


The Hypnotic Ideal Micropractice

National Guild of Hypnotists
Convention 2023

Rev. C. Scot Giles, D.Min, BCC, DNGH

A blue spiral-bound notebook with a silver metal spiral binding along the top edge. The notebook is open to a blank page.

**What is an Ideal
Micropractice?**

It's About Net

- ❑ $(\text{Gross Revenue} - \text{Expenses}) = \text{Net Profit}$
- ❑ What you care about is what you Net; What you take home.
- ❑ A big, showy practice can have a smaller net profit than a smaller lean practice.

A Business Model

- **L. Gordon Moore, M.D.**
 - Quality by Design, Dartmouth
Clinical Microsystems, Dartmouth
Medical School
 - Physicians Foundation for Health
Systems Excellence



And I Look Good While Doing it.

Intended for Medical Practices

- ❑ But it works for Consulting Hypnotists too.
- ❑ The idea is to deliver superb care in a vital and sustainable practice.

Academic Definition

- ❑ **An Ideal Micro Practice (IMP) is the smallest functional work unit in medical office practices capable of delivering superb care in a vital and sustainable environment.**

- Quinn, James Brian: Enterprise: A Knowledge and Service Based Paradigm for Industry (Free Press, 1992)

It's Small

- ❑ A Solo or Near-Solo Practice
- ❑ The goal is a comfortable Work/Life Balance and a reasonable income.
- ❑ Goal achieved by running lean.
- ❑ Sometimes called a "High Tech/Low Overhead Practice."

Remember!

- ❑ Your Practice is not a referendum on your personality. You are not alone.
- ❑ We all dislike change, but the most flexible Practices do best.

The Basic Concepts

- ❑ **Control Overhead**
- ❑ **Use Technology**
- ❑ **Manage Administration**
- ❑ **Remove Barriers to Getting Clients**

Control Overhead

It's About Net Profit

- ❑ By keeping overhead low you maximize your net income, even if your gross profits are less than your competition.
- ❑ You only care about what you get to keep.

Low Overhead

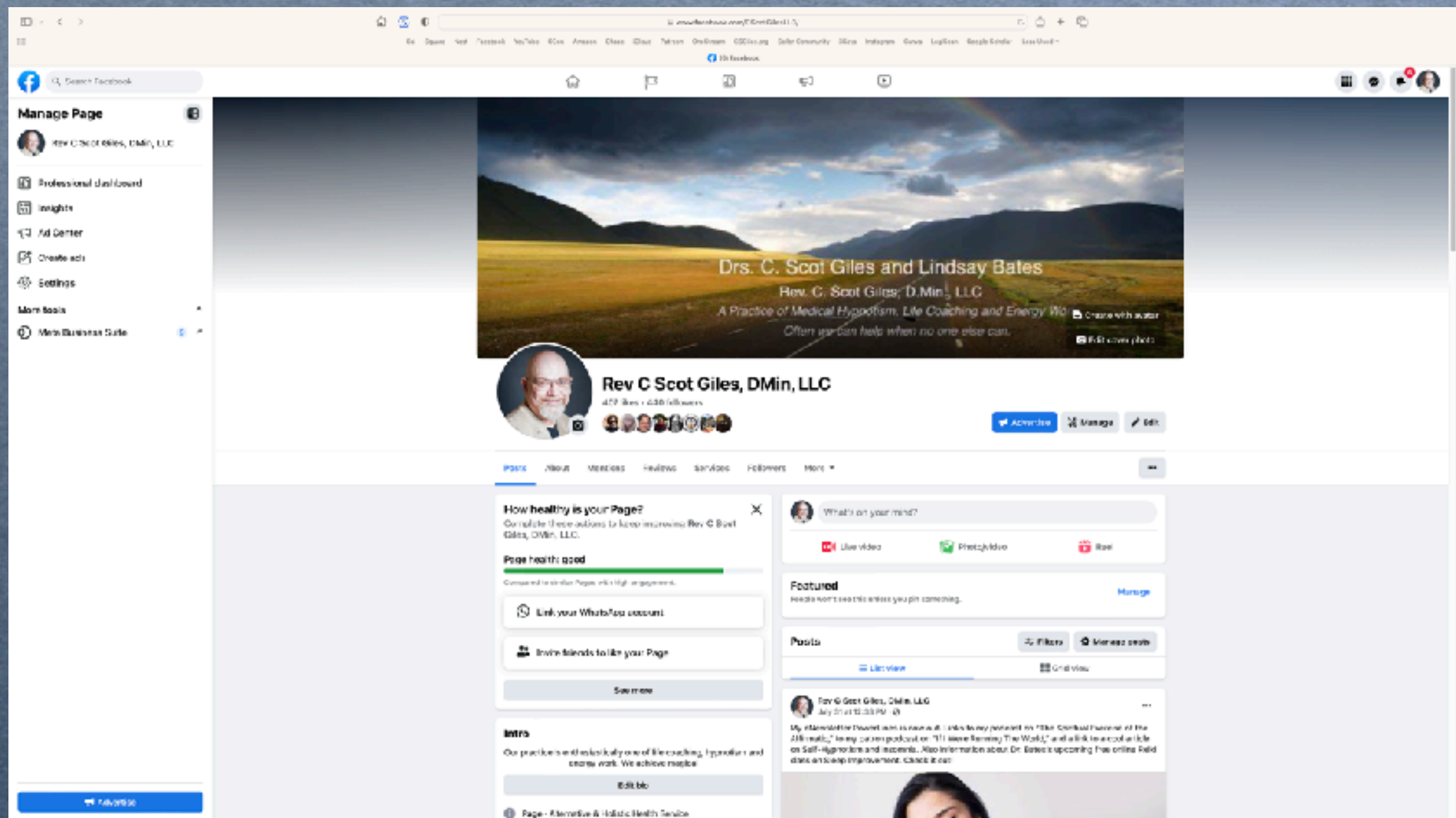
- ❑ You Earn a Great Living...
 - ❑ While seeing fewer clients
 - ❑ Spending more time with the clients you do see
 - ❑ Maintaining better Life-Balance yourself
 - ❑ While delivering high-quality services.

Minimize Expenses

- ❑ Home Office or Shared Space
- ❑ Learn to do things yourself.
- ❑ Always look for free ways to do things.
- ❑ Look for free ways to market your services.

Advantages

- ☐ No Rent
- ☐ Get a Tax Break
- ☐ Expense Account Living
- ☐ If a Home Office isn't possible, look for Shared Space or Small Space.



Social Networking

Social Networking

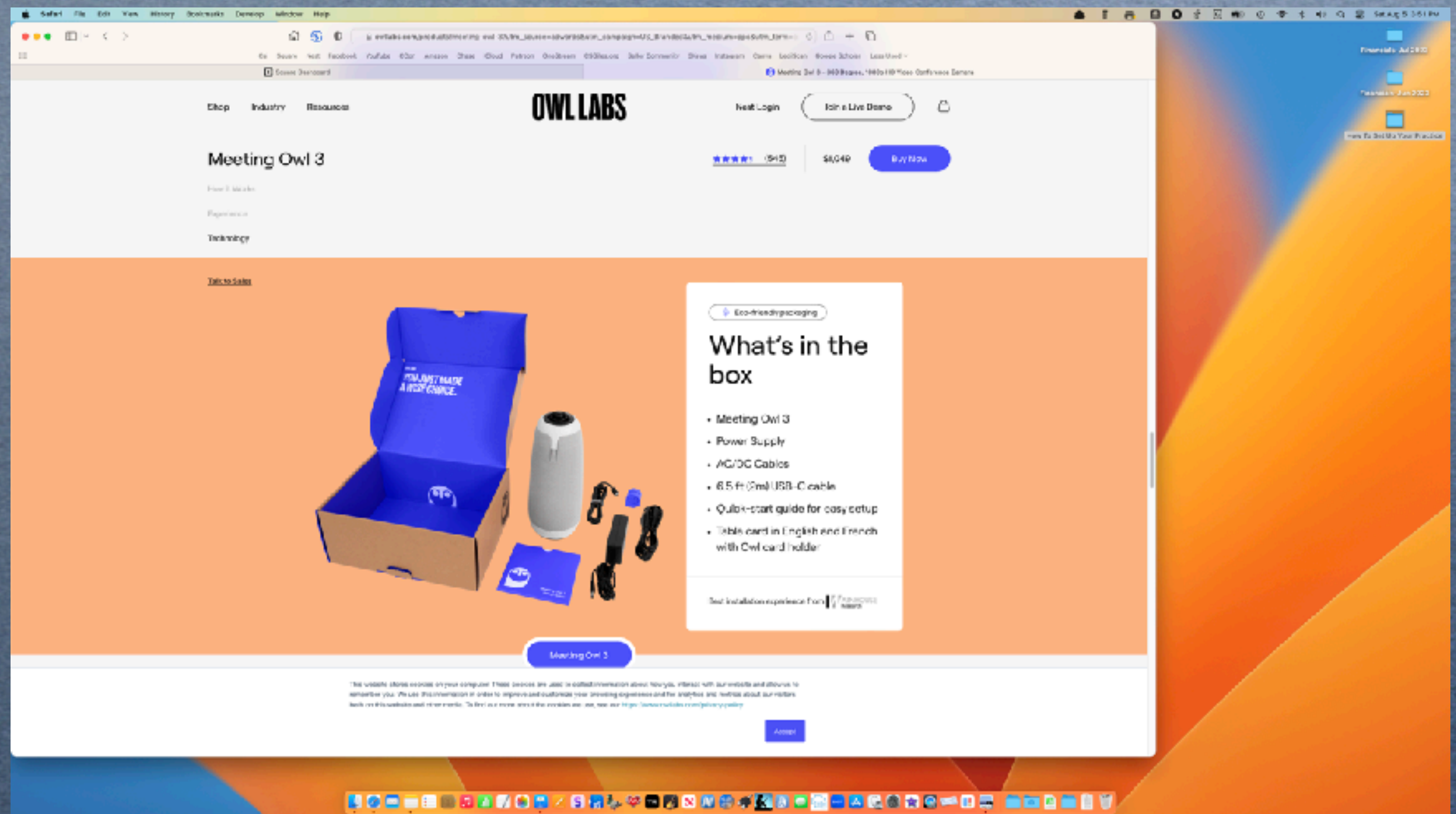
- ❑ Often more effective than standard advertising.
- ❑ Face Book
- ❑ LinkedIn
- ❑ Twitter

A blue spiral-bound notebook with the text "Use Technology" written in white on its cover.

Use Technology



Technology not Staff



It Helps With Groups

Use Technology

- ❑ **Electronic Hypnotism allows me to see 10–12 clients per day.**
- ❑ **Creates a powerful “aura.”**
- ❑ **Recordings replace Advertising; Give away samples via web site and at all public programs.**

Office Automation

- ❑ **Electronic Records**
- ❑ **Electronic Scheduling**
- ❑ **Electronic Accounting**
- ❑ **Web-Based Marketing**
- ❑ **Asynchronous Communication**

Electronic Records

Not This!

Piles of Paper



Grab File Edit **Capture** Window Help

Master Recordings

google.com https://spreadsheets.google.com/ccc?key=0AkXvJWce4njsdEx...

Google docs cecsgiles@gmail.com | [New features](#) | [Docs Home](#) | [Help](#) | [Sign Out](#)

Master Recordings Share Autosaved on 10/20/09

File Edit View Insert Format Form Tools Help

| | A | B | C | D | E | F | |
|----|---|-------|----------------------------|--------|----------|-------|--------------------------------------|
| 10 | y | 446.3 | Sow and Keep | LIMIT | 06/21/09 | 14:52 | resolve karma to make holding limits |
| 11 | y | 368.3 | Self and Other | LIMIT | 06/01/09 | 15:21 | Uses a buddhist metapl |
| 12 | y | 433.2 | Road Home to Self-Mastery | PMA | 05/18/09 | 15:22 | okay |
| 13 | y | 378.3 | Overcome Fear by Intuition | PMA | 04/27/09 | 15:14 | to trust inner promptings and |
| 14 | y | 392.3 | Choose Change | PMA | 04/13/09 | 14:31 | helps unconscious mind |
| 15 | y | 355.3 | Compulsion Clock | LIMIT | 04/02/09 | 13:39 | Roger Elli |
| 16 | 1 | 616.1 | Money Worries | PMA | 03/30/09 | | only 8:18 minutes long |
| 17 | y | 376.3 | Vision Quest | HEAL | 03/20/09 | 15:45 | calls spirits of s |
| 18 | y | 423.3 | Aphrodite's Book | HEAL | 03/16/09 | | This one |
| 19 | y | 213.1 | Eat Like An Adult | WEIGHT | 03/02/09 | 16:34 | Patter abo |
| 20 | y | 391.3 | Boundary Awareness | LIMIT | 03/02/09 | 14:12 | Also could be PMA as it |
| 21 | y | 334.5 | Non-Attachment | LIMIT | 02/16/09 | 13:40 | any sort of non-attachment and |
| 22 | y | 452.3 | Diminish Tinnitus | TIN | 01/29/09 | | to ig |
| 23 | y | 370.3 | Inner Core Change | PMA | 01/26/09 | 17:53 | General Inner Strength basec |
| 24 | y | 384.2 | Unthinking | PMA | 01/19/09 | | co |
| 25 | y | 452.2 | Tinnitus Refocus | TIN | 01/13/09 | | Control what |
| 26 | y | 336.3 | Healing by Good Thoughts | HEAL | 01/12/09 | | them |
| 27 | y | 482.1 | Dysfunctional Behavior | PMA | 12/01/08 | | For any behavior, including ad |
| 28 | y | 414.3 | Remembered Wellness | HEAL | 11/17/08 | 16 | there is a humm in the second half, |
| 29 | y | 426.3 | Goals and Accomplishments | PMA | 11/17/08 | | good for self- |
| 30 | y | 429.2 | Life Balance | LIMIT | 10/27/08 | | Some limited immune enha |

Add Sheet Deepenings - Deepenings Inserts - Inserts y

Done

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SOAP Notes

- ❑ **Subjective: What they said.**
- ❑ **Objective: What I saw.**
- ❑ **Assessment: What I think this means.**
- ❑ **Plan: What I did**

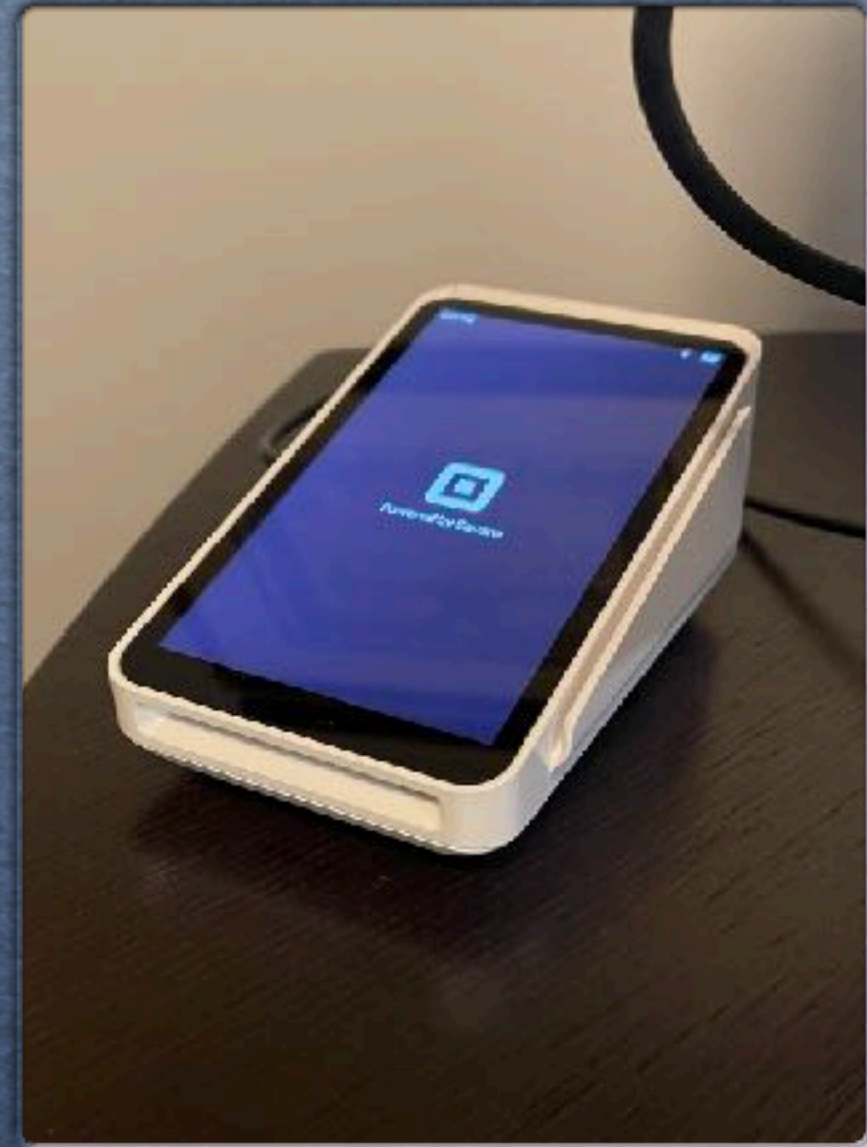
Electronic Scheduling

Electronic Scheduling

Financial Transactions

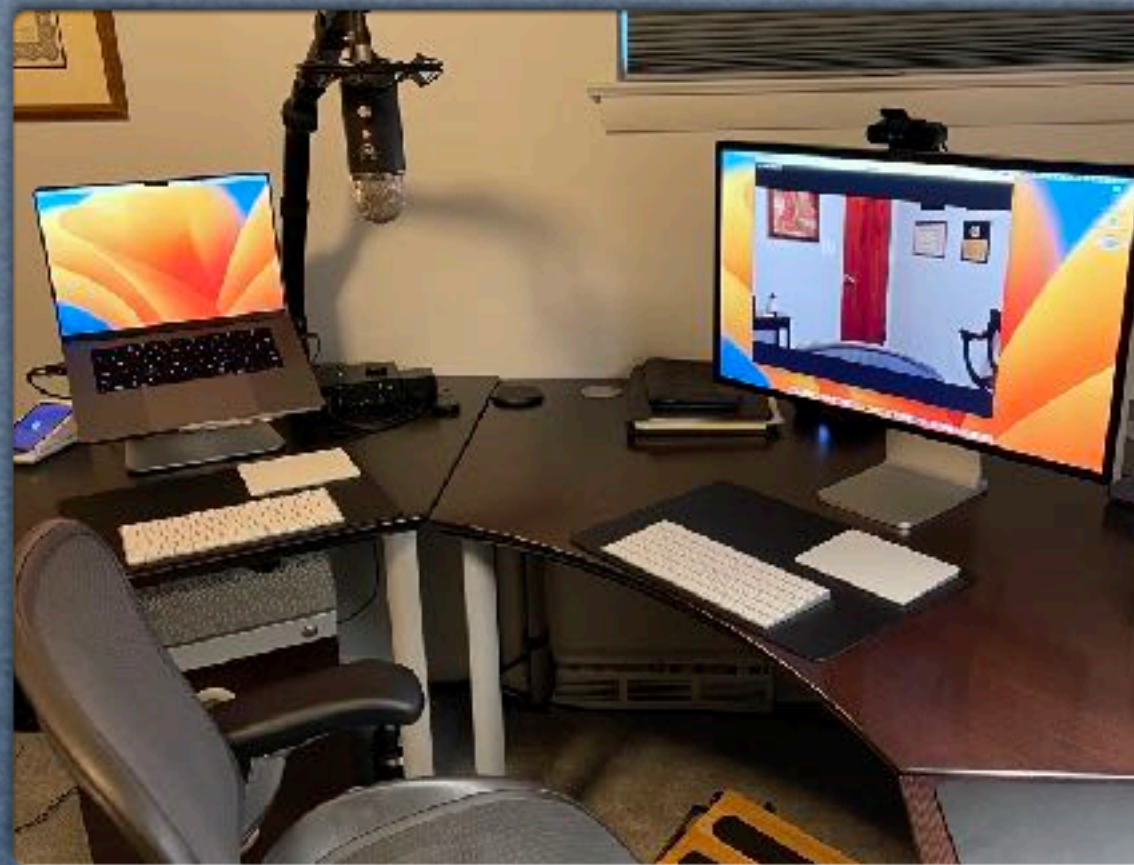
square.com

Credit Card Processing
Invoicing

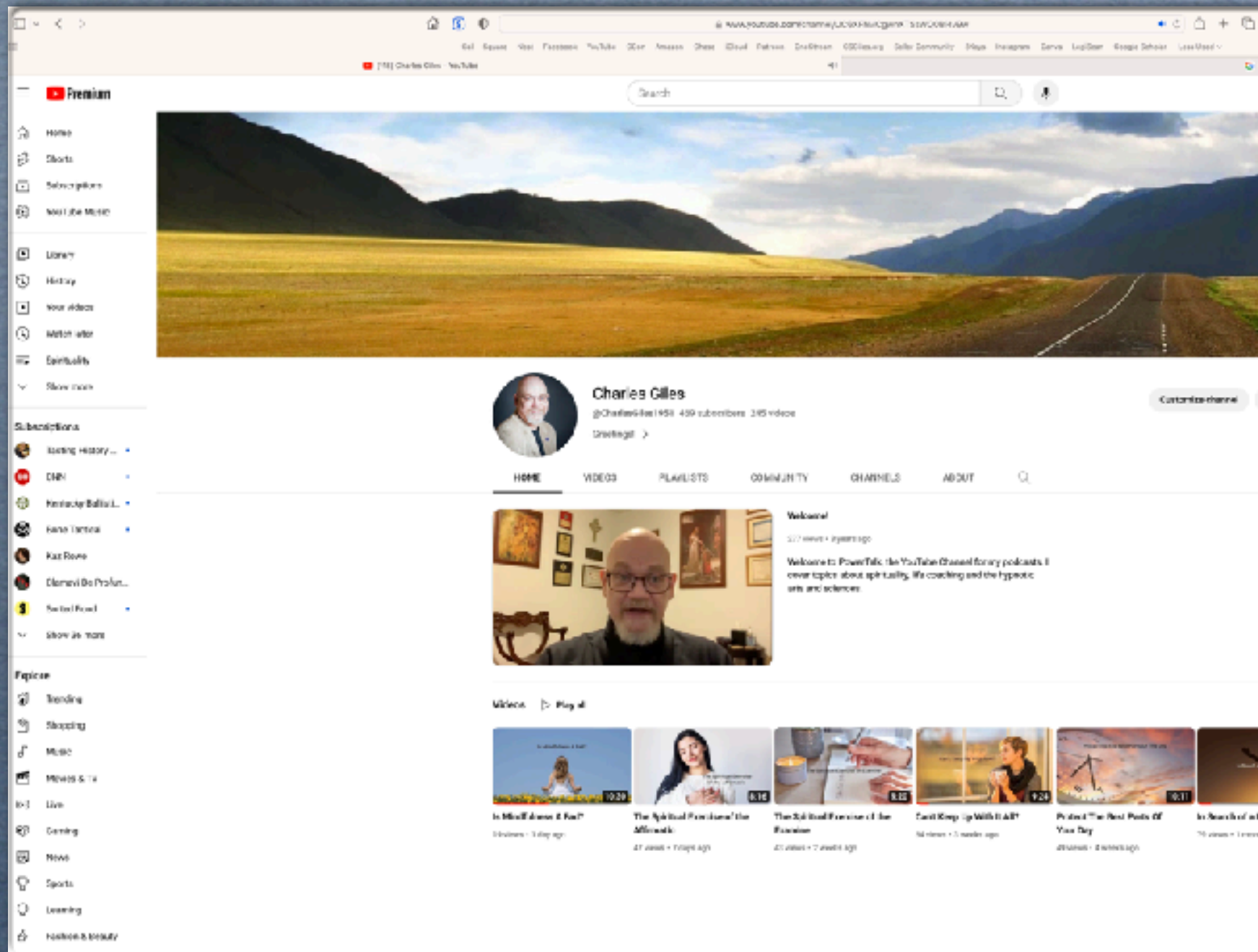




Checking Account **\$107.00**



Remote Sessions



Web Based Marketing

Use Your Web Site

- ❑ **Hosted Services (Squarespace.com)**
- ❑ **Learn how to create and modify your site.**
- ❑ **Have documents, forms and samples on line. Use the site to collect information.**
- ❑ **Drive people to your Web Site**
- ❑ **Use a good Q & A**

KISS

- ❑ People do not like to read anymore.
- ❑ Rake out text. You need graphics, concise sentences, videos, etc.

Web Dos and Don'ts

- ❑ Don't use Google Ads or Adwords
- ❑ Do use SEO (NGH Connect is completely worth it)
- ❑ Community Ads (Chamber of Commerce, etc) do not work well.
- ❑ Do things yourself (with help).

Marketing in the 21st Century

- ❑ Printed Ads are gone.
- ❑ Video is all the rage
 - ❑ Two Weekly Podcasts
 - ❑ Free eNewsletter, linked into Social Networking

Podcasts/Reels

- ❑ This is the marketing point of power.
- ❑ People like to watch, they don't like to read.

Video Is Not Hard

- ❑ We use HD webcams that do not need extra lighting, we record using Quicktime and edit using iMovie.
- ❑ Content trumps production values.
- ❑ We use Teleprompter to promote eye-contact.

Production Schedule

- ❑ Monday, archive video from last week.
- ❑ Tuesday, decide on podcast topics
- ❑ Thursday, script free podcast, PowerTalk
- ❑ Friday, record and upload free podcast, schedule PowerLines
- ❑ Saturday, script Patreon podcast
- ❑ Sunday, upload Patron podcast

Major PR Leveraged Social Networking

CHICAGOLAND EXTRA

Preaching hypnosis to the ill

Minister helping cancer patients let go of tension

By Anne Ford

SPECIAL TO THE TRIBUNE

Like many people with advanced cancer, Diane Scott, 42, is seeking support outside the boundaries of traditional medicine. "I'm really concerned about the quality of life issues," said Scott, who has advanced breast cancer. "With most Stage IV patients, there's not a lot they can offer you."

That's why, on Saturday morning, she attended a free group hypnosis session at the University of Chicago Medical Center and hosted by Fourth Presbyterian Church.

The session was led by the Rev. C. Scott Giles, a certified hypnotist and a member of the American Society of the Guild of Hypnotists and local time practitioner of hypnosis in the medical setting. The goal was to help cancer patients reduce worry and sadness through hypnosis.

It was just one of the many free sessions offered by the church, which has a long history of providing support to cancer patients. Giles, who says he is one of only a few Chicago-area practitioners to specialize in hypnosis for medical issues, routinely offers for people living with cancer or other serious conditions.

It may seem unusual for a Christian minister to use hypnosis as a spiritual tool, but Giles says that harnessing the power of the unconscious mind is simply a way to be more open to the help of God. "I think hypnosis is a sacred, liturgical form of healing prayer," he said. "I consider this very much a healing practice of the church."

At the same time, he added, it's a way to help people fit from his services. On Saturday, he played a music-backed recording of his voice as Scott and her 20 or so fellow attendees sat quietly, eyes shut and headphones on.

Afterward, many appeared so relaxed that they were loath to leave. "I've always known I hit it right when I'm nervous," said Scott, who told them, "Giles charges only for private consultation, not for the group sessions he offers through the U of C, as well as through Wellness House in Hinsdale, Wellness Place in Palatine and Little Company of Mary Hospital and Health Care Centers in Evergreen Park.

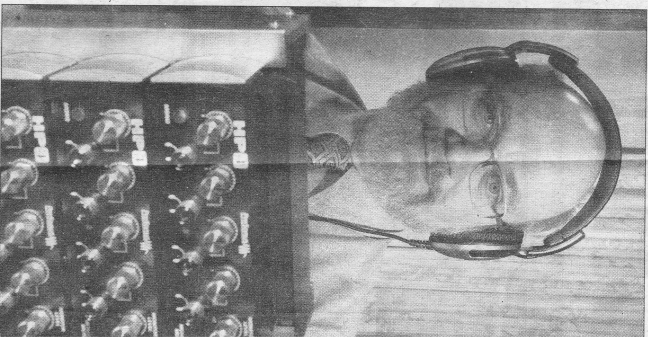
A similar weekly program for patients at La Grange Memorial Hospital requires a minimum fee. Giles also offers free hypnosis recordings, both on his Web site as MP3 files and at the group sessions in CD form.

"I'm not in this to make a lot of money," he said. "This is a ministry. I'm not in this to make a lot of money."

Beginning by encouraging listeners to imagine themselves in a relaxing meadow, Giles led the group through a series of soothing affirmations about the healing abilities of the body and mind. Afterward, many appeared so relaxed that they were loath to leave.

He had nine women in any congregation who had breast cancer, who asked if I would work with them hypnotherapeutically. He said he had been subsequently showed improvement in their health. However, Giles was quick to stress, he doesn't practice medicine in fact, clients must be referred by their physician.

"Hypnosis can't reverse the laws of physics," he said. "If the kidney coils are dead, they're dead. I can't bring them back to life." Nor is he "doing some mys-



Rev. C. Scott Giles uses a computer and audio equipment during his sessions. ANTHONY ROBERT LA PERNA/PHOTO FOR THE TRIBUNE

A blue, spiral-bound notebook with a silver metal spiral binding along the top edge. The cover has a fine, pebbled texture. Centered on the cover is the text "Manage Administration" in a white, bold, sans-serif font.

Manage Administration

Little Things Add Up

- ❑ **The Devil is in the Details.**
- ❑ **Always look for ways to be more efficient.**
- ❑ **Always try to do things in a way that costs little or nothing.**

Mistakes to Avoid

- ❑ Don't Over-Promise Results
- ❑ Watch What You Write
- ❑ Avoid Dual-Relationships
- ❑ Straightforward Payment Policies
 - ❑ ...that you feel comfortable enforcing

Continuous Flow Processes

- ❑ If you're working solo, you have to stay on top of your administration.
- ❑ Continuous Flow v. Batch and Queue
- ❑ Larger projects broken down into small steps, each is a CF Process.
- ❑ Never "owe" a client work after the session is over

Remove Barriers to Getting Clients

Unfettered Access

- ❑ You give out your cell phone number.
- ❑ You give out your email address.
- ❑ Make it possible to schedule with you on-line.

Asynchronous Communication

- ❑ Don't require people to hook up with you on the phone.
- ❑ Use email, text messages, voice mail, etc. extensively.
- ❑ Make it possible for everything important to be done this way outside of the client session.

Issues

The Sweet Spot

- ❑ You find the ideal balance of work and money for your area and personality.
- ❑ And you hope it will be enough.
- ❑ Cost of Living has to be calculated.

Doing Too Much

- ❑ There is only so much time. You eventually hit a point where you cannot add more without taking away from the positive.

Doing Too Little

- ❑ Working too little causes expenses to outstrip income.
- ❑ There are fixed expenses in an IMP and you have to cover them. The expenses are less than a traditional practice but they are still there.

But It's Great!

- ❑ **A Natural Model for Consulting Hypnotists**
 - ❑ we tend to be solo practitioners
 - ❑ we tend to charge reasonable fees
 - ❑ we see clients for a limited time
 - ❑ An IMP is sustainable

Next, Your Interior Practice