

**Introduction to the *Hypnosis To Go* series**

As a hypnotherapist, you are already invested in one of the most powerful of contemporary life-changing therapies today – one that continues to be championed in response to a revolution in complementary health, and wellness. Hypnotherapy is increasingly chosen by professionals who wish to participate in a therapeutic approach that is positive, constructive and moreover, specific to their outcomes. These notes have been written by a professional, for professionals who wish to deliver therapy of high standards of excellence to their clients.

These notes are written by London hypnotherapist Deborah Marshall-Warren, to present guidelines along the critical path to developing a professional and successful hypnotherapy practice. They are an offshoot of Deborah’s hypnotherapy training courses.

Deborah felt that it was important to create something more than just a ‘Yellow Pages’ for hypnotherapists seeking to expand their hypnosis training; something that offers more than mere listings . The intention is to give you an inspiring mix of thought-provoking advice and editorial comment to help you realise your aspirations for your

*Tutorial no. 3*  
**Hypnotherapists and the Internet**

**Size of the Internet**

**The good news – the internet is very big**

A large and growing proportion of people use the internet. So, if you can be found on the internet, you can be found by lots of people.

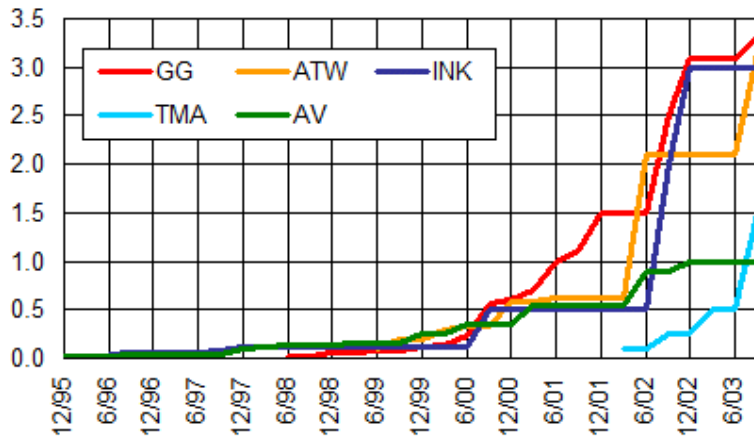
YEAR	INTERNET USERS	% WORLD POPULATION
1995	16 millions	0.4 %
1996	36 millions	0.9 %
1997	70 millions	1.7 %
2001	520 millions	9.0%
2002	600 millions	10.3%
2003	720 millions	12.5%
2005	1,020 millions	17.7%

So, for every person using the internet in 1995 (when Whole-Being started), there are now 63 people using it. So, you have 63 times as many potential clients to reach as I did in 1995. The rate of growth is greater in industrialised countries such as the UK. Great news, it seems!

**The bad news – the internet is very big**

A large and growing proportion of people have web sites. So, the chances of your web site being found get smaller every day.

# HYPNO TO GO *No. 3*



In 1995, there were about 20 million web pages, as indexed by the best search engine of the day (which was then AltaVista). By mid 2003, there were 3,500 million web pages indexed by the best search engines (now Google). Nobody's sure how many there are now, as they are hard to count, but it's estimated there are about 8,000 million web sites that you can find through Google.

So, for every web page that was online in 1995, there are now 175 pages online. Therefore if you had a web site in 1995, and you have the same web site now, then on average the chances of a person finding your web site have been reduced to 0.5% of what they were in 1995.

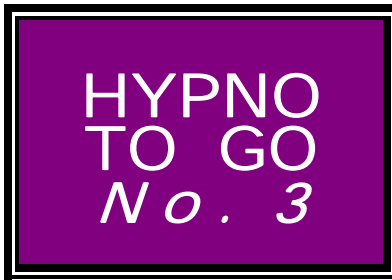
## **On balance: it's bad news**

On the other hand, there are 63 times as many people using the internet. Put these two numbers together and you would expect a web site today to attract only 37% of the people it would have attracted in 1995.

This means you have to work three times as hard now to earn a living from selling yourself through a web page. Needless to say, these are very rough-and-ready back-of-envelope calculations, but the gist of these considerations is valid. And it's getting worse at an accelerating rate every day, as the internet becomes a more crowded market-place.

## **It's bad news for hypnotherapists, too**

So, the situation is bad for small businesses on the internet in general. How is it for hypnotherapists? Let's have a look. These are the number of pages that are listed by Google in response to the following search terms, which would be of keen interest to a hypnotherapist seeking clients in Cholmley Gardens, West Hampstead, London.



Search term	Hits
Hypnosis	5,710,000
Hypnotherapy	2,190,000
Hypnotherapy UK	1,390,000
Hypnotherapy London	450,000
Hypnotherapy "North London"	18,600
Hypnotherapy "North West London"	10,700
Hypnotherapy "West Hampstead"	566
Hypnotherapy "Cholmley Gardens"	8

When you do search on Google, it lists ten web sites on each page of its results. Most people do not look at more than about three pages, which means that 30 web sites get seen. So, for example, if you are a hypnotherapist in London and Miss Jones is looking for a hypnotherapist in London, then – other things being equal – the chances of Miss Jones even seeing the link to your web site are 30 / 450,000 which is 0.007%. These are much better odds than winning the lottery (0.00000007%), but it's clearly a problem.

If you live in a smaller place, it's easier. Imagine you are a hypnotherapist living in the small town of Slaithwaite in Yorkshire. Then the following statistic will cheer you up:

Search term	Hits
Hypnotherapy Slaithwaite	310

So, if Mr Williams does a search for hypnotherapist in Slaithwaite, then – other things being equal – there is a 10% chance of your web site being seen.

### **So, is there any good news?**

Yes. I qualified the above statements by saying "other things being equal". But other things are not equal. When you run a search in Google, it doesn't just throw the results up in a random order. It tries to figure out the best sites to give you. If you have a better web site than other hypnotherapists then Google will put you closer to the top.

# HYPNO TO GO No. 3

## A Better Web Site

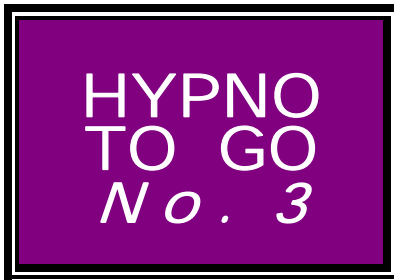
### **What do you mean by a 'better web site'?**

I mean the same as you mean by it. Imagine you were a potential client for hypnotherapy, and you want to know more about the subject, and about any local hypnotherapists. You run a search on Google for 'Hypnotherapy Abercrombie' or wherever you live. You look at the web sites that it gives you. The ones you think are good sites are clear and informative. They deliver the information that you are looking for, in a friendly and clear manner. They do not waste your time waiting for fancy graphics to load up. They look honest. They carry endorsements from other people.

### **Isn't there a short-cut to better Google placement?**

No. That is cheating. Google is very big organisation that spends a lot of effort to stop people like you from cheating. Everybody wants to be at the top of the Google list, and they will work whatever tricks they can think of to get there. The only reliable way to get ahead is to create a good web site that gives people what they want.

Look at this way. There are thousands of other hypnotherapists out there who also want to be top of the Google list. So there has been a history of cheating. In the early days, it was easy to cheat. For example, one of the criteria that Google uses to rank web sites is how many times a word is used in a page. If you mention the word "hypnotherapy" only once, and somebody else's web site mentions it fifty times, then what does Google think? Well, it thinks the latter web site says more about the subject than the former web site does, and ranks it higher. So, a lot of people cheated by putting "hypnotherapy hypnotherapy hypnotherapy hypnotherapy ..." a thousand times at the bottom of the page. They rocketed to the top of the Google list. People complained, because it was obvious that the people running those webs sites were cheating. So Google started penalising sites that were obviously cheating. In retaliation, the people who ran those web sites put the cheating text in a white-coloured font on a white background, so *you* couldn't see it was there, but the Google software (the 'Google robot' or 'Googelbot') could still read it. So how did Google react? They developed software that read the text to see whether it was just a list of words or whether it made sense in whole sentences. If the search engine found that you were trying to cheat by putting "hypnotherapy hypnotherapy hypnotherapy ..." in your page, it would recognise this and downgrade your site. So what did the



cheaters do? They changed their software to generate a long list of sentences, such as “Hypnotherapy is good. Hypnotherapy is great. Hypnotherapy is desk-lamp. Hypnotherapy is something else.” So Google developed its software to detect and combat this.

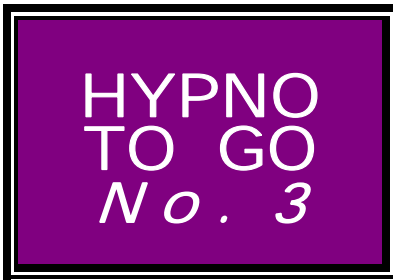
And so it goes on. The cheaters develop cleverer and cleverer ways to cheat. And Google develops cleverer and cleverer ways to detect it.

From time to time, you will see advertisements from people who offer to put you at the top of the Google list if you pay them. They may call themselves ‘web site optimisation consultants’. Many of these people are snake-oil merchants. They will take your money and give you nothing in return. Do not trust them. Some of them can help you improve your Google placement by improving the descriptiveness of the text on your web site. For example, if your web site says lots of interesting things about “hypnotherapy” but never mentions the word “hypnosis” then somebody Googling for “hypnosis” in your town will not find you. So, a good ‘web site optimisation consultant’ will tell you to include the word “hypnosis” in your text, as well as other words and phrases that people might search for such as “therapy for anxiety”. On the other hand, you could probably figure this out for yourself rather than pay someone to tell you it.

One obvious but important point to note about these consultants is that they cannot possibly *guarantee* top placement in Google. Imagine the town of Smallsville where there are a hundred hypnotherapists practising. Each one wants to be top. A web consultant puts up an advertisement guaranteeing that he can put you at the top of the Google list. So, each hypnotherapist pays £200 for the magic consultancy. Guess what? The consultant makes £20,000 but only *one* hypnotherapist gets to be top of the Google search list for “hypnotherapist in Smallsville”, and only ten even get to be on the first page. Hard luck for the other ninety hypnotherapists in Smallsville. Think about it.

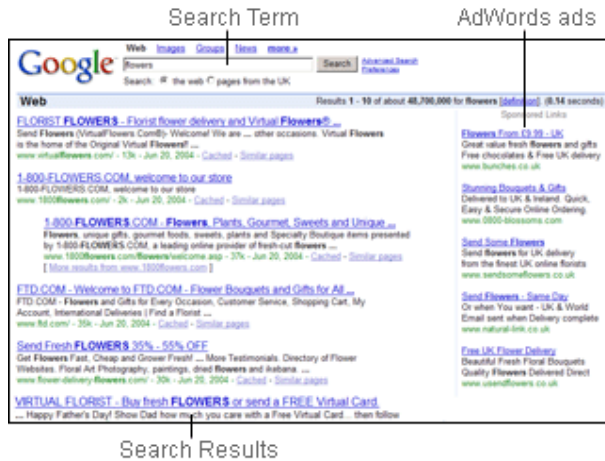
Or think of it this way. Google as a business relies on advertising. People will pay to advertise on Google only if lots of people use Google. Lots of people will use Google only if they can see that it finds the best web sites. If the Google lists get clogged up with web-site owners who are cheating to get higher ranking then users will stop using Google. Then the advertisers will stop advertising, and Google’s profits will shrink. So Google does everything it can to stop cheats from succeeding.

As I said, the only reliable way to get a better ranking is to make a better web site. Give people interesting, clear, and useful information. It’s as simple as that.



## What about Google's pay-per-click?

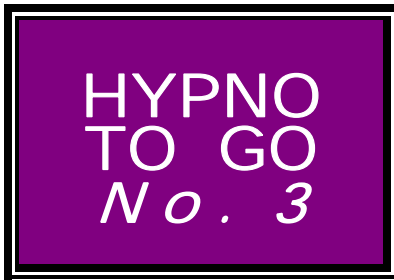
You may have many noticed on the right-hand column of Google's results page, links that are headed "Sponsored links". This works in the following way.



Basically, you pay Google a certain amount of money (a registration fee) to put a link into its 'Sponsored Links' section. And thereafter you pay them another small fee for each click. How much does it cost? That's up to you. If you offer to pay a higher fee, you will get a higher ranking.

For example, if your selected search keywords are "Hypnotherapy London" and if you offer to pay £1 per click, then (according to Google's estimator) your average position might be, say, 4.7. That means sometimes you would be on the front page, and sometimes not. On average you might get 1.3 clicks a day and pay £1.15 a day. If you offered to pay a higher fee, say £3 per click, then your average position might be, say, 1.1, and you would get 3.1 clicks a day, and pay £6.26 a day. Simple!

But, is it worth it? Well, it works for some people, but not for everybody. A lot depends on how (a) how big the market is, (b) what proportion of the market is looking for something specific – in hypnotherapy that usually just means a specific geographic location but it can also mean a specific therapeutic specialism, (c) most importantly, how good your web site is seen to be when people click through the link and see your site. For the sake of example, let us make the following assumptions.



*Example 1.*

- Say, as a rough estimate, that for every hundred people viewing your web site, one person actually books for a hypnotherapy session.
- Suppose that you elect to pay £1 per click.
- Suppose that you charge £100 per hypnotherapy session.
- Then, over a period of about two and a half months, your sponsored link will generate 100 hits, it will cost you £100, and you will have got one extra client, who will pay you £100. Net profit: nil.

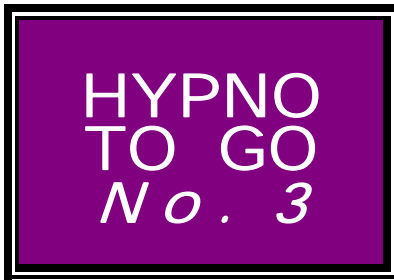
*Example 2.*

- Say that you improve your web site, making it twice as effective as a sales tool. Now, for every hundred people viewing your web site, two people actually book for a hypnotherapy session.
- Same assumptions as before: you elect to pay £1 per click, and you charge £100 per hypnotherapy session.
- Then, over a period of about two and a half months, your sponsored link will generate 100 hits, it will cost you £100, but you will have got two extra clients, who will pay you £100 each. Net profit: £100.

The conclusion? It mainly depends on how good your web site is at converting an interested visitor into a paying client. For simplicity, in the above example, I imagined 1 or 2 in a hundred booking. In reality it is more likely to be 1 in a thousand or ten thousand. And this presupposes that there are enough people out there able and will to pay for hypnotherapy – ie. that there is a buoyant market.

Is it worth trying? The nice thing about Google's sponsored links is that you are in complete control. Through their web site, you can change the amount you are offering to pay per click, and change the wording and keywords. And you get a daily report on how many clicks you've got. It's fun to experiment, and see what works. Set yourself an advertising budget beforehand (say, £300), then give it a try. If your web site is a very effective sales tool (eg if you have some unique selling point (USP)), you might find it cost effective. Most likely, though, you'll just convince yourself it's not for you.

Do bear in mind that the market dynamics are very different if you are selling a product such as a book or CD, as the unit price is much lower, and people can buy it anywhere in the world. You may well find that GoogleAds is cost-effective for books and CDs but useless for therapy sessions. If you do want to try, then (a) do some basic calculations as in the examples above, and (b) keep your eye on the budget.



## So, how does Google rank its web sites?

Google are very secretive about the precise details of how they rank web sites. The reason for this is that the more people know about the ranking software, the easier it will be for cheats to find loopholes.

There are two basic aspects: the web page itself, and links to it.

### In the page itself

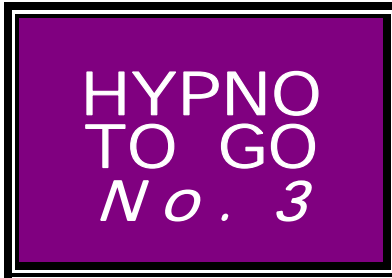
- The first question is: **Does your web site look like it is serious?** The web page itself should be of reasonable length. If it contains only one sentence, then it is unlikely to have much of interest to anybody, so it is given a low ranking. It should mention the keywords a number of times. If it mentions the keywords in the title and subtitle, that counts as a plus. It should comprise proper sentences. If the web page is updated regularly then that's a better sign than if it has been stagnant for the past ten years. All these factors combine to filter out web pages that are completely useless.

### Links to the page

- What really drives the ranking process is this question: **What other web sites link to your web site?** If lots of other, independent web sites have a link to your site, then Google assumes that your web site must be pretty good, so that pushes up your ranking. And if a very popular site links to yours then that's even better. The thinking goes like this: if a million people a day visit web site X (eg the BBC site), then obviously lots of people will ask the manager of web site X to put up a link to their own web sites. Now, if web site X has a link to your web site, then Google will conclude that your site must be well worth visiting, and it will boost your ranking accordingly.

Therefore, the key to getting and maintaining a high ranking in Google is to have links from lots of other web sites, preferably from popular web sites. And the key to that is to have good content. Content is king, as they say in the web world.





## **What is 'good content', then?**

There are a number of categories of information that you should have present on your web site.

### **Basics**

The first categories are just basic things to establish your credentials.

- To begin with, you must begin by saying clearly and succinctly who you are and what you do. Something like, "Hello, I am Joe Bloggs. I am a hypnotherapist in Slaithwaite. I offer hypnotherapy for a range of things, like giving up smoking and preparing for nerve-wracking events like public speaking." You must put your contact details on the first page. You must have a smiling photograph of yourself on the front page. People need to know who you are, they need to be able to relate to you as an empathic human being.
- Endorsements. Include some endorsements on the front page. If you have lots of endorsements, put the rest of them on a separate page. Published endorsements from independent journalists are worth their weight in gold. Offer a free hypnotherapy session to every journalist you meet. Nag them to publish a write-up about it. When it's published, put it on your web site. (The number one factor in persuading people to come to you is word-of-mouth recommendation. The number two factor is recommendation from the press. Get it and flaunt it.)
- Description of typical things you can help or cure with hypnotherapy. Smoking, nail-biting, blushing, etc.
- FAQ: The front page should have a link to a list of Frequently Asked Questions (with your answers, of course).

The above is the minimum to create a hypnotherapy web site. Back in 1995, that was enough to get people to link to you – just because there were so few hypnotherapy web sites. Not any more. Nowadays, if you want any chance of getting links you must have interesting content.

### **Extras**

You should add extras, such as these:

- Write commentaries on newsworthy things that are relevant to hypnotherapy. Scan the newspapers. Scan the radio and television news programmes. Scan the web news sites. Locate anything to do with hypnosis. Write a page of text on your personal views or experiences about the topic. Put it on your web site. The



fact that the subject is in the news means that it is newsworthy and people will be looking out for it. They will be running Google searches for it. They might find it on your web site.

- Write reviews of books, magazines, and television programmes to do with hypnosis. A page of text for each. Put it on your web site.
- Find out about current developments in the government legislation and regulation of your country as they affect hypnosis (or might affect it in the future). Go to the HMSO web site (in the UK) or book shop. Interview your local MP (or senator) and ask him or her for any views on government regulation of hypnotherapy.

### **Keep it up to date**

It is essential to keep this up to date. Add something each week or each month. Make it a habit. If you have a big burst of activity and then do nothing for three years, it will look worse than if you had done nothing at all.

### **Get links**

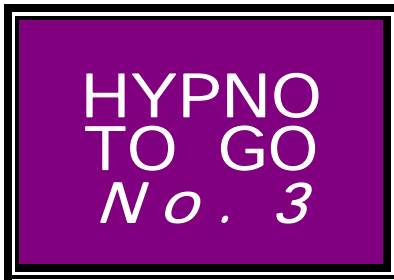
After a while, you will find people are spontaneously linking to your site. When you have a good amount of material, start emailing people who run directories, asking to be included. Gradually, the links will build and your Google ranking will rise. The more interesting material you put up, the more you will rise in Google. Start now and keep it up at a steady pace.

Some people who have their own web sites will be happy to 'exchange links'. They put a link on their web site, which points to yours, and you reciprocate. Obviously, check out their web site first, before linking to them. If you link to any other site, people will *assume* you are making a recommendation. As regards hypnotherapists, you are strongly advised to exchange links only with other members of professional bodies that you know to be sound (eg the Hypnotherapy Society in the UK) – and do remember to specify that they are members of that body.

### **Is all this really necessary, just to have a web site?**

No, not necessarily. There is an important question you should ask yourself before you actually start: What is the web site for? There are two basic kinds of answer that you might give:

- The web site is just an online brochure. It delivers information to people who have already made contact with you. A typical scenario is: you meet someone at a party; you give them your business card, which has your web address for them to get full information about you and your work. In this case, you just need the



basics on your web site: enough information for people to understand what it is you do. With any luck, you will have already 'sold' yourself to the individual through the personal contact, and what is needed now is to explain the nature of your work.

- *Or:* The web site is for generating initial contacts. You want people to discover you through the web site. In this case, you must have the extras, otherwise you are wasting your time and money. The reason you must have the extras is partly to boost the Google ranking and partly to capture the imagination of the person who is visiting the web site.

In fact, you may not really need a web site at all. If you do lots of face-to-face networking, then a business card is all you need.

## Your Own Web Site

### How do I make a web site?

Making a web site is easy. Making a mess is also easy, so always go for simplicity. Creating good content is also easy, but it takes time and hard work.

I am going to show you how to make a web site. If you like doing this sort of thing, you will enjoy it and it will give a sense of empowerment. If you prefer to pay someone else to do it for you, you should at least know what you are paying them for.

Here is almost all you need to know about a web page. You go into a text editor on your computer (such as WordPad) and type this in:

```
<HTML>
<HEAD>
<TITLE>The Whole-Being Hypnotherapy Class</TITLE>
</HEAD>
<BODY>
<H1> The Whole-Being Hypnotherapy Class</H1>
The Whole-Being hypnotherapy course finished today, 5th
February 2006. We have had great fun. Deborah is a really good
teacher and she prepares cool lunches too! The course ended
with Peter talking about the internet, and we made this web
site.
<P>
To illustrate linked pages, click <A
HREF="endorsements.htm">here</A>.
<P>
```



```
Thanks for visiting this web page.  
</BODY>  
</HTML>
```

Save this as the file index.htm. Then create a new file:

```
<HTML>  
<HEAD>  
<TITLE>The Whole-Being Hypnotherapy Class: Endorsements</TITLE>  
</HEAD>  
<BODY>  
<H1> The Whole-Being Hypnotherapy Class: Endorsements</H1>  
The following unsolicited comments are from students:  
<UL>  
<LI><B>Dawn-Lorrae</B> The course was <I>really</I> good!  
<LI><B>David McKibbin</B> It was a wow!  
<LI><B>Angela</B> I learned lots!  
<LI><B>Deborah</B> The students were lovely!  
</UL>  
  
<P>  
Click <A REF="index.htm">here</A> to go back to the main page.  
  
</BODY>  
</HTML>
```

That's all! Try it and see. You can view this on your browser on your hard disk. Putting it online involves a few extra steps, which I won't cover here because it depends on which FTP (File Transfer Protocol) software you are using. (My own recommendation is a package called WS-FTP.) You also need some web space to upload the files onto. My recommendation would be Streamline.net: it's cheap, reliable, and easy to use.

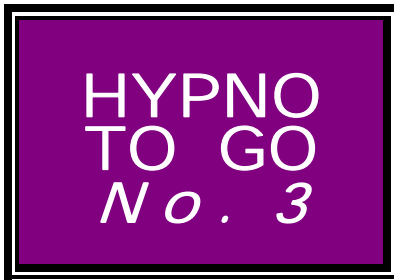
You want some pictures? You can scan them, or upload them from a digital camera, and then link them in using

```
<IMG SRC="mypicture.jpg">
```

### **What about commercial web makers?**

There are lots of people out there who will charge you a few hundred pounds to create a web page. Personally, I think your money would be better spent going on a short course to learn how to do it yourself. But if you do decide that you would rather pay someone to do it, be aware of the following:

- Fancy graphics are cool and expensive but they will not get you *any* new clients. Your target audience comprises people with money. People with money are busy. They do not have time to wait for fancy graphics to load up, or for clever animations to play. They hate it. Every second that your web site takes to load



will lose you 10% of your visitors. Ditto every second spent watching an animation.

- Nobody will visit your web site in order to look at your expensive graphics. If they come at all, it will be because you are offering information and insight about hypnotherapy.
- Search engines can't read fancy graphics. Unless your content is present in plain text, the search engine won't even see it. If your web site is wholly graphics, you won't even appear in Google's listing. (Or, if your front page is all graphics, and the links to the other pages are embedded in the graphics.)

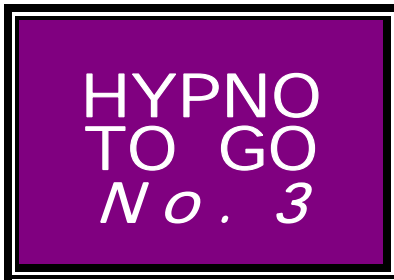
Also:

- Check out the web designer's own web site. Does the front page load fast or slow? Is there a photograph of the designer? Are there endorsements? Are there broken links? Would you buy a used car from this guy?
- Visit as many as possible of other web sites created by the designer. Do you they work for you?

## Marketing concepts

The internet works very differently from printed publicity material. First of all, let us think about 'initial contact' with a potential client. How do you get someone even to look at your material?

- **Eye-catching printed matter:** The single strongest factor in getting initial contact with *printed* material is an eye-catching appearance. This is because people will come across your material in one of the following ways: in the pile of junk mail that comes in the post every day, or in a rack of leaflets in, say, a health fair, or in a library; or on a book-shelf – the latter if the printed matter is in book form. The potential customer's eye is scanning across the field of vision, and your material has to stand out from everything else.
- **Informative web sites:** The single strongest factor in getting initial contact on the internet is to have substantive content that gives clear and authoritative answers to the specific questions that people have. Elaborate graphics will confer no benefit at all, as people will not see them until they have already arrived at the page. In fact, unless the graphics are very small, they will have a negative effect, since they will slow down the page's download. The key point that you must grasp is this: the potential customer is not scanning the web visually, but is



searching for information. To stand out from the crowd, your web site has to pack some useful information.

This fundamental difference between marketing on printed matter and marketing on the internet cannot be overstated. Marketing on printed matter succeeds in getting initial contact by catching the potential customer's eye with exciting artwork. Marketing on the internet succeeds in getting initial contact by showing up in the potential customer's web search by means of exciting information content.

## Netiquette: Professionalism on the Internet

### **Professionalism is for your client's benefit and yours**

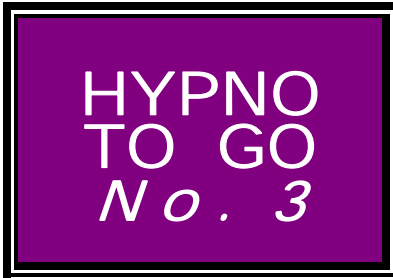
A professional approach to communications on the internet will help to do two things:

- It will protect your client from false expectations and misunderstandings.
- It will protect you from false accusations.

I once heard a supposedly professional trainer say, "I can't be expected to think about every word I say!" This is wrong. If you are going to offer a professional service, then that is precisely what you will have to do. When you are communicating with clients, prospective clients, and colleagues, you must think about every word you speak, every word you write, send in a text message, or send in an email.

Almost all of your clients will appreciate your work as a hypnotherapist and be very grateful for the benefits it brings. For a tiny minority, however, hypnotherapy may not succeed in achieving what they wanted, but even in those instances most clients will appreciate that you did your best. If, however, you practice for long enough then you will inevitably come across the occasional dissatisfied client. That dissatisfied customer will criticise you, may threaten to report you to your professional body, may threaten legal action against you, and may carry out these threats. If you have behaved in a consistently professional manner, then you will have nothing to fear.

There are two main reasons for dissatisfaction, which will sometimes arise even if you have done your best and acted professionally:



- The client failed to turn up for the session, and refuses to pay. (Or, more rarely, the client turns up at the appointment, but then runs away without starting the hypnotherapy, and now refuses to pay.) To protect yourself, you must inform the client at the time of booking how much notice of cancellation is required, and how much must be paid for late cancellation.
- The hypnotherapy did not work. To protect yourself, you must not guarantee success or make unsubstantiated claims of success.

A lot of people think it is acceptable to use email with clients in a chatty, informal way without regard to spelling, punctuation, clarity, let alone the broader issues of professionalism. This is wrong. Every letter, email, or text message you send, or voicemail you leave, could potentially be read out in a court of law or printed in a tabloid newspaper. Before you hit 'send', ask yourself whether you would be comfortable with your email being quoted in the *News of the World* in an item critical of hypnotherapy.

Emails are accepted as evidence in a court of law, and are beloved of newspapers. If you send a chatty email saying "i can personally assure u that u will definitely stop smoking after hypnotherapy" then you setting up false expectations in your client and exposing yourself to the risk of ridicule and legal action.

### **Netiquette: emails – 'Subject' line**

Do not mention "therapy" or the presenting issue in the subject line. Even if the client or prospective client includes such information in the subject line of the message that your receive, you should remove it. You are responsible for the subject line of any email that you send, even if it is in reply to an existing email. There are basically only two subject lines that you will ever need when communication with clients:

Re: Your inquiry

Re: Your appointment at <time> on <date>

Consider the following scenario. You receive this email from Mary Smith, which she sends from work as she does not have internet access at home:

```
From: mary.smith@HighClassMarketing.co.uk
Subject: Hypnotherapy for nail-biting
hi, i am interested in hypnotherapy for nail biting. does it
work? how much does it cost? Thx mary
```

And you reply:



From Amelia Hartington  
Subject: Re: Hypnotherapy for nail-biting

Dear Mary,  
Thank you for your inquiry. Yes, interactive hypnotherapy can be very effective for nail-biting. My rates are £150 per session. On average, three sessions are required. The precise number varies between individuals. The typical range is 1 to 5 sessions. For more information or to make a booking, please call me on 020-1234 5678.

Best wishes  
Amelia Hartington

When Mary gets into the office in the morning, her supervisor wants to know whether she has received an urgent email from a customer. He stands over her as she logs in and opens up her emails. Suddenly, up on the screen, is your subject line “Re: Hypnotherapy for nail-biting.” You have breached your prospective client’s confidentiality, caused her embarrassment, and almost certainly lost her as a potential client.

Some email systems even flash the subject line up in a pop-up box. Whatever other application is in use – word processing, spreadsheet – a little box flashes up saying “You have mail. Subject: Hypnotherapy for impotence”, or “You have mail. Subject: Hypnotherapy for coping with abuse”.

Never put any confidential information in the subject line. If a prospective client has made an appointment with you, it is a good idea to include the date and time in the subject line, as it will serve as a reminder.

### **Emails: ‘From’ line**

Do not include the word “therapy” in your email address in the From field of an email. For example, if your business is “Hartington Hypnotherapy” then do not send emails like this

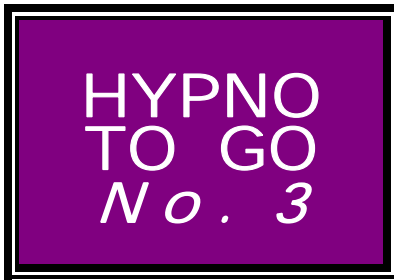
From Hartington Hypnotherapy  
Subject: Re: Your inquiry

but rather

From Amelia Hartington  
Subject: Re: Your inquiry

The reason is simply that the From line is also displayed on the screen when the email application is opened up.





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## Round-robin emails

You must regard each person's email address as confidential. Do not give it to anybody else without permission.

When you are sending an email to more than one person, there is an important question to ask yourself. Has each person on your distribution list given permission for his or her own email addresses to be given to everybody else on the list? If not, then you must keep that email address secret by putting the address in the BCC field. (BCC stands for "blind carbon copy". If an address X is in the BCC field then that address X will receive a copy of the message but none of the other recipients will see the address X.) And what do you then put in the To field? If your email package allows you to leave it blank, then do so. Otherwise, if your email package insists that you must put something in the To field blank, then just put your own email address in it. (Or, if you have a 'catch-all' mailbox service on eg `yourdomain.com`, then you could put 'undisclosed-recipients@yourdomain.com'.)

```
From amelia@hartington.com
To: amelia@hartington.com
BCC: angela@btconnect.co.uk, andrew@hotmail.com,
michelle@yahoo.co.uk
Subject: Re: Your inquiry
```

When each individual (Angela, Andrew, and Michelle in this example) receives the email, he or she will see only his or her own email address, but not any other recipient's address.

Some people do not mind their email addresses being given out, but other people are very sensitive about it. Even if the recipients are all acquainted with each other, never assume that it is OK to share their email addresses. As a courtesy, use the BCC field.

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on behalf of Deborah Marshall-Warren and Whole-Being Hypnotherapy

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# HYPNO TO GO *No. 3*

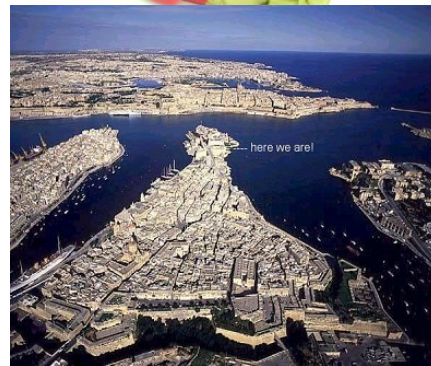
## Other Whole-Being resources

**To order, please go to the web site:  
[www.marshall-warren.com](http://www.marshall-warren.com)**

**Inner-Team Building and Regression** practitioners' training with Deborah Marshall-Warren is the next step in upgrading your hypnotherapeutic skills – from direct suggestion to the more effective technique of interactive hypnotherapy, which harnesses the full 'bandwidth' of hypnosis as a therapeutic modality.

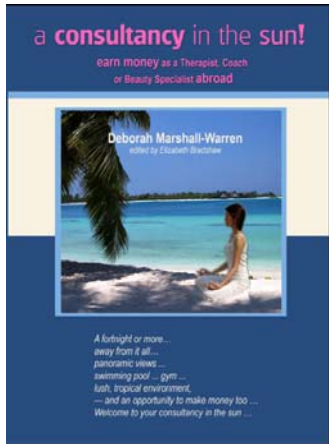


**5-day practitioner training** with Deborah Marshall-Warren on the Mediterranean island of Malta. The prerequisites for this training are a first-level understanding of therapeutic hypnosis and hypnotherapy. This opportunity offers CPD (Continuing Personal Development) acknowledgement, and an opportunity to work under accredited supervision within the Hypnotherapy Society (UK). The course promises the present of presence, with small group tuition assured. The fee includes comprehensive course resources, and light refreshments throughout the day.

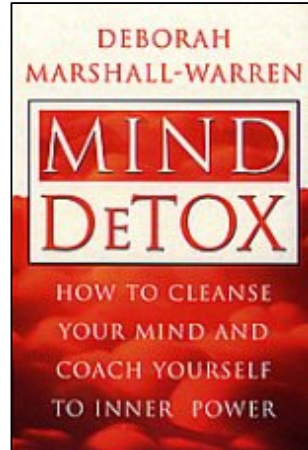


Lunch may be enjoyed along the waterfront very close by. Dinner is included on the final night. Accommodation can be offered to 4 delegates (two sharing ensuite) for an extra £115.00 for 7 nights. Other options can be advised.

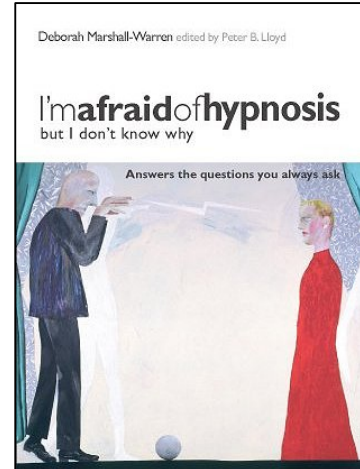
# HYPNO TO GO No. 3



**A Consultancy in the Sun!**  
book by Deborah Marshall-Warren – all you need to know, and all the inspiration you need to work as a therapist in the exotic global village.



**Mind Detox**  
book & audiotape by Deborah Marshall-Warren. The classic original, introducing Deborah's distinctive style of hypnotherapy.



**I'm Afraid of Hypnosis - But I Don't Know Why**  
book by Deborah Marshall-Warren. A penetrating and thoughtful study of hypnosis, both in therapy and in the wider world.



### Three exotic relaxation and therapeutic CDs

Written and recorded by Deborah Marshall-Warren. As a visiting hypnotherapist at the world-class spa Chiva-Som International Health Resort, Deborah Marshall-Warren recorded three amazing CDs, which capture beautifully the sense of serenity and exquisite beauty of Thailand. She harnesses these exotic qualities in three expertly crafted self-hypnosis CDs

**CD 1: Food Choices for Health**  
**CD 2: Health and Well-Being for Life,**  
**CD 3: An End to Smoking!**