in Los Angeles.

Though I disliked driving in the Los Angeles traffic to my office, I kept the office due to my fear. I was afraid that if I didn't have an office in Beverly Hills, I would lose business. Finally I had enough of the driving and closed the office. I started seeing clients in my home. Immediately my client load went up. Also, my returning client load went up. I was making more money than ever and I was relaxed. They were coming to me, at my home.

For some people, this would be a bit much. Seeing clients in your home might mean an invasion of privacy or an unsafe situation. I have never had any problems in this regard. You have to make your own decision, but I will say that I will never go back to having an office outside my home. I currently live in Savannah, Georgia and I see clients in my living room.

I save thousands of dollars per year, the stress of driving, and the stress of maintaining a home and an office separately. My advice is stay home; keep your money and your sanity. If you want to appear to be professional, spend your money on a great website.

## **Comfortable Patient Chair**

Get a Lay-Z-Boy brand recliner. I bought mine a few years ago for \$300. They are comfortable, come in many colors, and are well built. This is the chair you will recline your clients in when you hypnotize them.

### **Get a Clock**

Get a small clock and position it so that you can see it and your client can't (from their comfortable chair). This way, you can keep track of the time without appearing to rudely watch the clock.

### **Record your Sessions**

Get a sound recording software program on your computer and record your sessions. Give the client a recording each time. Some of the more popular sound recording programs are Cakewalk, Sony Soundforge, and Protools.

Also, get a uni-directional microphone. This type of mic will only pick up sounds close to it. So, if a dog is barking down the street during your session, it will not be recorded.

### **Controlling the Environment**

You will want to establish an office space that allows you to control the environment. Cut your clients off from the outside world and demand their complete attention. You must have them relaxed and have them in an oasis from the outside world.

In controlling the environment, first make sure that the client has gone to the restroom. Dropping your client into Alpha and sustaining hypnosis is difficult if she is squirming with discomfort. So ask her before you start, "Do you need to use the restroom before we begin?" Likewise, make sure that the client's cell phone or pager is turned off. Make sure that she is in an environment where

no one and nothing is going to disturb her. There should be no barking dogs or sounds of traffic.

### **Control the environment.**

Make sure that the client is not too cold or too warm. Give the patient the option of being reclined. A comfortable, reclining chair is perfect for this. Get one.

I prefer to have my clients reclined in a nearly horizontal position with an eye covering, like the ones that are sold for sleeping or airplane trips, over their eyes to block out any light. The client listens to my voice through headphones.

I want to completely control the environment, and for this reason, I generally avoid going to a person's house to conduct a hypnotherapy session.

The client is not going to see anything because his eyes are going to be covered. He is not going to hear anything except my voice and the sound of gentle ocean waves that I play in the background. The client is perhaps going to be covered with one or two blankets, depending on the temperature.

Again, your job as a hypnotherapist is to prevent anything that could interrupt the session.

I learned this lesson the hard way in 1986. I had a patient, a doctor, who wanted to be hypnotized. She was on call during our first session, and she kept getting up during the hypnosis session to respond to her pager. She was not respecting the session. I immediately formed a strict policy against this disruptive activity. If your patient is on call, tell her to come back another day. Do not allow yourself or your client to be disturbed.

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Some clients like to multitask, but hypnosis is not the place for multitasking. Think of it like surgery — it would not be acceptable if someone knocked on the door during surgery, or if the doctor stopped operating so that the patient could take a cell phone call. Show your clients how you want them to respect the hypnosis session.

The bottom line is this: control the environment! It's YOUR responsibility.

## **Chapter Five**

### **Forms**

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In this chapter, you will find the forms I use in my practice. Let them serve as a guide for you to create your own forms. Feel free to simply copy mine and replace my information with yours.

**INTAKE FORM**

NAME: \_\_\_\_\_

Date: \_\_\_\_\_

Address:

\_\_\_\_\_  
\_\_\_\_\_  
\_\_\_\_\_  
\_\_\_\_\_

Home Phone: \_\_\_\_\_

Cell Phone: \_\_\_\_\_

Work Phone: \_\_\_\_\_

E-mail address:

\_\_\_\_\_

Would you like to receive e-mail information from Steve G. Jones? \_\_\_\_\_

Date of Birth: \_\_\_\_\_

Occupation: \_\_\_\_\_

How did you hear about Steve G. Jones?

\_\_\_\_\_

\_\_\_\_\_

Reason for this session:

\_\_\_\_\_

\_\_\_\_\_

\_\_\_\_\_

\_\_\_\_\_

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Other areas of interest: Please circle any which apply:

Weight Loss  
Stop Smoking  
Fear of Flying  
Concentration  
Enhancement  
Self Esteem  
Past Life Regression  
Forgiveness Phobias  
Relationships  
Shyness  
Shame  
Anger  
Relaxation  
Motivation  
Depression  
Insecurity  
Sports Performance  
Finding Lost Objects  
Childbirth Insomnia  
Eating Disorders  
Substance Abuse  
Healing  
Public Speaking  
Auditions  
Confidence  
Hang-Ups  
Dental Procedures  
Hair Pulling  
Grief  
Test Anxiety

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Areas you may wish to improve (not listed above):

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---

---

Name of primary care physician:

---

Address of primary care physician:

---

Phone number of primary care physician:

---

Please list any medication you are currently taking: \_\_\_\_\_

---

Please note any treatment you are currently receiving from ANY health care provider:

---

---

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Pursuant to Georgia Business and Professional Code, I, Steve G. Jones, make the following disclosures: I am a professional who provides services that are alternative and complementary to the healing arts services licensed by the state. Each client will be interviewed and if it is determined that the services I provide can be of benefit, I will provide services in accordance with the education, training, and experience I have.

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I offer the following services:

Hypnosis- This is a re-programming of the thought processes. It is accomplished by providing the atmosphere for the client to move into subconscious awareness states such as alpha, theta, and delta. The theory is that in these states the mind is more suggestible so that suggestions are more likely to be accepted by the mind.

NLP (Neuro Linguistic Programming) – This is a Pavlovian behavioral model based on the idea of creating new, more helpful associations for the client. It is non-hypnotic. The theory is that if one can form new associations to existing behavior, that behavior can be modified in a positive way.

These services are not licensed by the state. The services do not include the practice of medicine or psychology or any other healing art, since I am not a licensed physician. It is your responsibility to inform your physician that you are seeing Steve G. Jones for hypnotherapy. It is assumed by you signing this release that you have either notified your physician that you are seeing a hypnotherapist for treatment or that you have elected not to inform your physician at this time.

I have the following education, training, experience and other qualifications regarding the services provided:

Bachelor of Science in Psychology, University of Florida,  
1994

Masters of Education, Armstrong Atlantic State University,  
2007

Over 20 years of hypnosis experience

Member of the American Board of Hypnotherapy

Member of the National Guild of Hypnotists

Director of the American Alliance of Hypnotists

If you have any concerns or complaints about the services provided, please speak to me. If I cannot resolve your

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concerns, you may contact the American Alliance of Hypnotists, 107 Picket Row, Savannah, GA, 31410. 912.897.9799

I, (please print your name) \_\_\_\_\_, hereby acknowledge that I have been provided with the above information, have read such, and have received a copy of this disclosure.

\_\_\_\_\_

\_\_\_\_\_

client signature

date

**HIPPA FORM**

NAME: \_\_\_\_\_

NOTICE OF PRIVACY PRACTICES: HOW  
INFORMATION ABOUT YOU MAY BE USED  
AND DISCLOSED AND HOW YOU CAN GET ACCESS  
TO THIS INFORMATION.

My signature below indicates that I have been provided  
with a copy of this Notice of Privacy Practices.

Signature of client:

\_\_\_\_\_

Date:

\_\_\_\_\_

## **Understanding Your Health Record/Information**

Each time you visit a hospital, physician, or other healthcare provider, a record of your visit is made. Typically, this record contains your symptoms, examination and test results, diagnoses, treatment, and a plan for future care or treatment. This information, often referred to as your health or medical record, serves as a:

- . Basis for planning your care and treatment;
- . Means of communication among the many health professionals who contribute to your care;
- . Legal document describing the care you received;
- . Means by which you or a third party payer can verify that services billed were actually provided;
- . Tool in educating health professionals;
- . Source of data for medical research;
- . Source of information for public health officials charged with improving the health of the nation;
- . Source of data for facility planning and tool with which we can assess and work to improve the care we render and the outcomes we achieve.

This Notice describes how health information about you as a patient of this practice may be used and disclosed, and how you can get access to your health information. We reserve the right to change this Notice in the future.

## **Your Health Information Rights:**

Although your health record is the physical property of the healthcare practitioner or facility that compiled it, the information belongs to you. You have the right to:

- . Request a restriction on certain uses and disclosures of your information as provided by 45 CFR 164.522
- . Obtain a paper copy of this Notice
- . Inspect and obtain a copy your health record as provided for in 45 CFR 164.524. You must submit your request in writing, and we are entitled to charge a copying fee for this service.
- . Ask us to amend your health record as provided in 45 CFR 164.528. Your signature and explanation are required.
- . Obtain an accounting of disclosures of your health information as provided in 45 CFR 164.528
- . Revoke your authorization to use or disclose health information except to the extent that action has already been taken.

If you have questions or would like additional information, you may contact the Director of Health Information Management. If you believe your privacy rights have been violated, please discuss it with me. You can file a complaint with the Director of Health Information Management or with the Secretary of Health and Human Services. There will be no penalty for filing a complaint.

## **Our Commitment**

We are committed to maintain the privacy of your health information, as required by law. We will not use or disclose your health information without your authorization, except as described in this notice.

### **Examples of Disclosures for Treatment, Payment and Health Operations**

We will use your health information for treatment within our practice. With your consent, we will also provide your outside physician or a subsequent healthcare provider with copies of various reports that should assist him/her in treating you as well.

We will use your health information for payment. For example, to obtain insurance benefits for you, forms may include information that identifies you, as well as your diagnosis, procedures and supplies used.

We may use your health information in an effort to continually improve the quality and effectiveness of the healthcare and services we provide.

**Outside Medical Services:** We may disclose your health information to other providers so that they can perform the job we've asked them to do, and so that they can bill you or your third party payer for services rendered. So that your health information is protected, however, we require these providers to appropriately safeguard your information.

**Notification:** We may use or disclose information to notify or assist in notifying a family member, personal representative, or another person responsible for you, care, your location, and general condition.

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**Communication with Family:** Health professionals, using their best judgment, may disclose to a family member, other relative, close personal friend or any other person you identify, health information relevant to that person's involvement in your care or payment related to your care.

**Other:** We may disclose health information to funeral directors, organ procurement organizations, correctional institutions, public health authorities, workers compensation programs, law enforcement, and/or the Food and Drug Administration consistent with applicable law to carry out their duties.

**Legal Proceedings:** Your health record may be subpoenaed through the legal system.

**Public Health and Safety:** We may provide medical information about you if required by law, or to prevent serious threat to public health and safety.

**Research:** We may disclose information to researchers when their research has been approved by an Institutional Review Board that has reviewed the research proposal and established protocols to ensure the privacy of your health information.

Federal law makes provision for your health information to be released to an appropriate health oversight agency, public health authority or attorney, provided that a workforce member or business associate believes in good faith that we have engaged in unlawful conduct or have otherwise violated professional or clinical standards and are potentially endangering one or more patients, workers or the public.

## **CANCELLATION/ RESCHEDULE POLICY**

NAME: \_\_\_\_\_

A 24-hour notice is required for all cancellations or rescheduled appointments. If our office is not notified of a change prior to 24 hours before your appointment, you will be charged the full price of your session.

If you reschedule the same appointment more than once, you will be charged double for that session.

These fees will be charged to your credit card if we have one on file, otherwise they will be billed to your mailing address and due upon receipt.

By signing below, you acknowledge an understanding of the above policies and agree to be subject to them.

Signature

date





## **Chapter Six**

# **Tying It All Together**

## **Your next step - Certification**

You may have read this book as part of a certification class, college class, or just for your own knowledge. Whatever the case, I applaud you for having an interest in the power of the mind and wanting to help others by marketing yourself as a hypnotherapist.

If you would like to be trained personally by me, you can do so, either online or in person. Register for either online at: <http://www.stevejones.com/learn.htm>

You can also join the advanced class. The only prerequisite is completion of the basic class. This class is taught both online and in person. You can register online at <http://www.stevejones.com/advancedhypnosiscertificationclassesII.htm>

Classes are offered throughout the world depending on my yearly travel schedule. Even if you train online, you will be in contact with me as your personal trainer throughout the course.

Additionally, whether or not you complete the advanced course, you can register for any of three specialty classes online at: <http://www.stevejones.com/advancedhypnosiscertificationclasses.htm>.

The only prerequisite in the basic certification class.

Specialties include weight loss, smoking cessation, and pain management. These courses are outstanding for anyone interested in seeing clients who need assistance in these areas. You will be taught complete protocols for each specialty. This includes how to set up multiple-week sessions and what to do each week. These protocols are the result of my 20-plus years of trial and error. I would like

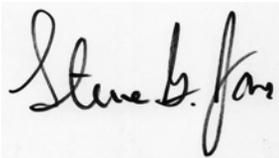
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to save you some potential problems and have you making money as a successful hypnotherapist. I have a 98.12% success rate with smokers (tracked out to six months), a 90.34% success rate with weight loss (tracked out to one year), and a 91.45% success rate with pain management (tracked out to six months). I generally do not conduct studies on former patients beyond six months since I do not want to remind them of their former habit ongoing.

I wish you all the success the world has to offer. If you need any other books by me, please visit <http://www.stevejones.com/books.htm>. I have written 14 books on hypnotherapy designed to make your job easier and make you more successful.

Best of luck to you!

Sincerely,

A handwritten signature in black ink that reads "Steve G. Jones". The signature is written in a cursive style with a large, stylized "S" and "J".

Steve G. Jones, M.Ed.  
Clinical Hypnotherapist

## **Appendix**

I have over two decades of experience in hypnosis. I have a Bachelor of Science degree from the University of Florida, an M.Ed. from Armstrong Atlantic State University, and I am working on a doctorate degree at Georgia Southern University. I am a certified clinical hypnotherapist, a member of both the American Board of Hypnotherapy and the National Guild of Hypnotists, president of the American Alliance of Hypnotists, and director of the Steve G. Jones School of Hypnotherapy. I am also on the board of directors of the American Lung Association in Los Angeles. I currently live in Savannah, Georgia, but I see clients and teach classes worldwide.

My client base consists largely of people who need to lose weight or gain confidence. Other clients include sales teams interested in boosting motivation and increasing income, singles searching for love, insomniacs desiring proper sleep, and smokers wanting to change their habits, to name just a few topics.

It is my hope that this book will create a cadre of hypnotherapists who feel a strong commitment toward practicing with integrity, thus altering negative perceptions about hypnotherapy, while allowing people to make positive changes. To this end, I am providing you with the tools to change people's habits and perceptions, and to help them overcome fears. I know that you can help your patients find love, make a fortune, and reach their optimum level of physical fitness through hypnotherapy.

For more information about me and about hypnotherapy, I invite you to visit my website, [www.stevegjoness.com](http://www.stevegjoness.com). There, you will find a collection of hypnotherapy CDs, mp3s, and audio books. Among the recorded sessions, you will find over 120 titles including Weight Loss, Unlimited Motivation, and Unlimited Confidence.

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You also will find a link to my e-mail address, [steve@stevegjones.com](mailto:steve@stevegjones.com). I am available to answer your questions or address your concerns, and I wish you all the luck and prosperity the world has to offer.

## **Resources**

Steve G. Jones, M.Ed., Clinical Hypnotherapist  
(The official website of Steve G. Jones) –  
[www.stevejones.com](http://www.stevejones.com)

Get free advertising online through the American Alliance of Hypnotists (Membership is free in this worldwide online directory) –  
[www.americanallianceofhypnotists.org/membership.htm](http://www.americanallianceofhypnotists.org/membership.htm)

Become a certified clinical hypnotherapist online in eight weeks -  
[www.americanallianceofhypnotists.org/classes.htm](http://www.americanallianceofhypnotists.org/classes.htm)

Find a web designer and SEO specialist -  
[www.elance.com](http://www.elance.com)

Find a local Le Tip networking group – [www.letip.com](http://www.letip.com)

Get domain hosting -  
[www.webmasters.com](http://www.webmasters.com)

Get an in-site search engine –  
[www.fusionbot.com](http://www.fusionbot.com)

Get inexpensive business cards –  
[www.vistaprint.com](http://www.vistaprint.com)

Get a free web presence-  
[www.Myspace.com](http://www.Myspace.com)

Get your hypnotherapy videos online free –  
[www.youtube.com](http://www.youtube.com)

## **References**

Bierman, S. (1995). Medical hypnosis. *Advances: The Journal of Mind-Body Health*, 11(1), 65.

Blakeslee, S. (2005). 3, 2, 1: This Is Your Brain Under Hypnosis. *New York Times*, 155(53406), F1-F4.

Complementary and Alternative Medicine. (2004). *Southern Medical Journal*

## **Books by Steve G. Jones, M.Ed.**

Available at <http://www.stevejones.com/books.htm>  
and select bookstores worldwide.

- Basic Hypnotherapy for Professionals
- Advanced Hypnotherapy for Professionals
- Hypnotherapy Inductions and Deepenings Volume I
- Hypnotherapy Inductions and Deepenings Volume II
- Hypnotherapy Scripts Volume I
- Hypnotherapy Scripts Volume II
- Hypnotic Techniques for Dating Success
- Business guide for Hypnotherapists (Office set-up, websites, forms, advertising online, search engine optimization, creating and selling hypnotherapy CD's and mp3's)
- Hypnotic Sales Mastery Techniques
- Hypnosis for Laymen
- Past Life Regression Hypnotherapy
- Hypnotherapy Case Studies