

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. 4

Talk your talk and learn how to achieve confirmed and firm appointments!

Telephone Technique

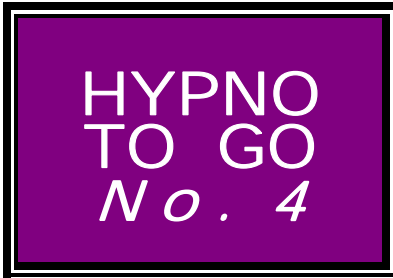
Telephone communications reflect your personality and your own turn of phrase. The notes in this Tutorial offer ideas and guidelines for you to select and use as fits your personal style as you evolve and grow your professional expertise.

These scripted conversations have evolved in dialogue with clients over the years. These words did not simply emerge overnight. They evolved as the author gained more confidence in, and respect for, herself and the integrity of her professional therapeutic work. They are guidelines to help in championing you towards taking an assertive, compassionate, and professional stance.

Your Commitment to the Appointment time booked

When an appointment is made, that time is sacrosanct and the appointment should not be moved unless in exceptional circumstances - death, once-in-a-lifetime opportunities, and sickness.

Although I do not regale my clients with the details of how I might have re-scheduled my time when a client cancels or does not show, I am completely firm in my stance that I have kept their allotted appointment time as sacred space for them. I may have told a friend I am not available for dinner or a



drink that particular night. I may have missed an art preview in town. I may have missed the start of an 8 pm film or a lecture. I may have missed the market.

All of this goes with the job when you are a full-on professional. Therefore I take exception to my time not being respected equally as much as I respect my clients' time. It is my sacred space too.

Bear all of this in mind when you respond to late cancellations and no-shows. When you know you are good at what you do, and you are prepared to play full-out for your clients' eventual success you deserve their full participation in the contract.

Be clear and exact about your policy. And apply it for the most part rigorously and fairly. Always seek to keep your standards high, and you will bring your clients on board too.

So here goes with the A, B, C – Appointment, Booking, and Cancellation conversations.

A – The Appointment

Your client may ask some or all of these questions, and ask some of them again when he arrives for the appointment

“Good Morning! <Your name or Practice name>. How may I help you?”

I'm calling to find out more about your practice and what you do.

or **What do you do?**

or **Does it involve hypnotherapy?**

Remember that your prospective client may have made calls to other therapists, and perhaps therapists working in different disciplines from yours. They may well have forgotten that you are a hypnotherapist.

How much does it cost?



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I always answer this question by noting the time duration, before moving on to state the cost. Also notice that when I mention the fee, I do not say pounds. A fee of one hundred and twenty pounds would be advised to the client as “one twenty per session”. Rest assured, your fee structure will sound admirably reasonable. Let me give you an illustration. Some years ago, I was at an Art Exhibition hosted for charity. Joanna Lumley was hosting the sale of a series of bird prints by contemporary artists, each for sale at seven hundred and fifty pounds. Garlanded with flirtatious praise, charm, and inspired to raise funds for a jolly good cause, the bird prints flew off the walls at “seven fifty”. Subsequently, clients who happen to be shy of pricing their creative work — from pianists to painters to healers have commented on how casually I mentioned the cost. So here goes

“Sessions last an hour and a half, and I charge seventy five per session [your fee structure omitting the word ‘pounds’]. You pay session by session. The average number of sessions is three, and the maximum five. You are more than likely looking at a minimum of three sessions, but miracles do occur, and sometimes it can be one session. [**And reiterate.**] More than likely you can anticipate a minimum of three sessions.’

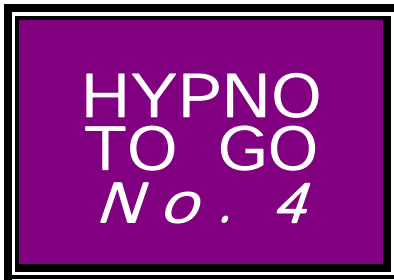
That’s expensive.

“The wonderful thing about hypnotherapy is that you are looking at attending between three to five sessions, and sometimes fewer. Also I suggest that you space the sessions too. I suggest that you have the follow-up session between a week to ten days after the first. Certainly within two weeks, and then perhaps the third one two weeks later.

A week turns over very quickly, and therefore it is a good idea to leave increasingly longer periods of time between each session. I would suggest that the maximum period of time between each session be no longer than one month, depending on circumstances. Leaving time between sessions also gives you more time to process the session, to be more aware of the changes and to integrate the changes into your life.”

That’s expensive.

“You can find direct suggestion hypnotherapists who will charge you forty or fifty pounds, but [as you have said, (if s/he has said this)] you



need to get to the root of your experience (as opposed to using the word 'problem').¹. Direct suggestion hypnosis may be compared to dealing with a garden full of dandelions. When you merely take the tops off the dandelions to all apparent intents and purposes they are gone, but of course you have not accessed the root. With interactive hypnotherapy you can access the root reason. Understandably that is what you want to do."

That's still expensive.

"It's not unusual to begin to notice a difference after a couple of sessions. And miracles do happen. The therapy proceeds session by session. You pay for the sessions, session by session. Many therapies involve your participation week after week. Hypnotherapy offers you longer sessions of up to an hour and a half's duration, and the opportunity to space each session out to fit your schedule and your requirements."

Re: Smoking Cessation

In the case of smoking cessation you may ask your client how many cigarettes he smokes a day. Then do the daily and weekly calculation. Your client may be surprised at how much money he will ultimately save.

How many sessions will it take?

"The average number of sessions is three and the maximum five."

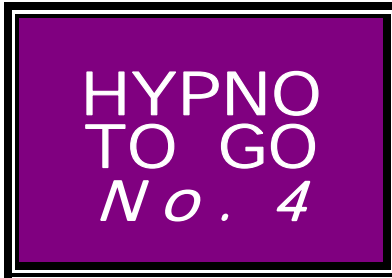
Then I say: "Miracles do happen. It can be one session, but the average number is three to five."

Can you guarantee it will work?

"Guarantees come with kettles and toasters, not therapy. I cannot guarantee success, but I am sure that you understand that, with my work, if I did not have success in most of my cases, most of the time, I would have no job satisfaction. I would feel a fraud. More than that. I would not have a successful practice."

How long have you been practising?

¹ Be upbeat. Always move your client forward positively towards possibility



I always included my period of training in this reply. You may say something like “Almost one year.” As you garner more months and more years your self-belief will grow and grow.

Do you have sufficient experience to deal with my problem?

“Yes I do. However if you do wish for confirmation and re-assurance you may, if you wish, email my teacher or professional body, for confirmation of my abilities. She or the body will get back to you as promptly as possible.” Then supply email addresses.

What qualifications do you have?

“I have a Diploma in Hypnotherapy, and other formal qualifications and diplomas.”

Where did you do your training?

In your response you may include the web site address for the enquirer to verify.

What did you do before?

It may well be that you continue to divide your time between practising as a professional hypnotherapist and your more long-standing professional work.

What made you become a hypnotherapist?

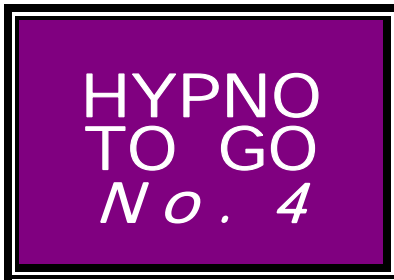
Share your truth.

What kind of hypnotherapy do you do?

“I practice a form of hypnotherapy that enables you to fully participate in the process.”

How is that different from other types of hypnotherapy?

“Your experience of <name of the problem, eg anger> will generally have a root. Taking medication like <eg Prozac or other anti-depressants> to relieve <the problem> is rather like stepping into your garden and cutting the tops off the dandelions. To all appearances the dandelions are gone. But you have not accessed the emotional root. Interactive hypnotherapy enables people like yourself — who are experiencing out-



of-order emotions and feelings — to discover what is the root of their problem.”

“Often when you have the clarity and the understanding about what is going on at a deeper level, the problem dissolves, and you feel free.”

Then, can I come off my medication?

“In consultation with your doctor, you may generally and gradually reduce your medication, yes.”

Is it safe?

“Hypnosis is a fast, safe way to reach a state of relaxation, as you already know. Relaxation is very safe, and beneficial to the body and mind.”

Will I be asleep?

“Hypnosis is not a state of sleep, although people who are hypnotised on television do look as though they are asleep. Hypnosis is a state of relaxation. It is a heightened state of awareness. Just like when you drive a car.”

“Do you drive? [If so...] Have you ever arrived at your destination with little recollection of the journey from A to B?”

“You may say that you drove on auto-pilot. In fact this is a mild state of hypnosis. What happens is that your conscious mind is off thinking about other things, and your subconscious mind comes forward to observe the road. If anything were to happen — if, say, the driver in front were to put his brakes on suddenly then you would come back to full waking consciousness in a heartbeat, and be fully alert and ready to take action to apprehend any situation.”

“When a person falls asleep at the wheel, accidents happen. Tragedies happen. Sleep is not hypnosis. It is a very different state.”

“Likewise, if someone were to shout ‘Fire’ or ‘Flood’, you would immediately come back to full waking consciousness. Of course I would intervene, but I wouldn’t need to. Your natural protective faculty would bring you back to being fully alert, fully awake, and raring to go.” “

Can everyone go into hypnosis?



"The majority of people can and do. Yes."

"As a hypnotherapist I cannot make you go into hypnosis. Hypnosis is a voluntary state. In my capacity, I can gently guide you into a state of hypnosis, but I cannot make you go into hypnosis."

What about those people who you see on television? Is it like that?

"A television hypnotist is highly trained to select those people who go into hypnosis very easily and very deeply. A television or stage hypnotist is very good at choosing those people who effectively will be great entertainment fodder. Someone like myself works with everybody. People like you and I would more than likely not be selected for a stage show."

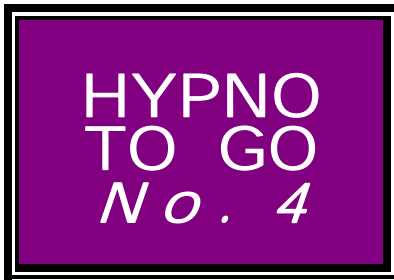
How does he select them, then?

"Often a stage hypnotist employs a process called a finger-lock test, that registers easily and quickly those members of the audience who are going to be easiest to work with on stage."

How is it that the people on television go into hypnosis so easily?

"When the viewer sees the on-stage subjects talking about their experiences it appears that the hypnotist has brought each of them out of hypnosis. When he clicks his fingers and all the stage subjects close their eyes simultaneously and relax, the on-cue response makes for great televisual effect. The truth is that those people never left the hypnotic state. They were in hypnosis throughout the interview. All of them are kept in a state of waking hypnosis, such that each can talk lucidly about their experience. Then on the click of the stage hypnotist's fingers each generally returns to the closed-eye state of hypnosis. Only at the end of the television or stage show does the hypnotist bring each participant back to full waking consciousness."

"It is in fact not allowable, under British law, to show a hypnotic induction on television. There is some irony in this fact, given that television is one of the best inducers of trance there is. That is why advertisements are so effective. Advertisers are blissfully aware of this fact."



What if I do not go into hypnosis? I am very controlling.

“Hypnosis is a very relaxing and delicious state to be in. Rest assured you are more than likely to enjoy this deliciously relaxing state.”

What does it feel like?

“It feels like you are in a delicious state of relaxation. Think of a time when you have been really relaxed. You were fully aware, and you remember what it was like, and everything that took place.”

I do not relax easily

“Hypnosis is a fast-track way to reach a deep state of relaxation. You’ll find that on each successive session you will go more deeply into hypnosis. You become more accomplished at relaxing with practice. And, you may surprise yourself. Hypnosis is such an enjoyable state to be in. People often say that they have never experienced such a level of relaxation.”

Will I give away my secrets?

“A person who is prone to spilling their secrets is no more likely to do so in hypnosis than he would be out of hypnosis.”

Will I be okay to drive after the session?

“Yes of course. You will feel relaxed and energised, and more than likely feel rested. An hour in hypnosis is equivalent to a couple of hours sleep.”

Are you registered with a professional body?

“I am registered with the Hypnotherapy Society in the UK. The Hypnotherapy Society is a society for professional hypnotherapists. Would you like their web site address and telephone number?”

Can I come and discuss the consultation first?

“The work does begin on the first session, and therefore your relaxation session will begin on the first session. Of course we will discuss what you want to achieve, but the therapy will begin during the first session. You can ask any questions over the phone, and if you think of anything else do call me again before the session.”



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Do you offer a free initial session?

“No I do not. This is because the therapy does begin on the first session, and sometimes the change is accomplished in one session. Sometimes it is as though an inner switch has flicked off and a person feels all in the dark. All a person needs is for that same switch to be flicked back on, to get back some light relief. That can take one session. Miracles do happen.”

How long do I need?

“The sessions last approximately one and a half hours. You need to allow yourself at least that amount of time.”

Is there anything I need to do to prepare?

“Do think more about the issue that you wish to work on, and make a few notes if you wish.”

Will there be any physical contact?

“During the induction [into hypnosis], I will lift up your hands, and what I will be doing is gently shaking relaxation into your body, so you go even deeper into peaceful relaxation.”

Will I have to take any treatments or remedies?

“The wonderful thing about hypnotherapy is that hypnotherapy is drug-free. However, when a person is taking medication, and if appropriate — say with regard to anti-depressant medication — hypnotherapy can support a person in reducing their medication — with a view to the client becoming drug-free. And of course this eventual outcome would be achieved in consultation with the client’s GP.”

Are there any side-effects?

“Generally the side-effects are a sense of lightness, a sense of relief, a sense of well-being and a sense of relaxation ... feelings that can sometimes be experienced over a few days after the session. It is usual to enjoy a good night’s sleep after a session too.”

Is there anything I need to bring?

“Just bring an open mind, and do look forward to the session.”



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Do I need to take my contact lenses out?

“The session lasts an hour and a half, and you will be in hypnosis for approximately an hour. It is absolutely fine to leave you lenses in, unless you prefer to take them out.”

I would like to make an appointment.

B - The Booking

“Are you available during the day? I can offer you 10.00 am, noon or 2.00 pm or 9.00, 11.00, 1.00 or 3.00 pm (depending on how you organise your schedule. For appointments during the day, before 4.00 pm, I ask for 24 hours notice of cancellation.”

“Are you looking for an evening appointment? I do offer 4 pm, 6 pm and 8 p.m.. But for obvious reasons, these are the busiest times.”

“I can book you in for 4.00pm on <day, e.g. Friday> but please be aware that these appointments are like gold dust and if you do need to postpone and re-schedule, I do need 48 hours notice of cancellation. As I am sure you understand, with two days notice I can offer the appointment to another client. Without this notice I do have to charge the session fee in full.”

(And continue) “Please if you do need to change then call me on <telephone number> Friday (for a Monday late afternoon appointment say).”

Even after booking the appointment your client may ask:

Is it safe?

“Hypnosis is a delicious state of relaxation. Hypnosis is a heightened state of relaxation. You are fully aware, and will remember the gist of what you say, and the gist of what I say. This is very important, as the therapy doesn’t stop when you leave the room. The work we do together continues to work well after the session.’



Will I be able to park my car nearby?

Have full parking instructions to hand. For example: There are double yellow lines on one side of the road, but on the other you can park between the following times.

Where are you? What is your address? How do I get to you?

Have full directions, and landmarks to hand. Perhaps too, you may include these on your web site.

Please can you send me some information about your practice?

We suggest that in the first instance you refer enquirers to your web site allowing for the fact that it *does* include full and factual information about what you offer. However there will be the odd caller who does not have access to the internet, and therefore you may on occasion need to print-off key information and send it in the post.

When a mailing is required do take action at the time, so that administration activities of this kind are done and dusted. Otherwise, yes, small admin activities can so easily slip your mind.

At the same time, note down this and every address and telephone number whether or not your caller makes a booking, as you can use these for future marketing mailings.

Do you have a web site? What is your email address?

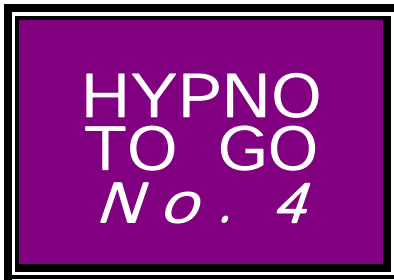
Have these to hand.

“Please may I take your full name, and a contact telephone number on the day?” Take a work telephone number, or a home number, and a valid mobile number.

“Thank you, I look forward to meeting you on <Day> <Full date> at <Time>.”

Do I need to bring anything?

“Just bring an open mind, and think about your priorities and what you wish to achieve.”



“Goodbye. (*And again*) I look forward to meeting you on <full date and time>. Do look forward to the session.”

I will. Goodbye.

C – Cancellation

A cancellation or a postponement sometimes is a gift. It is a gift of time to do something else that fits the slot, and with something that, out-of-the-blue, suddenly becomes urgent. These notes address the circumstances when the gift is not quite so obvious.

Although you are providing therapy, you are still running a business.

The mother of a client, whom I’ll call Jenny, telephoned to inform me that her daughter was presently spending a month in the UK, and would therefore not be attending her appointment in one hour’s time! This call – prompted quite likely by a text message I had sent confirming the appointment two days previously – was an unwelcome surprise. Had I not sent the text I wondered whether I would have heard anything at all until I myself had called her mobile number to discover whether Jenny was on her way.

I do tend to wait twenty minutes or so before making this enquiry. You can be amazed how a client running ten minutes late, sometimes actually helps you out by giving you extra time to finish something off.

So I make the call. When the client does not pick up:

I leave the kind of message that trusts the client is on their way. “Hello. <your name> speaking. I’m calling to confirm you are on your way for your appointment at six pm. Looking forward to seeing you. And, if you are stuck in traffic or in a tunnel, relax, we do still have time. Call me again if you need help finding the place. See you soon. Best Wishes.”

In one case, mother and daughter had come together for the initial session, and the daughter had asked that her mother be in the room during the session. Hence the mother was fully cognisant of the therapy. I advanced



my usual rhetoric regarding my appreciation of earlier notification, perhaps at the beginning of the week. The mother politely acknowledged this and apologised. I remained loving and light. There was in this case nothing to be done, as the mother was not my client.

I asked how the daughter was progressing with a view to maintaining the relationship with this elderly parent. I said that I looked forward to their re-scheduling the appointment the following month. Financially I simply let it go.

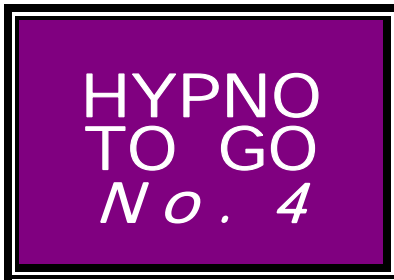
My husband, Peter, who was in the room with me when I took the call commented on my tolerance. He also knew that the regular Tuesday morning Farmers Market, that I was in the habit of attending when in Zabbar was by now well on its way, and would by now be bustling with people. It was following his comment I set about considering the position of the hypnotherapist and the cancellation conundrum, given it is inevitably something you will have to learn to handle.

Cancellations within 24 hours of the appointment

“Thank you for calling to let me know. I really appreciate that. But, as I shared with you when you made the appointment, I do ask for forty-eight hours (or twenty-four hours) notice of cancellation. With due notice I have time to offer your appointment slot to another client or to re-organise my day. I realise that having to pay for a session that you have not had is not something you would necessarily wish to do. But, the time has been allocated especially for you, and with such short notice I am unable to re-schedule someone else in to your time slot.”

Reasonable excuses:

- Obvious sickness, or ‘flu, or period pains (in which cases, often a person has already left work early).
- A child home from school sick
- Shock news of many kinds
- Taking a child, or family member, or friend to hospital urgently.
- Together with those you personally consider reasonable



Unreasonable excuses:

- Keep in mind that most of the time people are given prior notice of personal responsibilities and events, and could therefore give you prior notice.
- "I have to leave for a business trip."
- "I had to work late."
- "I have to prepare a presentation for tomorrow."
- "My computer (or electronic diary etc.) didn't remind me of the appointment."
- "I completely forgot."
- "I thought it was tomorrow night."
- Any other reason that you personally consider unreasonable

Outrageous excuses:

- "It's not my fault."
- "The weather was too bad to drive." (Although sometimes this may not be too outrageous)!
- "I could not afford to come this week. I do not get paid until the end of the month."
- Plus your own personal skunks!
- "I do not wish to pay for something I have not had."
- "I didn't realise I had to pay."
- "I do not see why I should pay."

Yes, there are times that it may well suit you that your client has cancelled or postponed at the last minute. And sometimes as a client cancels, someone else immediately fills it, or you find yourself really grateful for the time that the cancelled session releases. For example, a journalist may have called you earlier in the day, and you find you can get back to them in that freed-up time slot, or catch up on returning client calls. And so on. The truth is, when running a busy practice there is always administration to catch up on.



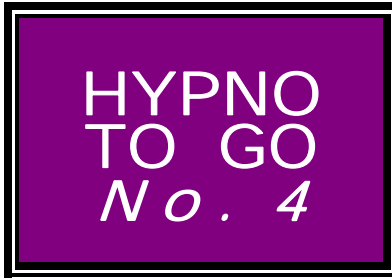
Sometimes a cancellation is a gift. You have a choice. You can let it go, and sometimes I have, and other times I have not. Take a balanced and considered view. Do you intuit that your client is really genuine, based on past experience? Consider due respect and courteous and polite behaviour. Even when it did suit you, you may well choose to maintain your terms and conditions. Otherwise the same client may well cancel and postpone in just the same circumstances again.

“The time has been especially allocated for you. With due notice I am very happy to re-schedule your appointment, but at such short notice I cannot. I really look forward to meeting you, when you choose to re-book. The fee is however payable for the session as the time will be left vacant if you do not attend.”

When you sense that your client is really genuine there are options:

- Do nothing, though this is not advised.
- “Can you come in later in the week <specific time eg on Thursday at 6 pm>.”
- “If you can re-schedule later in the week I’ll waive the fee.” (*Perhaps for a client whom you have seen before and whom you know is genuinely acknowledging of your situation.*)
- “If you can re-schedule later in the week / Saturday morning / during the day-time this week, or early next week I will charge fifty per cent of the fee on this occasion. I am very sorry but I am sure that you can understand my position.”
- “It is my policy to charge the full fee in the event of late cancellation, however when you do re-book I am happy to let you have the session for fifty per cent of the fee, in which case you will pay <cost> instead of the usual. I would really appreciate it if you could forward a cheque for the fee payable to <name> at the address on the invoice, that’s <repeat address>, payable to <repeat payee>.”

If you do not hear from your client within say a 10-day period, forward an invoice for the amount due, with a light and jolly note, saying that you look forward to your client re-booking, and that when they do re-book the session will be charged at fifty per cent.

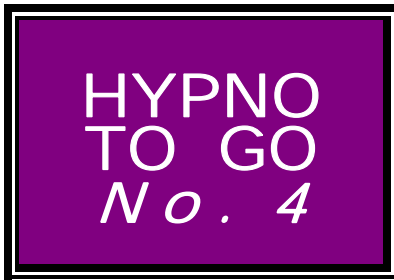


This may seem a faff, especially when you know in your heart that you are not going to be reimbursed. However I take the view that you may touch the client's conscience. If not, then you have done everything in a professional manner and completed your administration. Include the unpaid invoice in your 'bad debts' file for accounting purposes. Obviously make a note of the client's name (although it is fair to say that you do tend to remember them). Then let go.

Bear in mind that dentists do charge cancellation fees these days and you are a professional expert in your field too. Politely and professionally make yourself and your stance clear.

The responses are going to be a variation on:

- "I'm truly sorry to inconvenience you, I can re-schedule for later in the week."
- "The cheque's in the post." (It may or not ever arrive.)
- No response.



Advertising web site

Essential: Nowadays clients and prospective clients will expect you to have a web site. You are advised to have one to give at least practical information such as contact details and how to find you.

Also include a link to the Hypnotherapy Society!

Texting

Some countries, because of the high costs of mobile calls, are heavily reliant on texting. Personally I am not a fan of texting with respect to professional meetings.

Confirm meeting by text. It is important to use the phrase meeting, so as not to cause interest – be it positive or negative – in anyone else you happens to see the message. Likewise, be very discrete if you leave a message on an answering machine. Again, refer to a 'meeting', if you leave any message at all. And similarly take care with mobile numbers.

"I confirm our meeting on <day, date, time>. I look forward to meeting you. Best wishes, <your name>"

Mobile Voicemail

"<Your name> calling. Thank you for your email. I will endeavour to call you this evening, and look forward to speaking with you then. Best Wishes."

NB: When the client happens to be with other people, he or she may not be in a position to speak so openly.



I just wanted to know how much it costs

“Are you able to say what you are interested in hypnotherapy for?”

“Smoking cessation sessions may be priced differently from other sessions.”

Certainly. Or ****Not really.**

“It is very much about getting out of here and moving on. It is not about going to see a therapist week after week after week.”

“I do offer evening sessions but for obvious reasons those sessions do get booked a couple of weeks ahead.”

“Obviously we will talk more about your interest in hypnotherapy, and about what you want to achieve and so on, but the work is done in hypnosis.”

“And do look forward to the session. (Maybe add, It is very delicious being in hypnosis). Goodbye.”

Follow-up Appointment

Write down the appointment slot and time on your client’s receipt, and show them on the receipt where you have written it.

“I’ve written the date and time of your next appointment on your receipt.” Do this even when you watch your client enter the time into their Blackberry.

HYPNO TO GO No. 4

End-of-session etiquette

Possible End-of-Session Questions:

Was I really in hypnosis?

It is very common as your client comes fully back into consciousness for him to say something like:

Client: "That was incredible, or amazing, or strange, but... I do not think I was in hypnosis..."

Or "I guess lots of your client say this... but although I was very relaxed... I do not think I was in hypnosis."

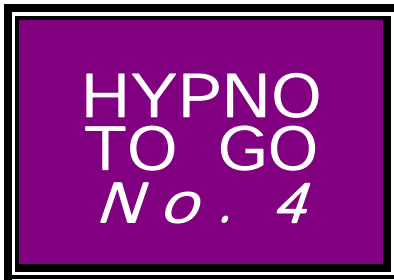
Some seventy per cent of clients do say something just like that!

When this happens, just listen. Avoid immediately stepping in and saying... "Oh yes, you were!", opening yourself up to an "Oh no, I wasn't!" exchange that resembles a Christmas pantomime!

Be mature and professional. Say something like: "Your response is fairly usual... on the second (follow-up) session you will find that you go even deeper into hypnosis, and will be much more convinced of your experience."

It is very common, as your client comes fully back into consciousness, for him to say something like this: "I can't have been in hypnosis as I remember everything that you said."

Exasperating and very common! Even though you advised the client before the session that he would remember the gist of everything he said, and indeed the gist of everything you said ... Stay calm. Pause for consideration. Then say: "Remember that I said before the session that you would remember the gist of everything said during the session ... and it is very important that you do. The therapeutic work does not stop between sessions. The work continues to go ahead as you step out of the room, and throughout the week ... That is why change can happen within three to five sessions, and as I shared... miracles happen."



You may also ask your client: “How long do you think that you have been in hypnosis?” The client response is regularly stated at much less time than one hour. When you report the timely truth your client will often be curiously surprised, and will double check his watch, or your clock.

When there has been a lot of emotional release you may gently say:
“Well done for staying with it.” or
“Thank you for staying with it.”

What is the percentage success rate?

The 95% success rate is a guess. It is oft quoted by many a web site. However, the 95% figure has been pulled up on several occasions by the Advertising Standards Authority (UK). Of course an individual may achieve a 95% success rate because they are especially gifted at what they do, however it is not scientifically proven in all cases. And by scientific I mean under all the exacting criteria a scientific study would require.

Hypnosis experimentation, and scientific studies have been done using only direct suggestion. This is something I would seek to change. Direct suggestion hypnosis is regarded as more measurable and easier to manage with large numbers of subjects.

A possibility is to follow up with all your clients and check the result, three months, six months, and twelve months after treatment. I simply have not had the time, but it would be a worth-while exercise, and then you would come up with your own percentage.

Always avoid the word “guaranteed” of course. The Advertising Standards Agency are very fierce when this word is used. Guarantees come with toasters and kettles!

You may elaborate by saying something along the lines of...

“You can understand that were I not to help achieve the success for my clients there would be no job satisfaction... Indeed hypnosis and hypnotherapy



would be a fraud, and would reflect upon myself and my practice. I would be unlikely to have such a busy practice...”

Does Hypnotherapy Wear off After a While?

Remember that hypnotherapy offers a form of re-programming. Imagine that you load a new version of Microsoft *Word* word processing software. Until you overwrite it with a new version, *Word* will continue to run the ‘installed’ version of the software. This is also true of hypnotherapy. You are creating a series of suggestions to overwrite onto the inner ‘hard disk’ within the subconscious mind, such that the new version of events, behaviour, beliefs, whatever — will continue to run, until a new and enhanced version is installed. Once a person has stopped biting their nails she is very unlikely to go back to biting them.

Do I need to come back for a top-up at any time?

It may well be that life’s ups and downs sometimes suggest that a top-up is beneficial, but tis does not mean that the therapy has ‘worn off’. Rather we grow and develop and evolve and fresh issues come up in our lives which push us to ‘grow’ again. If a client returns it is not because the effects have worn off, but more likely because there is another ‘emotional growth’ period emerging and your client is ready to deal with it. It is the ‘onion skin’ effect.

A client coming for weight loss say, may come back once every two months to ‘declare their commitment’ to continue staying on track say, or to ‘polish the inner jewels’. I have clients who come annually for skiing – prior to a skiing holiday to strengthen their comfort zone with heights. Remember that just being in hypnosis is beneficial to your client, and therefore added value comes with every session over and above the primary reason for the session. Top-ups are a good thing in some cases.



Email communications

The Subject line

Here is a typical email to a prospective client, which you could use as a template in which you can build your own personal style.

Subject: Meeting as discussed.

Dear Catherine,

Thank you for your email enquiry.

You can anticipate attending for three to five sessions, although the average number of sessions is three. The sessions last one and a half hours and I charge <cost> per session.

Please bear in mind that I do not offer direct suggestion hypnosis. My work is aimed at accessing the root reason for your experience of public speaking. Direct suggestion may simply skim the surface and may require attendance over a longer time period.

I do offer evening appointments, but you may appreciate that these appointments are at a premium. I offer 4.00, 6.00 and 8.00 pm appointments, but if you can come during the day, then there is more flexibility.

I do look forward to hearing from you, and indeed meeting you, should you choose to come for the session. Call me on <number>.

Should I be with a client, do leave your contact number and I will call you back when I become available.

Best Wishes

<Your name>

Round-robin email communications

In today's push-button world it is so easy to Press SEND to despatch round-robin-type communications. These are exceedingly useful and fast to the sender, but to the recipient they are unsolicited and regarded as spam!

At times when a round-robin is advantageous to all concerned, say to announce the closure of your clinic during a vacation or in the event of a consultancy in the sun, say, then do ensure that you employ the 'blind carbon-copy' facility as a priority. Then take care to include all you need to say in the one communication.



Carefully consider the text of your email. Make it light, informative, and clear, and include the dates of your return to the clinic, in order that you avoid sending another 'Back in the clinic' communication later on. People are forgiving of occasional informed and understandable communications, but like junk postal mail, people feel pestered and overwhelmed when they receive email round-robins each and every week.

And please only send the round-robin email communication once. Sending it in triplicate involves a person in unnecessary processing of the deletion facility. Be conscious and stand in the shoes of your recipient. You know how you feel when bombarded by emails! Your clients' likely feel exactly the same.

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HYPNO TO GO *No. 4*

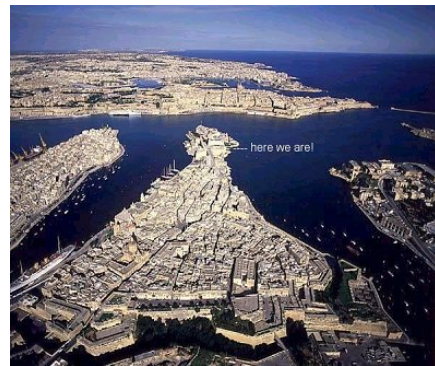
Other Whole-Being resources

**To order, please go to the web site:
www.marshall-warren.com**

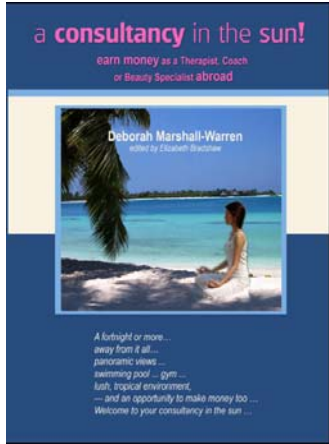
Inner-Team Building and Regression practitioners' training with Deborah Marshall-Warren is the next step in upgrading your hypnotherapeutic skills – from direct suggestion to the more effective technique of interactive hypnotherapy, which harnesses the full 'bandwidth' of hypnosis as a therapeutic modality.



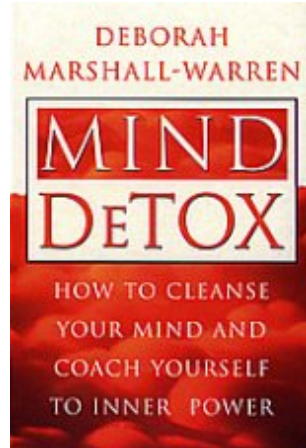
5-day practitioner training with Deborah Marshall-Warren on the Mediterranean island of Malta. This opportunity offers CPD (Continuing Personal Development) acknowledgement, and an opportunity to work under accredited supervision within the Hypnotherapy Society (UK). The course promises the present of 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 en-suite) for an extra £115.00 for 7 nights. Other options can be advised.



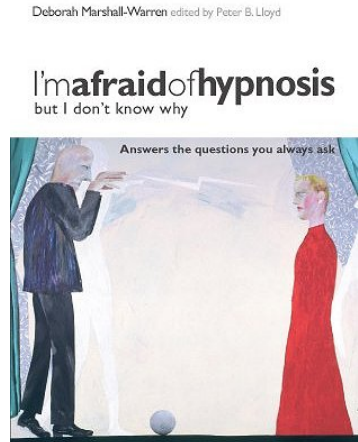
HYPNO TO GO No. 4



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!