

Psychology of Marketing

People are willing to pay high prices for quality things/ services/ results.

A certain percentage of the world will do the same for you. Let's say, for example, you're going to specialize in stress control. Just about every other person around is stressed, so a percentage of those people will likely seek your help at some point because your service will benefit them. The greater your quality of service and the more beneficial people feel their experience is, the more they'll rave about you.

Off the top of my head, I believe all my hypnosis and hypnotherapy sessions in 2017 were a solid \$100-\$200 per first full session. Clients who wanted a mental escape (or needed help) happily paid the price. After each session, each client expressed that they felt some degree of positive change.

This was of course after my initial consultation with each client, which I normally charged \$50 for. That's another interesting marketing tip I learned from a different mentor, always charge for your services. Charging \$50 for a 15-30 minute consultation helped do 2 things:

- 1) Weed out non-serious clients
- 2) Provide me a window of opportunity just big enough to understand the client's situation and provide them a sample hypnosis demonstration to see if I was able to easily hypnotize them

Summary of this part of the module is to help you overcome the "Why would someone pay ME that kind of money" mentality so many of my beginner students often project due to fear. You'd be surprised how easy it is to stick to the above price tags once you've conducted multiple successful sessions which prove the value of your service.

Even if the idea of \$200 scares you, start out at \$100 but avoid dipping below it. There's a reason people with money often shop at malls and name brand stores before going to Wal*Mart!