

# 10 Steps to Becoming a Successful Hypnotherapist



*A Step-by-Step Guide*

*By Erika Flint, BA, BCH, A+CPHITrainer of  
some of the best hypnotists in the world*

# How to Become a Successful Hypnotherapist

This document will help you understand what it takes to become a successful hypnotherapist and feel confident about entering into this amazing profession.

My background is in computer programming and after a decade in the field, I found my true calling in hypnosis. I decided to change careers after experiencing a low-point in my life. Once I changed careers I went full-time as a hypnotist in less than a year. This document will help you do the same thing.



## What Does it Take?

Becoming a successful hypnotherapist requires dedication to your practice, a passion for the work, and, most importantly, a love for helping people.

Being a hypnotherapist is not easy work, we're helping people with some of the biggest challenges of their life. Success requires a strong personal foundation, conviction, integrity, and, most of all, compassion.

## Hypnotist or Hypnotherapist?

In this document the terms are used interchangeably because it's common that both terms are used to mean the same thing. While some people think of "hypnotist" as a stage hypnotist, that perception is changing. In some states (for example Texas and New York) "therapist" is a protected word, so many hypnotherapists must only refer to themselves as hypnotists.

## 10 Things You Need to Be Successful:

### 1. A Strong Foundation of Excellent Hypnosis Training

You do NOT need to know every single technique, or numerous different hypnotic inductions! A hypnotic induction is a technique that the hypnotist uses to help the client enter into the state of hypnosis. You need to know 2 (or more) hypnotic inductions really well and feel confident in hypnotizing anyone willing to do hypnosis with you. Many less successful hypnotists chase the "next best technique" without becoming expert with the basics! Success is rooted in a solid expertise with the basics.

### 2. Confidence in your Ability as a Hypnotist:

The #1 reason people don't go into hypnosis is fear. Clients will pick up on any hint of fear in the hypnotist which will result in failure. Being confident in your sessions with clients is extremely important. This confidence, and your abilities, will develop while completing your certification training. To a large degree great hypnotists model for their clients what they want them to do by doing it themselves first! This means confidently and compassionately working with clients to achieve desired outcomes.

### 3. Powerful Rapid and Instant Inductions

You don't need to know many different inductions. You only need to know two, but you must know them *really well*. One should be a **Rapid Induction** that gets your client into a state of hypnosis within a few minutes. The other is an **Instant Induction** which gets your client into a state of hypnosis in just seconds. If you want to work with kids, you'll also learn other inductions just for that age group.

**Note:** *The popular Progressive Relaxation Induction is NOT the right one for most of clients, primarily because it takes too long. But you also won't know what level of hypnosis they are in using that induction.*

The sooner clients get into a state of hypnosis and we can verify that they're at the right depth (using subtle testing techniques), the sooner we can help them.

You may be thinking, "*But won't my clients get bored with the same induction?*" No, they won't! A familiar induction is actually better for our clients. It's like a recognizable and loving bedtime story which easily sinks into the subconscious mind so we can do great work with them quickly.

### 4. Powerful Insight Generating Techniques

It's important to have techniques that are insight generating like Age Regression, Age Progression, Forgiveness Work, and Parts Mediation Work. These insight generating techniques help your client make their changes permanent!

Traditional direct-suggestion style hypnosis is still valuable, but it must be combined with insight techniques to provide truly lasting success. It's also a lot more enjoyable for the hypnotist to incorporate these techniques as opposed to reading a script to your clients day in and day out.

### 5. Building Rapport – Your Ability to Connect with Your Client

Studies have proven time and again that your ability to connect with your client is the #1 indicator of successful work with them. When your client feels heard and trusts you, that's when they let down the walls of resistance and allow the necessary understanding, insight, and healing to take place.

Rapport means you are fully present with your clients at all time, listening to them at a very deep level, and confident in your work. If you're not confident in your work, or are trying to find the next thing to say, or script to read, it will break rapport, and your client won't get the best results.

### 6. Ability to Talk About Hypnosis and What You Do

You need to be able to talk about what hypnosis is, explain how it works, and explain the benefits. The better you can tell a compelling story about the healing and powerful aspects of hypnosis, the more people will connect with your message and want to work with you. This is done on the phone, in the elevator, at networking luncheons, on your website, and online with social media.

## 7. Compassion and Life Experience

Many students will ask me if they need to have a background in psychology before becoming a hypnotist. *No you don't!*

What you do need to have is compassion, and LE: Life Experience. That will help you connect with your clients and help them make the change they want to make in their life. We all bring our life experience with us, so if you're coming into the profession with experience as a Therapist or Psychologist it will help, but so would your experience as a Nurse, Police officer, or even your experience struggling with weight loss, stopping smoking, or substance abuse!

Some of the most successful hypnotherapists come to the profession after years of suffering from their own issues. That's my personal experience as well, and it's that experience that helps them be so good at what they do. But even if you aren't coming to the profession out of need, your Life Experience will help you. It's your unique blend of what makes you YOU that will help you connect with certain people and you will be the best one to help them.

## 8. Entrepreneur Skills and Running a Business

Most hypnotherapists work in a private practice, although there are a few places that hire hypnotists. For example, I have 2 hypnotists that work in my office right now that were previous students. But in general you will have your own business, own practice, and will need to be able to run your practice like a business.

This means accounting, taxes, collecting money, a bank account, and creating and maintaining a website with multiple ways for clients to contact you. This does not have to be hard! This is one of the reasons people love to train with me because I know how to do this and did it very quickly, in less than a year.

## 9. Strong Ongoing Support of Trusted Colleagues

It's critical that you aren't the "lone" hypnotist. We all need colleagues and the support of other hypnotists. This is not just when you're getting started, but ongoing. You'll find as you progress in the profession some of your clients will present more challenging issues. It's important to be a part of professional hypnosis organizations that provide built-in support.

Hypnotherapists in general are compassionate and caring people and are really all about helping others. I am part of multiple organizations and continue to support my students and other hypnotists online and through mentoring and email so that all of our clients get the best hypnosis service possible. This helps everyone in the profession.

When one person gets great hypnosis service, they tell their friends and family and it's more business for the profession as a whole. I am a contributing author to the Journal of Hypnotism, published by the National Guild of Hypnotists, a board member of the 5-PATH® IAHP organization, and belong to numerous online groups supporting hypnotists as well.

## 10. Market Yourself and Your Business to Attract New Clients

You could be the best hypnotist in the world, but if you don't have any clients you won't be able to help anyone. You need to be able to market yourself and your business.

The root of this business is your desire and love for what you do and who you help. If you don't get excited when you think or talk about hypnosis, then this is not the right profession for you.

My training programs are always full because I'm looking for a very specific type of student to train. One of the primary indicators I look for when choosing the right students is that they have a *servant's heart*, the desire to be of service and help people.

Marketing yourself is important so that people can find you and get the help they need. This is something that I am very good at. I help many hypnotists market themselves and their practice to grow their business. It does not need to be overwhelming or scary. There are a few small and specific things you need to when you start your practice, then ongoing to continue to bring in new clients.

## Step-by-Step: How I Became a Full-time, Successful Hypnotherapist in Less than a Year

Here's my step-by-step guide to become a successful hypnotherapist in as short an amount of time as possible. Don't make the mistake of thinking that speed is all that important - it's not. But the better you get, the more people you can help, and that is important to me.

Most importantly, you're doing good work. But there are ways to go about having a successful practice that can help you get there quickly, because you need to have enough clients to help you grow as a hypnotist while offsetting some of the expenses of running a small business.

### Step 1 : Get the Best Hypnosis Training Possible

This is critical. You need to have the best training available so you feel confident hypnotizing anyone that walks through your door with the training and skills to help them.

Some schools offer to train you in 48 hours. It's not possible to learn what you need to understand to be a good hypnotist in that amount of time. On the other hand, you also don't need hundreds of hours training to be a highly effective hypnotist.

Some of the BEST hypnosis training you'll get is in your hypnosis office from your clients. The best thing you can do is get good training as a foundation, then start seeing clients and continue learning from them.

Some students make the mistake of taking one certification course after another, waiting until they feel “ready”. The truth is that it will always be a little scary hypnotizing your first paying client. There’s no way around it. But with great training you will be confident doing so, and you’ll quickly be on your way to a successful career. In our training center our students practice

hypnotizing each other every single day - this type of hands-on training is very important and goes a long way to generating confident and competent hypnotists.

**Insider Tip:** Don’t wait to see your first client. Do it immediately! I recommend within a week after you complete your certification course.

## Step 2: Plan on Spending a Little Bit of Money to get Started, Hypnosis is Primarily an Entrepreneurial Profession

You will need some money to invest in your new business to get started. \$1000 would likely be enough to get your business started. I work in an office, but many successful hypnotists work from home. You will need money for your business license, insurance, and other professional fees.

Other expenses include: a business phone, a website, brochures, and business cards. Ideally you’d also invest in advertising to let everyone know about your new business, although it’s certainly not required to get started.

## Step 3: Create a Professional and Easy to Navigate Website

Potential clients will almost always check out a website online before coming in for an appointment. Make sure you give them a great first impression. You don’t **have** to have a website to **begin** your hypnosis business. I’ve trained many hypnotists who begin working with clients without a website initially.

However, when you do launch your website, make sure it is clean and professional. I do a lot of hypnosis and business mentoring, and many small business owners make the mistake of poorly designed websites that are hard to read, include too much content, and have poor-quality images. Clients don’t know what to do when they come to a site like this, it’s frustrating to them, so they do nothing or move on to the next hypnotist in their search result list.

**Insider Tip:** Get a professional headshot. They’re inexpensive. In my area it’s less than \$100 for a good headshot. Do that. Do NOT take a selfie or ask a friend to take your picture with their phone. All of the pictures on your website should be professional-quality.

The first impression you want to give to your prospective clients is that you know what you’re doing and can be trusted. You want them to have confidence in you. First impressions include how you answer the phone, what your website looks like, and the professionalism of your brochure and business cards.

When it comes to your website, less is more! You really only need the following pages: Home, About, Contact, and Services. That’s it! For all your written content, reduce it down to the bare minimum that can still present your message.



## Step 4: Leverage Free Marketing Tools and Services Like Google

Once your business website is up and online, register your business with online tools such as Google My Business ([business.google.com](https://business.google.com)), Bing Places ([bingplaces.com](https://bingplaces.com)) and Yahoo ([local.yahoo.com](https://local.yahoo.com)).

All of these services will ask you to verify your business. This is common practice and nothing to be worried about. They will send you a postcard in the mail with a code in it. It takes up to a week to receive the post card. The purpose for doing this is to verify that you have a physical location. Once you get the postcard, log back into the site and enter the code on the card.

Update each of the sites with information about your business, including your business hours, phone, and the professional photos you had taken.

If you're running a virtual practice, there are solutions for that too! Technology is now good enough to conduct seamless, high-quality, online hypnosis sessions.

**Insider Tip:** Make sure you include **high quality, professional** photos in each of your business listings. HOWEVER having no photo is better than a poor photo with bad lighting or a messy office background.

## Step 5: Spread the Word! Talk About What You Do

Start with your friends and family. Tell them that you're a hypnotist, most people are fascinated by what we do.

**Insider Tip:** When people ask me what I do, I say "I'm a hypnotist. I help people using hypnosis, even when everything else they've tried has failed. Hypnosis is different and you can expect different results".

Research local businesses and offer to give them a free Stress Talk. Rent a room at the local library and give a talk on Self-Hypnosis. Do whatever you can to talk about what you do with anyone who will listen. This is good for you and your business, and it will improve your public speaking.

The better you are at talking about the work you do, the more clients you will have. The public is fascinated by the mind and hypnosis! They'll want to know all about it.

Write about hypnosis and post it to your website. Don't worry if it seems like no one is reading it yet. They will. Building an online audience takes time.

**Insider Tip:** We usually have one of two things: Time or Money. If you have *time* because you're brand new and aren't seeing enough clients yet, tell everyone you can about hypnosis and build your business. Start a Facebook business page and link it to your website. If your business is rolling, then pay someone to keep your website up to date and design your new business cards!

## Step 6: Join Professional Hypnosis Organizations

Joining professional organizations demonstrates your dedication to the profession and shows clients that you're serious about the work you do.

I belong to the National Guild of Hypnotists (NGH), one of the oldest and largest professional hypnosis organizations in the world. But there are others, too many to list here. Type "hypnosis professional organization" into Google and you'll find many listed there.

Other benefits are meeting other hypnotists and opportunities for continued education. Plus, the organization will typically set ethical and professional standards to adhere to, making your business even more credible.

## Step 7: Continued Education

After you obtain your initial certification, the next step is to immediately start seeing clients. As I mentioned earlier, the best hypnosis training will come from working with your clients in your office. Our clients are the best teachers.

You will continue to grow as a professional by taking more classes and training in areas that interest you. You might attend local NGH chapter meetings or a professional organization conference. Whatever it is, stay excited and keep learning. It will help you grow.

## Step 8: Colleagues and Support

You don't want to be the lone hypnotist. We all benefit from sharing and growing in this profession together, so collaborate with other hypnotists in your area and stay in touch with fellow students from your certification course.

When you join a professional organization, there will be opportunities for you to introduce yourself and reach out for support. Take advantage of that.

## Step 9 : Advertise Your Services

You could be the best hypnotist in the world, but if you don't have any clients you won't be able to help anyone.

I use Google AdWords to bring in hypnosis clients, but I also do all of the above steps, including talking about what I do, writing blog articles, and belonging to professional hypnosis organizations. I also advertise in a local print magazine.

Some have great success with advertising on Facebook and others love Yelp. What's important to understand is that you actually have to try things out to know if it will be successful for you. An ad running in a magazine in Boston with great success may not work as well in your location. That's one of the challenges with marketing, it's specific to your location and business.

**Insider Tip:** If you're curious about Google AdWords, contact me! I mentor my hypnosis graduates on how to use Google AdWords to bring in new hypnosis clients.



## What's Next?

I hope this document has done 2 things:

1. Helped you understand what it takes to become a successful hypnotherapist.
2. Gotten you EXCITED about getting started right away, because there is a great need for good, well-trained hypnotists!

Clients need you to help them with everyday issues like weight loss, stopping smoking, reducing stress, sleeping better, and removing bad habits.

Clients also need you to help them with deeper issues: emotional concerns, loss of relationships, life-long bad habits, trauma, and feelings of inadequacy or not belonging. You want to be able to help your clients with all of these issues, not just the “easy” ones.

## Curious to Learn More? Watch Online: *Can You Be a Hypnotist?*

In this free presentation, Erika Flint explains how our **Professional Hypnosis and Hypnotherapy Training** can help you become an amazing hypnotherapist. Our training is some of the best in the world and our students become successful hypnotherapists.

Our Training is designed to be the only class you need to start your career as a professional hypnotist - including how to confidently induce hypnosis in all of your clients, how to move your clients through a system of hypnotherapeutic techniques to achieve desired outcomes and results, and how to build a six-figure business out of it.

**Register Now!**

<http://CascadeHypnosisTraining.com/can-you-be-a-hypnotist>

## Ready to Get Started Immediately?

If you're ready to start training with me, then just fill out an application!

**Apply Now!**

<http://CascadeHypnosisTraining.com/apply>

If you're a fit for the training program, then we'll have a one-on-one interview! The interview is free, with no obligation whatsoever.

I am a hypnotherapy trainer and I train some of the best hypnotherapists in the world with a modern and professional systematic approach of hypnosis. But it's not for everyone, and it's important to me to have the right students in class.

The most successful students want to be of service to their clients, love their clients, and do the necessary internal work to be amazing at what they do. I realize my training is not the right training for every person that applies, and we get 3 applications for every student we enroll. Still, I want to help people be successful in their business because I believe in hypnosis and want to help grow the profession as much as possible.

If you want to be a professional hypnotist, to be one of the best in the world, and if you have a servant's heart and want to help others, then apply.

This may be exactly the professional hypnosis training you've been looking for. I look forward to reading your application!

## About the Author

Erika Flint, BA, BCH, A+CPHI is an award-winning hypnotist and hypnotherapy instructor, Board Certified Hypnotist, and two-time internationally best-selling author:

- *Reprogram Your Weight*  
<https://cascadehypnosiscenter.com/reprogram-your-weight>
- *Lighter*  
<https://cascadehypnosiscenter.com/lighter>



She is the founder of Cascade Hypnosis Center for Training and Services in Bellingham, WA where she loves creating world-class professional hypnotists with a modern and highly effective system of hypnosis.

Before becoming a hypnotist, Erika was a software engineer and spent years problem solving in the high-tech industry. Now she enjoys working with the most powerful computing devices available: the human mind.

People train with Erika to become professional hypnotists. Erika went full-time in the business in less than a year with the systematic approach to hypnosis she teaches, and her graduates start full-time practices and are spread across the world helping clients and communities live better lives with the power of hypnosis.

Erika is a contributing author to the *Journal of Hypnotism* where she writes on *Practice Building Made Easy*, and she's co-host of the popular Free Hypnosis Training Videos podcast *Hypnosis, Etc.*

You will find Erika's FREE hypnosis training videos and articles on her site:  
[CascadeHypnosisTraining.com](https://CascadeHypnosisTraining.com)