

Create a Successful Online Hypnosis Business Manual

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Editing Notice

If you find typographical errors in this manual, I'd like you to realize that they're here for a reason. Some people actually enjoy looking for them and we strive to please as many as possible. Thank you!

Getting Started – Goals

Video 1

The purpose of this chapter is to set your business up as an online storefront that people can find. In order to have a successful online business people need to be able to find you, easily understand what you offer, be able to take advantage of your services, pay for them and of course contact you should have any questions.

Who Are You?

Before you even begin creating a webpage there are certain questions you need to answer to yourself. The first of which is who are you? Who do you want your clients to see you as?

- A hypnotherapist?
- An author?
- A hypnosis store?
- A Reiki Practitioner?
- Or a coach?

Take some time and write down exactly who you want to be in business. Keep in mind that if you're not sure that your clients won't be sure either. If your clients are not sure who you are or what you do then they will move on to the next listing online.

What You Offer?

It's important to identify exactly what products you want to be offering with your online business as well.

If you are conducting hypnosis sessions online, do you want to offer additional products such as follow-up sessions on MP3?

Will you have a store where you offer novelty items such as T-shirts, pendulums, books and possibly even relaxation music?

What's in It for Me? (W I I FM)

This is the most important statement to be answered in any of your marketing materials. Client will always be looking at what you have to offer with this question in mind.

This is why any time you offer an item or feature, always include a benefit with it.
Feature vs. Benefit

How Are You Going to Make Money?

This question may seem obvious however in many cases it seems to be pushed off and even ignored. So many people want to begin creating free content to attract people to their website which can eventually become a sort of trap.

It's important to give content to your clients but be careful not to give away so much that you can't make money anymore. For instance: if I owned a vegetable stand and was giving away tons of free samples of everything to customers as a way to entice him to buy; some of them may simply return every day to fill up on the samples and not by any products.

With every bit of content, you give be sure to add a product or service you offer that can help them even more. Keep in mind that by giving helpful content to your clients you have earned the right to advertise to them.

Call to Action

In an earlier section where we mentioned that every piece of marketing should include the "what's in it for me?" Concept; it is also vital that every piece of marketing or content also include a call to action.

What is a "call to action?" Is a statement added to your content or marketing materials that instructs the client has to what they should do next. Rather than them simply leaving your page to go want to a competitor's page you are telling

them to go to a link for more information or to call you or to download a specific item or even to make a purchase.

Example:

- A business card-includes a webpage or a phone number to call.
- A brochure also includes the same
- A newsletter can leave them to a link for more information or a sale.
- An article can and with click here for more information.

If people don't know what to do after they've reviewed your content or information then they probably won't do anything. It is your job to guide them.

Website Set-up

Videos 2a, 2b, 2c

Website Set-up

Once you've established who you are and what you would like to offer in detail: then it's time to create a website which is your online presence or online store front as we like to call it.

This quite a few choices to make here so choose wisely as once you get it set up you won't want to be changing most of these options because they always seem to affect your rankings and other aspects when you do.

Business Name

Hopefully by now you have chosen a business name for your enterprise. You can choose your own name or create something that may be easier for people to remember.

Domain Name

Although it's always nice to have your domain name be the same as your business name; unfortunately, in most situations if you've chosen a common business name you may not find it available online. So many millions of people are choosing domain names that it may have already been taken.

Be creative and choosing your domain name. If you're a business name is "Primetime Hypnosis" for example and you find that it is not available online because someone else has already chosen primetime hypnosis.com you may want to look into other options such as .net or .info or not business or one of the many other options available.

Another option is to add something to primetime hypnosis such as primetime hypnosis1.com or AAprimetimehypnosis.com or maybe even primetime-hypnosis.com. If you can't find something that you like then you can choose a

totally different name for your domain name but still keep your business name the same.

For example, the name of our school is "the American School of Hypnosis. Although our current domain name is americanschoolofhypnosis.com, initially it was choosehypnosis.com because our school name was not available at that time.

Seven things to consider when choosing a domain name:

1. Make it easy to type.
2. Keep it short.
3. Use keywords.
4. Be memorable.
5. Research it.
6. Use an appropriate domain name extension.
7. Act fast.

Web Hosting - Not Freebie Sites

When beginning a business there is a great temptation in choosing one of the many free web hosting programs available today because you're trying to save money. These are those web host that will give you a free domain name and usually their name is added to it such as primetimehypnosis.com/freeweb-freehost.com versus simply having primetimehypnosis.com.

Although you may save a little money initially keep in mind that placing a domain name like that on a business card or any piece of advertising can be very discouraging to clients. Most clients will see that, realize that it is a free website and move on to someone that looks more professional. Also keep in mind that if you decide to upgrade to one of the paid Host later on, you'll be uprooting your entire business from one location to another which can affect your ratings online.

Just imagine getting an entire store built and working in your neighborhood and then having to close it and move across the street because you want to look more professional. It's a lot of work and hassle when you could've done it initially. Also keep in mind that many of these free web hosts have much more down time for

updates and whatever incidentals they do and also because they have so many members on their computer servers. The more people you have on a computer server the more often it will seem to crash. Downtime of your website means loss of income and exposure for your business.

There are many hosting sites available online so do a review for yourself of the various wants to see which ones have benefits that you may prefer. Several of the most common ones are:

- hostgator.com
- bluehost.com
- GoDaddy.com

Most of them will also offer the benefit of purchasing your domain name there as well. They usually have search bars where you can choose the ones you want and purchase them on the spot. Although it's not required to have a domain name and host with the same company, it can be a benefit. I personally have purchased domain names with all of the previous companies mentioned in the previous paragraph.

WordPress

Presently at the writing of this book one of the most commonly used accepted programs for building websites is WordPress.org.

I have over 500 webpages currently built with this program and have found them a pleasure to work with. Very seldom do experience any downtime even though they continually conduct updates and upgrades.

When press offers a wide variety of plug-ins, apps and options for you to add to your site so you can continue to grow without having to start from scratch. FYI-I am not an affiliate of WordPress nor do I receive any money for endorsing them: I just find the program very easy to work with which is why I'm sharing it here.

As with most of the programs I'll be speaking of each has their own Q&A section and instructions showing you how to get them up and running as well as many online videos that can also help you through it. Most of them even have online support you can call the contact.

Planning Your Webpage

Videos 3a, 3b, 3c, 3d, 3e

Above the Fold

At this point you have hopefully chosen your business name domain name and have done the basic setup with a host and program to begin building your webpage.

Let's begin setting up your first page. Keep in mind when it comes to webpages "Less Is More ". What I mean by that is this better to have a few simple pages that are effective rather than many that can be confusing with barely any content on each. This is one of those types of things that you can "Grow As You Go".

If you were to go into a news-stand or convenience store you may notice the stacks of newspapers folded and sitting on the shelf to be sold. It is always the top half of the newspaper that is showing. If this top half has catchy topics and enticing pictures on it that it will sell more than the ones that don't.

This top half of the newspaper is what we mean by "Above the Fold". Everything above the fold needs to catch the buyer's attention in just a few seconds as if so many things in the store they may be looking at. If this section is filled with the relevant or boring data that has no value to the customer, then they won't pay it a second notice nor will they purchase it.

Your website works to same way. Everything that the client sees on their computer screen when they first click on to your site would be considered "above the Fold" if it doesn't capture their attention or show them an answer to their questions or concerns: chances are they'll move on to the next website rather than scrolling down. Keep in mind that most people have an extremely short attention span and are usually in a hurry when they're trying to research something online.

Headers & Titles

Catch their attention! It's important to have a picture or pictures that mean something to them, that will draw them in and give them a “hook” to keep them reading.

Main Page Do's & Don'ts

- Do - Have an enticing banner depicting your business or message.
- Do - Have similar banners on all your social media as a branding method.
- Do - Have a picture of YOU on your page so clients know who you are.
- Do - Have a Bold Catch phrase to draw them in or make them think...
- Do - Create the problem and show you have the answer.
- Do - Have testimonials for anything you offer.
- Do - Have a way to attract emails or subscribers
- Do - Include a “Call to Action”.

Don't - Make the page about you!

Don't - Use fancy words to try to make yourself sound smart.

Don't - Ramble

Don't - Make it difficult for them to contact you.

Don't - Make them think too much – K.I.S.S. (Keep It Simple Stupid)

Don't - Bait & Switch or Clickbait. Be transparent and legitimate.

Pages - Simple

It's important to keep your page is simple when you begin. Many sites will only have 3 to 5 pages posted when they begin working and making money. Please do not begin advertising your site if your site is not ready to be published. There's nothing more discouraging than finding a listing in Google, clicking on the link, and coming to a site that says "this site is not available" or "site coming soon". You have killed the anticipation of your upcoming site and people will most likely not return.

A few pages that I completed is much more professional and enticing than many pages that are not. You will have your main or home page which explains the people who you are and what you have to offer and if you only have one product you may even offer it on that page. This would be similar to a sales page of a product where you would see all the pertinent information, the features and benefits, and the purchase buttons at the bottom.

If you have multiple products you may want to create a separate page for each product being sure that you list these pages in the menu at the top of your main page. You will also want to have a contact us page so people can easily get in touch with you. You don't really need to have your phone number there but do have at least an e-mail available to them. Most people that are spending their money want to know that there is a way to contact someone if they need help.

If you haven't put a short blurb about yourself on your main page you may want to have a separate "about us" page.

If you have a YouTube, Facebook, twitter or other social media site you will want to have links available from your main page for people to reach them as well. Again, only link to your social media pages that are already off and running.

Plug-ins or Options

The advantage of a WordPress site is that they have many plug-ins and options available to you. Some of these options include a way to bring two forms and registration pages, online stores, photo galleries, video galleries, social media link buttons and thousands of others.

Be careful not to go overboard when you first begin with all the bells and whistles. It's similar to having a not a mobile where you want to make sure you have a dependable and efficient vehicle before you worry about the cruise control and backup monitors.

Client Capture

Videos 4a, 4b

Once you have created your website you now have a storefront where people are able to learn about you, your products and how to contact you to learn more.

In this chapter you'll be learning how to interest people in looking into your store, keeping in touch with them and getting their contact information.

Why would you want to keep their information?

It is said that it takes approximately 8 contacts with your client on average to get them to purchase a product. Many will do so a lot quicker but if you only give them an option wants to purchase from you, you'll be leaving quite a bit of income on the table in the long run.

E-Mail Clients

One of the best ways to keep in touch with those who are interested in your products is through e-mail. By having a large e-mail list of clients you'll be able to inform them of new products as they arise, continue to deliver content to keep their interest and of course to let them know of upcoming sales or specials.

Pretty much everyone whether they have a webpage built or not will already have at least one e-mail address that they use on a regular basis. With a business name you may want to get an additional address incorporating your business name and it or something else different than your personal one so you can keep your business transactions separate.

Although you can keep in touch with all your clients with a simple e-mail client like most people already have; the problem arises when your client lists grows into the hundreds and even thousands which is your eventual goal. In fact, I've found that once you've accumulated a minimum of 10,000 e-mail clients which

isn't as difficult a task as it may sound: you'll have enough people viewing your site on a regular basis to be able to make a lucrative full-time income.

Freebies

One of the best ways I've found to be able to interest people into giving you their e-mail address is to offer them something for it. This is where the idea of freebies comes in. I would offer you a product such as an informational pamphlet, book, how-to video or something else of value, and all the client needs to do is enter their name and e-mail address to immediately receive it free online delivered to that same e-mail address.

So how do you go about creating a product that your prospective clients would be interested in signing up for? Although that would be different for pretty much every business one of the quickest and simplest ways I've found of giving them valuable or desirable content is to create a small-many book or report that answers questions or concerns they may have in reference to what you do.

Now when somebody comes onto your site looking for help, not only will they see what you have to offer but they'll also be given a helpful piece of information to answer many of their questions and give you much added credibility.

Here's one of the easiest ways I've found to create such a product. I call it the 20 Question Creation Method.

For one of the easiest ways that I found to create a small book or giveaway type product go to chapter 4. There's a sample there of how to write a very quick giveaway-type book that you can probably complete in just a few days or less. The best part about it is even though you can complete it very quickly it will have wonderful content that your clients will want.

The Million-Dollar Question

Now, you may be wondering how do I get this "Mini Book" automatically delivered to my client and collect their e-mail address?

I'm so glad you asked that question. That brings me to the topic of Auto Responders. What's an Auto-Responder and why would you need one? Consider an auto response as your online marketing machine. It's an e-mail platform that automatically interacts your client e-mails with various campaigns may want to create, product delivery, automation, landing pages, funnels and so many other uses that you'll find as time goes on.

Here's an example: imagine that you had 1000 clients subscribe to your e-mail campaign right now. Every week you're bringing in an additional 20 new names of people wanting to download your free mini book that you created.

Now let's say that you are selling a five-month minicourse that you created and delivering each must listen through your autoresponder. Each lesson is delivered on the monthly anniversary of the date that that specific person purchased it. By the way you've sold 40 copies already.

Each person who has signed up for your freebie book in the past and that does sign up now automatically has that book delivered followed up by five daily e-mails more about your products and services.

- So now with the delivering of your freebie books...
- sending five e-mails to each person every single time they sign up...
- sending out weekly e-mails with content to over 1000 clients...
- delivering your monthly courses automatically to people that purchase some each month...
- and answering e-mails...

How much of your time will all that take up? Your head is probably spinning right now, because the do all of that would require a full-time worker if not several...

That's the beauty of an autoresponder. Once you've created a delivery letter or automation letter just once you can automate it to do it as often as required, at specific intervals for as many people as you have. So, in the long run it will make you lots of money and save you a bunch as well.

Sound confusing? Actually, they are very easy to get started and working as pretty much all the autoresponder programs come with detailed instructions and tutorials to get you going.

You can do a search online for auto responders and research which ones you like best. I initially started many years ago with one call to Getresponse.com and eventually split up half of my e-mails with another one called AWeber.com. All you really need is one autoresponder however I just didn't want to have all my eggs in one basket so to speak.

Here's a list of a few additional autos responders that seem to be a reputable to give you an idea when it comes to choosing one. Some of them are very expensive and some aren't depending on how many e-mail subscribers you expect to get and the additional bells and whistles they have added to their programs. In fact, many of them are free to start until you get a small group of e-mails together to help get you going.

- Aweber
- Mail Chimp
- IContact
- Constant Contact
- GetResponse
- Infusion Soft
- 1Shopping Cart

Call to Action

As mentioned in an earlier portion of this manual it's very important to have a "call to action" in every piece of marketing and that includes e-mail. Therefore somewhere in each e-mail you send out there must be instructions for what you expect the client to do.

Should they click on a specific link leading to someplace else or to a sale?

Should they click on a link to subscribe?

Should they click on a link to watch a video?

Should they go to your online store?

Should they visit another page?

Keep in mind that you went through the process of spending time creating the content that you are sending them in this e-mail and you have deserved the right to ask them to do something for you which is clicking on the call to action.

Another great thing about the autoresponder is that it can also track how many people have clicked on specific links that you have entered in your e-mail. In fact not only will it tell you how many e-mails have been delivered but also how many people have opened your e-mail. It's great to have this feedback so you know which kind of e-mails people like and which ones they don't.

E-Mail Frequency

For those of you that are part of our e-mail campaigns you'll realize that we send out a minimum of two e-mails per week and sometimes even more often than that. What you probably don't know is that there is a reason for that frequency.

We are helping people to create a habit of expecting e-mails from us. In our hypnosis course we speak about how, in order to create a habit, you must be given repeated suggestion for a minimum of 30 days. If given that suggestion goes beyond 3 to 5 days, the subconscious mind will usually let it go and resume the previous behavior.

With this in mind by delivering e-mails 2 to 3 times a week, your business product or program will remain a part of the clients thought process. It is a form of branding similar to seeing continual advertising for Coca-Cola or McDonald's. When a client has need of a product or service similar to yours; your name will immediately pop into their mind.

Website and E-Mail Capture Boxes

Have you ever seen those small boxes that give you the opportunity to type in your name and e-mail address so you can receive a product? You'll often find those on webpages, sales pages, advertisements, newspaper ads, and pretty much everywhere else. That is another thing that you can create and completely

automate through an autoresponder. They interact between e-mail, webpages, sales pages, payment portals and many other programs.

Live Sessions Online

Videos 5a, 5b, 5c, 5d

The purpose of this course is not to teach you how to do hypnosis sessions but how to be able to get them online as a business. Below you will find methods to conduct your hypnosis sessions online as well as programs and equipment needed to get them and market them there.

Telephone Sessions

Before technology expanded to the point it is today the only way there was to conduct hypnosis sessions over long-distance was by the telephone. Conducting online sessions will be similar to that however you'll also be able to see and interact with your client as they're going through the session. This way you can respond to their reactions during a session is needed.

With this method you would both be speaking back and forth through the telephone however it is best that the client is wearing a headset with a cell phone so he or she can sit back in a comfortable chair and enjoy the session in a hands-free situation.

It's important to let the client know that if you get disconnected during a session that you will attempt calling them back to continue the session at least twice within the next 10 minutes. The first callback should be immediately so there will be little interruption in the session or their relaxation stage and the second should be approximately 10 minutes later just in case the client fell asleep. This would give them a chance to wake themselves up. If they didn't answer the phone by the second call you would reschedule for another appointment. This is the main reason why it's important for them to leave their ringer on during the session. They'll be able to hear it and wake up when you call them back.

Skype Sessions

The next most common method to conduct distant sessions is through the

"Skype" program.

Skype offers a few more bells and whistles over telephone hypnosis sessions. The biggest of which is the opportunity to be able to record your hypnosis sessions. Some practitioners want to record the sessions for their own record keeping and safety purposes while others will record the session to give or sell a copy of the recording to their client.

Skype offers you several options but you may have to purchase a companion recording program where you can record side-by-side images, picture in picture images or even two separate recordings that can be merged later on.

Some of the companion recording programs are:

- Pamela for Skype
- MP3 Skype recorder
- Ifree Skype recorder
- SuperTintin Skype recorder
- talk helper Skype recorder
- plus, many more.

Simply do a search online of Skype recording programs or Skype video recording programs.

BlueJeans.com

One of my favorite programs for conducting both individual and group hypnosis sessions online is a newer program to the lineup called "BlueJeans". Bluejeans is similar to the older Google Hangout type program where you can invite up to nine people to be viewed on your computer screen at once. You can actually have up to 100 people on the program but only 10 can be seen on the screen at any one time and of course one of them would be you.

All you need to do is send your client a specific link that they would click on to sign into the private online room where you would conduct your session. This link

is sent to their e-mail and once they click on it, it would help them to set up their microphone and video cameras to ensure that they're working properly.

You can give out as many private addresses as you like so you can do this multiple times without worrying about someone popping into your session. You can also set it to automatically record the session directly to the program.

Another great feature is that you can try BlueJeans for free for one month to see if it works for you and then you can purchase it. It's a fairly inexpensive program and one online session would more than pay for this program for several months.

In the short time I've used it I have also found that their online assistance is second to none. Not only can you speak to a live person but if you're having difficulty, they will have you click on a link and come live right into their office so you can see them. I've even had one instance where several of their technicians were speaking to me in real-time, on video at once.

This program can be used both with a cell phone or on a computer. I have had many people on my screen using their cell phones however I prefer using the computer screen so I can see everyone larger and in clearer detail.

There are also other features where you can have a chat box to type on the side of the video so you can have multiple peoples as in a group or webinar and you can also do screen sharing so everyone in the program can see what you're seeing.

Because of these options I've used this program for webinars and live courses as well. I've used many programs and have found this one to have the most features for the money but most importantly the best video quality for recording.

The only downfall I found so far is that it is not compatible with you to however you can use the program within its own private rooms or you can also use it on Facebook. In Facebook you can use it live so everyone on your page can see you, as well as others you've invited or you can create a private group and open it there.

Once you've finished your program however, you can download your recorded end product that you saved and then simply download that to YouTube if you'd like. So you can still get the video on YouTube but you just cannot record it live directly to YouTube.

WhatsApp this is "Raluca's" favorite program for conducting individual sessions and for calling her friends and relatives internationally as well. It's a great face-to-face program that is used directly from your telephone. It seems to be extremely easy to use and can be a great option for conducting individual, online hypnosis sessions if you are not planning on recording them.

As with other online programs keep in mind that if you use something like this program or Skype during peak business hours or what I like to call peak Internet usage hours there is a strong chance that you may be bumped off-line and have to restart your session several times. Be sure to schedule your appointments accordingly.

The nice thing about not being able to record from this program is that you don't have to worry about anything being stored online that may be of a private nature. On the other hand, it's important to realize that when recording any program that may be attached to Facebook, understand that Facebook can and does keep record of everything being recorded or viewed on their platforms. In fact, when people sign up for their Facebook page, most of them don't realize that they are actually giving Facebook permission (and the really fine print of their contract that most people skip over and don't read) to record or should I even say "spy" on them through their cell phone camera. One of the scary things about technology today.

Group Sessions Online

Work comes to doing group sessions online I have found several programs that can do the job however I'm sure there are many others out there as well.

BlueJeans.com - Of course my first choice would still be bluejeans.com because of the clarity and being able to have an even clearer recording sent elsewhere. Often times I sell these recordings and use them in courses.

Google Hangout - This program will also give you many options to choose from similar to the Bluejeans program however it is designed to be used with live YouTube recording. You do have the option of having multiple people on screen, screen sharing, and even labeling names and business names below each person which is known as "bottom third".

Zoom - Here's another program that many people I know of use for individual and I believe even group sessions however I have not used it personally.

Equipment

I often get asked what equipment is required to be able to conduct online hypnosis sessions. This is something you may want to inform your clients about as well or even place in the instructions portion of your website pertaining to online sessions.

Computer, cell phone or other Internet capable device - Online hypnosis sessions can be participated in by the client directly through their computer, Internet capable laptop or tablet device or their cell phone.

Earbuds - Regardless of the option they use I require the client to use a headset rather than listening directly through their computer speakers. It's easier for them to hear what you're saying and also eliminates most outsider background distractions. This is especially important with groups so as to eliminate feedback coming back through their microphones.

This shouldn't be a problem as the cost of telephone headsets are very inexpensive. When I speak about a headset I'm referring mostly to the earbud types that fit snugly into your ears rather than covering your entire ear like earmuffs.

Rules or Instructions

Comfortable Seat- When in hypnosis it is always best for the client to be sitting in a comfortable seat that can support their head and neck. This doesn't have to be a recliner. They can sit in a high-back office chair, couch, or virtually any comfortable chair. If it is not tall enough to support their head and neck, let them know that they should balance their head up rather than allowing it to droop downwards so as to not have a sore neck when they open their eyes.

Way to Be Seen - It's important that the practitioner can see the client during the session. Keep in mind that when they're sitting back in their chair or recliner their computer cam or cell phone will need to be pointed at them so you can watch their reactions to your session. So, before you begin your session be sure you do a trial run to make sure everything is working and adjusted properly.

Turn off any beepers, additional phones alarms or anything else that may disturb the client during session.

Let any animals or pets that could jump onto the client or distract them out of the room during the session.

Be sure they're in an out-of-the-way location where people won't barge in for the entire time while they're in session.

Accepting Money Online

Videos 6a, 6b, 6c

Pricing

There seems to be much controversy and debate about pricing for online or telephone hypnosis sessions. Since telephone sessions can be just as effective as in person sessions, I have no problem with charging people the same amount that you would normally charge as if they came into an office.

Be careful not to underprice your service. It seems that the more you charge the more the client will feel your program is worth it. If you discount price your session then your client may also feel that they're getting discount quality service as well. People feel that they get what they pay for today so give them something that they'll feel it is well worth it.

In the long run will be saving money in the way of expenses in lost time driving to and from an office.

Payments - Accepting Money Online

Now for the most important part of the entire process: How do you get the money from the client to your bank account?

You'll need to have some sort of payment portal where clients can securely use their credit cards or PayPal account to pay for your service.

PayPal.com - One of the most secure and popular payment portals is PayPal. Most people already have a private PayPal account but if you're going to be doing this for any length of time you may want to consider getting a business PayPal account.

With a business PayPal account you can also take payments over the telephone or even in person using their virtual terminal or even get one of those little boxes

that connects to your cell phone so you can have the client swipe their credit card right on your phone to make payments.

Keep in mind that when I mention a PayPal account that PayPal also accepts virtually every major credit card too. That's important to know because many of your clients will complain that they don't have a PayPal account and when going to your payment portal sometimes the option to use another credit card is written so small that they can't find it or may even be strategically hidden.

I think the reason for that is PayPal would prefer clients using a PayPal account only so they hide other options. Now that you know this in advance be familiar with your payment set up so you can inform clients should they have difficulty with this.

PayPal does include a monthly fee for this service and takes a small amount from each payment received.

The nice feature about PayPal is that the money goes directly from the client's account to your PayPal account. You can also apply for a PayPal debit card so as soon as the clients' money reaches your PayPal account you are able to access it with your debit card as well.

There are many other programs out there so if you're not comfortable with using PayPal please take some time to research the features and benefits of others. I have only used PayPal because they have the largest and most well-known.

Once you sign up for their program there's lots of tutorials videos and assistance available to help you get it up and running. You can also call them directly and a technician can guide you over the phone to help you get it running.

Once you register for PayPal you'll also be able to make payment buttons for all your online products such as MP3 sessions, books, novelties or anything else you'd like to sell.

Clickbank.com - Clickbank is probably one of the largest programs for dealing with online and digital products especially where it comes to monthly payments such as membership sites, courses or anything else you would like people to make payments or installments for.

Click bank also has their own extremely large online marketplace where you can sell your digital products through and even get affiliates to sell your product at a predetermined commission for you.

Click bank requires that every product you list on their platform has a 60 day, no questions asked money back guarantee.

You have the option once you've made sales to be paid either monthly or bimonthly through paper checks sent directly to your home or my digital transfer directly to your bank account.

With their portal you'll have lots of accounting options to see who's buying, what products and buying and many of the statistics to keep you on top of what's selling and what's not.

Once again they have lots of tutorials to get you set up as well as online and telephone tech assistance.

E-Junkie - I use this program for years to deliver virtually all of my courses, individual hypnosis scripts, hypnosis script manuals, videos and webinars.

Although PayPal has the ability to do the exact same ability as E-junkie, I have had many instances in the past where people's products did not get delivered for one reason or another. Rather than worrying whether they would get the next product and not I use E junkie has a way to collect payments and deliver digital products. They work hand-in-hand connected to PayPal so all monies are still delivered directly to my account.

E junkie also gives you the ability to put on periodic sales for either discounts or percentage off your items and they have their own marketplace similar to Clickbank as well as the ability to get and manage affiliates.

E junkie only charges a monthly fee and not a percentage off each item sold.

Old-Fashioned Methods of Collecting Money - Yes, even in today's day and age there are people who cannot or will not for various reasons use online payment methods. So, what options do you have for them to collect monies for sessions?

Fortunately you can still have them mail a check to you however I would make sure you received the check and it cleared in your bank before you did the session so they may have to wait a week or two once you received the check to ensure it clears.

A second option which doesn't take as long as to have them send you the money through Western Union. Simply do a search online for Western Union and they'll let you know where their locations off for the client to pay. All they need from you is usually your name address and phone number so you can go pick up the money.

The two downfalls of using Western Union is that there is usually an additional fee to the client for sending the money to you plus you'll also have to go to a Western Union office to collect it. In our areas most of the Western Union offices are at the customer service desk of most supermarkets.

The final and probably quickest option is to tell the client to bring the cash with them for the session and they'll be required to pay you before the session starts. I feel transparency is very important when dealing with your clients. This way you have the money in hand and then you do the session.

Registration

How would you have the client to register for your session? You can have them do it automatically through an online form that they could fill out which would give

you their basic contact information as well as information you request from them through a questionnaire and give them the option to make their payment at the end. There are even some forms available in the way of website plug-ins available where the client can see your calendar and schedule their preferred appointment time.

To find these types of plug-ins just go to the "Add Plug-in" section of your WordPress webpage and do a search for questionnaires, scheduling appointments, or whatever topic you looking for.

My preferred way of scheduling and taking payments for clients has always been to do it in person. On my main webpage it would say to call a specific number to schedule their appointment. On the phone I could interview the client to find out what they needed, schedule the appointment and even take payment over the telephone through my PayPal virtual terminal.

The advantage of doing this in person is that the client has already had a chance to speak to you before your session and will feel much more comfortable with the entire process. They also get to ask you questions in person should they have any.

Put on Your Webpage

How ever you decide to handle your registration process for online sessions, be sure to post it clearly, with easy step-by-step instructions how to do it on your webpage.

If the only thing that you have on your main webpage is online hypnosis sessions and is no reason why you shouldn't place this scheduling information and payment button or options right on that page. If you have multiple items on your webpage it may be a good idea to have this on another page so as to keep your pages clean and simple.

You may want to have something like a bold statement to this effect: **"Are You Ready to Reserve Your Session Now?" CLICK HERE to Register!** Then the click here button would bring them to a separate page with the registration/payment portal and information.

Testimonials

As with any product or service one of the best ways to convince someone to purchase, register or sign in as by having other happy customers who have also done so.

It's important to have as many testimonials as you can, within reason on your page. If your page is for online hypnosis sessions then ask your clients if they would give you a testimonial to place on your website. It's best as soon as possible to do it while everything is still new in the mind and the still excited over the experience.

The same if you offering MP3s, books or even courses. Testimonials sell.

It's important to make sure that your testimonials are legitimate ones, (don't make them up) and that they are of a positive/encouraging nature. Be sure to include their name in the testimonial to give them a personal touch.

- Video testimonials are always the most powerful.
- Second best would be audio testimonials.
- Next would be written testimonials with the person's name, city state and picture.
- Last would be a written testimonial but name only.

The reason why I say more is better is because if you only have three testimonials people will think that these are your friends or family. Imagine having 25 testimonials on your page: People would read the first 12 or 15 and be convinced that you must be great at what you do.

MP3 Hypnosis Sessions

Video 7

Interview with Antony Reed of “**Brain Spanking U**”

CLICK HERE TO SEE HIS YOUTUBE SITE

<https://www.youtube.com/channel/UCaEi38Wiw63fW5us1770jXQ>

Equipment Required

In this section I'm going to be letting you know some of the equipment, hardware and software I use to create my own hypnosis session MP3s. Keep in mind that the purpose of this chapter is to give you a tract to run on by showing you how I did it with the programs I use however there are so many programs available today you should search the online and choose the ones that would best suit your needs.

Every reputable program will come with some form of instructions, tutorial and even videos to show you how they work. If you have difficulty finding tutorials on your program just do a search on YouTube and there should be many videos there to help you along the way. If you still can't find any then maybe you should find a different program to use.

Hardware

There are many professional and even semi-professional microphones that would work great for recording hypnosis sessions.

Microphone - Yeti Blue is a microphone that I've used for many years provided it works great for recording audios, videos, doing interviews and even speaking to groups.

I bought mine at Best Buy however you can also find them online at Amazon as well as many other locations. Mine cost approximately \$150 at the time of purchase.

Microphone stand - The microphone comes with his own table stand that you can use to record but I purchased an additional floor microphone stand with a 4 foot boom on it. This way I can set up the mic to the side of my table and have it coming from the side so I can still type on my keyboard while speaking without interference.

Pop filter or sock - I also use a round pop filter with an adjustable extension that connects to my boom. A pop filter is simply a stretched-out piece of cloth that goes in front of your microphone so when used beach into the pop filter any popping sound you may make with your mouth aren't defrayed in recording.

Software Required

Camtasia - This is a video and audio program which I used to create all of my audios as well as videos. Many people asked me why I use a video program to create my audio. The reason for that is that I'm so familiar with the program that I find it extremely easy to use and very versatile. I can add as many tracks to as I like to overlap voice, music, sound effects and even pictures or videos.

Another great thing about camped Asia is that I can export my creation online, to my desktop, to the sky are virtually any place I like. When I create audios I actually export my audios to another program called Audacity.

Camtasia is not a free program however if you plan on creating and editing videos for YouTube or any other source you will find it to be a wonderful investment.

Audacity - This is a free for PC program that you can use to create audios. It is free to download online and you can find plenty of tutorials on how to use it with simple Google searches. It also gives you the ability to edit and add tracks as desired to create audio MP3s and even subliminal audios if you like.

Garage Band - This is a free program for Mac users. When I first started doing audios many years ago I used the GarageBand program exclusively. It's a very simple to use and versatile program. If you are a Mac user I highly recommend it. You have the ability of doing everything mentioned earlier with the other

programs and even has sound effects and many other bells and whistles attached to it. This is a great one to use if you want to create that spooky, hypnotic voice.

Broadband just like the other programs above is a complete audio program that you can use to create your MP3s and then download them to your computer or many other online programs or social medias.

Box Shot 4 – Here's a program I downloaded to create 3d virtual cover pictures for CDs, books, boxes and many other products. <https://boxshot.com/boxshot/>

Music & Sound Effects

If you're going to be including music in your audios be sure that your music is either copyright free or you've created yourself to eliminate liability problems later on down the road.

Two of my favorite places to get free, royalty-free music are:

1. Incompetech - <https://incompetech.com/music/royalty-free/music.html>
2. YouTube-audio library - <https://www.youtube.com/audiolibrary/music>

Most of them have a large selection and if they require to give credit to the author on your production, they'll give you the exact wording that you must include. I also use these sites to get background music for my videos as well as sound effects.

Sell On The Web

8a, 8b

NOTE: This video show more about how I do and additions to the previous video with Antony and additions methods that can *help* ([outline of the video is here for you](#))

How to Upload Media onto WordPress

Sell on The Web

Payment Portals

E junkie - Itegrates with PayPal

Clickbank -

Equid Plugin - Online Store - can sell multiple items & physical products

Larger Options for Publishing

Amazon

iTunes

CD baby - they can solicit to multiple places for you

Writing Books

Videos 9a, 9b, 9c, 9d

One of my favorite ways of making money online is by writing books. So far, I have written about 51 books to date. Some of the books I've written have taken me over a year to complete while many others were completed in a week or less. In fact, I've even written one where I got the idea, wrote it, advertised it, published it and even sold about 20 copies within the same day.

Passive Income

One of the best things about selling books online is that you are creating what's known as passive income. A passive income product is one that you can market continually online once it's completed and it will continue to sell and bring in an income for you without you having to do any additional work. Once you've completed it and published it you can move on to your next one.

Throughout the years I've created multiple streams of passive income by writing many books, courses, hypnosis scripts, webinars, MP3 sessions and training videos. All of these products are sold through automation and the only upkeep I need to do is to upgrade them when necessary answer any questions that customers may have and make sure all my programs remain up-to-date.

Once you become comfortable with creating passive income products, you'll find that they free up much of your time so you can continue to grow. Approximately 95% of my present income is a result of passive income products. For those that are familiar with me you'll realize that is why I can spend so much time fishing, gardening and having fun with family. I'm able to now work only if and when I want to and it's a spectacular feeling to not be controlled or owned by a 9-to-5 job or boss.

The Chapter Book

This is just as it sounds; you'll create a series of chapters and subchapters as I've

done in this book.

What are the 7 - 10 most important topics on this subject? (These are your chapters) Even though I mentioned 7 – 10 you may choose as many as you like depending on the amount of information you have available.

Now choose 3 - 5 subchapters or subjects for each one.

Now simply write a couple pages on each subchapter or as much information as you have available and you will have a finished book. If you want to take your time writing a book this way then I'll give you the math to show you how you can write a book very easily in a very short time period.

If you have seven chapters with three subchapters for each one and you wrote one subchapter a day which would be “very” simple to do then you would have a completed book written in 21 days. $7 \times 3 = 21$. If you wrote two subchapters a day it would be finished in $10 \frac{1}{2}$ days. Or if you wrote three subchapters a day would be finished in seven days. By the way, three subchapters would only take you two to three hours a day.

By the end of this process you should have a book with 40 - 50 or more pages.

While you're researching the topics for your book be sure to write down any stories, jokes or quotes you run across on each topic so you can use them as emphasis if you need them when you begin writing.

The 100 Hundred Question Method

I created a Two-Day Webinar on Telephone Hypnosis doing this. It also works great for a book.

Think about the topic you would like to write about and make a list of 100 questions that your readers would like to know about it. Keep in mind that even though you may have tons of knowledge on the subject your readers most likely know little to nothing on it so ask your questions from the readers' point of view.

Once you have written down all of your questions, separate them in categories or so there seems to be some format or order. Once you have completed and organized your questions all you have to do is answer them and you have a very informative book. If you want to expand that into something larger you can also

use this format as I mentioned earlier to make a great webinar online with a PowerPoint presentation.

Quick Lesson in How to Create a 20-Question Book

Here's one of the easiest ways I've found to create such a product. I call it the 20 Question Creation Method.

20 Question Creation Method *(100 Question Method but shorter)*

Put yourself in the mindset of the clients you'll be serving.

- What's the main questions that they have about your service?
- Do they have any fears, concerns or reservations as to what you do?

If for example you have a hypnosis office and offer online hypnosis sessions, what questions or concerns would your clients have about participating in an online hypnosis session?

First you should give this creation a title, then ask yourself at least 20 questions that your clients would have about it. If you're having difficulty coming up with questions: a great way of getting them is to call several of your friends, tell them what it is you are offering on your website and ask them what questions they might have about it. If they're not very familiar with what you do, they'll have some of the exact questions that your prospective clients will have.

Once you've listed your 20 questions; you now have the table of contents for your publication. Now all you need to do is answer each one of your questions as if it were a separate chapter of your book. Take your time in answering the questions so you answer them completely in a way to make your client comfortable with the answer however not so in-depth that you bore them. Remember you're the one that took hypnosis training at school and they are only coming to see you to be helped, not to learn everything that you learned in your training. Sometimes simple and to the point is best.

Here's an example;

20 Questions Everyone Has About Online Hypnosis Revealed

1. Is hypnosis dangerous?
2. Is hypnosis online as effective as in-person hypnosis?
3. Will I need any equipment on my end to participate in a session?
4. What kind of chair will I need to be sitting in?
5. What if I have questions before we start the session?
6. Will you be interviewing me before the session?
7. What if I get stuck during the session?
8. What if we get disconnected during the session?
9. Can I have anyone else in the room there with me?
10. Will you be recording the session?
11. How will I know if it worked?
12. How many sessions will I require?
13. Should I dress a certain way during the session?
14. How will you know how I'm reacting to what you're saying?
15. Is there any guarantee that your session will work?
16. How long will the entire session take?
17. Will I tell you any deep dark secrets while in hypnosis?
18. How do I know you won't make me cluck like a chicken during the session?
19. What if I fall asleep during the session?
20. What if my phone rings or someone walks in during the session?

Now all you need to do is answer all 20 of these questions then you would have a spectacular little book to offer for free on your website to clients interested in taking a hypnosis session with you.

You can create an enticing cover and show the cover and a brief description of what you have to offer or you may even list some or all of the questions that are included. I personally like to dangle a "hook" in front of them by leaving less information about what's inside but saying something that will really want them to learn more.

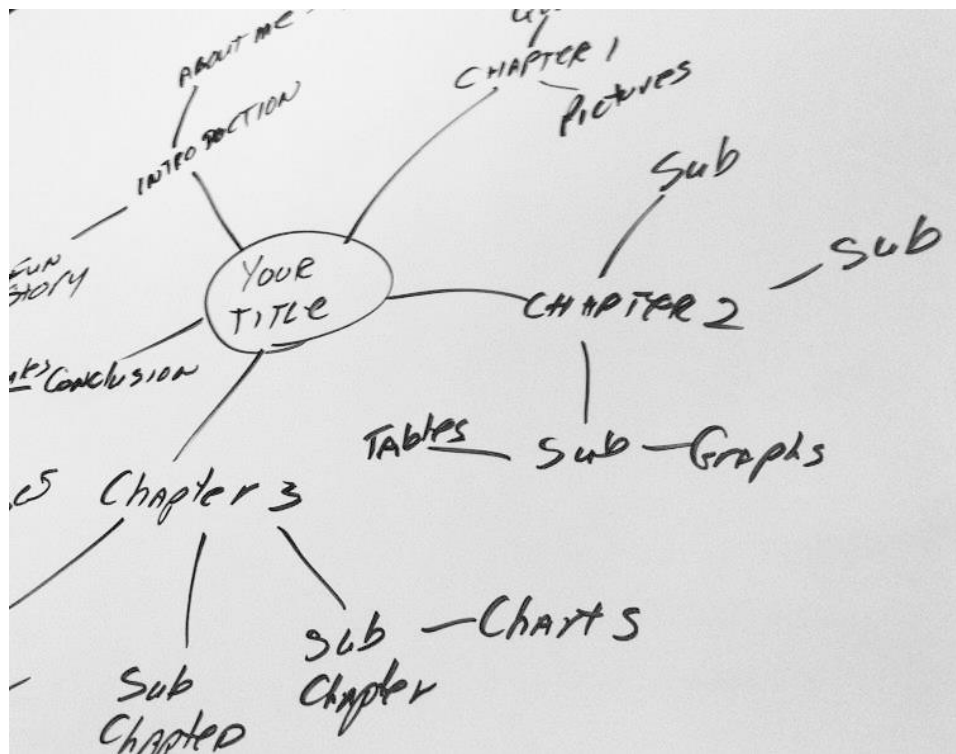
Keep in mind that everything is in the title. That's why in the title of this little creation I use the words Hypnosis Revealed. It leaves the reader to believe that it contains something that's not common knowledge or easy to come by.

Brainstorming

By now you should have figured out what you want to write about, what kind of book you're going to write and what format you're going to use. Now's the time to sit in a quiet place and begin brainstorming. If you have someone else you can do it with, remember the old adage that two minds are better than one but you may have to place them as a co-author with you so be sure that they're someone you plan on having a long relationship with.

Create an outline on the computer – If you're able to have creative thought in front of the computer without being distracted then this method may be for you.

Index card method – Write each chapter and subchapter down on a separate index card. I like to use the 3" x 5" ones. You can get a big package of them at Wal-Mart or any department store. Think of everything you'd like to put in your book. Once you've completed that step then put your cards in order. Spread them out on the floor or on your bed if you have a big enough one. By doing this you can see if you have subchapters that overlap or are even doubles. Move them around so they make the most sense and are in proper chronological order.



Here's a picture of a generic mind-map that I just drew on the whiteboard for you.

Mind mapping method – I use mind mapping a lot in my business. I've planned most of my

books, courses and programs this way. I didn't do it with this book as I only have a day to write it and needed to expedite time. By using the computer method I saved the step of not having to transcribe it afterwards.

If you're not familiar with mind mapping do a search on line and you'll learn tons about it. It starts by writing down the title you want to write about in the center of a huge paper or white board and then shooting off with all the subtitles or variations of it you can think of, then spoke off of them and then those as well. They're actually fun to make but best of all is that the mind mapping method works similar to the way that thought does, so you're more likely to get everything down on paper that you have in your head. Not all information can come out in chronological order such as in a normal outline and this is why mind mapping works so well.

Creating Covers

Printmaster for Covers - I create all my cover art for books, MP3s, CDs and even video thumbnails with a program called PrintMaster Gold. There are many even more updated programs available on the market today however I've been using PrintMaster for over 15 years and am very comfortable with it. If you don't have a program already and don't wish to purchase one you'll find that there are free programs online that are quite adequate for you to be able to use until you get up and running.

Two of my favorite are:

1. Pixlr Photo Editor and
2. Pic Monkey

Both of them can be found easily with an online search. Once again these are simply programs that I have used in the past however there are many others available as well.

Photos - while we're on the topic of editing books I'd like to share with you one of my favorite places to get copyright free pictures of high quality. It's an online site called:

- Pexels - <https://www.pexels.com/>

Simply search for the type photo you like and you be given many choices to choose from. You be given choices of the size you'd like to download and there

will be any rules or restrictions on the page of that time. For the purposes of values and there have been no restrictions however.

If you cannot find the right picture you like within their library they also have additional ones that you can choose for a minimal purchase price.

Virtual covers -once you created your cover art for your book or product the next step will be to upload it to a program connected to your book for publishing or if you're selling online to create an online virtual cover that you can sell in your online store.

I have used a program called "Boxshot" for many years. It's an extremely easy program that you can use to create many different views and angles of books, CDs, MP3s, images on cell phone and even labels for soda cans. Each image can be manipulated by you to change the angles, shadowing colors and the list is endless. It's a very versatile and easy program to use I believe you can still find them online for purchase. The last time I upgraded mine I used this website: <https://www.pexels.com/> I think the cost is about \$100. I know that might seem like a lot of money but when you think about how often you'd be using it, you'll really be happy you purchased it later on down the road.

Nineteen parts of a book

You have creative license to do whatever you want with your book but in this section I want to give you some ideas of various parts of a book that you can or may want to use. Some publishers will tell you which ones to use or tell you to use 3 of the 5 that they list for you. Truth is you don't have to use any but your readers are expecting to see the very minimum at least. So, here they are:

- TITLE PAGE
- PREFACE
- ACKNOWLEDGEMENT
- CONTENT AT A GLANCE
- TABLE OF CONTENTS
- INTRODUCTION
- BODY MATTER

- PROLOGUE
- DISCLAIMERS
- COPYRIGHT INFORMATION
- FORWARD
- DEDICATION
- RESOURCES
- APPENDIX
- GLOSSARY
- TESTIMONIALS
- BIBLIOGRAPHY
- INDEX
- ABOUT THE AUTHOR
- FAQ - FREQUENTLY ASKED QUESTIONS

Definitions of what they are:

TITLE PAGE: Repeats the title and author as printed on the cover or spine.

PREFACE: A preface generally covers the story of how the book came into being or how the idea for the book was developed; this is often followed by thanks and acknowledgments to people who were helpful to the author during the time of writing.

ACKNOWLEDGEMENT: A statement of thanks at the beginning of a book, made by the writer to people who have helped.

CONTENT AT A GLANCE: A shortened view of the Table of Contents that can usually be seen on one page.

TABLE OF CONTENTS: A list of the books contents arranged by chapter, section, subsection, Etc...

INTRODUCTION: A beginning section which states the purpose and goals of the following writing.

BODY MATTER: (the core content of the book) Parts - Sections - Chapters - in that order.

PROLOGUE: A prologue is an opening to a story that establishes the setting

and gives background details, often some earlier story that ties into the main one and other miscellaneous information.

DISCLAIMERS: A statement or assertion that disclaims responsibility or affiliation.

COPYRIGHT INFORMATION: Where the copyright date is found.

FORWARD: A short introduction to a book, usually written by someone other than the writer

DEDICATION: A statement at the beginning of a book that tells people it has been written for a specific person in mind.

RESOURCES: A source of related supply, support, or aid, especially one that can be readily drawn upon when needed.

APPENDIX: The part that corrects errors, explains inconsistencies, detail or update the information found in the book.

GLOSSARY: The glossary consists of a set of definitions or words of importance to the work. They are normally alphabetized.

TESTIMONIALS: A written declaration certifying to the book or Authors character, conduct, or qualifications, or to the value, excellence, usefulness of a book; a letter or written statement of recommendation.

BIBLIOGRAPHY: This cites other works consulted when writing the body. It is most common in non-fiction books or research papers.

INDEX: This list of terms used in the text contains references, often page numbers, to where the terms can be found in the text. Most common in non-fiction books.

ABOUT THE AUTHOR: A short bio of pertinent experience about the author.

FREQUENTLY ASKED QUESTIONS: Also known as FAQ. Just list as many questions that you can think your readers would have and answer them.

Editing Notice

If you find typographical errors in this book, I'd like you to realize that they are here for a reason. Some people actually enjoy looking for them and we strive to

please as many as possible. Thank you!

Selling on Your Website

Creating your own online website offers the most flexibility and least security. The advantage to doing it is that if you already own your own website is the least expensive option to get started with. I started doing that over 20 years ago and am still using my homemade website store today. I like the old adage: "If it ain't broke, don't fix it".

Here's the link to our hypnosis school online store that I created so many years ago if you'd like to see what it looks like:

<https://www.choosehypnosis.com/store.htm>

The store starts out with one main page which includes headings to my various products such as hypnosis courses, books and manuals, MP3 audio sessions, hypnosis scripts, hypnosis benefits, and hypnosis T-shirts. Once you click on the link you're interested then we will then forward you to another webpage that has all the products available within those categories.

From that page is a brief description of each item available with another link that you can click on which goes directly to the sales page of that specific item. The sales page will include all the features and benefits as mentioned previously in this manual and end up with a "call to action" to purchase the product was a payment button going to whichever payment portal I've used for instant delivery and payment. My favorite part about an online store with Digital Products is that once the customer completes payment, they get immediate delivery.

Equid Store Page - Another option as mentioned earlier is to create your own pre-made online store with the use of a WordPress plug-in. (Others available as well) the nice thing about a plug-in is that it looks a lot more professional like most larger businesses have, it's interactive with most all payment portals, it's interactive with other pages of your website, you can usually place items from your store in your sidebars of various pages that will take people back to your store and you can even link it to and from most social media platforms.

As with any new program there will be a learning curve to get it started however once you place your first few products on it, it'll be like riding a bicycle. Many of these online store plug-ins will allow you to place a few items on them for free so you can become comfortable with the process. Once you decide to add more products some old tried you according to how many products or will give you levels such as a certain price for 20 items, 100 items were 1000 items.

Take the time to look in study these options. I wish I had taken the time to learn the many years ago as it would be much easier today to continue to grow my store as well as much more interactive and versatile.

Sell on website with PDF - one thing I didn't mention earlier about selling books online. Selling with a program such as Amazon requires you to use certain formats such as Epub for Kindle. The nice thing about selling on your own webpages that you can create your book in a doc file and then transfer it to a PDF format. You would advertise your book on your website and wants purchased the auto would be forwarded to either E junkie or PayPal for delivery of the immediate PDF book.

The downside of a PDF book is that it can easily be stolen from online and put in many of these dark sites available on the net for free. As with any other business there are many "trolls" out there looking to make money off the sweat and toil of hard workers. So keep in mind that theft is rampant online and is really not much you can do about it when you decide whether you're going to start your own site or make one with more security such as new Equid or Amazon.

Selling on Amazon

Amazon is the largest bookseller to date that I am aware of and they also own the Kindle Company. You can publish your paper books directly through Amazon by going to a site called www.createspace.com. You will find the step by step process to create books there and have them launched directly onto Amazon for sale.

Here's an up and coming program that is virtually taking over the book industry. My books on Kindle are selling like wildfire. People love the ease of being able to

purchase, download and read a book within minutes. Last week alone I purchased five books from Kindle as I'm researching to build a membership site for making passive income. It's great for research as the books are very inexpensive compared to PDF and paper books and you can get the info when you need it which is usually now!

Kindle uses what is known as the epub format (electronic publication). The files basically have the extension .epub. You can find an epub template by doing an online search and write your books directly in the template as I am doing here. It can also be converted to PDF as I have found so it kills two birds with one stone so to speak.

Here's the link for Kindle: <https://kdp.amazon.com>

Although I can write a dozen books on the topic of creating and selling books on Amazon and Kindle but in this course, I am only going to touch on it lightly as not everyone taking this course will be using those programs. I'll speak about some of the ins, outs and features of the various programs to give you a brief familiarity but as with any other program you're going to need to take the time to study it and follow the many tutorials. Unfortunately, everyone building products on Amazon and various companies have different ideas and purposes so note to the exact same.

Epub Format – As I mentioned earlier, Epub has one of the formats used to create a professional looking Kindle book to be sold online. Epub is an app that you would purchase that you can create your book on similar to a doc file or any other word processing file. The difference is that it is made for books that work well on Kendall.

If you've ever noticed how on most Kindle books, all the table of contents are printed as a program that will help you to put your book together and make it look professional online.

You don't have to use it however if you create your book in a doc file, it may seem so old-fashioned that you may could get frustrated customers reading your books which could lower your sales in the long run.

Affiliates

If you belong to any Affiliate sites you can give your affiliates commissions to sell your products. If you don't then you may want to consider looking into Clickbank at <http://www.clickbank.com/> to sell your product through them. It is simple to use and you can have other people selling your products for you.

Lulu.com

Books in Print or Online PDF

Online Store

Print on Demand Concept

Lulu store can place you on Amazon or Barnes and Noble

The Pre-sell Method

I actually sent out a preparation letters and a pre-sale letter to one of my email lists which has about 1100 email addresses. I sent the prep one out last night a bit after 4PM telling people what I will be doing today and to keep an eye out for today's letter. People like to see "Coming Soon" kind of advertisements because they feel like they're getting a sneak preview. In fact that is exactly what they're getting.

I sent the second letter, the pre-sale one out today once I had the outline completed and began writing a bit of the book. That was about 11:40AM. It described what I was doing and gave them a link to a simple website I made where they could see the cover of the book and purchase it. That then forwarded them to another page that thanked them for purchasing and told them the book would be sent out to them tomorrow once it's complete.

The letters that I sent to them are both included in this book verbatim. You can use them for your projects if you like but be sure to take my name off the letters and insert your own.

Once the letters were sent out then the ball was in motion. All I have to do now is write the book so I got to it and began typing. It helps that I told so many people that I was going to do this. Some were checking on me throughout the day which motivates me to keep going and I know the pressure is on now to create a quality product. In fact even my mother told me to be sure and call her tonight when I

finish the book no matter what time it is because she wants to know. Yes I still have a supportive Mom who's also a big fan of my work.

My goal is to create it in an Epub template but convert it to PDF for the sale by midnight.

Raluca is manning the computer and writing the names of the purchasers for the day so I can insert them in the last chapter by midnight to complete my process.

Sell it to my email list and later put it on my website online store. Then on Kindle and finally post it to Lulu so I can have a hard copy to show off and put on my book shelf.

It doesn't end there though. This book will also be used in upcoming membership sites and other passive income and continuing income money making programs I am in the process of completing and launching. Drop me a line if you want to be on the mailing list to be informed about these. (That was a plug for an upcoming program. See how easy and natural that was?) That's sort of what we call Back Ending It.

So, there you have it, my process of how to write, publish and sell a book in one day. The funny thing is that it was not very hard and I'm sure you can do it too. This is just day one but this book will continually bring in sales for months and years to come. Not bad for one days' work, don't you think? Now you see why I want you to get so excited about doing this. It's a money maker that just gets better and better the more you do them. Before long you'll be able to leave your day job and spend your time traveling, having fun and if you're like me, writing books and programs while you're fishing...

Here's a brief outline of what's included in the next 3 videos. Much of it is covered in the previous videos so rather than give you more to read I'll just show you what's in there so you can go to it quicker.

Video Programs

Video 10

Courses & Webinars

On various topics like:

Parenting

Self-help

Child rearing

Smoking

Weight loss

Happiness

Meditation

Whatever your passion is

Creating Your Content

Mind Mapping

Video, audio or in print

Sales Page

Delivery Page

Pre-Order option

Payment Button

Delivery of courses

Complete courses-E junkie or PayPal

Monthly delivery

Through your autoresponder program-e-mail

Tab host the delivery page on WordPress with password protection

Wild apricot

Wish list

Click bank

Get the word out

Specialty Pages

Video 11

How they all work together

 Create a diagram

Sales pages

Delivery pages

Not all in one place

Keeps your main page clean

Social Media

Video 12

Social media - uniformity in headers

YouTube - interviews-Lindini story-AdSense

Facebook Business pages

Facebook Groups

Instagram - means - picture oriented

Pinterest

Thank you for Joining us in this online adventure!

Rene & Raluca Bastarache

Authors and Founders of the American School of Hypnosis