



# Hypno The Full Works Module 5

*‘Conviction, Confidence & Connection  
Part 1’*

By

**Andrew Rondeau / Steve Miller**

<http://monetiseyourtalent.com>

**NOTICE: You DO NOT Have the Right  
to Reprint or Resell this Manual!**

You Also MAY NOT Give Away,  
Sell or Share the Content Herein

**All Rights Reserved**

**No part of this report may be reproduced or transmitted in any form whatsoever, electronic, or mechanical, including photocopying, recording, or by any informational storage or retrieval system without express written, dated and signed permission from the author.**

**Disclaimer and/or Legal Notices:**

The information presented herein represents the view of the author as of the date of publication. Because of the rate with which conditions change, the author reserves the right to alter and update his opinion based on the new conditions. The report is for informational purposes only. While every attempt has been made to verify the information provided in this report, neither the author nor his affiliates/partners assume any responsibility for errors, inaccuracies or omissions. Any slights of people or organizations are unintentional. If advice concerning legal or related matters is needed, the services of a fully qualified professional should be sought. This report is not intended for use as a source of legal or accounting advice. You should be aware of any laws that govern business transactions or other business practices in your country.

## **What You Will Receive In This Module**

Being online means that you have to capture attention hold onto that attention and create rock solid relationships with your ideal audience. To help you achieve that, in this module we are going to deliver to you 3 key tools namely:-

1. The absolute essentials to make you communicate like a pro.
2. Understanding how to capture your audience's attention using video.
3. The 3 absolute 'must do's' to create rock solid relationships with your audience.

**NOTE:** Much of this module will be delivered in the Facebook group to help you understand and digest the key ways to communicate like a pro and capture the attention of your audience using video. Ensure that you visit the Facebook group to receive these details.

### **7 'Must Do's' To Ensure You Communicate Like A Pro**

1. Use the language that your audience uses avoiding jargon so that your audience relate to you.
2. Talk about 'them' much more than you talk about yourself.
3. Ensure that your communication triggers the full range of emotions including fear, confidence and joy. Connecting emotionally with your audience is essential.
4. Use a melody of communication that engages the minds of your audience. This should include inflection, using varying pace and volume.
5. Use strategic pauses to capture the audience's intrigue and desire to know more.
6. Use body language to engage and reinforce your messages.
7. Deliver examples and tell stories.

### **Understanding How To Capture Your Audience's Attention Using Video (Live Feed & Pre Recorded)**

1. Open your video strongly. This doesn't mean being loud. It does mean, giving your audience a reason to listen.
2. Ensure the flow is logical and easy to follow.
3. Stay on topic, avoiding floating into talking about another subject.
4. Ensure the environment is aligned to the content of the video.
5. Use the communication points highlighted above including body language, and the delivery of your message.
6. Use the rule of 3 when it comes to the amount of take aways you want your audience to receive.
7. Showcase social proof.
8. Consider using professional software for videos and live feed. Check out [belive.com](http://belive.com)
9. Remember that you are the most important visual aid.

## **Additional Support Notes On Delivering Facebook Live Feeds**

### **How To Promote And Open Your Live Feeds**

There are 5 ways to promote your Live feeds and we recommend you use a combination. Without any promotion of your Live Feeds you may well find that your audience is smaller than you would prefer. Also, when promoting Live feeds, ensure that you include a benefit of the Live Feed to motivate your audience to watch. Remember, an audience will arrive to watch your Live Feed if they know that there is something in it for them.

#### *A) Promote using Email Marketing*

One of the most effective promotional tools is your email marketing system. Having signed up to your email list these people become members of your audience who are keen to know more about how you can support them.

#### *B) Promote Via Another Live feed*

Here you tease your audience about another Live Feed that you know your audience will welcome you delivering. We recommend you do this at the end of a Live Feed, and post details of it at the same time.

#### *C) Graphics*

'Poster' visuals can work very well to promote your Live feed. Here you design a professional visual that succinctly informs your audience on social media what Live feed is coming up soon. If you decide to use this strategy to promote your Live feeds, then we recommend you do so for 7 days.

#### *D) Boost A promotional Post*

Consider developing a Facebook Live Feed promotional post. Then Boost it to those who like your Facebook page. Ensure you stress the benefits of attending.

#### *E) Warning Alert*

We recommend 30 minutes prior to delivering your Facebook Live that you also warn people on your social media platforms that it is about to start.

### **How To Open Live Feeds Using Hypnotic Client Attraction Techniques**

The first impression on a Live Feed can often determine whether the viewers stay with you or not. There are 3 recommendations we want to share with you with respect to opening your Facebook Live Feeds. These will help you to hypnotically arouse and engage the audience.

- i) After you have welcomed everyone, clearly state the overall purpose of your Live Feed and the clear benefit to those joining you. Avoid spending too much time on idle chat such as saying 'hello' to everyone joining because the reality is the audience doesn't care about that. They want to gain something. And they want to gain it from you.
- ii) Move on to explain why you are delivering this particular Live feed and put it into context so that your audience fully understand. Let the audience know why you are qualified to deliver this Live feed including personal history and experience.
- iii) Before you begin delivering the Live Feed tease the audience so that they stay around by telling them there is something coming up they won't want to miss.

### **The Process To Follow When Delivering Live Feeds**

Having opened the Live Feed, it is now time to deliver the content. Below we set out our recommendations that will help you to continue to arouse and engage your audience.

- i) Explain at the beginning of the Live Feed the key benefit for your audience. Remember, people only really care about what is in it for them. As you do this, use an engaging melody of voice so that you arouse their engagement.
- ii) When delivering the Live Feed, remember that less is often more. In other words prepare 1, 3, or 5 maximum pieces of content. Generally we recommend 3 as we appreciate the benefits of the 'Rule Of 3'.
- iii) As you deliver your live feeds, use a range of hypnotic statements that engage the audience. Here are 3 Hypnotic statements we recommend you use from time to time to 'hook' your audience in, so that they want to know more, and even book in with you:-
  - "You are probably beginning to notice that already you want to know more about how this works, so you can also receive such results....."
  - "And I really want you to retain this valuable information so that you can benefit, so after each of the 3 actions that I am about to give you, you will hear me click my fingers as this will enable your subconscious mind to remember the points from our session together...."
  - "And you can see just how much I enthuse about these inspirational results, and yes, you are probably now wondering how you can benefit too....."
- iv) As you deliver the Live Feed use what is known as 'Embedded Commands'. Here you subtly highlight your language within a normal sentence which then motivates the desire of the audience to do something. In other words, you are embedding a command into the subconscious mind of the audience. The best way to do this is by varying the volume on the command language, that being either quieter or louder.

v) Of course it is imperative that you deliver content rich substance. Shallow 'no sh\*t Sherlock' substance will turn your audience off and they will lose respect for you. Deliver succinct content rich substance with Hypnotic Client Attraction techniques and you will engage the audience.

vi) As you deliver your Live feed, also consider telling stories. Stories can be massively hypnotic and trigger a desire in your audience to want to know more and even book in with you. Here are our 5 actions that will help you to use stories to engage your audience to want to know more.

- Before telling a story make sure that it is both relevant to your audience (ideal clients), and it is within the context of the topic of your Live Feed.

- Explain briefly to the audience the background of the story and who was involved.

- Describe emotionally what was happening in the beginning. Grip the audience by making it emotive. For example paint a detailed picture of the struggles, the fears, and the anxieties.

- Slowly bridge over to the 'what happened next' part of the story. Avoid making it sound all too good to be true. Slow down the pace as you explain what was done.

- Finally talk about how life is now. Leave your audience feeling optimistic and joyful that they too can benefit from what you did for your client(s).

vii) Finally before you close the Live Feed you want to deliver a call to action. These come in many forms and it will depend on the goal of the particular Live Feed. What's important is that you DO NOT want to sell and directly encourage the audience to book in with you on EVERY Live Feed. The goal of your Live Feed may be to showcase your talent, build a relationship with the audience, create an intimacy with the audience, deliver something special that demonstrates your standing as an expert etc. If your audience thinks that every time you deliver a Live Feed that you will sell to them, then I am afraid they will close down. Here are 7 ways to deliver a call to action all with varying purposes.

i) Use a time limited Early Bird.

ii) Inform your audience about another Live Feed that you will be delivering. Explain that you need to have the names of those wishing to attend. Ask them to post their name in the comments area.

ii) Pre-warn your audience that they have 1 hour only to invest and benefit from a favorable reduction in price.

iii) Offer for 24 hours only a bonus inclusion when booking in with you.

- iv) Let your audience know that the price will increase by the hour.
- v) Explain that you will be doing another Live Feed where you will share something exceptionally unique. Let them know this will be the only time that you will deliver it.
- vi) Offer a bundle of support services in addition to your standard offering, but make it clear how many this is available for.
- vii) Inform your audience at the end of your Live Feed that you will be making available (name the product) for FREE on a certain date. Tease them up to the date and then allow it to be available for just 1 day.

### **The 3 Absolute 'Must Do's' To Create Rock Solid Relationships With Your Audience**

As well as engaging your audience in the manner explained so far, it is vital that you take action to consistently build rock solid relationships with your ideal audience.

1. Do not try and please everyone. If an audience member doesn't like your style, your content and your general tone, then let them go. Trying to please everyone is doomed.
2. Each month deliver something substantial. For example, over the next 3 months in addition to your free giveaway that you use to build your email list, perhaps in month one offer a self hypnosis seminar on your page, then month 2 upload a hypnosis video to help your audience achieve something that you know is important to them, and finally in month three perhaps deliver an E-Guide on how to utilize hypnotic phenomena to trigger supreme self-esteem or a subject appropriate for your audience.
3. Give time. In other words offer regular posts and videos where you encourage your audience to talk with you. Make sure that you always reply to their comments. This will not only help to solidify relationships but also support your organic Facebook reach.