Digital Marketing Report:
Hypnotherapy & Coaching Industries

Many professions make tiny changes to people’s lives. They ease small burdens and streamline small tasks. For example, restaurants feed you and accountants keep businesses vibrant.

Other industries have larger impacts. Healthcare saves lives, for example. But it doesn’t change lives - it patches you up and sends you back into the world.

Our professions are different.

Whether you’re a coach, hypnotherapist or something else, you change lives. You don’t perform simple maintenance. A client walks in with some small problem and walks away a completely new person.

A better person.

And the changes don’t stop there. People take your work and learn to be more productive, better leaders and have healthier mindsets. These improvements apply to all their lives. They become not just better employees or leaders, but better spouses, parents, friends and citizens.

Our alliance of professions creates real change. With enough of us, societies transform.

Few other industries can say the same.

**How Coaches and Hypnotherapists Often Struggle to Get Clients**

Stop me if any of this sounds familiar...

When you find the right client - one who’ll put in the work, take you seriously and respect your process - you are revolutionary. Your client shatters their limitations and keeps right on shattering them. Even if you never see them again, the seeds you plant in their mind keep sprouting through their life.

You know I’m not exaggerating. An average coach fixes problems. Great ones invite people to live their potential.

Who wouldn’t want this for themselves? Who wouldn’t beg to work with you?

William Batten is a certified Master of Conversational Hypnotist through IAPCH. He’s also an elite marketer and copywriter, trained by AWAI - the best copywriting school in the world. This means he understands your business and how to sell.

But more importantly, he believes the coaching and hypnotherapy industries deserve a champion. He knows he can do the most good by helping you help your clients.

You can contact William at william@battenandking.com. To find samples and testimonials, and to see the “digital authority” approach in action, visit https://battenandking.com.
Most people, apparently. Numbers vary from country to country, so let me ask you this: how many people will never see a professional like you?

80%?

More?

The vast majority, in any case. It seems to boil down to one of two things:

- Potential clients don’t think they can change, or
- Potential clients don’t think you can help them.

Either case is a missed opportunity to ease suffering and make the world a better place.

Can you blame potential clients for being sceptical, though? Anyone can claim to be a coach or hypnotherapist... and many unqualified people do. The marketplace is flooded, fractured and downright confused. It’s hard to separate us -the truly life-changing practitioners - from the rest.

How do you demonstrate your value to the marketplace? Or, if you work inside a large organisation, how do you prove the value of their investment in you?

More accreditation isn’t the answer - if it were, there’d be no problem. People want to see you’re not completely uncertified - beyond that, clients don’t know or care what qualifications you hold.

Testimonials help... assuming your clients will provide one. Most clients who’ll sing your praises to your face turn shy when you ask for it in writing.

I’ll assume word of mouth isn’t cutting it for you, otherwise you wouldn’t be reading this.

So how do you find new customers, establish your value and stand out from the competition?

**5 Strategies for Attracting a Flood of New Clients**

The strategies I’m about to share work wonders for most businesses. They’re even better for our line of work. Why? Because they build relationships with people... and with our industries, it’s all about the relationship.

Think about Apple. People don’t buy their products for what they are - they do it because they love the brand. This relationship drives people to buy their electronics. It overcomes any resistance, doubt or obstacles - including price.

With coaching, hypnotherapy and the rest, the same principles apply. Only you’re not selling gizmos - you sell change.

And, when people like you, they’ll change for you without you even having to ask.

You can tell them what they’ve always known. If they like, trust and respect you, that simple act can transform lives.

It’s also the secret to attracting new clients.
Here are five strategies for building relationships so strong, people can’t resist following you:

**Keep in Contact with Old Customers**

This unsurprising advice kicks off our list. After all, you sold to these people once before. Something about your services spoke to them. You already did the hard part by winning them over, which makes your old client list a valuable asset.

Some of these people were thrilled with the results but have forgotten about you. It’s not personal - that’s just life. They’re used to the benefits you helped them create. What once was miraculous is now normal.

**The best thing you can do for these clients is remind them you exist.** If nothing else, they remember how far they’ve come - a wonderful gift for them. Chances are they’ll want to work with you again. If not, they’ll know the perfect person to send your way.

If an old client isn’t happy with their results, then you want to talk to them too. Unhappy clients are your best education. They’ll teach you where you need to improve - even if it’s as simple as setting expectations.

Besides, you don’t want them saying bad things about you. It’s worth at least trying to fix whatever the problem was.

Whatever helped or frustrated your clients, you want to know about it. If you know exactly how you helped them before, you’ll help even more people in the future.

**Demonstrate Value**

We talked about this paradox before. **Our industries transform lives.** They free people of problems they’ve struggled with for decades. Think of the last client you really helped - what as that change worth to them?

A hundred times what they paid you, I imagine.

So why isn’t there a flood of people begging to work with you?

You can help people in ways they can’t imagine. And that’s the problem - if they can’t imagine it, they won’t sign up.

If someone can see their ideal future through working with you, they’ll do anything to see you. They won’t ask questions, they won’t haggle and they’ll be a dream to work with.

**Develop a Brand**

The worst thing you can be - in any business - is interchangeable.

You’re unique. You get results in a different way from anyone else. Coaching, hypnotherapy and similar industries aren’t mass-produced goods. They are powerful, intimate relationships that introduce people to their full selves.

If potential clients see this in you, they wouldn’t even think of seeing someone else.

When you get your brand right, that’s exactly what happens.
**Prove the Return on their Investment**

What’s a session with you worth? $10? $10,000? You probably know your value but your clients don’t. They know what you charge, I’m sure, but what does that investment get them?

Somewhere in your records, you have statistics to make your case:

- 90% of smokers who see you remain smoke-free a year later.
- Sales teams you work with increase profits by 40%.
- 100% of clients would recommend you to a friend.

Believable, concrete numbers you can prove. Remember, people have doubts before any major commitment - it’s only natural. And working with you, even for one session, qualifies as one. Put their doubts at ease.

In fact, go beyond ‘ease’ - crush their doubts with proof of how great you are.

Even if you’re just starting, you still have proof. Is your training better than others? Is your approach unique? Have you gotten amazing results while you were in training? What life experiences elevate you above others?

Share these facts and you’ll attract more people than you can imagine.

**Cultivate Authority**

If you set up a website and social media, you’ll have digital presence. You need this - these days, it’s essential. Even if you meet potential clients face-to-face, they’ll Google you to see if you’re the real deal.

But a digital presence isn’t enough. You want to be a digital authority, too.

The internet holds billions of webpages. Even if you narrow it down to your industry in your town, you face a lot of competition for attention. You’re online, sure, and so is everyone else.

How do you stand out? How do you become an authority?

Authorities have deep knowledge. They’re experts and leaders in what they do.

The best way to show this side of you is to communicate. Whether you like blogs, emails, social media, videos or memes, you need to communicate often and well.

Do this and you’ll attract (and keep) attention. People will share your content widely. They’ll see you know your craft and hear the amazing results you get with others. You create a distinct voice - a style of useful information they can’t get anywhere else.

You don’t remain a commodity for long. Soon, you become someone people can trust.
In fact, this is so powerful it should be Strategy Number One. If you communicate daily with your digital community:

- **Your old clients will never forget you.** You’ll occupy their thoughts so much they can’t help but refer people to you.
- You prove your value. People hear you talk about techniques, the latest research, success stories, ways you improve people’s lives... They read enough of this and eventually something clicks. They want what you’re offering because they can see it now. Money and time stop being obstacles because they can see how much everything will change for them.
- **Your brand emerges naturally.** People see you as a fountain of knowledge, an expert, a guru, a leader.

This one strategy helps you succeed at all the others.

Is it that simple, though? Communicate often and clients will flock to you?

Of course not. It’s never that easy...

**How to Become an Irresistible Authority**

The best way to become an authority in your niche is:

- Create an awesome product,
- Give it away as a bribe for people signing up to your email list,
- Email your list really often.

How often is really often? If you do it three times a week, you’re a slacker. I email mine every day and I know I should be doing more.

And you can go beyond email too. You can (and should) jump on other channels like Twitter, Facebook, Instagram, YouTube...

The goal there is to draw people to your email list. Never neglect your list.

Follow this advice and people will admire your brilliance.

Prediction: some of you have objections to that...

- Who has time to write an email every day?
- Won’t that annoy people? I know I hate being spammed!
- I’m sorry, what sort of awesome product am I making?
  - And if it’s so awesome, why am I giving it away? Shouldn’t I sell it?
- I don’t see how this translates into me getting more clients.
- Isn’t email dead? Shouldn’t I focus on the latest social media trend?

I get it. The sorts of emails I receive are mostly garbage. If I based it off that, I’d say this approach is doomed.

Trust me - email, when done well, is an amazing client magnet. The thing is so few people get it right.
Now, I could teach you how to send emails people love to read. I could show you how to make readers bypass the rest of their bloated inboxes and go straight for your messages. I’ve even had people thank me for sending them advertisements, using my methods.

To teach you all that, though, I’d have to write a textbook. And let’s face it - you’re busy enough as it is. Do you really want the hassle of dealing with all that?

You’re better off doing this:

**Hire someone like me to write for you.**

I’ll design emails so good your clients and prospects can’t resist them. You’ll speak to their dreams and they’ll see you as a legend. I know the coaching and hypnotherapy industries and I know what people want.

I’ll even create templates and a communications plan just for you. Your business is unique and it deserves a dedicated, personalised and professional approach. You can take this plan and follow it yourself, or give it with some other freelancer - your choice.

Either way, you become a digital authority. And with digital authority comes prestige, respect and a flood of quality clients.

If you’re interested, send me a quick email at william@battenandking.com and we can talk about your options.

In the meantime, if you want to learn how to use digital marketing to supercharge your business...

Then get your hands on *Easy Digital Marketing for Hypnotists*. Whether you’re a hypnotist, coach, therapist, trainer or anything else really, the simple, readable advice inside is exactly what you need. By the time you’re done, you’ll know how to:

- Hypnotise people into being ideal clients… with your website,
- Stand out in the minds (and hearts) of potential clients,
- Master search engine optimisation (SEO) without doing anything “technical”,
- Use two things in your messaging to create a powerful mystique around your brand,
- Structure your ads to make buying from you seamless, fun and even addictive,
- Harness a classic hypnotic induction to inspire clients to sign on, using only words on a page,
- Avoid the common mistakes many hypnotists make (especially Ericksonians),
- Make your website boring in exactly the right way to attract clients,
- Recognise what not to talk about in your sales letters,
- Get clients even if you suck at marketing,
- Keep the attention of people who only glance at your website,
- Do what George Costanza (from *Seinfeld*) did that works amazing in business,
- Weave a classic hypnosis technique (one Erickson used all the time) into your ads to boost sales.
- Use a “minimalist” sales funnel that’s even better than complex ones,
- Avoid two mistakes with your emails that many professionals somehow make,
- Keep off the spam lists (and even get thanked) while selling to your prospects every day,
- Write the one email every hypnotist MUST send their clients,
- Make more sales by not selling on social media.

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