How To Build A Successful & Fulfilling Hypnosis Practice

Part 1

With Joe Homs
and Igor Ledochowski
Igor:  
Hi, everyone and welcome to this special interview that we’ve set up for you here. My name as you know is Igor Ledochowski and I’m joined today by a very special hypnotist, good friend and one of our fellow hypnosis trainers, Joe Homs.

Joe is from Orange County Hypnosis. What Joe is going to be talking with me about today, is the secrets of running of highly profitable and successful hypnotherapy practice.

This is something that’s very close to my heart, because learning the best hypnosis skills in the world only makes you half a force for good. It means you can only help those people that you already know. Being able to find people to help and show them that you can help so they come in and actually work with you – that’s another ball game entirely.

That’s something that Joe’s got a lot of experience with and he’s coming on this interview today to share with us. First of all Joe, a big hearty welcome and thank you for coming on to do what I think you’re about to come and do.

Joe:  
Thank you, Igor. I’m very excited to be here.

Igor:  
We’re excited to have you here as well. Joe, I think the best starting point really, is to get a little background as to who and what you are. A lot of people have heard you but they don’t necessarily know that you’re running a highly successful personal practice and that was pretty much straight out of the gate after a few teething problems, which we’ll of course get into in time.

What makes you so good or ideal to talk to about the business of hypnotherapy?

Joe:  
I started my business career backwards. A lot of people will go into a corporate job and they work there for some time, and if they’re lucky they’ll go out and start their own business and they get a lot of experience that way. Some people go to business school.

I did none of those things. I started on the opposite end of what normally would be the end of a career for a businessperson. I started in investing. I previously had a job in the dotcom boom and made some good money there. When that whole bubble burst, everyone that were my clients initially were looking for investments still. These are still hardened businesspeople still looking to build valuable businesses out there.

A friend of mine and I started an investment company called the Venture Capital Business. We used ours and other people’s money to invest in these companies so they could do what they needed to do. As part of that, I got a huge business education.
My background and university degree is in computer science and through learning a ton of information number one. Two, how to think about computing people in businesses while I was an investor and computer scientist, I learned a lot of different models and ways to look at business that a lot of people don’t seem to get, including even in business school.

Business school is wonderful. It teaches you all sorts of models and ways to look at businesses, but until you’re really on the ground and until you have no information of how the market – no real foothold, no idea of truly what you’re doing outside the classroom, then it really tests and tells you what is working and what’s not.

I could imagine it being kind of a nice double-edged sword on which to sharpen your skills. On the one side you’re putting up your own money, which means if you mess up you are the one who goes in the poor house. So you’ve got to be extra careful at that point.

Then number two, you have this amazing opportunity because you’re investing in all these businesses, some which look great on paper but just do terrible in real life, and some that you take a risk on for whatever gut reason you may have done and they work out to be winners despite what the books say they should do. Of course there are the ones that are more predictable as well.

I can really imagine that gives you a whole new insight into what actually works and what doesn’t on a very sort of cutting edge, in the trenches sort of way, right?

Yes, I’m going to butcher it but there’s a great quote, ‘plans don’t survive the battlefield’. In military circles they talk about, you can have all the plans in the world you want. I would see business plan after business plan and these are very smart people who are investing a lot of time and money in figuring out what the market looks like, how they can leverage it and all sorts of stuff, but as soon as day one, as soon as they’re in business that plan changes.

The smartest ones really expect that. They know that their plans are just plans. They know that they can change them and they can adapt. I’ve even invested and have been part of businesses where their entire business changed.

They thought they were going to serve one type of customer, and they served an entirely different type of customer with an entirely different type of business. The only thing that was the same about the business was the people that were working there.

It kind of reminds me of a famous mobile or cell phone company in Europe. I think it was Nokia who started making the safety gear like rubber boots for telephone engineers. You know, when they’d go up on the telephones to fix the wires and so on and somehow in their convoluted history they went from making safety gear like rubber boots into make mobile phones.
That to me is a company, where I can’t tell you whatever tortuous route they took round to become that, but it clearly tells you it’s a company that pays attention to what their customers want and need.

**Joe:** Completely. I’ve been an investor in so many companies. One example I was talking about was there was a company we invested in and they came to us, and they said we do a lot of stuff with minerals from the earth that are semi-precious stones and things like that and we’re looking for money.

We said we don’t invest in things like that, but I said let me look and see what you do. I had a friend that was a chemist and he said they’re really working with some interesting stuff. Did you know that you can make certain computer type components out of a lot of the stones and stuff that they have access to? I said no, I didn’t.

Of course the founder of the company didn’t either, and we turned them into one of the world’s leading manufacturers. I haven’t kept track of them because I’m no longer an investor anymore, but the last time I looked at them they were the world’s leading supplier of the blue lasers that go in DVD players and all sorts of electronic devices.

All those blue lasers, which are more high density for data, they allow devices to pack more data in a smaller area. These people are the ones who supply all the big technology manufacturers with the raw materials and then later it was the actual full components to be able to do that.

Their business changed from being precious gem and stone cutters and people who were trying to do kind of a jewelry business into a technology company. It was a complete 180. They had no idea and I had no idea that was going to happen, but it was just sort of a random encounter and they allowed themselves to go with that.

Why I say this is that my career took different paths like that. I see a lot of hypnotherapists that think they’re going to go for one area of expertise and suddenly, they find that there are so many more people coming into an area of their business that they had no idea was going to be a really popular thing in their community.

They just switch and all the sudden their business booms and grows. They have the same business fundamentals. They have the same systems in place that can allow them to do that, but instead they just serve a slightly different market.

**Igor:** This is very important because this is really one of the keys then is to be flexible enough to say sure I have a dream of being a hypnotherapist, but I also recognize that I’m in a certain community and I’ve got to serve that community. I’ve got to serve the clients that are there.
My cousin who’s a management consultant always likes to say the phrase follow the revenues. If people are there with fist loads of cash already wanting to give it to you, there’s a really good starting place to start to make a successful business of yourself, right?

Joe: That is a great starting place. I was a management consultant as well and we definitely followed that motto. With hypnotherapy, when I first started out I wanted to do everything. I wanted to be able to help everyone with everything.

Looking at what the community was actually asking me for was something that was very important to my business because then it actually helped it grow. People are actually willing to hand you money for services. You just have to figure out what they are.

Igor: Let’s talk about that a little bit now. We talked so far about big businesses. You know your stuff when it comes to big businesses and investing and so on, and you mentioned that you were a management consultant for a while. These are all very far cries from the humble offices of hypnotherapists.

First of all, how do you make that transition, and second of all how does that relate to your ability to help us now become more successful hypnotherapists in terms of the business side of things?

Joe: Sure. When I was a management consultant, after a few years I was working with some of the largest companies in the world. When you’re working with large businesses, you have different economics to work with but the same principles really apply.

It doesn’t matter if I’m working with 1,000-person team or a one-person team. Really it’s just people. A lot of people consider companies and organizations these big huge complicated things. I look at them as just a group of people.

When you do that, it changes how you look at organizations as just groups of people. Then you can actually start to attack the problems that they’re having head on without having to really get overwhelmed.

At the time I was a management consultant. I had a colleague of mine and we were working for a large retailer in the U.S. Their website was generating over $1 billion in sales, they were doing fantastically well. They are the type of people that were hiring me at the time.

We came in and we found out that the number of people that were actually building and running their website was down to 60 people, which is incredibly small for a billion dollar part of one business. So each of these people is generating millions of dollars in revenue apiece, some more than others of course. When we got there, there were the same problems that I had seen in big organizations and small organizations.
Really they were kind of a small organization in disguise. They had a big organization that worked around them but they were autonomous, so it was like working with a small company but having very large revenues.

When I got there, we started doing a lot of our consultant mojo and got them working together really well, and what I realized was that my colleague and I were making these changes really quickly. I hadn’t worked with this colleague before and I said I know we’re really good, but there’s something that’s really special with these people or something that we’re doing, but I can’t quite put my finger on it.

He said come here and I’ll tell you a secret. I’m a hypnotist. I said oh my God, what are you talking about? He said I’m actually hypnotizing these people in meetings. I said you have to be kidding me. You have to show me how to do this.

He said this is considered a little bit taboo in business but I’m using conversational hypnosis. I said okay, great, how do I learn this? He said go talk to this guy named Igor Ledochowski and you’ll be set. I said all right. So I found your Power of Conversational Hypnosis online.

Igor: A classic, of course. Yes.

Joe: I think it’s the biggest and best piece of knowledge out there for hypnotists and I devoured that thing. I was at the time going between two different U.S. coasts and across the Atlantic every week, so I had tons of airplane time that I could listen to the CDs and I became a pretty good conversational hypnotist and was getting really great results for clients and for myself.

Occasionally with management consultants you get drinking and smoking problems. It just kind of comes with the territory. I was helping those people out and suddenly people were stopping smoking around me. People were happier. I was getting results done. My bosses at the consulting company were ecstatic. They had no idea what I was doing but they had loved it and they wanted more.

I was doing very well but something that was just aching, like I needed to go back out on my own. At the time you had a seminar going on for your professional hypnotherapy.

Igor: The Conversational Hypnotherapy. Yes, I remember it well.

Joe: The Conversational Hypnotherapy and that was near Lake Las Vegas a few years ago.

Igor: That was a fun program.
Joe: That was a fantastically fun program. That was where the Vegas boys were and everything else. We had a really wonderful time and I came out of that experience completely changed.

I was, not only a better hypnotist, but I felt like I was a better person too. I knew that I was getting tired of doing consulting, and making another few million dollars for another billion dollar company was just getting boring believe it or not. It was just something that I didn’t want to do with my life anymore, so I decided that week to start my own practice.

Igor: Oh wow. That’s fantastic. Can I just pause you there a second? There’s something interesting in what you’re saying here because I’m sure a lot of people here will sympathize in terms of I’m kind of fed up with my old job. I know I was as a lawyer, and the idea of shuffling billions of dollars from one account to another – quickly the novelty of that wore off for me also.

The thing I find interesting though is you, basically, decided within a week that’s what I’m going to do, and then you actually went out and did it.

Can you tell us a little bit about how you did that because even though we’re talking about how to be successful in business, I know for a fact most hypnotherapists – myself included – spend months if not years agonizing about should I, shouldn’t I, how should I do it, maybe I shouldn’t do it and so on.

How come you could make your mind up so quickly and relatively easily?

Joe: Partly it was from my training as a consultant. In coaching so many different people in so many different business situations and then later at being a great hypnotherapist sort of doing business in their own personal situations, I realized that there’s never a perfect time.

I started investing in one of the worst economies in a long time, sort of like we’re having now. This one’s a little bit worse, but there’s no good time to start a business. There’s no perfect time to do anything.

I realized if you just go for it that things start falling into place. It’s sort of like when you start telling your friends hey, I’m a hypnotist. When I first started doing that, my mom started sending me articles about hypnosis that she’d see in the newspaper.

Friends would go hey, there’s a hypnotist on Oprah. Of course I’d watch that. I never watched Oprah in my life, but I’ve watched those episodes. When you start declaring what you are and you kind of hang your shingle out there, the world starts to re-organize itself around you.

It may take a little while but for me I was lucky. I have tons of people that support me, but I had no foothold in hypnotherapy in the market. I had no friends that knew how to do it other than my one colleague who just used it in business. I
was clueless as far as how I was going to get clients or anything, but I knew that I could go out there and at least try with a concerted effort to do that.

Igor: This is an important step I think, and this is something very important especially for those people listening right now who are thinking about starting their hypnotherapy business, as opposed to fixing what may be going wrong in their current version of their business. We’re going to be reaching out to both types of people of course.

The key thing here is – and I found the same thing – which is what you’re saying and what of course I did as well reminds me of that Goethe quote. I’ll see if I can find it. It’s something along the lines of if you can conceive, dream it or believe it, then begin it now. Boldness has genius and magic in it. When you commit yourself, the universe has a tendency to follow suit.

I’m paraphrasing a little bit. The way he’s phrased it, especially in German, is beautiful. I think there’s a lot of truth to that. Whether the universe comes on your side or, as you say, people just align themselves and accept your new reality shall we say, it’s not until you actually put your feet on the ground that stuff starts happening.

It would be fair to say that even no matter how well prepared you are – because it seems like you had a huge advantage starting with all your business know-how – but I suspect that even for you and definitely for me, it took me several years before I got my business into the right shape.

It was not necessarily all easy just walking straight into a brand new field and making a success of it. I’m guessing there were more than a few teething problems along the way for you, right?

Joe: For sure. I mean I’d love to say that I started a practice the week after I saw you and it was all successful and making millions of dollars, and I’m happy and it’s all great, but it’s not true. I really wish it was but it’s not.

There were plenty of teething problems in the beginning. Number one, it had been so long since I had started a business from scratch again that I forgot what it was like working alone.

Igor: Yes.

Joe: I was used to being around some of the best and brightest people in the world all the time, bouncing ideas off them, listening to theirs, learning, remixing and doing all sorts of stuff. But being on your own really you have to have the right mindset to be able to do that number one, but it can get a little bit scary and depressing. You don’t have people there to be social with.
Igor: Right because all the people you’d normally socialize with are busy doing their normal day work whilst you’re sitting at home doing your thing. This is actually a very important thing. There is a certain amount of discipline.

Here’s the thing. This is important for people to realize as well. I know exactly what you’re talking about, going from a law firm to basically sitting in my apartment waiting for people to ring the doorbell to come and be hypnotized by me, which in case anyone’s wondering happened very, very rarely – sadly.

You grow accustomed to the way of using your time there much more effectively and actually building your business and so on. It’s very easy to get accustomed to that and then use that as a benefit, but it is something that is unexpected when you’re used to being an employee and working for someone else, getting up at 7:00 in the morning and getting home at 5:00 in the evening and so on.

Your rhythm and pace of life do change, don’t they?

Joe: They do. I had many things to go through in my own head. Knowing every aspect of a business model and everything on paper really doesn't prepare you for the reality on the ground of that mindset that you have to get into to really push yourself.

You go from being able to depend on a team, and if you’re not quite 100% one day that’s okay. You’re still going to get paid and your team will pick up the slack, but if you’re by yourself it’s all on you. If you’re having a bad day, that could kill your relationships with a few clients that you see that day.

Igor: Right. There’s also the flipside to that of course, which is you are responsible for your successes as well, which means you’re not as prone to the down spiral of an economy for example, like we have seen right now.

You’re not at the whims of a boss. You’re not at the whims of a bunch of management idiots making precisely the wrong decisions for the company that ends up with you on the chopping block, so you don’t have to pay for other people’s mistakes.

Sure, if you make a mistake you’ll pay for it, but then the other side of it is true. If you work for it, you’ll get the benefit as well and that’s something that is very important. It’s very empowering, especially nowadays when a lot of people are being educated into thinking I must work for a big mega corp and that’s the only place to find safety.

It no longer is, right?

Joe: Yes, actually studies have shown that’s one of the least safe options now.

Igor: Yes, it is.
Joe: There are so many people losing their jobs out there and it’s terrible to see. One of the things that I value highly in my life is my freedom and being able to choose when and where I work.

That’s something I wanted to design my business around was being able to travel, being able to do whatever I wanted, and you’re right that it’s all on you. If I found a new business idea, if I found a new thing, I could test it out that day. I wouldn’t have to wait for approvals. I didn’t have to wait for anybody else to tell me that I could do something. I could just go do it and see the results.

Sometimes I crashed and burned. That’s fine, but sometimes – or actually usually most of the time if you try something and it works, then it was great and I could just continue to go with that. I didn’t have to ask anybody’s permission.

Igor: Right. Something you just mentioned in passing that I think is actually hugely important again. For those of you that are listening to this and are thinking of starting your own hypnotherapy business, really consider this right now.

Those of you who’ve already got your own hypnotherapy business, I suspect – because I didn’t do this initially and it wasn’t until later that I did this – I would suspect that you haven’t done this either, and I would strongly recommend that you do this right now as you’re listening to this also.

That is something that you mentioned and it’s something that made all the difference in me when I did this, which is initially I just dove in with no concept of a business or how to work anything and how to get clients and all this sort of stuff. I mean you and I have both laughed at just how inept I was when I started. The fact that I survived is a miracle on its own.

Joe: For both of us.

Igor: The point is when I started getting a little bit knowledgeable about how to run a business and so on, the mistake that I made was I became very successful at all the wrong things. What you just mentioned that I think is so crucial is that you begin with the end in mind. You begin with your lifestyle. What is it you want out of your life?

If your business is set up in a way that actually prevents you from having that, then I guarantee you will end up hating your business because it’s going to be the opposite between you and your heart’s desire.

If you’re going to start your own business – whatever it is – if it’s hypnotherapy, great. If it’s something else it’s fantastic as well, but whatever it is should support your lifestyle. It should support your heart’s desire, whether you’re a homebody and like staying at home, great; if you’re a traveler and like to travel, great; if you want to work with the stars and hobnob with the rich and famous, great.
The point though is you begin with the lifestyle that excites you, and then you have shall we say the energy and the drive to see it through the inevitable rough patches that will come at any point in someone’s start-up business, right?

Joe: Yes, that’s completely correct. Something that you’ve now glossed over that I’d like to point out for people is that I see you as a huge force for good in the hypnosis/hypnotherapy community.

Igor: Thank you.

Joe: And if you had not gone through the tough times and you had not learned and pushed through those and gotten really good at doing the good things for your business and designing it around your lifestyle – I know that you like to travel and go around the world and do all sorts of stuff.

If you hadn’t done that for yourself, heaven forbid you wouldn’t be here. We wouldn’t be here talking. I wouldn’t have a business as a hypnotherapist and most likely thousands of people’s lives would not have been changed individually by you, but the thousands of people that then they can affect would not be changed by you.

I want to say that it’s important to me that you’ve gone through this and I’ve gone through this. We’re providing such a valuable service out there as hypnotherapists, and it’s critically important I think to realize that had you not gone through that rough patch, you may not be here.

So thank you for going through that from me and from all of us who are listening. I think it’s critically important that you not gloss over that.

Igor: I appreciate your saying that a great deal. That actually does mean a lot to me because one of the big reasons for leaving the law firm was because I didn’t feel like I was making a difference in the work I was doing there, whereas now I absolutely do.

Just to put it in perspective – and I think it’s important, so thank you for pausing us on that point – is this. First, you’re right. I think hypnosis is a tremendous force for good, and it took me a while to realize that when I was not being successful I was not being a force for good in someone else’s life.

The moment I equated the two together, it lit an unbelievable fire under my backside to not only get great at my hypnosis skills, but also to be able to promote those skills so that I actually could get the people that I could be a force for good in.

The reason I say this is because there are many times in my career – many times – when I thought that’s it. I’ve had enough. I’m throwing the towel in. I’m going back to the law. I’m going to do something else. I’m going to open up a burrito shack in Mexico somewhere and just live a simple life.
If it hadn’t been for the willingness to just keep going a little bit longer, maybe I would be sitting in Mexico City right now selling burritos and maybe I’d be very happy doing that. I don’t know.

Whether that is the case or not is irrelevant, the point is for everyone listening to this, if you have a dream to be a hypnotherapist or a coach of some sort, you will go through rough patches guaranteed. There’s just no evading it, but if you’re willing to work through those rough patches with a little bit of intelligent insight – and this is hopefully what this interview will provide for you to a greater extent – then you can make it through.

In other words, I’ve made it, I’ve been sitting in that fish tank of unpleasantness and got myself out. Joe sat in it and got himself out, and Joe should be shall we say the least likely person to have had to suffer from it because you pretty much knew already ahead of time how to start a business, and yet no one tells you about the emotional journey.

No one tells you about the dilemmas when you your money’s on the line and you’re thinking I know I should be doing this, but I’m really tempted to do this just in case to hedge my bets and so on.

No one really prepares you for all the dilemmas we’re faced with. At least if you’re faced with them the emotional burden will still be there. But, if you know to recognize it either, for the trap that it is or the opportunity that it could present, and you understand what it looks like on the other side, that gives you a lot of faith of conviction to keep going when others give up.

I can tell you right now there were many times when I was clueless, when I was really on the verge of giving up and God knows what kept me going at that point. I think it’s just the love of hypnosis because having had what we’re talking about here right now at the time would have been such a Godsend for me just at the right time.

Do you know what I mean by that, Joe?

Joe: Yes, completely. That gives me the perfect opportunity to mention and highlight something that you said. You had something that was a passion for you. You understood the value of hypnosis and what it can do for the world.

Then you also highlighted that you had a system to work with. It may not have been the system we talk about today, but one that you could systematically work so that you knew.

Igor: Let me just say something. I know where you’re going to go with this in a second, but I just want everyone to understand this. The moment I discovered that system, and you’re right it informs a lot of what we’re talking about here. We’ve gone far beyond it.
You have no idea of the insane amount of relief I felt when I saw this in operation, saw it working, had the veil lifted from my eyes and seen all the mistakes I was making and why I wasn’t seeing any clients and so on. It was one of these epiphanous moments where I thought oh my God, how could I have missed this all along? It is a huge deal to have something like that in your back pocket right?

Joe: Completely. I had seen so many people go through this journey up close with their own businesses, and being on the other side of it you’re counseling them, you’re coaching them and you’re helping them and stuff, but it’s not the same when you’re going through it yourself.

When you’re coaching somebody else, it’s not your problem. It’s like when you’re seeing a hypnotherapy client, it’s like oh it’s nice that you have that little problem over there that I can take care of in 20 minutes. It’s not a problem. Don’t worry.

But, for you when you’re in it, oh my God, I think about my grandmother at times like these, believe it or not. She was an incredibly intelligent woman and she wrote a story about me when I think I was five years old.

I wrote a card to my parents at night and my grandparents were always over at my house, so my parents were most likely upstairs getting ready for bed and my grandmother was over and getting us ready for bed.

I'd written them a card like I love you mom and dad, and I had put: To mom and dad, love Joey – as I was called when I was younger. I was learning cursive at the time so instead of putting a T, I had cross the T – probably because it looked good – and I made it an F, so it was Fo. I realized this and it was this huge problem to me. Reading this story that I read years later, I found it in her things after she passed away. She had said this little problem to her was this massive problem to me. I hadn’t experienced huge problems in my life yet.

Igor: The frustration of having written the wrong letter when sending a heartfelt letter.

Joe: Exactly, so she helped me write an R on there, so it was For and we could fix the mistake, but at a young age I couldn’t see how to get around that. I couldn’t see a better way to do that and to me it was this huge mountain of a problem, whereas to her it was not even a bump.

I look at finding the system as initially I had these huge insurmountable mountains right in front of me and I just couldn’t get around them. I didn’t know how to do this and then after just looking back on my training in business, in life and really getting back to basics and figuring this all out from tons of different sources and my own experience, these problems seem small to us now, but I understand the mindset of these problems seeming insurmountable right now.
I can tell you that having a system behind you – you’re right – is immensely comforting.

**Igor:** It’s huge.

**Joe:** You almost can’t put a dollar value on feeling comfortable in your own business. If you’re stressed out all the time, that gets to your clients and everything else. It’s terrible.

**Igor:** Once you know this you can see it working, and once I saw it I didn’t even have to see all the effects of it. I mean I saw the effects first, I guess but all I had to do was see the system with all the different steps within it, and it instantly made sense. I instantly could see…

a. This makes sense;
b. I can see how this works and why this works; and
c. More importantly, I can do this.

Now it’s just a question of me working the steps enough and adapting them to fit my personality and my business and so on. It’s huge. Here’s one of the reasons I think this is so important and this is kind of what we’ve been leading up to throughout this conversation so far.

Joe, I know you have a private statistic from a private research study that you performed recently, which you’re going to be publishing soon, which is pretty darned shocking as it relates to hypnotherapists.

**Could you tell us a little bit about what that was so we can talk a little bit more about what we can do about it?**

**Joe:** I’m part of one of the world’s largest hypnotherapy websites. As hypnotherapists we talk to each other. I know a wide variety of people, some of them make great livings as hypnotherapist’s they’re fully booked, whereas others – in fact most people – are struggling.

We put out a survey last year and said we’d like to know where you’re at, your income levels and your education. We had all sorts of metrics, but something that I was most interested in was how much are the hypnotherapists making? What’s the average income of a hypnotherapist in the U.S. and around the world? I thought that it was going to be that maybe $50,000 was a good average. People can live on that.

**Igor:** It’s a nice professional salary nothing crazy, but nothing to spit at, right?

**Joe:** Sure. You could be seeing a few clients a week and it would be a pretty nice easy job and you could be fine, but what came back was something that really surprised me. It both surprised me and was familiar at the same time.
The average income for hypnotherapists that we found – at least in this survey of about 1,000 hypnotists, maybe slightly more – was that they were making $15,000 a year.

**Igor:** Wow, that’s just not good at all.

**Joe:** That was just so disheartening to me. I couldn’t believe that in all this time that people had spent training, learning and being a force for good in other people’s lives that they weren’t making the kind of money that they really deserved.

I had known that part of it was some mindset and some business training, but really it just hit me that this was something that was a passion for me. I was making $15,000 a year at one time in my career, but I had thought that was just sort of the growing pains, that you start off at that level but then everybody just kind of moves on.

**Igor:** It’s not where you end up at.

**Joe:** That was one of those fundamental mistakes that pretty much every being makes, which is that we think that everyone else is like us. We forget that they haven’t had the same life experiences and do or do not know the same things, so I had thought that was just growing pains for me and that everyone moves on from that.

I was actually concerned with the level of income that I had. I was like oh man, it’s probably going to be low, but I realized I was making like seven or eight times more than most hypnotherapists and it was just something that lit a fire under me and it was a passion.

I wanted to take some of these people and go oh, let me help you because I know you’re a fantastic hypnotist. I’ve worked with you. I’ve seen the advice you give and all the wonderful insights that you have. I’ve learned from you. Why aren’t you making more?

I knew that they needed just a simple system that they could work with. It was that day that I started working on this system actually.

**Igor:** I think that’s tremendously good fortune for all of us. Something we’ll be revealing at the end of this particular interview, of course, for everyone who’s listening right now is we’ll show you how all the different steps we talk about – and we’ll talk about it in as much depth as we can do in the course of the time we have available today.

By putting those different ideas together, we’re going to show you a real simple way to break the traditional model of looking at hypnotherapy and still make a six-figure income, so we’ll actually walk that through step by step just so you can see that what we’re talking about is not just pie in the sky. There are actually some practical simple steps to take.
As shocking as this $15,000 figure is, I’m really not surprised looking back at my own hypnosis schools, the multiple versions. At one of the first schools I went to, my intake class was 50 students and we had a year-long program. I believe I am the only one still left in practice after that. All of them had high hopes. All of them had big dreams and I’m the only one who stuck it through.

To be honest with you, I even wouldn’t have stuck it through had it not been for that fortuitous accident where I met someone who could actually teach me and mentor me in the actual business skills.

Hats off to you, Joe, for caring and hopefully what we’ll be talking about today is going to change a lot of people’s minds in terms of staying in the business and actually giving that extra go. Hopefully, giving them some solid ideas of what they can do to actually start turning their business around and making it as successful as the force of good that they want to be in the world.

Joe: Correct. I just want people to be able to go out there and not only change their communities but change their own lives. I want people to have a comfortable life and enjoy their work and be able to just spread this knowledge throughout the world. I think it’s so critically important.

Yes, we’re talking about money here today and really having a good business, but in the end it’s really about spreading the good news about hypnosis and helping people in their lives.

Igor: Absolutely and nothing helps a particular idea or thing to spread more quickly than having lots of people be successful in it.

Joe: Yes, including your own success.

Igor: For sure. I mean, an issue that comes to mind is the idea of chiropractors, which 50 years ago were considered to be hokey, strange, unreliable, bad, un-scientific and God knows what else they threw at them. Through the persistence of a small group of people and helping a worldwide network of chiropractors setting up successful practices, that success quickly hit the mainstream because that’s what success does.

Everyone started going to them and now it’s been accepted as a viable treatment modality that has its place in helping you overcome certain kinds of injuries. The same can happen for hypnosis.

Whilst it’s already got a decent level of acceptance, the more successful hypnotherapists are out there, the more the profession grows. The more acceptance of our profession grows, the more empowered we become to let it continue to grow as a field and all our dreams of hypnosis as a field growing and becoming more accepted and becoming more day to day and so on.
Those will only happen when enough people are successful hypnotherapists to carry on spreading that good news and having people experiencing it as a force for good, right?

Joe: Right and chiropractors were some of the people that I studied in my own business to figure out how did they go from, like you said, relative obscurity and even ridicule 50 years ago to being something where there’s a chiropractor on every corner? I’d love to see a hypnotherapist on every corner.

Igor: That would a great world.

Joe: I find this sometimes in the hypnotherapy community but not as often, but people worry about competition and they worry that there are 1,000 hypnotists in my neighborhood and am I going to be able to make any money and do anything? The answer is yes.

Some of those people aren’t going to do as well as you might, but on the whole, if hypnosis or any sort of healing modality that people like to use for hypnotherapy is mainstream and looked upon as an option. Not as a last resort but as the first thing you would do, then to me my real goal for hypnosis and hypnotherapy would be fulfilled.

Igor: I agree.

Joe: I don’t want to see clients that it’s their last resort anymore.

Igor: I agree and I’m sure you’ve had this as well, but I can’t even begin to count the amount of clients that once I was successful – thank God – came back to me afterwards and said I came to you as a last resort. Now I wish you’d been my first resort.

We can’t do that unless we have successful, competent hypnotherapists out there running successful, profitable practices that are filled with people because nothing will be a testament to our profession as much as people whose lives have been transformed, as a result, of these incredible tools we have at our disposal, right?

Joe: 100%.

Igor: Let’s dive into the actual system. We talked about these five steps of the system. Perhaps we can just start with like a quick overview of the five key steps, which are the five shall we say foundation stones of starting up in many businesses, but in particular apply to the hypnotherapy business.

**In your mind, what are those five key steps?**
Joe: I’d say the five key steps to really setting up a successful hypnotherapy practice are:

1. The infrastructure that you need and all the basic systems and we’ll get to that in a moment.

2. A solid referral system. Businesses and especially service businesses really work on referrals.

3. Advertising.

I’ve been burned so many times on different advertising and I really want people to really get a handle on what advertising can do for them, so that it can spread their message out further than they can do themselves.

4. Breaking the hypnotherapy and traditional hypnotherapy classical model into adding tons more value for tons more income as well as to their clients and really getting not only hypnotherapy out there, but hypnosis in general as a huge modality that people can work with so that it can be their first option for problems going on in their lives.

5. The last key would be success systems.

When I talk about that I mean the business mind. Instead of being in sort of the employee mindset where you know that you’re going to constantly get a stream of work, going out and finding it and business formulas so that you can actually get a view inside of your business.

I want to give people a simple master plan they can go after. Say, if I do these four or five things today I know that I will be on track tomorrow to continue building my business so that later this year I will have made a very respectable income and will have helped so many people in their lives.

Igor: This is actually, I think, such an important thing, especially when you realize – and this is something that took me a while– that once I got my hands on a system, which has some similarities to what we’re doing here. This is a much more refined thing we’ll be talking about now, which is one of the reasons I’m so excited about it.

At first I’d put all my efforts into the whole marketing and so on and it starting to work out, and then I’d have my hands full seeing lots of clients and being totally distracted by that. Then – and this is a huge lesson and this is something I want to prepare people for because this is part of this whole idea of a master plan.

Then I came to a point where I had no clients at all again and I was perplexed. Then of course luckily I still had my mentor there to kind of run this by him, and he asked me are you still doing this, this and this? I said oh no, I’ve been too busy. I’ve had so many clients I couldn’t do all that.
He goes well, there’s your problem. The work you do today will feed you tomorrow. So if you’re just seeing clients right now and doing nothing else to maintain your business in the future, it’s going to run out of steam eventually and that’s kind of what’s happening right now.

This is going to be a very important part of this whole setup because these are daily activities. They can be five-minute tasks, they can be hour-long tasks, they can be day-long tasks depending on what step of the process you’re in, but the point is it is a constant ongoing thing.

It’s like looking after a child. A child needs love, it needs care, it needs attention, it needs food and it needs shelter. You can’t take that away and just go okay I fed him today so I don’t have to feed him anymore. If we look at a business in the same way, it’s going to help us all out a lot, isn’t it?

Joe: Yes, so don’t abuse your business. You have to keep it fed. You have to keep it in check and you have to really be working on your business, and especially in the beginning I would say actually working more on your business than in your business.

Igor: Absolutely, and the good news is at that point if it’s a start-up of your business, don’t worry, you’ll have plenty of time to work on your business because you’ll have no clients to work ‘in it’ yet!

Joe: That’s true.

Igor: It actually tracks your level of progression quite nicely, right?

Joe: Yes, and to this day I still work on my business every single day. There are at least a couple hours a day that I’m doing some marketing. A great mentor of mine says split your time between creating and relating.

Igor: I like that a lot.

Joe: I like Pareto’s Principle of the 80/20. He says 70/30 – 30% creating and 70% relating. So, 30% of your time is spent working with clients, building products and services which we’ll talk about later. Then 70% of your time is spent marketing, getting yourself out there, talking with people in your community and spreading that message further and wider, and not only spreading it further and wider but talking to the same people that already are listening to you as well.

You have to be constantly re-relating with the people whose lives you’ve touched in some way.

Igor: Right, it’s kind of like dear old Auntie Margie who would write you every Christmas saying you don’t call anymore. What’s going on? It’s because she’s missing the relationship. Just the fact that she used to come around and look
after you when you were a kid does not mean that you now spend the next 30 years of your adult life ignoring the poor woman.

You still have to call her. You still have to visit her. You still have to tell her that she's valued and cherished, and clients are no different. This is something we'll be getting into when we come onto the actual steps. This is something that you mentioned that I'd like to pull out for people listening because it's a very important rule here.

It probably will surprise most people listening right now that you are saying spend 70% of your time doing marketing, putting your business in shape and all the rest of it and only about 30% of the time in the business, working in the actual day-to-day seeing clients and that sort of stuff.

If you're working on a traditional hypnotherapist’s business model, you’d have a very strict ceiling at that point and you could probably just about make a six-figure income, but it wouldn't rise much higher than that because of this time split issue.

That's one of the reasons that when we get to the fourth step in this whole formula, we need to turn the traditional way of looking at hypnotherapy on its head so that you can become a successful business, being a genuine force for good so that you’re really adding value to people’s lives.

You can still work within the limitations that time has on us so that you're successful and your time is not being eaten up doing things that won’t necessarily build anything or serve your community. At the same time you're still getting out of it what you want, which is to be a force for good in the world and to live a particular lifestyle that is particularly appealing to you, right?

Joe: Right.

Igor: Let's use that as the launching pad then to go into step one in a little bit more detail. We’ve got this idea of the infrastructure, so we’ve got the five steps.

1. Infrastructure
2. Referrals systems
3. Advertising
4. Adding value
5. The all important success system, which includes the master plan.

**In infrastructure, what are the four key ideas that we want to be thinking about before we dive into one of them in more detail?**

Joe: One of the first things that I really want to focus on is:
1. Your USP (Unique Selling Proposition)

Igor: Right. Now a lot of people’s eyes will probably start glazing over at this point as soon as they heard those magic words because they’ve probably heard them before.

The way we’ll be looking at this is actually going to be a lot easier to deal with than most people think because it is not something where you need to have 10 years at a business college and doing an insane amount of statistical work and so on.

When we talk about USP – and we’ll dive into it a little bit more today just so we can kind of demonstrate what we mean by this – a lot of it is just very simple human instincts about people and knowing your field. There’s no substitute for knowing your community, the people around you and your field, which is hypnosis.

You are the expert in hypnosis and you need to know how hypnosis is represented in your area, right?

Joe: Correct yes, and if you don’t know that then you’re hurting yourself in the infrastructure of your business. You’re building it upon a sandy foundation if you don’t have a very solid understanding, and it gets more solid over time.

You're not going to ever be perfect and of course you’re never going to be perfect in this beginning of this especially, but the more of a solid foundation that you can go back to constantly and build upon, the better your message is going to be in your referrals, in your advertising and all sorts of stuff. It all builds from this infrastructure.

Igor: So looking at this idea of this first step – and as I said, we'll dive into it in a little bit more detail in a moment. When we talk about USP, what we’re really saying is we need to find out what people expect or need from you so that you know how to serve the community that you wish to be serving.

There are tips and strategies for looking at that, which we’ll look at in a moment, but before we do that, what else is important in the whole infrastructure game in terms of setting yourself up?

Joe: The next important thing I want to focus on in infrastructure is:

2. Systems.

I want hypnotherapists to be able to automate as much of their business as possible. We have amazing computers and technology nowadays that can really automate a lot of your business for you. You don’t have to have tons of marketing people and secretaries and all sorts of stuff.
Hypnotherapists by and large start out by themselves. With the statistic that we talked about – $15,000 a year for a lot of hypnotherapists – they don’t have the money to hire somebody else anyway. So to have these systems in place, it makes it possible for you to then automate tons of things that are going on in your business so that all you have to do is just go okay, what do I have next today?

Your calendar can tell you that you have these five meetings, plus you have this marketing stuff to do. Your autoresponder system – which is another sort of basic thing that you would want as a hypnotherapist – can be automatically sending out emails without you having to do it from your own inbox.

There are many systems you can set up so that, instead of having to run your business all the time you can be working the business.

Igor: This is a key thing because again if you’re a one-man band, you’ve got to figure it out. I remember seeing literally a one-man band performing on the streets and he had a mouth organ like a harmonica taped to his mouth. He had one of these big drums with a mallet, for which he had a foot pedal to operate. He had an accordion and he had some other instrument. I think it was a lute. I can’t remember what it was now. It was some other instrument and he would flip back and forwards from the accordion.

He literally was a one-man band and he did a great job, but when you looked at his setup he’d actually managed to create extra hands. The foot pedal, the mouth organ was screwed to a device around his neck and so on, which meant he could, basically, do the job of three or four people in one person.

This is what technology allows us to do as well, right?

Joe: Right and that’s what I look at. This stuff is the duct tape that will keep your business running together in the beginning, and then it really becomes something that is the underpinning of multiplying your effectiveness of your time.

Igor: So we’ve got the idea of creating kind of a USP, which is all about knowing what people need or want from you and the idea of building systems.

Before we dive into this USP – which we promised people we’d dive into a bit more – what are the other two key areas around the infrastructure that people need to be aware of?

Joe: I would say one of the other two areas would be:

3. Your office setup.
I’m one of the hypnotherapists that recommend having an office. I know there are places and cultures around the world where if you have people coming to your apartment in London and stuff, that’s really sort of socially acceptable there. In the U.S. where I live, it’s an office.

You need it outside of your home but even if it’s in your home, a separate place where you’re doing your work is something I think is critically important to get your clients to trust you, to get them to feel comfortable and actually be able to do some change work with them.

**Igor:** I absolutely agree with that. Of course, people around the world will be listening to this and you have many options. To briefly run you through them – and of course in the Bahamas we’ll go into more details of the pros and cons – you can work from a spare room of course.

Better still is if you have a garage, you can convert it. I’ve seen some amazingly well-converted garages turned into wonderful offices. By the way, if you were to do that you’d be following the footsteps of some absolute giants in this field. Milton Erickson himself converted his garage. He turned it into his therapy room and his seminar room, and I think he had enough space for eight or nine people in there.

Sometimes he’d cram in 15 people, so it was like getting a ton of people into a mini. They were all crowded around the edges and their necks were all cranked up in the wrong directions. You have a little footage from the old days shall we say, but he ran a very successful practice from that.

**Joe:** And that’s an important distinction too. I don’t want to gloss over that. Having a small room is not a problem, especially in the beginning because it looks full when you only have a small amount of people, and so you look a lot more popular.

While that may seem like a trick to some people, it’s very important because there’s a certain thing that happens with groups of people. If they feel like they’re cramped in, it feels more exclusive. It feels more intimate and it feels like they’re getting some really great stuff that having this massive conference room with 10 or 15 people in it – the same amount of people – it’s going to seem empty like you’re not popular and you’re not even worth talking to.

**Igor:** I absolutely agree.

**Joe:** You’re giving off signals with your office and your setup that you may not realize.

**Igor:** To be honest with you, I’ve actually experienced this myself. As you know, we have large groups that come to our trainings and one of our events – in fact the very one that you turned up to in Lake Las Vegas was initially a nightmare because they had moved us to a much bigger room than we’d asked for.
Of course, we’d booked the room solid based on the room we were getting, and then they gave a room that was about three times the size and huge ceilings. It was a fantastic ballroom. The problem is people were kind of crowded into this room and they felt a little bit kind of nervous.

It was almost like you walked into a church and they’re all quiet and whispering, and no one’s really putting their hands up. It made me work a lot harder, not because anything else was different – the content was the same. It was still a powerful course. The numbers were the same that we normally have. It’s just there is a very human thing when it comes to spaces.

We respond to our environment very unconsciously, so it just made me work harder for it. Thinking about your office, your setup, the certificates and where you have it, all the rest of it is something we can address in more detail when we get to the actual live course in the Bahamas. It’s something that if you haven’t thought about it yet, you need to think about because it does make a big difference, right?

Joe: Yes, and let’s go through the last of a couple options for offices anyways. Another option would be to share an office with someone else in your field. It could be another hypnotherapist.

Igor: That’s a great option.

Joe: In my experience, that’s been kind of a rare opportunity, but another one that’s great, is like doctors, chiropractors or anyone else that’s doing some work with people.

Igor: A wonderful option.

Joe: Share an office with them. I can almost guarantee you there will be at least one doctor, chiropractor, someone in your community that has spare office space. People talk about this terrible economy. They’re willing to rent out to you for usually a very small fee.

You then have their eye, you know them and they know you, but then there’s a constant influx of clients that you may not have been able to reach but they just happen to be in the office and they’ll ask hey, what’s in there? You’ll be able to tell them I’m a hypnotherapist and I do this type of work with people, and they’ll really boost your business.

Igor: The other reason for being there as well – sorry to interrupt you there, Joe. I did this. My office was actually part of a physiotherapy clinic. One of the things that people end up doing is they will ascribe the quality of the place to you.
For example, if you’re in a doctor’s office, expect clients to call you Doctor So and So. They’ll think you’re a doctor. Even if you tell them no, I’m not a doctor, I’m a hypnotherapist, they’ll go sorry about that doctor. It’s just part of the way they perceive things, which adds a lot of prestige to what you’re doing, not that it’s necessary to be a great hypnotherapist, but I guarantee you that kind of prestige.

Even if it’s only unconsciously sort of half assumed and they laugh about it consciously if they were to mention it, it makes your life so much easier because there’s still a lot of faith and trust that you are tapping into at that point.

Joe: It’s an important distinction too. As part of my office setup, I look at my dress and how I look and other things as well. I include that as sort of office setup. I have had clients and other colleagues that I know that they wear a white coat when they’re in the office.

Igor: That’s too funny but you know what? I totally understand it. It’s the power of the white coat. In fact, is it Stanley Milgram who had the famous experiment with people in white coats, getting people to do all kinds of crazy things, so do not underestimate the value of a cultural icon like that.

Joe: I would say if it feels appropriate to you and if you’re in a doctor’s office or something and they’re okay with it, go for it. Try it out.

Igor: I agree. Then again you have to also trust the audience that you have. If your neighborhood is an old hippie neighborhood where everyone’s running around with beads and flower power…

Joe: Then you should dress that way.

Igor: Exactly. Dust off your old flairs, get out your incense and maybe even paint a third eye on your forehead with some makeup paint or whatever because you’re fitting into the community that you’re serving. It’s important that you do that. You’re playing a role for your community, which part of what the whole USP and so on prepares you for.

There’s a fourth element of the infrastructure. We’ve got the idea of doing your background research and finding out what your community wants and needs. Then you have the idea of putting systems in place to make your life easy so that you don’t have to keep repeating the same steps over and over.

We’ve talked a little bit about setting up your office and really how important it is to choose the right office and populate it in the right sort of way so that you’re taking advantage of all the assistance that an environment can give you.

What’s the fourth part of the infrastructure that people really should be aware of at this point?
Joe: I would say the fourth part would be:


You can do this simple stuff to market yourself as a service professional, which is what a hypnotherapist is. This can be both online and offline -- and we'll talk much more in detail about that in the Bahamas. Marketing 101 -- I know you love this phrase now that I keep drilling into people's heads, especially my clients. It's the idea that you want to niche to get rich.

Igor: I love that. In the U.K. the niche is called a niche and I always felt a little violated with the word niche because it sounds like itch to me, but when Joe offered me that beautiful reframe, now I've got to say no, the U.S. pronunciation has it right. You are 100% on the ball with that one.

Before we get into this idea of niche to get rich -- which is part of the USP thing that we promised people and I want to get into it -- I think there's something really important in terms of marketing. Again, it's one of those words that cause people to glaze over and say oh, this is unethical bad stuff and so on.

That's not at all what we mean by that, right?

Joe: Right. That's a great point. I look at marketing completely different I think from a lot of people. I look at marketing as education. I believe that the best way to market your services is to out-educate your competitors.

Igor: I think that's a great way of looking at it.

Joe: If you can give your potential clients more education about hypnosis, about hypnotherapy, about any real thing that you're selling them -- I look at car salesmen as an example.

Car salesmen could tell you this car has 300 horsepower, it's got an automatic transmission, it's got power this, power that, it comes in blue and everything, and the car may be in a warehouse 500 miles away and you never see it and you're like well, that sounds like an interesting car. Maybe I'd want to buy it, but then compare that with let's go test drive a car. Let me show you how this car feels on the road, how fast it can accelerate, how it can do this and how it can do that.

If you compare and contrast those experiences, one is just giving you more information and one is giving you less. The more information you're able to give to a potential customer or client, I think that's the best way to market. You're just educating people and telling them how hypnosis can help to really enhance their lives.

I tell people all the time don't sell hypnosis. Sell the outcome that hypnosis will get for them. Hypnosis is the tool. That's why car salesmen don't actually really sell you a car. They sell you a lifestyle.
Igor: Yes. This is important because, like you, I look at marketing a little differently. I like your educational approach actually and it will fit very closely to what I’m thinking about, which is I see marketing as Psych 101. It, basically, tells you these are the fundamental principles of human nature. When you look at people as a group, this is how they tend to respond.

If your aim is to inspire a group of people, which it should be as a hypnotherapist, then you need to understand those principles so that you can apply them to that same group. So you can inspire them about whatever it is you have to offer in terms of the business or in terms of in this case hypnotherapy or with a car or whatever it is.

The key thing here is you can even drop words like sales out of your vocabulary because they’ve become tainted over time with bad salesmen. There’s nothing wrong with sales itself. It’s when you’re being sold to unethically or badly or poorly – that’s when we take notice and that’s when we form these emotional reactions towards it.

Marketing really is just looking at understanding how people think, how they feel and respecting that. Going back to your idea, Joe, which I really like of education, rather than just providing data points or information – like data dumps that they do in school – what you’re doing is you’re giving people a richer quality of information.

Driving the car and then saying put your foot down on the accelerator – that’s what 100 horsepower feels like. That’s giving you a richer representation, a richer experience of what 100 horsepower is.

The same is true of hypnosis. You can tell people hypnosis is this, hypnosis is that and all this different research and so on, but I can guarantee you this – and this is one of the reasons we came up with Magic Moments and similar stuff we’ll come onto in a moment’s time.

I had my eyes opened to me hugely the day that I did my first hypnotic demonstration in public. I’ve talked about it with many people. In fact I may have even talked about it at your seminar, Joe. Correct me if I’m wrong.

Basically, I was at a birthday party. There were lots of people around. It was in this little bar, nightclub type of place. I’d been doing the traditional thing of telling everyone I’m a hypnotherapist, and their eyes glazed over and they got a little bit annoyed after a while because they could clearly see I’m a bit needy at this point. It happens, right?

Joe: It does.

Igor: Then one of my friends was intrigued by this he said can you hypnotize me now? I was a little bit afraid but I said sure. So there I am in the blaring nightclub and I’m doing some real simple stuff. I’m gluing his eyes shut. I’m doing the...
arms – his arm gets locked out – and a couple other bits and pieces like an arm levitation or something got thrown in there too.

I’m really focusing on him because it’s very loud so I haven’t got much chance to look around me. I’ve got to really focus on making sure that he hears me. The next thing I know I’m looking around me and there’s a small crowd gathered all around me.

By the time I moved from the dance floor area where I had been standing back to my seat, not only had the whole crowd followed me but it had grown and an orderly queue was starting to form. This was insane.

Not only do my friends now have a completely different understanding of this whole thing, but total strangers from the bar who saw this are just queuing up because there’s a queue there now asking what is it you do? I said well, I’m a hypnotist.

Anyway I filled my appointment book just from that night. This is marketing, folks. Is there anything unethical that I did there? No, people were having a good time. They were enjoying themselves.

This is where I like your definition here, Joe. Because they had a richer experience, they were educated into the real hypnosis as opposed to me just throwing facts at them which really don’t inspire very many people at all, it came to life. When it came to life, getting clients was easy.

This is really what we’re talking about. Right, Joe?

Joe: Right. Like we said before, hypnosis is in sort of the same place that chiropractic was 50 years ago or more where a lot of people just don’t know what it is. Here in the U.S., it’s a pretty common occurrence that on high school graduation nights, we have hypnotists come and hypnotize the kids.

Igor: Yes, it’s a good business model that kids enjoy.

Joe: It’s a great business model. If you’re a performer, go and do it. It’s awesome. That actually happened at my high school, but that was my only exposure to hypnosis ever in my life and that’s what people really latch onto is the show hypnotist, and God bless those people because they’re still spreading the message that hypnosis is great.

Igor: Most hypnotherapists make their income from the advertising that stage hypnotists do for us and we don’t even realize it. I can guarantee you this.

Joe: If you know a stage hypnotist, say thank you to them because they deserve it.
Igor: Or better still, when you’re making a six-figure income or $100,000 plus, then just randomly write $1,000 check once a year and send it to any stage hypnotist anywhere in your country and just thank them for keeping the place warm until you turned up to actually cash in on it.

Joe: Seriously.

Igor: It will have been worth it.

Joe: I’m going to have to do that this year.

Igor: Yes, I think it’s a good idea. If nothing else, it just spreads the force for good in a whole new way.

Let’s have a look at this again then. We’ve really looked at this idea of infrastructure in much more depth now, and of course we’ll have a whole day to look at infrastructure and literally walk people through step by step how to set up a lot of these systems and things we’ve been talking about.

What I’d like to do before we move onto the next step in the process – the referral systems – is I’d like to just focus in or zero in on one specific idea that people can take away right now from this interview to automatically improve their business.

I know you and I have both talked about this idea of the USP or knowing your client, knowing their needs and wants and so on, so I don’t think it would be a particular shock to you, Joe, if I suggested that might be amongst the most important things at this particular level, right?

Joe: Yes, it’s really the most important thing to your infrastructure – finding what is unique to you. The market will tell you part of what is unique to you but really it comes from within.

This is not some weird thing like oh, it comes from within and you’ll just sort of know. This is something that is usually pretty easy to define for people. A lot of hypnotherapists think I do stop smoking, I do weight loss stuff, but everybody does that. It’s like yes, I know you do that but you do it in a unique way. This is how you do stop smoking.

When I do stop smoking in my practice, I have a lifetime guarantee that you will never smoke again and I do it in an hour or less. If I can't do it in an hour or less, then it's free.

Igor: Like Domino's Pizza.

Joe: Yes. I have people that will time me actually, which is really funny. Then they’ll try to delay me, which is hilarious. So I took the hour or less part out because there were a few people that were getting a little crazy with the timers. Just like
Pizza Hut – they actually stopped doing that because their poor delivery people were getting in accidents.

I’m here to help people, so my unique selling proposition was still I can get it done in about an hour or an hour and a half or less, and one session and you’re done. I don’t want to have you wait for weeks and weeks and weeks and months.

I know some hypnotherapists do a few sessions and that’s great. If it’s working for you, stay with it because it’s unique to you. For me, that in my community was unique. No one else around in my community can do it as fast or as effectively as I can, so that was unique.

I can go out and tell clients honestly that I can help you stop smoking today in the next hour if you want to sit down right now. I’ve done hypnotherapy sessions at Starbucks and had people pay me right there in cash.

Igor: That’s awesome.

Joe: I also have little credit card readers on my phone now, so that makes it a little easier. When I first started out and was kind of afraid and just kind of needed some experience, I would go out to Starbucks and I would ask people if they wanted me to help them stop smoking. There are always a few smokers outside of a coffee shop.

I would say if I could help you stop smoking in the next hour, would that be valuable to you? They’d go yeah, of course. I’d go well, how much do you have. They’d say I’ve only got like $20 on me. I’m like all right, here we go, $20. Let’s go, done. That’s what I would do. I charge much more now, but it was something that was unique to me.

Igor: Yes, it’s beautiful. You’re doing street hypnosis as a real force for good, rather than just being an entertainer with it as well.

You mentioned before this idea of niche to get rich. How does that tie into this idea of being unique to you?

I can clearly see there’s a theme evolving here and it would be very important I think for people to put those two pieces together to start basically start transforming how they talk about their own hypnotherapy practice right now.

Joe: For me this was a profoundly emotional journey to go through. Remember, I know about these principles from years of doing business beforehand and coaching people through it and going no, no, no, you have to have a smaller niche to get into to really make an effective marketing position in your business.
I would hear people all the time say I don’t know which one to go with and this and that. Until I really had to go through it myself in my own business, I’d forgotten about the emotional journey that people go through.

Igor: Because you’re invested in it.

Joe: I’m so invested in it and I knew I could help so many people with so many different issues, and I still do that today but most of my business in the early days was coming from a particular set of people.

Instead of focusing on them, I was just willy-nilly focusing on anyone and everyone that I could get into my business. As soon as I realized that I wasn’t just getting a good hit rate on getting people in and really keeping them interested and I started going well, I just won’t tell anyone that I work on fear of flying.

I stopped sort of telling people I would do that. I stopped telling people that I would work on fear of spiders or something like that. I had a lot of fear clients in the beginning because I was just thinking you can fear just about anything so why not?

As I looked at my numbers, I found that most of my clients were people that I could get in for stop smoking, and then the second most popular was for weight loss. There are a lot of women in Southern California that want to look good on the beach, so that was a really great one for me.

Then something I had forgotten about almost was that golfers really like to use hypnosis, and that was really my biggest area where I could make leverage because no one around here was doing any sort of golf hypnosis. There have been famous one’s that live in L.A., but no one down here.

Igor: Let me interrupt you for just a moment. I’m sorry for doing this but it’s important. People might think great, thanks Joe you’ve already told me what to do so I’m going to start my hypnosis practice right away and then I’ll throw some weight loss and smoking sessions in there too. Whilst it’s correct to say that by far, statistically speaking weight loss and stop smoking are the two most popular hypnotherapy sessions and that’s a great freebie for you all right now.

Those seem to be the bread and butter for most hypnotherapists, however, it’s also area dependent. If your area is a great golfing area, like it sounds yours is Joe, than golfing may be the great one. If your area is the middle of a swamp, I suspect you won’t have that many golfing clients to go round. This is why we’re talking about this idea of niche to get rich. You need to understand first, what your community is about, what they need and what they want.

Joe: Right and two questions I’m constantly asking myself about that.
Who is my client? How do I know?

Igor: Right. Those are great questions, but who’s your client is having this mental picture of it and I actually have, when I'm creating new products, a physical person in mind for whom I am absolutely solving their biggest problem and I get excited. Why? Because I can see that person’s face light up the moment they get it in their hands and go thank God I've been looking everywhere for something like this.

It’s a very specific thing you can do at that point and it’s very motivating. It brings all kinds of instincts into play as well.

Joe: Right and your market will be able to tell you part of what's it’s looking for. The more you’re out there in your market and talking to people, the more they’ll tell you what they need. It also comes with what you’re really passionate about working with as well. If you can do stop smoking sessions but you really hate them and don’t want to work with another smoker in your life that will show through in your sessions with people.

People will respond to that and will be like, yes I guess he helped me quit smoking but he’s kind of a grump so why would I want to refer him? People want passion and drive in the people they're working with for the services, especially something as intimate as their own mind. So if you’re not really passionate about it and the market is still asking for it, you don’t have to do it.

The one critical thing I want people to walk away with today for infrastructure in your business is finding that one niche. Focus on one, because if you can get one really solid you may be able to expand to two or three, like I’ve done but focusing on just one, everything else. Like we talked about before where I went from consulting to hypnotherapy…the community, world or whatever it is starts to solidify around that idea for you and everything becomes clearer as far as who you need to talk to and where you need to go.

People will start recommending you because you’re that guy or girl, who can help with that problem.

Igor: You know what the strange thing is? As that happens, your ability to get all the other kinds of cases increases as well, it’s the weirdest thing. For me it was stop smoking that was my big breakthrough, and when I started focusing on those sessions I suddenly had people coming in for weight loss, phobias and all kinds of other problems in increased numbers.

Here was a typical conversation. They’d call up, and in those days my system was more primitive than what we’re talking about now, so I would have to convert most people on the phone. They’d say hi, I heard about you from so and so. I’d say what can I help you with? They’d say I was wondering if you could deal with problem X, because they said you stopped them smoking.
I’d say sure of course I can deal with that and I’d have a little chat with them about that. It happened so often, which is why it’s important to realize when we say niche to get rich we mean a small, as tiny and defined group of people as possible. I’ll give you an example if I may.

As we’re preparing for the Bahamas seminar, of course, we’ll be going through all these principles in more detail and we’ll walk people through step by step and have a lot of fun along the way. As part of our service to you, what we’re doing is putting together all kinds of sales materials like adverts for newspapers, sales letters that are professionally written so they get people excited and so on.

The person we’re hiring to copyright is excellent in their field, was asking great, so when would you want me to write these adverts? What’s your niche, the niche we’re targeting? I said is weight loss not enough and he goes no, I was thinking along the lines of, what if its weight loss for mothers who’ve just given birth and want to get their shape back or what if its weight loss for over 60 year old retired professional women? Think about what he’s asking. He’s much more focused on a group.

Let’s put it this way. Let’s put ourselves in Florida, which in the U.S. is a big retirement area and I’m doing weight loss. What image might be inside people’s minds? Oh, maybe only the college kids will come who are so pretty anyway, I’m so old and they have these other anxieties going off. What if my advert says we specialize in, are you over 60 and just beginning to discover life anew, etc? I’m now speaking to them and it’s clear that they are who I’m interested in.

The strange part is will the college grad still call me even though they’re only 25? Probably so, because they’re interested in the weight loss part.

Joe: I agree and whoever you’re seeing, like let’s say you’re seeing the over 60 senior crowd, maybe that’s their grandkid that comes in or their kid who’s in their 40s or 50s. They’ll still come see you. Niche-ing down doesn’t mean you won’t be able to see other types of clients it just means you’re going after a particular one and then leveraging that into other relationships.

Igor: Yes, and that’s key because you’re actually going to grow by being more laser focused on what you’re doing. Here’s a warning for you all. Remember how we said just because Joe gave away the fact that his area, golfing, is a great thing with lots of interest there so his major client base is now golfers? It doesn’t mean it’s going to be appropriate for you if you’re living in Utah, Chicago or somewhere else, wherever there may not be much golfing so it may not work out that same way.

With niches you can’t just say I’m going to decide right now, I’m going to work with octogenarians, people over the age of 80 only. What you need to do is research. How do you do that? Very simply. If you already have a hypnotherapy practice, even if you only see one person a week, which isn’t that uncommon, then ask yourself who is that one person? Over the past year or so, who are the
50 odd people you’ve helped? If 48 of them are teenagers with exam anxieties and two of them are 80 year olds wanting to lose weight, guess what? Your market has spoken already and has indicated to you that you have a great niche in the teen exam market.

Maybe you live in a baby boomer town with lots of teenagers in a big school, than it would make sense to go down that road if you were excited by that as an idea. This is what we’re talking about, like when Joe’s saying about going into the community and talk to people. Hear their stories, find out what they’re saying and throw out some pebbles. You may not get it straight away, but at least you’re now being proactive about finding out what people are excited about when you’re offering it.

When you hit that one niche, the weird thing is when you hit it and start running with it, you’re maybe uncertain for a day or two but within a few client’s time you will know this is what I need to be doing. I feel good. They feel good. The message is clear, congruent and so on. It’s a bit of magic when that happens, wouldn’t you agree, Joe?

**Joe:** Yes. It’s so counterintuitive to people. I would say if you think it’s not going to work for you I would say to look at your own business. If it’s working for you and you’re happy with it that’s great but if it’s not then give this a try. I’ve never seen a hypnotherapist who does everything under the sun, be wildly successful. So if there’s someone out there listening and you’re that person, call me because I want to talk with you to figure out how you’re doing it. I can almost guarantee that person doesn’t exist.

**Igor:** To play devil’s advocate here and demonstrate something here. Many of you know Milton Erickson’s work and might say but Erickson worked with everyone from psychiatric patients, psychotics, teenagers, kids and normal moms, so he worked with the range. The thing you don’t realize in terms of looking at his approach, who did Erickson actually serve? He served other psychiatrists. In other words, he was the person you sent your clients to when you had failed miserably. That was his unique selling proposition. That was his position in the place.

He was the guy you’d go to when the medical community has given up. You’ve tried everything you know. Your colleagues have tried everything. He’s destroyed probably a dozen therapist’s careers at this stage, so now you send them to Erickson. Of course, then others come to him as well, because my psychiatrist says you helped so and so and I want that too.

Or maybe even the psychiatrist is coming to him, he saw many psychiatrists by the way, because think about it, here’s this man who for the last five years you’ve been sending him your biggest nightmare scenarios and he’s fixing them. Now your life goes to hell, who are you going to call? The one person who can fix it.
Joe: I’d call him.

Igor: So would I. This is the beauty of niches. The fact is you get to shine and nothing is more attractive than someone who shines in their expertise.

Joe: I agree.

Igor: I think we’ve belabored this point here in terms of the infrastructure and in particular this idea of getting your USP and so on. Yes, there are many tools we can go through in terms of finding USP and making it easy and actually a lot of fun.

What I’d like to cover now is the next step, the referral system.

--------------------------------

Hi, it’s Igor again. I hope you’ve enjoyed part one of the interview and that you’re going to put the ideas that Joe and I presented for you into action as soon as possible, because I want you to discover for yourself that these ideas are powerful and work like a charm.

Now, please make sure that you also look out for the upcoming email that will let you tune into part two of this interview, because in part two we’ll focus on the heart of this client attraction method, the referral system and advertising. In that part of the interview, we’ll give you some proven methods that you can try out for yourself at absolutely no cost. Just one of these actions that we’ll lay out for you has helped many of Joe’s clients double the number of clients they themselves have in the hypnotherapy practice, in as little as just a few short weeks.

On top of that we’re going to show you exactly why most hypnotherapy adverts do not work and what you need to do to fix them so you don’t have to waste any money if you choose to start advertising. I want you to know that you really can make a huge difference in your hypnotherapy business by just doing a few things differently.

In this interview series, we have covered as much as time has permitted us. In fact, this very interview there was originally only going to be a 30 minute long walk through the program and ended up taking over four hours, because Joe and I wanted to share so many powerful ideas with you that are going to totally transform your hypnotherapy practice.