



# /MAKE MY FIRST 10K AS A CLINICAL HYPNOTIST/

Your audio blueprint to  
Use strong keywords at the top  
for the top 5 keywords  
can be put in here  
generate \$10,000  
consistently as a new  
practicing Hypnotherapist

[hypnotherapyschool.net](http://hypnotherapyschool.net)

## Your First 10k as a Clinical Hypnotherapist

At the end of this, my big promise is that you will leave knowing how to make your first **\$10,000** as a clinical hypnotherapist. And we want you to be wildly successful!

Here are the five ways you can make your first \$10,000 as a clinical hypnotherapist:

- 1- Group work / Mastermind
- 2- Monthly Coaching Calls
- 3- Individual sessions
- 4- Contract work with organizations
- 5- Seminars / Events

So let's get you started on the right foot. First, I will give you some basic effective marketing tips you can act on today and then tell you how to fill these channels with flow in your business. Then I will break down the profitability of each one, so once your training with Schaefer Institute of Hypnosis is complete, you will hit the ground running.

## Your First 10k as a Clinical Hypnotherapist

### **Get super clear about your target audience.**

Your heart may want to serve the entire world but let's start at home base first and then expand.

Who are you?

What problem have you solved in your life?

What issue do you know so well that you can talk about it for days?

For me, it was anxiety. It is what brought me to hypnosis in the first place. Once I was able to manage it, I wanted to tell everyone how they could manage their anxiety also. It became my passion.

What is your passion?

Where do your people hang out?

If you can answer that you have just found your golden ticket.

Put yourself in front of the best people, and they will love you for it. Problems are only problems until a solution is found and everyone has the solution within. You simply help people access the solution more *resourcefully*.

## Your First 10k as a Clinical Hypnotherapist

Where is your audience?

- Facebook/groups
- Clubhouse
- Civic organizations
- Networking / local / masterminds
- Quora
- Haro
- YouTube

Become a mad scientist and make a list of everywhere you think clients could be and introduce yourself to whomever is running it. If you add a Facebook group for expectant women, ask if you can do a Facebook live with the admin and give them some pre-birth and post-birth stress-relieving tips. Draw them to your website with a free hypnobirthing relaxation audio and get them on your mailing list.

You could partner with midwives and postpartum people. A good potential free offering could be to "get a full night's sleep in minutes" or "how to refresh your brain in minutes." This will help new sleep-deprived moms and dads. A little relief goes a long way.

To recap the quick marketing process:

1. What was your problem?
2. Who else has your problem?
3. Where do they hang out?

## Your First 10k as a Clinical Hypnotherapist

4. Go to the leader of the hangout and partner with them to find out the win-win?
5. Be tenacious and meet people
6. Give people a chance to connect with you and offer free or discounted sessions for groups.
7. Help people understand what hypnosis is and how it will benefit them.
8. Ask for the sale and collect money
9. Schedule your session packages with your clients

### **Show Me the Money!**

Group classes - Weekly, bi-weekly, or monthly. Meetings are classes that will help people get an affordable option and get you in front of them in a unique way. Usually, group work is free, or it comes with a small price tag. On the low end you can generate \$1,000/month or more.

#### Monthly accountability calls

For a monthly fee, you can become an accountability partner with a monthly check and call for your best clients. This can be rolled into one all-inclusive package, which you can charge for accordingly. Get just 10 people who need some accountability and connection and that gets you \$1,000 a month.

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### Individual sessions

This is your bread and butter. This is where you take your clients on a powerful journey of massive positive change. You get to walk with them to unfold and take their hero's journey. Hypnosis sessions run from \$70 to \$200 for most hypnotists. \$100 per session times 10 clients a week is \$4,000 per month.

### Contract with organizations

Corporate Wellness is always trying to find ways to help employees improve their health. A friend of mine recently got a wellness contract for \$150,000. Corporations want to keep their employees healthy, and they will pay handsomely to help supplement or provide effective programs to keep their employees healthy. Your retainer could be \$2,000 to \$5,000 per month, for example.

### Seminars and events

The last event I did as a clinical hypnotherapist had 50 people paying \$395 per ticket, which yielded about \$15,000 after expenses. I also used this weekend ticket as a way to sell larger packages. Let's say you sell 25 tickets at \$97, which is \$2,425. And Bam! All together, that's \$10,425 in only one month.

## Your First 10k as a Clinical Hypnotherapist

Blueprint at a glance:

- Know your people
- Find your people
- Give them entry offers
- Make yourself available
- Set up your five streams of income.

Not only do you make your 10K, but you'll do it consistently.

Here's the other way to break down your schedule for \$10,000 a month:

1- Weekly group call - 4 hours a month

2- Monthly Accountability - 10 hours a month

3- Individual Sessions - 40 hours a month

4- Corporate Wellness Retainer - 20 hours a month

5- Events - 16 hours a month

This is 90 hours of client work on average, you work 22.5 hours a week with clients to generate \$10 plus per month!

The remainder of your work time will be used for connection, marketing and business planning.

# We want you to succeed!

The wellness world is on a major upswing right now. With billions of dollars a year being paid to people like you, who want to help make personal wellness affordable and life-changing. You can create visibility, profitability and credibility with the training you will receive at Schaefer Institute of Hypnosis. Visit us at: [www.hypnotherapyschool.net](http://www.hypnotherapyschool.net)

We want to support your journey at Schaefer Institute of hypnosis. When you apply and mention this training we will email you your coupon code for 20% off your clinical hypnotherapy training.

We do have an interview process to make sure we are a good fit for you as a school, and we will be delivering the content you desire to ensure everyone's intentions are in alignment.

We want you to get out there and make a difference. How you do that is up to you. We want to be part of your journey! Head over to Schaefer Institute of hypnosis and apply for enrollment.

[www.hypnotherapyschool.net](http://www.hypnotherapyschool.net)