How to Make $100,000.00 a Year

as a Hypnosis Practitioner

5 Separate Ways to Earn a 6 Figure Income in your First Year

by Rene Bastarache, CI
How to Make $100,000.00 a year as a Hypnosis Practitioner

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Hi my name is Rene Bastarache. I'm the director of the American School of Hypnosis offices worldwide and author of the Clinical Hypnosis Training Manual from A-Z. My job is to help people like you to start a new career as a Hypnosis Practitioner so they can help others to improve their lives while making a lucrative income.

The purpose of this eBook as the title suggest is to show you five different ways that you can make over $100,000 a year as a Hypnosis Practitioner within your first year of practice. Not only is it very possible, but I'm going to guide you step-by-step through the process to do it.

The reason for the creation of this e-book is that a while back I had written an article on how anyone who is a Hypnosis Practitioner who is not making $100,000 a year is probably in the wrong business. As a result of this I received quite a few phone calls and e-mails from existing practitioners, many of which have been doing hypnosis for years complaining of how they felt that my statement was not fair or that it couldn't be done in this economy. I was quite surprised by their responses, especially from the seasoned veterans in the field. If they really believed that they could not make $100,000 a year then they are probably right, and they won't. The reason for this is that the first step in creating a great income in any occupation is to have a strong belief in yourself. If you don't believe you can do something then you are probably not going to try very hard, are you?... As the immortal Henry Ford once said'

"If you think you can or you can't, you are right".

So, to all those who read my past article and complained that it couldn't be done my response to you is, "You're right!" To the rest of you, who are interested in how to make a great income and are positive minded I say, "Congratulations, it's wonderful that you have the belief in yourself to succeed" and succeed you will. $100,000 is very attainable but the sky is the limit! Aim high.
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CHAPTER 1 - Let’s Get Started

As I mentioned before there are five different areas that I’d like to work on it which you can make $100,000 in each. When I say that, what I mean is that you can make $100,000 in each one of these areas separately. I do want to warn you not to become overwhelmed right at the start because this is a lot of information. I’m not suggesting that you begin working in all five areas simultaneously. Doing too much at the same time can be a disaster. What I am suggesting is that you decide which one you would like to work in, and do as much as you can in that area. Once you feel comfortable with your efforts and results then expand to another one when you are ready.

I will first show you how to attain your goals in each one as a stand-alone business and then I’ll show you how much easier it will be to do a little bit of each. When I say easier, I think better words would be how much more enjoyable it will be.

Here’s a list of the five areas we’re going to address:

2. Conducting Group Hypnosis Sessions.
3. Creating Hypnosis MP3s, CDs, books and eBooks.
4. Performing Comedy Hypnosis Shows.
5. Become a Hypnosis Instructor.

In addition to showing you how you can make over $100,000 in each area I will also show you how you will recoup the cost of your initial training to become a hypnosis practitioner in any of these areas within one week or less. Think about it, where else can you start a professional career making a six figure income where you can train for less than a week, even from home if you choose to and being able to recoup your entire training tuition or business investment within the first few days?

If you’re worried about starting a new business in a down economy by the way, don’t be. There has never been a better time to start a new business especially as a Hypnosis Practitioner than right now. Keep in mind, the worse the economy gets the more people who will need guidance and assistance. Rest assured that you’re at the right place, at the right time.
CHAPTER 2 - The Three M’s

Mind, Math & Maintaining

It’s all in the Mind

The first step is in determining your destination or goal and then trying it on to see if it fits. What I mean by that is, “how does it feel?”

The way you’re going to do that is by closing your eyes (but not right now because I want you to finish reading this first!) and conducting a mental exercise to help you choose your goal, make it real and most of all to ensure that it is attainable to you. By saying attainable I mean are you able to imagine it. If you cannot imagine yourself as having attained something, you will not be able to attain it. I call it the “buying in” principle. An example would be if someone were to imagine themselves winning the Boston Marathon but they were not able to walk to the end of their driveway and back then they probably would have a difficulty “buying in” or believing that winning the marathon were attainable.

A similar example would be picturing a mule with a carrot dangling from a stick that was tied to his body so as to swing just inches away from his nose. This is something that was done in the old West to get a stubborn mule to walk forward when it didn't want to. It would see the carrot on the end of the string and try to get it because it was only inches away from its nose and seemed attainable. The mule would walk for hours trying to eat the carrot that was just out of reach. Now on the other hand even if they were 10 bushels of carrots sitting in the open across the street from the mule, it would not seem attainable as the mule is nearsighted and they would be out of his reach.

Imagination Exercise: Right now close your eyes and imagine yourself as already having attained your goal. If your goal was to make $100,000 or even $500,000 a year then imagine it clearly in your mind. See yourself in possession of the money and living in the different situation you would be in already having the income that you would like.

Now imagine the steps you took to attain that goal. Seeing yourself already having attained your goal, look backwards and breakdown everything that you can think of that it took to do that. Did you need any help in attaining that goal? Did you need expertise from other professionals? Did you need any specific equipment, furniture or even office space changes? Did you do it all in one specific area of hypnosis such as conducting individual sessions? Or did you do it in a combination of individual sessions, group sessions and several classes as a Hypnosis Instructor?

Once you have taken the time to clearly imagine this in your mind be sure to take notes and write down everything that you imagined. You may even want to sit quietly and imagine this same scenario several times. You'll be surprised at the information that you can come up with doing this. Basically what you have done is you have prepared your business plan of what it will take to attain the goal that you desire.

Once you have done this, review your notes and see what you can do to fine tune them to create an effective plan to follow. If for instance you have obtained your goal strictly by doing individual hypnosis sessions you will then follow the instructions in the rest of this book to see how many sessions will be required to attain your goal. You may have accomplished your goal through the use of creating products to develop a passive income such as CDs or MP3s. The beauty of this is that they can be sold even while you are doing other things. It's a wonderful feeling to get up in the morning and see that you have already sold items and began your daily income without having had to do anything. If you are considering this as part of your income you will also need to break down what products you'll need, how you produce them and how many of each you plan on selling to attain your goal income for the year.
It's all in the Math

How much are you imagining yourself as having attained in your previous imagining exercise? Breakdown that amount into months, weeks or days and now you see what you will need to do to create it. We will speak more about the specific details of that in the upcoming chapters. Let me explain to you the importance of doing the math of what it will take to attain your goal rather than just continuing with the work, work, work mentality that you have been used to from the past.

Most people start from the beginning and get frustrated that they are not making enough money. They work as hard as they can each and every day trying to get as many appointments as possible. They work their appointments day after day and week after week. It seems like it becomes a cycle after a while where they continue to do the same thing over and over but still do not attain the results that they would like. Rather than trying to find out how to attain those results they continue to do the same things that they have been doing while wishing for different results. It's very similar to the picture of a hamster running on his exercise wheel in a cage. No matter how fast or how long he runs, the wheel just continues spinning and he stays at the same place.

The reason this has been happening is that they did not determine a goal. Consider a goal the same as a destination. If you do not have a destination to go to, then where are you going? If you decide you want to go on an exotic overseas vacation but do not have a destination, where would you buy tickets to? Without the destination you will just continue dreaming about the vacation and find yourself never having left your home. Now that you understand this concept, from now on rather than trying to earn as much money as you can you will decide how much money you would like to earn and determine what it will take to attain that goal. Now you have a destination. You know where you are going and you will plan on how to get there. That is the very simple formula that successful people use and the unsuccessful don't.

It's all in Maintaining

As a result of reading this book you will have developed a detailed plan or set of directions to follow that will guide you into attaining your upcoming goal. The important thing to keep in mind is that having the directions alone will not attain your goal. In order to attain your goal you must follow the directions. It is the same as any other kind of map. If you follow the directions to your destination you will arrive. If you deviate from the directions halfway and decide to go into a new direction you will arrive at a different location.

So the key to attaining your goal is in maintaining your course. It may seem monotonous at times and it may even seem a bit out of reach but keep in mind that if you have planned out your directions you will ultimately attain your goal. Consider it the same as if you were driving from LA to New York city. You have a roadmap that you are following and by the time you get out into the Midwest it begins to seem as if you will never arrive. Even though it feels that way you continue to drive because it would be silly to turn around and return home. Why, because you know New York City is going to be there and that at the end of your destination you will finally be there. The reason for this is that you followed your map. Following your map consistently towards your goal of success will achieve the same results. You must maintain the course.
CHAPTER 3 - Conducting Individual Hypnosis Sessions

This chapter will focus on how to make $100,000 a year as a Hypnosis Practitioner conducting individual hypnosis sessions. It is important to determine how many sessions you will need to conduct on a daily basis in order to attain your goal. No matter what course you decide to use it attaining your goal you will see that it basically all comes down to a matter of math. How much of a certain thing will you need to do in order to accumulate your desired amount of money. Before we do the math however there are a few other things you must decide upon that will enter into the calculations.

Types of Sessions

The first thing to consider is what kind of hypnosis sessions should you conduct? I have found that most new hypnosis practitioners have a desire to make as much money as they can right away which makes a lot of sense so they decide to do every kind of hypnosis sessions that they can. While this may seem like a lucrative idea take a moment to think about it. This can be a dangerous trap to get into. If you were to go see a medical practitioner for a disorder that was very serious would you rather go see a specialist or a generalist? Of course you would rather go see the one who specializes in that specific field. The same thing works with hypnosis. You would do much better to specialize in one field such as smoking cessation rather than have a grocery list of 30 different things that you can do on your website.

Although this book is not intended to be a sales training manual I feel it is important to speak a little bit more about this issue. This is a topic we cover quite extensively with our students before they go off on their own as practitioners. It is going to find your niche. What is it that you would like to specialize in? What do you think that you can do better than anyone else and why? What gives you the edge, advantage or why should clients go see you rather than the competition? The answer is, because you are going to be the best in your field. Whatever you decide to specialize in, be sure to be a specialist in it. Be sure to be the best at what you do.

How can you be the best in your field? Let me briefly tell you two of the many ways that you can do that. First is to be an author. Wait a minute before you go off the deep end complaining that you can’t be an author… When I say to be and author I do not mean that you have to write a 300 page published book. Of course if you could, that would be great. All you need to do however is to write a simple e-book such as the one you are reading here. Do you know enough about your specialty to write anywhere from 10 to 40 pages? If you do, then take the time to write a short e-book about your specialty and once you are finished you have suddenly become “an author”.

Why would you want to become an author? First and foremost, whenever you look at any professional field of study you will find that the top 10% in any field are the authors. As an example of this, let's imagine that someone had a specialized brain disorder that needed to be operated on immediately. Let's also imagine that they were two surgeons who knew how to do the procedure. One of them was a general surgeon who had done a few of these procedures successfully before and the other one was a specialist who had developed and written the procedure. Of the two surgeons, which one do you think would be their first choice?

Once you've written your e-book you will have several choices to make as to how to distribute it. One choice is that you can give it away free on your website as a download to draw more people to you. You can do this by means of an opt in e-mail giveaway which people would receive by putting their name and e-mail address in a box on your page. This is a great way to generate a large mailing list of people who are interested in your field or specialty.

Another way you can distribute your book is by selling it as an eBook from your webpage or an online store or maybe even from Amazon, iTunes or Kindle to name a few. In addition to
having this book elevate you to author status, you have now also created a form of passive income that will continue to bring money to you whether you are working or not.

The third way you can distribute this book depending on the content and length of it is to go ahead and publish it as a book in printed format. There are many online self-publishing organizations that you can use or you may even want to contact a publishing house to see if you can get it published through them. Ultimately you can see that there are many choices and regardless of which one you choose it is a win-win situation for both you and your future clients.

Before I start talking about publishing if you recall I mentioned that I would tell you two different ways of propelling yourself to the top. Here's the second one. If you want to be the best in your field then your rates for what you do should reflect that as well. What I mean by that is if you want to quit smoking for instance and this was your last resort you would want to be treated by someone you thought was the best. If you were to look blindly in the Yellow Pages or online and found three practitioners that you knew nothing about but all of their rates were posted, let me ask you honest opinion. Which would you feel was the best practitioner relying just on their price structure if their rates were $85 a session, $150 a session or $300 a session? Exactly, the one that charged $300 a session would seem like the best practitioner.

Most people feel that they will always get what they pay for. If you charge more you must be better. So what we always tell our graduates where it comes to pricing sessions is to do a survey of what everyone in your area is charging and then charge a minimum of $20 more. This automatically sets you up as the best practitioner in the area to a client that doesn't know any of you. Keep in mind that I'm not telling you to go ahead and raise your prices so high that you price yourself out of business. In fact you can leave your prices right where they are if you like. I am just giving you my opinion as something else to consider.

**Single Sessions or Multiple Sessions**

Before you begin doing the math on how many sessions to do, another consideration is to decide on the basic number of sessions you will be doing for each client. Will you conduct single session treatment with clients or do you do multiple sessions? My suggestion is that you never do less than four sessions for any client. Our research has shown through many years of research if you are conducting less than four sessions with a client that the suggestions will not become a permanent habit because it takes a minimum of several weeks of repeated suggestion to develop a permanent subconscious behavior. If you're interested in knowing more about that you can download our Clinical Hypnosis Certification Manual online for free which will describe the process in detail. I'll include a link for the manual at the end of this book.

The reason it is important to decide how many sessions you are going to do is that if you intend to do 40 sessions in a month and each client has a minimum of four sessions then you only need to find 10 new clients each month. If you are doing single sessions you would need to find 40 new clients each month.

Other things you will want to consider while you are doing the math which we will be doing shortly is the cost of advertising and marketing. Are you going to be giving away free gift certificates which can be advantageous for increasing sessions? If so, those sessions will have to be deducted from the total amount required as you will not be getting money for them.

Another thing to consider is whether you will be doing live, in-house personal sessions or telephone hypnosis which can be just as effective if done properly but a lot more lucrative as there are no additional office expenses to deduct. That's not something that you have to decide right now as it will not make a difference in the calculations of how many sessions that you do to attain your goal.
Let’s Do the Math

For the following example we will use a below average cost of $150 per session. (Depending on the area you live in we have found the average session to run between $125 to $250 per session.) We are using the lower figure just to show you how easy it will be to attain $100,000 per year. So if you charge higher per session you’ll simply be making a higher yearly income.

We will start with your goal of $100,000 and work backwards from there.

$100,000 divided by $150 = 666.66 sessions a year.

666.66 sessions divided by 12 months = 55.55 sessions a month.

55.55 sessions divided by four weeks = 13.88 sessions a week.

13.88 sessions divided by five days = 2.72 sessions a day.

Let’s round that down to 3 sessions.

To make a long story short, in order to make $100,000 a year you will have to see three clients a day, five days a week. Is that something that is attainable for you? If you are planning on working a full-time schedule to attain your hundred thousand dollars a year then this should be easily obtained. Most practitioners that have committed to work full-time can easily see four clients a day. In fact some of them are able to see between six and eight clients a day. All you need to do is to see three.

Now let’s go back to the previous 55.55 sessions a month line and round that out to 56:

56 divided by four sessions per client = 14 clients a month. The reason I divided it by four is that each one of these 14 clients will be seen a minimum of four times thereby giving you your 56 sessions. Looking at it that way you can see how much easier it would be to only have to see 14 people a month rather than trying to find 56 new ones.

So here is your formula. All you need to see is 14 clients a month at a minimum of four sessions each.

This will bring you to 56 sessions a month which is a total of $8400.00.

$8400.00 times 12 months = $100,800.00.

Now that you have a formula to work with you can see the minimum required to make your goal of $100,000. From this point you can’t alter it to reflect your exact figures that you intend to use. If your hypnosis sessions are higher than $150 each then you would either be able to do less sessions or you would bring in more income.

The key to attaining any financial goal is to start with the goal as you have seen here and work backwards rather than the way most people do it which is just trying to sell as much as you can and hope that you get in the vicinity of what you want.

One of my favorite sayings that I heard many years ago is, “if you fail to plan, then you plan to fail.”

This same kind of formula can be worked out to attaining your $100,000 a year goal with any other type of hypnosis venue mentioned here that you will learn shortly.
CHAPTER 4 - Conducting Group Hypnosis Sessions

Conducting Group Hypnosis Sessions - is another venue that you can use to earn $100,000 or more in your first year. You can conduct group sessions in conjunction with your individual practice as a way to not have to do as many individual sessions or to add to your already established income. The beauty of doing groups sessions is that you are seeing many more clients at once. You can make a higher income, doing less work and in a shorter amount of time as well.

The first thing you need to consider is what venue of group hypnosis you would like to do. There are many choices and for the purpose of this e-book I will mention several of the most common topics.

Smoking Cessation

Smoking cessation is probably the most commonly conducted group hypnosis session. The most commonly used formats for smoking cessation are self-sponsored group sessions or corporate sponsored groups sessions. Let's begin with self-sponsored.

Self-Sponsored Smoking Cessation Group Sessions are pretty much exactly what they sound like. It is a group hypnosis session that you are going to create, conduct and market on your own. These can be something that you can do once in a while if you would like to increase business to your individual sessions or to fill in a void during a slow time. The way this would be done is simply to choose the dates that you would like to conduct your group session, place advertising in your local newspapers letting people know about the event, renting a location if you don't already have one large enough to house how many clients that will show up and then simply be there to conduct your group session.

The whole event from beginning to end, including giving your clients time to file in and out of the building is usually 1 1/2 hours or less. You'll find that a group session often times takes less time than an individual session. This is due to the power of large numbers. Your clients are not afraid when they show up at a group session of the misconceptions that are usually associated with hypnosis whereas in an individual session most of your clients have certain fears of hypnosis such as control issues, safety issues and others which you will understand from taking a basic hypnosis course.

Since there is no fear you will not have to spend nearly as much time doing any kind of preparatory explanation before the session so from when they're all seated you will be able to begin conducting your actual hypnosis session anywhere between 10 and 15 minutes after they arrive. Conducting a self-sponsored session like this can be very lucrative depending on how many clients show up. The amount of clients you have attend a self-sponsored group session like this is in direct proportion to the amount and quality of advertisements that you run beforehand.

Some of the most successful group sessions I've run in the past were a result of running anywhere from a ½ to ¾ page advertisement in several of the local newspapers. Usually I would only run these ads no longer than 3 to 4 days before the event starts. This is an impulse-buy type sale from the mentality of the client where if you give them too much time to think about it and research before the event, many of them will talk themselves right out of attending. So if you're running your advertisements possibly on day three, two or maybe even the day before the events you will have quite a large showing. Another thing about the advertisement is not to place any phone numbers or web page addresses in your advertisement. Being an impulse buy or what we call a "hit and run" type of session, the only thing that should be in the advertisement for contact is the date, time and location of the event. Your clients will only be paying between $59 and $79 per person depending on your rates and you don't want to be tied up on the phone answering questions to all these clients before the event happens. You can imagine how busy you can be.
answering questions on the telephone if you have upwards to 100 clients attending.

At the time of the event all you have to do once they arrive is to set up a registration table to collect their money. They would then be sent to their seats at which time you would begin your presentation.

As I mentioned earlier a self-sponsored group presentation can be done during slow periods such as the one I just explained to you or you may want to conduct “only” group smoking presentations as your way of making a living. You may have seen some of the practitioners that do it this way in the past. One of the most successful ones I have seen conducts group hypnosis sessions in various cities every Saturday and Sunday. In other words he might be in Portland, Maine on Saturday and Portsmouth, New Hampshire on Sunday this weekend while next week he may be in Manchester, New Hampshire on Saturday and Nashua on Sunday. The following weekend he might move onto Massachusetts or Vermont. Basically he works a certain route that he follows year after year. So people are seeing his advertisements in their local newspapers at least once a year.

He also includes a guarantee with his program that, “If for any reason you are not successful in quitting smoking you may re-attend the group session as many times in the future as you like for free.” The nice thing about this kind of guarantee is that if people do come back, in many instances they will bring their friends with them which helps to increasing your income. The beauty of doing this is that people are getting used to seeing him coming which seems to form a buzz throughout the smoking community so people are waiting for him to return. Each of this group sessions he averages between 200 and 300 people per group. So at a low count of 200 people at a low fee of $49 you can do the math and see that he’s doing quite well.

These self-sponsored groups sessions can be done for other topics as well such as group weight loss or even metaphysical topics. Two of the most popular and successful group sessions that I have conducted many times in the past are the topics of Past Life Regression or Contacting Spirits which we will speak about in more detail in a moment. Most of the times when I have conducted group smoking cessation sessions at hotels or other locations were I rented the event room for the evening I would try to make the most of my advertising and room rental budget by doing two group sessions in one evening. I would do a group weight loss session at six o’clock and a group smoking cessation at eight o’clock. This gives people plenty of time to come in and out and it usually gives me twice the income for the same amount of expense. You can also advertise both smoking and weight loss within the same newspaper.

Another income idea to keep in mind is if you are working near your home office, you can let your clients know that if for any reason they do not quit smoking as a result of the group session that they can schedule an individual sessions with you at your office for the difference in price thereby guaranteeing their success. In other words if you would normally charge $150 for an individual session and $50 for the group session then they would only have to pay the difference which is $100. In a group session you can only conduct the session one specific way but you have many types of individuals attending it. Some are analytical and others are non-analytical. There are bound to be many that will not be successful upon completion of the group session as it cannot be tailored to every individual’s needs. An individual session however can be. If you are able to explain this concept properly to your clients it is very possible to have upwards to 15 - 20% of them call to schedule an individual session with you. This can be big boost in your income.

The Math:

**Self-sponsored Group Smoking Cessation Sessions during slow times:**

One time group Session: 50 attendees x $49 each (average $49 – $89) = $2450. For less than 2 hours of work.
Smoking Cessation Sessions Continual Yearly Cycle Types: (average 200 – 300 ppl)

200 x $49 = $9800 x 8 sessions per month = $78,400 x 12 months = $940,800 wow!

Now you can see why some people only specialize in group cycles like this. Keep in mind you will have to deduct the expenses of running your half to full page ads in newspapers as well.

Now if you started with your goal of only wanting to earn $100,000 a year, then:

$100,000 divided by 12 months = $8333 required income a month.

$8333 divided by 4 weeks in a month = $2083 required income a week.

$2083 divided by a low cost of only $49 per person = 42 people required in attendance per group session.

If you conduct two sessions each weekend like in the cycle programs or if you want to do only one session with smoking cessation and weight loss one after the other then you would only need 21 people in attendance in each one. How simple is that?

Corporate Sponsored

The other way to conduct group sessions is through corporate sponsored events. The way you would do that is obviously by advertising to all the local businesses surrounding your office that you are offering this service. We live in a time where many businesses would prefer having their employees to be non-smokers. It increases productivity as well as absenteeism due to the health aspects of not being a smoker. Non-smoking employees don't have to continually leave work to go outside and smoke a cigarette thereby increasing productivity as well. Many times corporations will want you to hypnotize anywhere from 10 to 100 people at a time. The beauty of this is that they will supply the room for you to hypnotize their people so it saves you the expense of having to rent a place.

If you work this properly you can easily up-sell the program from a $50 per person group session which is what you would normally charge, to one that could be more successful and individually tailored for $90-$100 per person. The way you would do that is by conducting a group orientation at the beginning of the day for everyone where you can conduct suggestibility tests and then throughout the day have their people come in every half hour so you can conduct an individual session for each one of them. You can get this done quickly since you have already done the testing and initial orientation explaining hypnosis to them in the morning which will more than double your success rate. They simply walk in and tell you how they responded to your suggestibility tests during the initial orientation so you can determine the most successful way to do the session.

An additional source of income to group sessions is to sell follow-up CDs. One of the main tenets that we teach at our school is that a “single session” whether it be a group or individual sessions, has a very low success rate because it cannot build a habit. Our research has proven that it takes a minimum of 21 days of repeated daily suggestion to build a permanent habit of change. Therefore simply listening to a 10 -15 minute follow-up CD each day will ensure that a new habit of being a non-smoker will replace the previous smoking habit of the past. This will greatly increase your success rate which in turn will make your clients and the employer much happier. You can either include the CD within the cost of your session and mention that to the employer as an added benefit which will give them more incentive to hire you or you can explain it directly to the clients individually during the orientation.

Many times during groups sessions, especially self-sponsored ones we will have a behind-the-room-sales table set up where we sell many products that clients will be interested in. We mention that the table is set up so they can stop and look at it on the way out. This could include tapes, books, T-shirts or anything else that you may have created. It’s amazing how many people like to take things home with them as souvenirs after function. It is highly possible to take just as
much money home from your back-of-room-sales table as the session itself.

**The Math:**

Corporation wants 20 people to be hypnotized for smoking cessation:

20 people x $49 each = $980  If you can upgrade it: 20 people x $89 each = $1780

**Past life regression and contacting spirits** - These have actually been the most popular group hypnosis topics I’ve conducted over the last 10 years. Many of my students have complained that they lived in the many Bible belt areas through the country thinking there would be no interest in these topics only to find it to be the opposite. It seems like people in the highly religious areas are very curious about the concept of past lives or contacting spirits thereby giving them an even higher following than people who are not in these areas.

The easiest way I found to get started with the metaphysical group sessions is to volunteer to conduct a couple of them for your local Adult Education your Continuing Education locations in your area. You can find these kinds of programs at local high schools, community colleges or universities as continuing education programs. The beauty of this is that the school conducting these programs will advertise what you do to pretty much everyone within their local city or set of cities with their brochures or booklets. This gives you more advertising than you may have been doing on your own and can also make you the authority in the area.

The first time I had done one of these was with our local high school continuing education program. I expected to possibly have four or five people in attendance. To my surprise when I began the very first past life regression program, we had 45 students in attendance. The following week we did a contacting spirits which had about 30 in attendance. We did each of these programs for two weeks after which we let the participants know that we would be continuing these at our home office on a weekly basis. Many of them attended our continuing programs where we were now charging $49 a night.

This can be a very lucrative business. I have seen many people do these just starting from their homes or offices with only friends or family. They may have begun with only five or six people however due to the nature of these types’ sessions; they begin to grow very quickly. To put it bluntly, past life regression and contacting spirits are very interesting. It's something people are not accustomed-to so once they experience it for the first time they seem to want to do it again and when they return the following weeks they bring their friends.

**The Math:**

If you do this on a weekly or once every two weeks type cycle you will see your sessions continue to grow more and more each week.

If you had just 40 people, at $49 a person, on a weekly basis = $2450.00 per session.

Just doing this alone would generate $127,400 a year.

Can you see how well this program can work? Doing one session that will probably last 1 ½ -2 hours, once a week, you are generating a full years income. Now imagine if you were doing this in addition to individual sessions. You would be getting many clients who would be wanting individual past life regression sessions from your groups so the group session which is probably going to make you more money than individual sessions will also help to feed your individual practice as well.

When I have conducted either contacting spirits or past life regression session I would usually
do it in at least a two hour program segment. The way I would conduct these is when the clients first sit down I would go around the room and have each introduce themselves and tell everyone why they were there which takes up at least 20 minutes. Then we would explain to everyone for a few minutes exactly what was going to take place and then conduct the group hypnosis session. Once the session was completed we would give everyone approximately 5 to 10 minutes of silence so they could write down everything that they could remember having experienced on a piece of paper while it was still fresh in their minds.

For most of the second hour we would go around the room and have everyone tell the group what they experienced. Don't discount doing this as it is the most interesting part of your session. You will hear such amazing stories that people will continue to want to come back. Even the ones that have experienced very little or even nothing would come back to see if they can possibly experience something like the rest of the group the next time. This is the type program that will grow very large.

If you want to increase your individual sessions; add a third hour to the group programs. In the third hour choose a volunteer who seem to have had the most experiences from the group session, and do an individual session on this person. As an individual session you will be able to ask many more questions and get interaction from your client that everyone can hear. Since this was one of the people in the group who had the most to say about their group session they will experience even more in an individual session which will ensure that you have a success. As a result of this many people will want to come see you for an individual session so they can have the same wonderful experience. It is a great marketing tool. I have seen as many as 25% of the group schedule individual sessions afterwards.
CHAPTER 5 - Hypnosis MP3s, CDs & Books

Creating these types of items can be very lucrative. First of all once you have created them and placed him in the various locations to sell such as your online bookstore and other venues they can be selling even when you are not actively working. This is known as “passive income”; making an income continually from something that you have already created.

Throughout our years in business we have created many of these type products and just through passive income have been able to develop a full-time income. It’s a wonderful feeling to wake up in the morning and have sales already waiting for you in your bank account. So this is income that you can make in addition to whatever you’re doing that does not require any of your additional time. You can clearly see how this is a freebie and even what I like to call a “no-brainer”.

What kind of things can you sell? That depends on what you specialize in. If you are doing past life regression, you may want to write books on the experiences that people have had in your Past Life Regression or Contacting Spirit sessions. People like Brian Weiss and Michael Newton have made tons of money off this concept. You may want to develop hypnosis sessions that you can sell online for various topics. You may want to write eBooks on how to do various things with hypnosis. You may want to write books on teaching self-hypnosis, forensic hypnosis or maybe even conducting a mini version comedy hypnosis show for your friends. The possibilities are limitless.

There are so many places to market things like this. In the case of e-books it has been shown that presently e-books are out-selling paper books in all the bookstores and sales are predicted to quadruple over the next year. E-books can be made very simply from your computer, they cost nothing to make and can be marketed in places like Amazon, Lulu.com, on your webpage and even through iTunes. If you have a really good topic, just a couple e-books alone have been known to make people rich in virtually no time at all.

Keep an eye open for what kind of things you think people would be interested in that you could create and put online. Also keep in mind that all of the products that you create can also be sold on your back-of-room-sales tables during any kind of group or public presentations.
CHAPTER 6 - Performing Comedy Hypnosis Shows

Comedy Hypnosis – Comedy Hypnosis can also be a very lucrative business if you have the desire, courage and personality to get on the stage!

Comedy Hypnosis is by far the most fun that you can have with hypnosis. If you have a happy, fun disposition this may be a Goldmine to you. In my career I have conducted many comedy hypnosis shows. The majority of them have been for high school graduation parties. I have also done them for various corporate affairs, colleges, birthdays, family reunions, fraternal clubs and even comedy clubs. So you can see there are many type venues that can be performed at.

Probably the easiest of all of these events are the high school shows. If you would like to begin doing comedy hypnosis shows at high schools all you need to do is send out mailers with your information, brochure and price structure to as many high schools in the area as possible. In some high schools the principle is the one that handles the bookings but in most cases it happens to be either the senior class advisor or the senior class president themselves. It's also good to have an informative webpage you can refer to in the mailers that will have pictures or videos if possible of past shows that you've done.

If you’re interested in doing colleges, most of them do all their hiring for these type of events from several tradeshows or showcase events where they do all their bookings. There are three major ones held each year for the US and Canada. You would need to register in advance and go to these events and actually do a presentation or demonstration to solicit the college activities director there. They very seldom hire over the telephone or in person. This ensures that they are getting people that they see in advance which helps them to have a better quality entertainer that they are already familiar with.

Corporate events can be solicited through mail-outs or through talent agents. There are many entertainment agencies of talent agents that will book comedy hypnosis acts at corporate parties, campgrounds, clubs and other events throughout the year. We have a listing of many of these talent agents in our Comedy Hypnosis Bible. (See the RESOURCES section at the end of this book).

Just with the high school market alone during the graduation week you can have anywhere from 5 to 10 shows at $900 each. You see how this can be a very lucrative week. Keep in mind that most of the shows are what they call shut-in shows which are basically overnight celebrations conducted after school graduation ceremonies. They are usually held between 11 o'clock at night to four o’clock in the morning. These shut-ins or sometimes called Project Graduation or Project Sunrise Programs normally encompass the entire night with all kinds of festivities such as comedy hypnosis, magicians, portrait cartoon artists, indoor climbing walls and many other events.

The purpose of this is to keep high school students together and under supervision for the entire night so they don’t go out drinking and partying on their own which can be very dangerous. The other advantage of performing with high school students is that they are probably the easiest of all groups to hypnotize therefore even as a beginner you will have an extremely successful show. Be sure to videotape all your shows for advertising purposes but most importantly so you can review them to improve your performance.

The Math: For a beginner, an average 1 1/2 hour comedy hypnosis show sells for anywhere from $900-$2000 per performance. Of course if you are going to be traveling any distance you want to add in expenses as well.

To make $100,000 a year primarily as a comedy hypnotist here are the numbers:
$100,000 divided by 12 months = $8333

$8333 divided by 4 weeks = $2083

This means as a beginner you will have to perform an average of 2 shows a week. If you are motivated and working this as a full time job this is very easy to do.

When I first began conducting comedy hypnosis shows I was conducting 2 shows on Friday, 2 on Saturday and 1 on Sunday every week in the warmer months at a local theme park. In addition I was booked at many corporate shows, private parties and family reunions during the other days of the week. Keep an open mind as to where you would consider performing and you will find all types of openings becoming available to you.

Here are a few venues to look into:

High Schools
Colleges
Theme Parks
Family Reunions
Birthday Parties
Corporate Parties
Comedy Clubs
Fraternal Clubs, Legions, Elks, Knights of Columbus, Rotary, Chamber of Commerce etc.
Talent and Booking Agencies for larger events
Night clubs
Casinos
Summer Festivals and Fairs
Cruise Ships
CHAPTER 7 - Become a Hypnosis Instructor

Become a Hypnosis Instructor: Other than the passive income of having created products on an online store, being a hypnosis instructor can by far be the most enjoyable and lucrative moneymaker of all of the previous venues mentioned.

1. It has a very low investment to get started.

2. You can train at your own pace through the home study course and be ready to work in possibly 1 to 2 weeks.

3. You can make from $1000 - $40,000 in a week depending on your advertising budget and efforts in bringing in students.

4. It will make you additional income crossing over to many of the other venues mentioned as well.

   A. First of all it will make you a better practitioner because each and every time you teach a class it seems to bring you back to the basics. Doing this will help you to realize things you may have been overseeing or doing improperly in your private practice. I have personally found that every time I would teach a certification course that the effectiveness and income of my private practice would also improve.

   B. Your students will want to buy most of your personal books, CDs or MP3s that you have available. It seems like whenever someone goes to training they always want to take back as much as they can with them especially if it is something that their instructor had authored.

   C. Being a Hypnosis Instructor will also make you an authority in hypnosis to your future clients. It seems like clients are more apt to seek out a practitioner who was also an instructor rather than simply a practitioner. For proof of this, which would you rather see?

   There are no restricted or protected territories with ours or many of the other various hypnosis training programs available out there. You would be able to combine being an instructor with traveling for your future vacations anywhere worldwide. The beauty of this is not only would you be able to go on vacation someplace that you really enjoy but most of your expenses would also be a business write-off as well.

   Throughout the years we have conducted hypnosis schools many times in Florida, Virginia and Massachusetts to name a few. Upon completion of the courses we would stay a few additional days and vacation at the same time. One year in fact we even conducted a six day hypnosis certification course in Orlando Florida just miles away from the Disney Attractions. Not only does it make it a wonderful vacation for you but many of your students will bring their families with them so they can vacation while they are in class.

   As an instructor you would be operating as an independent contractor. In other words you are self-employed and this is your business. You would be able to charge whatever you want for your tuition. You will see that the average full week, live hypnosis tuition ranges greatly from a low of about $800 for full tuition to a high of upwards to $3000.

   The amount of income you can make is in direct proportion to how much money you put into your advertising. With hypnosis training I have found that newspaper advertising is one of the best means to attract students. Newspaper will seem to get more local people to you than the Internet. Most of our personal advertising is over the Internet however this is why the majority of our students come from other states and countries. As you know the Internet has a much wider
spectrum of advertising.

Our very first hypnosis training that we conducted many years ago simply by advertising in several of the local newspapers brought us in 17 clients. As I mentioned, this was many years ago and at that time we were charging only $700 for the full week tuition.

So if you do the math: $700 x 17 students = $11,900.

Even at the $700 tuition if you would do that once a month, you would still bring in $122,800.

Keep in mind that you may get many more than 17 students as I know instructors who have brought in 30 students per class however they are advertising more than the majority of schools that are out there. Even if you bring in less students than the 17 that I had in my first class, keep in mind that that was many years ago and that the tuition that I charge today as of the writing of this book is $1200.

With 10 students in a class at $1200 you would bring in $12,000. You can see where this is a lucrative business not to mention all the additional income sidelines that you could accumulate as a result of the class. Many instructors will also continue to operate their hypnosis practice as well. It would be very easy to have a hypnosis training course once every other month in conjunction with operating another venue. If you’re working strictly as a hypnosis instructor you can see where it would be very easy to have a class every month if not more often. I do suggest however that you continue doing individual sessions even if it’s on a part-time basis so you can keep on top of your trade and have many experiences to be able to share with your students.

If you are conducting hypnosis training in different areas or even in your own area and are renting a conference room or similar type facility why not use it for other purposes as well? Many times when we rented conference rooms out of state we would also use that room to conduct group sessions in the evenings. There were times where I would be able to conduct up to three group sessions in the evenings during a training week. Between the income from the groups and the back-of-room-sales of my materials upon conclusion of the groups I’d often make more money than I did teaching the hypnosis classes during the day time. So you can see how if you combined several of these venues how they can increase your income astronomically.

Another advantage to doing evening groups during your certification training week is that you can also allow your students to attend your evening group sessions so they can have the added experience of seeing how a group session should be run. This is a valuable training tool and also looks great as an additional feature in your advertising for students.
CHAPTER 8 - Recoup your Training Investment in a Few Days

This chapter will show you how quickly you will be able to recoup your training investment in any of the previous mentioned venues.

You’ll find that in just about every instance you will have made enough money to pay off your entire business training investment and even have made a profit within the first week.

"Where else can you start an occupation as a professional of any type where you can determine your own hours, your own income and begin making a profit within the first week of working?"

This is truly a wonderful profession!


If you wanted to become a hypnosis practitioner you can do so in one of two ways. First is to take a Home Study Course which sells for approximately $299. If you did that you would be working within one to two weeks and it would take approximately 2 sessions to recoup your entire training tuition so that would mean if you were simply doing 2 to 3 sessions a day, by the very second day you would be making a profit.

If you wanted to take a live training it would consist of either a Full Week Six Day Training in a group environment or if time or scheduling were a factor you could take an Individual One-on-One Tailored type of training scheduled on the days you are available. In either case the tuition would be approximately $1200. It would take approximately 8 sessions to recoup your entire tuition and you would be earning a profit half way through your first week of sessions.

Bottom Line – One week for training and half way through your second week to make a profit!

2. Conducting Group Hypnosis Sessions.

Group hypnosis is completely taught within your Live or Home Study Hypnosis Certification Course. As a result of either one of these courses you’ll be proficient in doing individual hypnosis sessions, group hypnosis session as well as the metaphysics areas of Past Life Regression or Contacting Spirits.

Bottom Line – You would be able to recoup your entire tuition of the Live or Home Study Training most likely within just one group session.

3. Creating Hypnosis CDs, MP3s, Books or EBooks.

With mp3s, books and e-books there is actually no recoup as there is no investment in creating them. Therefore the first one you sell is pure profit. Even with creating books in a printed format, most self-publishing companies offer a printed, on-demand type program where there is no initial investment and they take their commission out when a product is purchased. You will usually receive your commissions from them at the same time each month.

The only cost for these types of products is or the materials to create CDs. Of course that would be for the printing of the project packaging and the cost of the CDs for recording your sessions. There are many organizations that will do this for you or you can do it yourself quite inexpensively. Most computers have programs where you can produce your own CDs and mp3s.
If you don't have a program on your computer then most computer stores have many choices available. Even if you went through the expense of printing these it would take very little to recoup your expenses. There are a few places such as Lulu.com that will even create your CDs and sell them for you on their online store utilizing the same create on demand programs. When someone purchases one on the site, they are then created and sent out directly to the client. The nice thing about these type companies is that you can also purchase the CDs and even books in print in advance and only pay wholesale so that you can sell them from your location for profit.

Bottom Line – Little to no cost in creating them so no recoup time at all. Passive income that keeps on coming!

4. Performing Comedy Hypnosis Shows

Comedy hypnosis - A Comedy Hypnosis Home Study Course can be done in the privacy of your home in as little as 1 to 2 weeks for only $199. You could be recouping your entire investment with just a portion of your first shows profit. Of course you would be much more successful as a comedy hypnotist if you had taken a complete Hypnosis Certification Course in addition either through either a live or home study course.

Bottom Line – Recoup of Comedy Hypnosis Course – ¼ of your first show – then.

5. Become a Hypnosis Instructor

The Instructor Course: In order to be an instructor you first must be certified as a practitioner. So your investment to become an instructor would be the practitioner course as well as The Home Study Instructor Course. If you were to take the practitioner course through a live training it would be about $1200. The Hypnosis Home Study Course would be about $299.

The Instructor Course Is a Home Study Course as well. Presently the instructor course is selling for about $1200.

Bottom Line – You would completely recoup your entire tuition from the profit of training 1 – 2 students. In fact the second student would possibly even cover your travel and accommodations if you took a live course. All the rest of your students from the first training would be pure profit.
CONCLUSION

You can now see from everything you have just read that it is not only possible but very “attainable” to make $100,000 a year as a hypnosis practitioner utilizing any one of the five different methods as well as multiple methods.

What will determine whether you make $100,000 a year, $200,000 a year or more is how much you are willing to work. As you can see, if you plan properly and you’re not afraid to work, the sky is the limit.

I’d like to thank you for taking the time to read this book and hope I have inspired you to raise your sights as to what is possible within your business.

NOTE: If you found that this book was able to help you increase your income substantially I would appreciate if you could send us an email testimonial that we could post in our ongoing newsletters and also share with our future students as stories of inspiration for them to aspire towards. You can send your testimonial to admin@ChooseHypnosis.com

Thank you for reading and I wish you the very best of success! Rene
RESOURCES

FREE Gift

Visit our online store to find many helpful items for you and your clients. As an incentive for you to visit us we have a FREE item there for you to enjoy. FREE items vary on occasion so keep checking back. Go to: http://www.choosehypnosis.com/store.htm

Books & Ebooks by Rene& Raluca Bastarache

- "Clinical Hypnosis Manual from A to Z" - Get yours FREE - This is the actual curriculum used for training students at the American School of Hypnosis. 426 page manual. Go to: http://www.choosehypnosis.com.
- "The Comedy Hypnosis Bible" - The complete Comedy Hypnosis Manual including how to plan a performance, skits, booking, contracts, business and safety aspects, setup, performing and more. If you have aspirations of becoming a comedy hypnotist everything you will need to know is in here. http://www.choosehypnosis.com/store.htm
- "Hypnotherapy Scripts" - This is a 557 page Hypnosis Script Manual including over 400 original scripts, inductions, deepeners, suggestibility test and instant and rapid inductions. Great for both the beginner and experienced hypnotherapist. http://www.choosehypnosis.com/store.htm
- "Hypnotherapy Scripts II" - 100+ original scripts, inductions, deepeners, awakenings and much more created by the AIA faculty and graduates. http://www.choosehypnosis.com/store.htm
- "Hypnotherapy Scripts III" - 100 original scripts, inductions, deepeners, awakenings and much more created by the AIA faculty and graduates. http://www.choosehypnosis.com/store.htm
- "Hypnosis Moneymakers" - Six separate ways you can make money as a hypnosis professional including valuable information and insight secrets to get you up and running. http://www.choosehypnosis.com/store.htm
- "Build a Top Ranked Website in 60 Days" - 17 things you should know. Using affiliates and partners. Eight secrets rom the other side. 20 creative ways to drive people to you. http://www.choosehypnosis.com/store.htm
- "Triple Your Clients and 30 Days" - Get up to 200 "qualified" leads in 30 minutes or less. Get clients excited to come to you. No more pushy sales pitches. Ways of doing less to earn more. http://www.choosehypnosis.com/store.htm
- "How to Attract the Life You Want - Learn a New Way of Thinking" - How to attract the life you want is the hands-on instruction manual for attaining peak potential in any area of life. http://www.choosehypnosis.com/store.htm
- "The Complete Show Magic Book" - This is a complete magic show in one book with illusions-trickery and comedy acts that can be created with materials you have around the house. This is great for a practitioner who deals with children. It could mean the difference between them being bored with you or hanging on every word that you have to say. http://www.choosehypnosis.com/store.htm

Certification Courses

• Hypnosis Certification Home Study Course - Learn hypnosis from home in as little as one week. Pay-As-You-Go weekly payments plan available as low as $50 a month.

• Live Six-Day Classroom "Group" Hypnosis Certification Course

• Live Three Day Classroom Individual Hypnosis Certification Course
  “Tailored to your schedule and needs”.

• Hypnosis Instructor Online Certification Course

• Past Life Regression Online Certification Course

• Comedy Hypnosis Online Certification Course
  Get more information for all courses at:
  http://www.choosehypnosis.com/store.htm

Self- Help MP3s