

Successful Marketing for Hypnotherapists

To be held at Queen Mary College, London University, Mile End Road, London E1

Saturday 13th May 2006

10.00am to 6.00pm each day

Taught by: David Botsford

This seminar teaches you how to market your hypnotherapy practice using low-cost, high impact methods, produce products, and organise group and corporate events

Session 1 – Fundamental realities of marketing and practice building. The importance of a strategic plan. The distinction between short-term, medium-term and long-term techniques explained.

Session 2 – How to write effective marketing pieces which get paying clients through the door. How to use leaflets and brochures to build a practice. How to use the Internet. Which media and promotional methods are most cost-effective – and which to avoid.

Session 3 – How to use the press and broadcasting to get publicity and your own articles published. The realities of advertising, and how to get discounted advertising deals in the media outlets that get you results.

Session 4 – How to set up self-hypnosis groups in your local area, specialising in particular fields. How to get people to pay to attend them, how to make these groups sessions a lucrative regular event, and how to maximise your revenue from them.

Section 5 – How to create your own products – CDs, DVDs, books and manuscripts – at reasonable cost, and how to sell them for maximum revenue.

Section 6 – How to become a successful and effective public speaker. The different markets for speakers, and how to get booked to speak at them. How to use speaking engagements to get clients and sell products.

Section 7 - How to get into the potentially highly profitable corporate market. How to sell them, how to run the events, and how to use your first corporate clients to approach larger companies.

Plus – you will get a ring binder containing everything taught at the seminar, fully written up as an invaluable reference tool.

| | Attendance fee | Early Bird Special (paid in full by 30/4/2006) |
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| Successful Marketing for Hypnotherapists | £295 | £195 |
| The Smoking Cessation Mastery Seminar | £495 | £395 |
| Both Successful Marketing for Hypnotherapists and The Smoking Cessation Mastery Seminar booked at the same time | £790 £695 | £590 £495 |

Free lunch and refreshments included each day

Group discount – If two or more people book at the same time, you get a discount. Please enquire. To register, please fill in and return the enclosed form with payment and send it to:

David Botsford, 10 Harley Street, London W1G 9PF

Or call (020 7727 6262 with credit/debit card details to register by telephone