Congratulations on becoming a Hypnotherapist.
So, now what? What should you do at this point to be successful?

I’ve been in the business of teaching and training hypnosis professional for over 20 years. Let me take a moment to give you a brief rundown of what I feel are the 10 steps it takes to become a successful Practitioner.

STEP #1 – Decide if you want to work full time, part time or even as a hobby. *(This article will focus on the full time practitioner)*

STEP #2 - If you don’t already have one; find an office or place to practice.
- Rent your own office.
- Share an office with another holistic practitioner.
- Get an office on consignment with holistic centers, doctors’ offices or spa... or;
- Work from home if you have a professional space to use.

STEP #3 – Get clients and start doing sessions. It’s important to jump right into it.
- Start marketing - create business publicity packets and start handing them out.
- Advertising – in newspapers, cable bulletin boards and a host of other places...
- Networking – Chamber of commerce, business meetings, breakfast clubs, home shows etc.

STEP #4 – Find out what you like and become the BEST in your area at it.
- Specialize in a specific field
- Become an Author (being an author puts you in the top 10% of society)

STEP #5 – Get added training in your specialty.
- Continue to learn
- Keep on top of your game
- Become more valuable

STEP #6 – Expand your repertoire into various modalities.
- Maybe conduct Group Sessions.
- Telephone Sessions.
- Online Group Sessions or Webinars.

STEP #7 – Expand your repertoire into additional specialties.
• Become a Smoking Cessation Specialist.
• Maybe conduct some Comedy Hypnosis Shows at high schools or businesses.
• There’s Past Life Regression, Metaphysics and more depending on your preferences.

**STEP #8** – Network with other practitioners.
• See what they’re doing that works in their areas.
• Get ideas, share ideas, learn and expand.
• Make valuable contacts, affiliations and partnerships.

**STEP #9** – Work smarter rather than harder – Stop trading hours for income.
There’s just so many hours in a day that you can do sessions; so you do have a time and income ceiling if this is all you do.
• Create passive Income Streams (An income that works even when you don’t)
• Start an online store selling your own products or affiliate products.
• You can write books, eBooks or hypnosis scripts.
• Create sessions mp3’s, programs or courses.

Passive Income Products will:
1. Increase your income without your working hours.
2. Increase your public exposure.
3. Make you more of an authority in your field.

**STEP #10** – Find a support system
• Someplace you can email or call with questions or advice.
• That keeps you on top of latest ideas and success strategies.
• Where you have access to a library of business materials and resources.

Everything I just mentioned is what the AIA is all about:

The AIA offers training, products, guidance and programs to accomplish each step.

That’s their sole purpose. To help practitioners go from graduation to being successful entrepreneurs.

Why re-create the wheel?
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That’s their only purpose!

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