



# Hypno The Full Works Module 2

*'Building Your Audience Creatively'*

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## Let Us Be Direct With You.....

If you fail to engage audience, you have no hypnotherapy business; it really is as simple as that. Most Hypnotherapists fail miserably at this and do no more than engage with other Hypnotherapists rather than their ideal client.

So in this module, we explain how to make it happen.

Arguably this is the hard work element, but if you fail to take the right action, then you will fail, just like so many out there have. Listen to the audio that accompanies this module where you will receive specific examples of how to engage audience as well as additional content.

We want to share 3 key ways to help you engage audience, build the relationship with them and ultimately be able to get them to invest in your hypnotherapy services.

### **Email marketing & How To Get 1000 Subscribers On Your Email List In 3 Months**

1. Identify your ideal client.
2. Using Facebook, develop a business page for your specific hypnotherapy niche. If you are a generalist then we recommend you go by your name e.g. Steve Miller Hypnotherapy Services.
3. Develop a superb content rich free giveaway. This MUST be of significant value. For example a video series on how to overcome generalized anxiety in 30 days or perhaps several MP3 audios for accelerated confidence.
4. Develop a 'lead magnet' on your website. This should include the benefits of signing up for your free giveaway and an accompanying testimonial.
5. Promote your free giveaway on Facebook spending around £15 per day or its international equivalent.
6. Whenever you deliver live feeds (we recommend daily for 3 months), always encourage your audience to receive their freebie.
7. As soon as a member of your audience signs up for the free giveaway they should receive an automated 'thank you' with details of how to use your free giveaway.
8. Consider installing an automated redirect to a low priced product, ideally £1 once a subscriber has received your freebie. This will help you to meet the costs of much of your advertising. Again the £1 product must be of substantial quality. Why? Because your audience will be making judgements about you all the time. Over deliver and under promise may be an old slogan, but it is essential.
9. Automate a few more weekly emails, all designed to build the relationship and win the trust and confidence of those who have signed up to your list.
10. Avoid sell, sell, sell as you will lose the engagement with your audience and switch them off.

An effective email marketing system is in our view a priority if you are looking to attract clients to your hypnotherapy business. There are 3 reasons for this:-

1. It allows you to build a relationship with your audience.
2. It enables you to attract 1-1 clients.
3. It facilitates other revenue streams such as passive income.

NB: If you are seeking to set up a slick email marketing system that is also technically sound then check this out: <https://monetiseyourtalent.com/email-list-building-service/>

We strongly recommend that you invest in an Email Marketing System. You might think that it will annoy people if you start sending emails. Well, on the one hand you are correct, if they are 'spammy'. However, we strongly recommend you use an email marketing system that ensures that those signing up to your list do so in the correct manner. That includes taking account of the GDPR regulations, and from a marketing perspective, ensuring that you have content rich substance in the initial free offering to motivate the audience to sign up in the first place.

## **Tried And Tested Cost Efficient Facebook Advertising**

There are masses of self-proclaimed Facebook advertising experts out there spouting their opinion and direction. However, our experience has taught us that there is only ONE cost effective method that we would recommend. We touched on it above, however, here is the sequence of steps to help make it happen.

1. Implement your email marketing system using Aweber.
2. Carry out the actions described above.
3. Develop a £1 (or its international equivalent), product that triggers a no brainer reaction in your audience. In other words ensure the £1 product is so content rich that it triggers a jaw drop reaction and an enthusiastic motivated urge to purchase.
4. Sell this as described above as part of your automated process, but also as a stand-alone product.
5. Always remember that you should always over deliver on value. Do not worry about giving too much away at such a low price.

## **Slick Facebook Engagement**

We have over the years tested many Facebook engagement strategies, some of which have failed miserably, others delivered to a degree and some that have delivered exceptional engagement. Here we are delighted to share the six Facebook strategies that have worked exceptionally well.

### **Strategy 1**

Tease promotion of FREE support sessions, requesting the audience to state if they would like to receive them and why.

### **Strategy 2**

Photo visuals that are more social than business focused. For example cats, children, puppies.

### **Strategy 3**

Conducting opinion polls; in particular those that have controversial, current news edginess.

### **Strategy 4**

Live Feed Videos that are especially strong in both content and conviction. We recommend you encourage your audience to engage with you during live feeds by posing questions to them.

### **Strategy 5**

Videos and Facebook Live Feeds covering the Hypnotherapist and their client, discussing the process of working together and the massively positive result.

### **Strategy 6**

Posing a question that is directly relevant to your ideal client.