

# FREE PUBLICITY

**Tip 1:** Go out and hypnotize! It's the easiest way to gain real-world/in-field experience, fine-tune your verbal approach, tweak your execution & gain potential followers (if looking to grow on social media). How else is your community (or the world) supposed to know you exist if you don't put yourself out there? Plus, by putting yourself out there, the following tips will also benefit you.

**Tip 2:** Ask the person you just hypnotized, how they feel. Word-of-mouth is still the best advertisement for you (especially if aspiring to go pro). If one or several people/companies/schools/etc. are raving about you, you're more likely to gain traction. Additionally, once someone sees/hears someone they know have a positive experience, they themselves are more likely to want a similar experience.

**Tip 3:** If you have a smartphone, have someone from the group you're hypnotizing record you. In fact, if you're working with a group of people, invite them to record it on their own phones and post it where ever/share it with you.

**Tip 4:** Post to YouTube. This will help you establish your authority, gain fans & eventually paying clients (like I did).