

**HOW A CONSULTING
HYPNOTIST CAN DESIGN A
PRACTICE IN
COMPLEMENTARY MEDICAL
HYPNOTISM**

2017 Revision

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#12025

Free Download

www.CSGiles.org



Structure

- ❑ Introduction to my practice.
- ❑ Stuff no one wants to hear.
- ❑ Nuts and Bolts about running a successful CompMed Practice
 - ❑ Marketing and Administration
 - ❑ Sustainability - 25 years

My Practice

It's Profitable

- ❑ **Even though I give away about half my work; I still earn a bundle.**
- ❑ *I net well into 6 figures.*

Private Clients

- ❑ 20-30 per week
- ❑ Home Office (building converted)
- ❑ \$168/session
- ❑ Typically see a client to about 20 sessions

Research

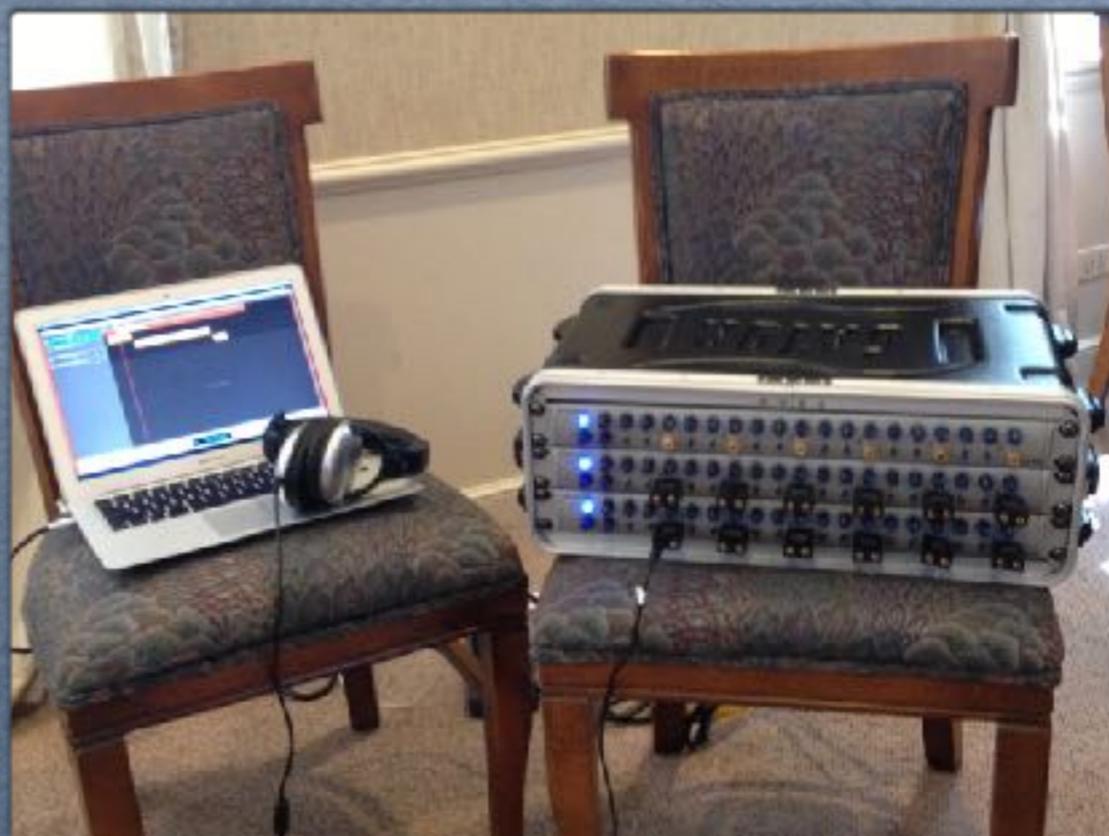
- ❑ **Direct the ICAN Program at LaGrange Memorial Hospital since 1991**
- ❑ **First medically approved, hospital based program in America for hypnotic interventions into cancer**
- ❑ **Waiting list is common.**

Charitable Work

- **Four Free clinics in an arc around Chicago-up to 100 patients/month**
 - *Little Company of Mary Hospital*
 - *Wellness House*
 - *Wellness Without Walls*
 - *Edward Hospital*



Group Session Room



Portable Setup

Public Education

- **Clinic organizations host workshops and seminars I give to the community**
- *They do much of my marketing for me*
- **Clinic organizations use my services to train staff**



Community Services

Notice What I'm Doing

- ❑ **Low overhead protects me from economic downturns**
- ❑ **I give away as much work as the medical community will accept.
"Giving to Get."**
- ❑ **Other people do my marketing for me.**



And I Look Good While Doing
it.

Client Recruitment

- ❑ Targeted Ads
- ❑ Free Materials on Website
- ❑ Lead Development
- ❑ Verified Client Reviews
- ❑ Half-Hour Free Phone Consultations
- ❑ Closing Letters

Client Capture

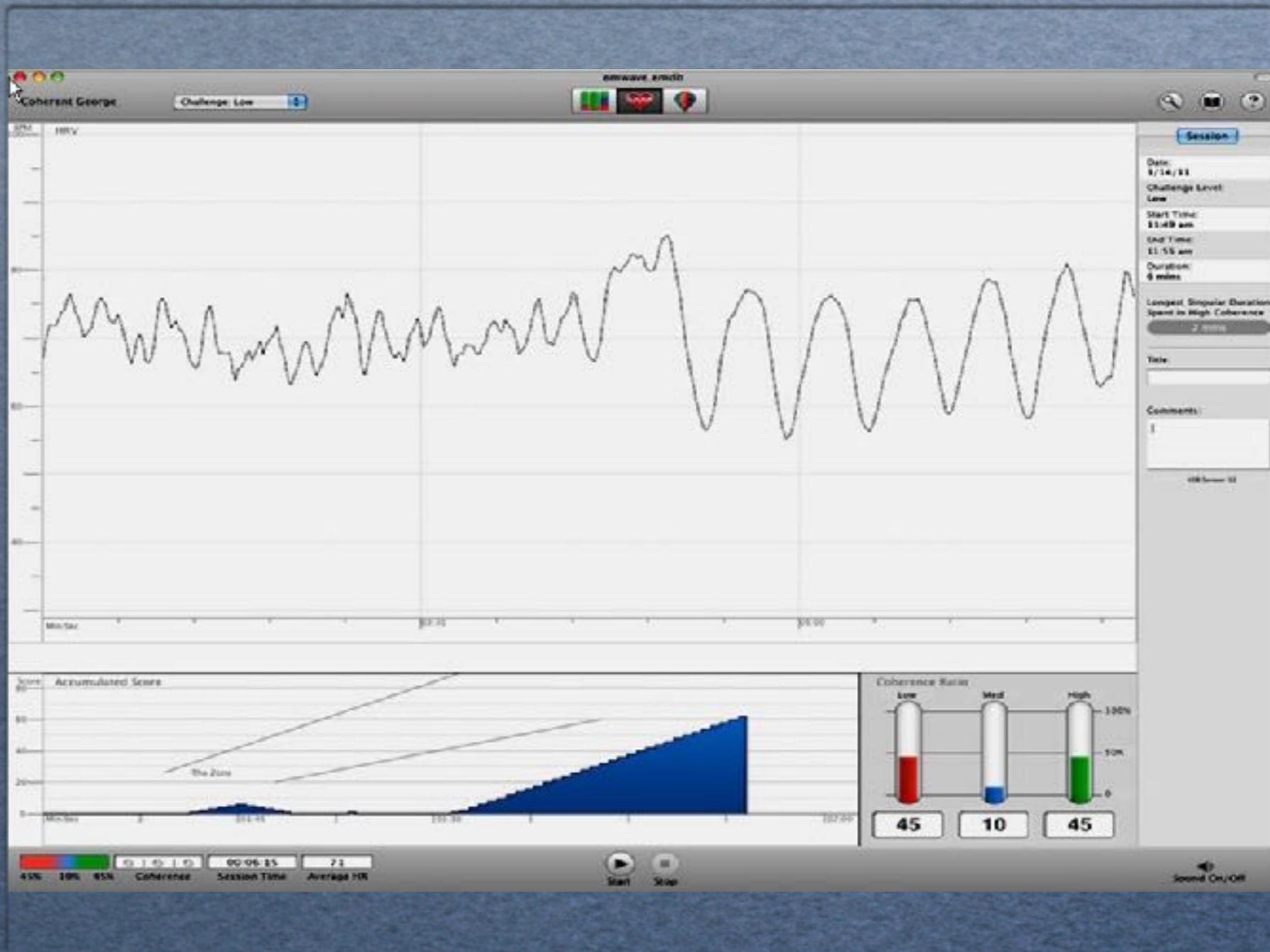
- Formal Protocols with Checkpoints**
- Online Scheduling**
- Distance Work (Skype, Phone, etc.)**
- Accept All Credit Cards**
- Client Bill of Rights**
- Convincers**

Technological Convincers

Very Effective in the Current Environment



Thoughtstream



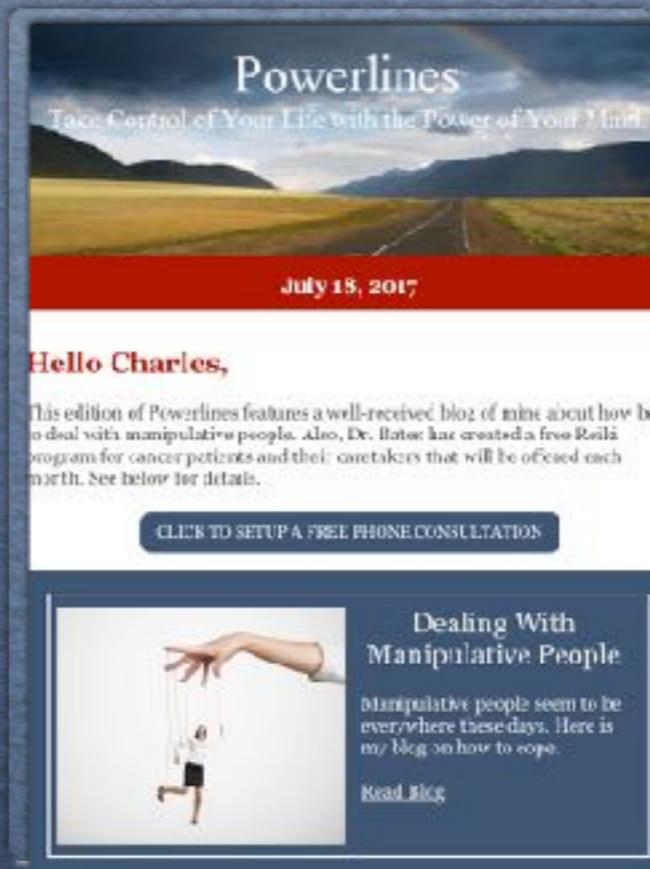
HeartMath emWave Pro

Client Retention

- ❑ **Move to Monthly Reinforcement**
- ❑ **Abandon the "Quick Fix" mentality and become the "Family Hypnotist"**
- ❑ **eCards**
- ❑ **eNewsletter**
- ❑ **Do More Than Expected**

eNewsletter

Powerlines



Powerlines
Take Control of Your Life with the Power of Your Mind

July 18, 2017

Hello Charles,

This edition of Powerlines features a well-received blog of mine about how best to deal with manipulative people. Also, Dr. Hator has created a free Reiki program for cancer patients and their caretakers that will be offered each month. See below for details.

[CLICK TO SETUP A FREE PHONE CONSULTATION](#)

Dealing With Manipulative People

Manipulative people seem to be everywhere these days. Here is my blog on how to cope.

[Read Blog](#)

Referral Issues

Referrals Are Changing

- ❑ Most “practice marketing” training in medical work emphasizes getting referrals from physicians.
- ❑ Charting Documents
- ❑ Looking Like a Drug Rep.
- ❑ There are still places where this works

Recent Changes-ACO

- **Fewer Physician Owned Practices**
 - Referrals drying up
 - CAM Centers
- **Accountable Care Organizations**
 - No External Referrals
 - "Are you able to make external referrals?"

Hospital CAM

- Standard is 60% of Fees**
- May Also Charge Rent**
- No Build Outs**
- Silos**
- Numbers Simply Don't Work**

Target Marketing

- ❑ **Direct to Consumer Marketing experiencing a Renaissance.**
- ❑ **Lead Development Marketing**
- ❑ **Web-Based Marketing**

You Need a Model

- What does “healing” mean to you? You need to be able to articulate that clearly, in a few sentences, without a lot of qualifications.
- EG: Regress to Resolve...

My Model

- ❑ I help people be the healthy people God created them to be.
- ❑ “Healing” means “Wholeness” and I facilitate that.
- ❑ I teach you the things you can do to build “Resilience,” which is your ability to bounce back. It will make every aspect of your medical experience easier to get through and more effective.

Be Careful About Laws

- ❑ **Medical Hypnotism is probably the most legally perilous form of hypnotic practice.**
- ❑ *State Regulation*
- ❑ *Civil Litigation*

Do Your Inner Work

- ❑ You are going to encounter people who are in dark places. To help them you must be able to deal with their fear and worry without becoming reactive.
- ❑ *Respond instead of reacting*

Be Tough Minded

- ❑ You have to get paid.
- ❑ You can do charitable work in one section of your practice to help the unfortunate.
- ❑ You cannot allow your compassion to get in the way of your payment. Otherwise you will not be there to help anyone.

**Stuff No One
Wants to Hear**

It's Going to Take Time

- ❑ You have to win the trust of the medical community and that will take time and an excellent word-of-mouth reputation.

Medical Hypnotism

- **There is nothing special about it. But to effect powerful biological processes reliably, you need a full skill-set.**
- *Otherwise, you quickly get in over your head and that will poison your word-of-mouth reputation.*

Master the Basics

- **Get good Basic Training, or remediate your training if there are gaps.**
 - *What we found when teaching the NQH CompMed Course*
- **Don't go stale. I routinely accept (difficult) smoking and weight clients so my basic skills don't atrophy.**

Give Yourself Time

- ❑ **Start with General Practice and get good at it. No beginner has the skill set to start with medical work.**
- ❑ **Let your style as a practitioner mature.**
- ❑ **Use Continuing Education wisely.**

Consider Mentorship

- ❑ **Mentorship is a one-on-one teaching relationship with a senior colleague.**
- ❑ **It can be expensive, but most find it is worth it.**
- ❑ **Prevents expensive mistakes**
- ❑ **Great way to learn new skills**

Avoid Common Mistakes

- ❑ Know who you are learning from.
- ❑ Don't over-focus on one technique.
Nothing works for everyone.
- ❑ *NLP, Regression with Abreaction, Past Lives, Spirit Releasement, etc. will work for only a subset of clients and your reputation will suffer.*

Commit to Mastery

- While you **SHOULD NOT** rely on only a few techniques, you **SHOULD** seek to master some particular system of hypnotism.
- A coherent philosophy of practice will help you manage time, resources and build confidence.

Hypnotic *Systems*

Guild Standard

- **What you learn in our Core Curriculum**
 - Based on the Harry Arons System; itself rooted in the PMA Movement.
 - Direct Suggestion and a structured approach to hypnotism. A solid basic grounding.

David Elman

- ❑ **Instant Inductions**
- ❑ **Direct Suggestions**
- ❑ **Regression to Cause and Abreaction**
- ❑ **Somnambulistic Trance**
- ❑ **Reliance on Deep Trance Phenomena**

Ericksonian

- ❑ **Hypnotism as a method of communication.**
- ❑ **Light Trance and Conversational Trance.**
- ❑ **Complex linguistic constructions**
- ❑ **Reliance on Double Binds.**

Spiegel

- ❑ **Reliance on objective biological markers for trance capacity and personality**
- ❑ **Use of Cognitive/Behavioral Strategies**
- ❑ **Methods constantly revised in light of the latest science.**

Gibbons

- ❑ **Hypnotism as Experiential Theater**
- ❑ **BEST ME Technique**
- ❑ **Hyperempiria and Consciousness Expansion**

Nicholas Spanos

- Hypnotic behavior as meaningful, goal-directed striving to fulfill a social expectation of behaving like a hypnotized person.
- Formalized placebo effect.

NLP

- ❑ **Richard Bandler and John Grinder**
- ❑ **Formulas and Rules**
- ❑ **Modeling and Rapport Theory**
- ❑ **Representational Schemes**

Alchemical

- ❑ **Elaborate Visualizations**
- ❑ **Spiritual Techniques**
- ❑ **Light Trance Phenomena**
- ❑ **Neo-Shamanism**

Tebbetts

- **Parts Theory, based on the work of Paul Fedem's theory of Ego Parts**
- **Mind can be thought of as made up of sub-parts, and problems can be resolved by working with individual parts.**

Banyon

- ❑ **5-Path: a synthesis of Elman and Tebbetts updated with contemporary psychological theory**
- ❑ **7-Path: a system of self-hypnotism and spiritual direction**

Medical Hypno-Analysis

- ❑ **William Jennings Bryan, Jr.,
M.D., Ph.D., J.D.**
- ❑ **Electronic Hypnotism**
- ❑ **Word Association/Dream
Interpretation**
- ❑ **ISE, SSE, SPE, SIE Regressions**

And More

- ❑ All successful practitioners of medical hypnotism know ALL the techniques well, and
- ❑ They are masters of SOME particular hypnotic system.
- ❑ Being a practitioner of medical hypnotism is a lifetime journey.

Marketing Your Services

It's All Referrals

Inner Marketing

- ❑ **Ads and Lead Development Help, but it's really the referrals that count.**
- ❑ **Marketing a CompMed Practice is different. Word-of-mouth and referrals are key.**
- ❑ **Must set up your practice to maximize positive word-of-mouth.**

In Medical Hypnotism

- ❑ Clients expect someone doing medical hypnotism to have their act together.
- ❑ Things need to flow smoothly.
- ❑ You need to have orderly systems set up that work without fumbling or mistakes.

Debug Your Processes

- ❑ **As business processes get more complex, it's easy for problems to develop. Periodically test and review them.**

My Guru

- **Lynn Grodzki, LCSW**
 - **Building Your Ideal Private Practice**
 - **The New Private Practice**
 - **12 Months to Your Ideal Private Practice Workbook**
 - **Private Practice SOS--**

www.privatepracticesuccess.com

(I have no business relationship)

HER PROGRAM

- Business Vision**
- Basic Message**
- Business Affirmation**
- Ideal Client**
- Practice Mirror**
- Practice Energy**

Business Vision

- **Your image of what you want your practice to be like.**
 - *What will make you happy and proud of it?*
 - *Needs to reflect your values*
 - *Don't do CompMed if your values are not those of a healer.*

My 1990 Vision

- **My practice exists to demonstrate that the clergy form a resource in the health care of the nation (1990-2005)**
- *Doesn't propose this. It demonstrates.*
- *Spiritual values, healthcare ministry*

2005 Vision

- **I use hypnotism to help people become the healthy people they were created to be. (2005-Present)**
- Previous Business Vision had been fulfilled
- Reflected a more naturalistic understanding of the healing process

Basic Message

- ❑ **A 10-second commercial for your practice. A signboard you hold out to the universe.**
- ❑ **So simple you can put it in most conversations**
- ❑ **Reflects what you do and what you do not do.**

Giles Basic

- I am a senior hypnotic practitioner. My practice is limited to the most difficult cases-- people with life-changing illnesses or personal issues that have resisted all other interventions.**

The Points...

- I am a high-end, well-known practitioner.
- I don't do simple work.

Business Affirmation

- ❑ **Something you say to yourself to maintain a specific mental profile.**
- ❑ **You act right now AS IF the Business Affirmation was 100% true.**

Feelings Follow Behavior

- ❑ If you want to feel a certain way, you have to act that way now.
- ❑ If you wait until you feel it before you act, you never get there.
- ❑ You need to write and recite your Business Affirmation often.

1990 Giles Business

- **I am one of the best known hypnotists in the world. 11/1/90**

2013 Giles Business

- **As a Consulting Hypnotist, I do well by doing good.**

Ideal Client

- ❑ **An image you hold in mind of what you want your clients to be like.**
- ❑ **You fit this into discussion with actual clients as a way of educating them about how you expect them to behave.**

Giles Ideal Client

- ❑ **My ideal client realizes he or she has a serious problem that will take serious work to resolve, and who is prepared to pay for that work.**
- ❑ *Like the Basic Message, this indicates the people I do NOT want to work with.*

Practice Mirror

- **Your practice is a mirror of you. You created it, so it reflects your strengths and weaknesses.**
- *Problems in your practice can often be traced to problems in your personality*
- *By working on one, you work on the other.*

Examples #1

- ❑ **Not enough clients=You are afraid to put yourself forward.**
- ❑ **Sessions run overtime=You have poor boundaries.**
- ❑ **You overwork=You lack a personal life.**

Examples #2

- ❑ **Charge too little=You doubt your worth.**
- ❑ **Discount services=You lack confidence.**
- ❑ **Spread too thin=You fear commitment.**

Practice Energy

- ❑ The emotional tone of your practice will either be set by what you fear or what you love.
- ❑ Clients can tell. If the energy is love they are attracted. If the energy is fear they are repelled and may abuse you.

Examples

- “Every time I asked a question he wanted to sell me something.”
- “I’m surprised he wasn’t charging by the sheet for the toilet paper.”
- “Everything was done in the cheapest way for the highest price possible.”

Administering Your Practice

**It's Got to Look and Feel
Smooth**

Ideal Micropractice

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

Intended for Medical Practices

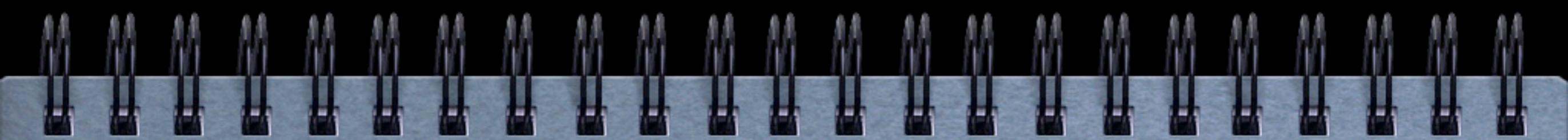
- ❑ But it works for Consulting Hypnotists too.
- ❑ The idea is to deliver superb care in a vital and sustainable practice.

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."**

The Basic Concepts

- ❑ **Control Overhead with Technology**
- ❑ **Manage Administration**
- ❑ **Deliver Services Electronically**
- ❑ **Remove Barriers to Getting Clients**
- ❑ **Continuous Flow Processes**



Control Overhead

It's About Net Profit

- ❑ **By keeping overhead low you maximize your net income**
- ❑ **You only care about what you get to keep. A lean smaller practice can be more profitable than a showy large one.**

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.**



My Home Office



Ramped



Handicapped Access



High-Tech Waiting Area



Central Video Security



Full Alarm System

Advantages

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

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

Use Technology

Office

- Technology not Staff**
- 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=0AkXzjWce4njsdEx

Google docs egcgiles@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	440.3	How and Keep	LIMIT	05/21/09	14:32 resolve karma to make holding limits
11	y	368.3	Self and Other	LIMIT	06/01/09	15:21 Uses a buddhist metaph
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 Eli
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 lig
23	y	370.3	Inner Conc Change	PMA	01/26/09	17:53 General Inner Strength bases
24	y	364.2	Unthinking	PMA	01/19/09	cc
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 | Inerts - Inerts

This

Completely Secure

- ❑ **Access Controls on computers**
- ❑ **Remote Wipe on portables**
- ❑ **Automated Sync and Backup**

Calendar Schedule an online appointment

www.genbook.com/bookings/slot/reservation/50185991

Masters Genbook GMaps Feedly CCon UUSCM SquiFu NGI.net iCloud Spanbeck Chase Other Bookmarks



Rev. C. Scot Giles, D.Min, LLC
1211 Pershing Avenue, Wheeling, IL 60189

Service & Staff Date & Time Your Details Confirm Finished Business Information

Select a service

Individual Consultation
One-on-one private consultation using state of the art hypnotic techniques for clients who have already done an Initial Consultation.

Initial Consultation
First time meeting with a new client. Covers appraisal, testing, goal-setting and recommendations based on test results.

Change Scheduled Appointment
Select this service to change a previously scheduled appointment. Rebook the session and I will know to cancel the earlier appointment. You cannot cancel or reschedule an appointment on less than 24 hours notice without being charged.

ICAN Intake Consultation
This is an extended session for those who are applying for admission to my I Can Act Now program at La Grange Memorial Hospital. Do not select this service unless you have discussed joining this program with me. There is a long waiting list.

Hypno-Coaching Call
A half hour phone or web camera consultation with a free self-hypnotic recording sent once each month. A minimum of two calls per month is required.

Hours
Tue 9:00am - 9:00pm
Thu 9:00am - 9:00pm
Fri 9:00am - 9:00pm
Sat 2:30pm - 9:00pm

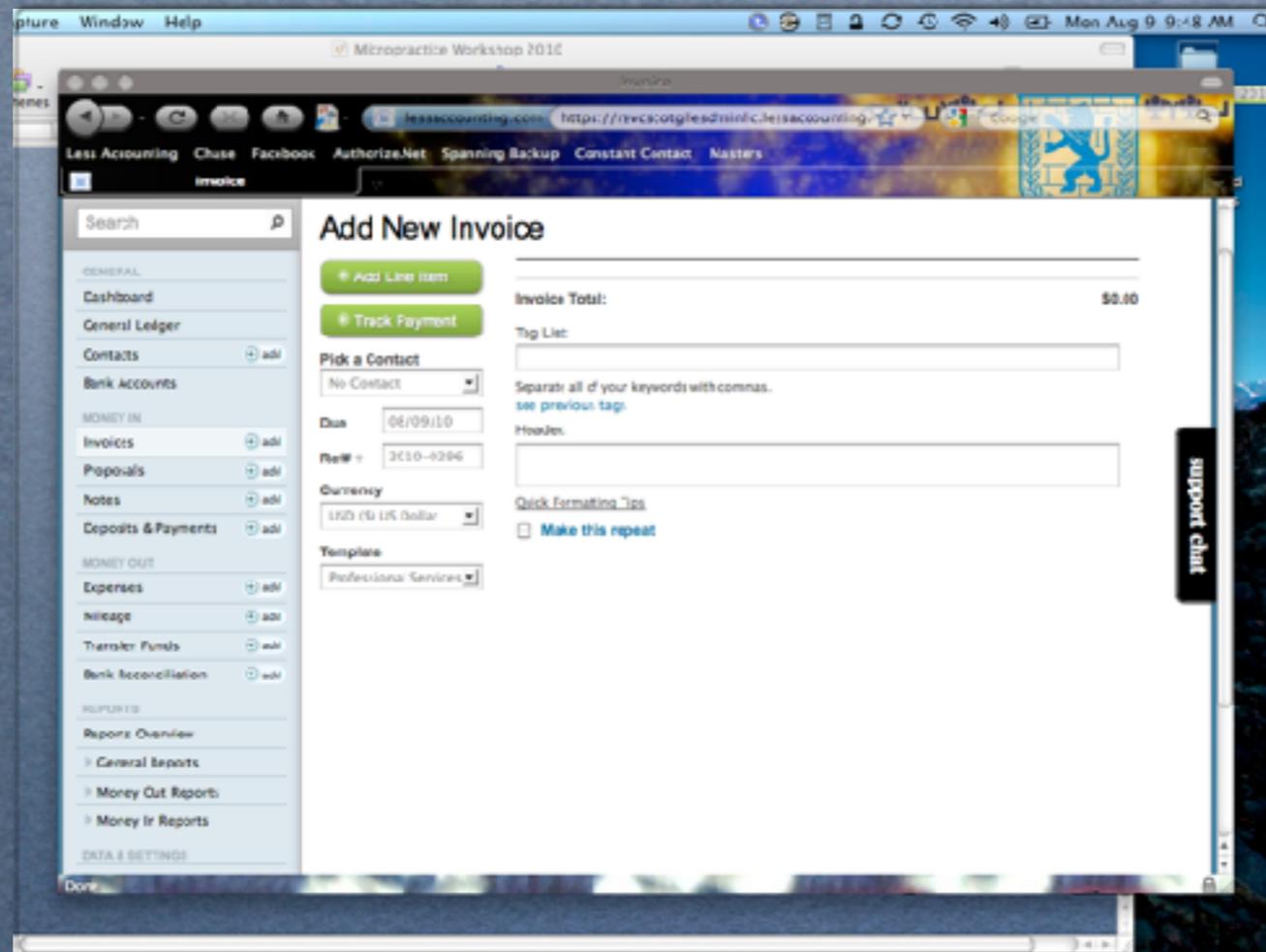
Closed National Guild of Hypnotists Annual Convention Aug 8, 2013 - Aug 12, 2013

Phone (630) 668-1141

Location [Get directions](#)

Website www.CSGiles.org

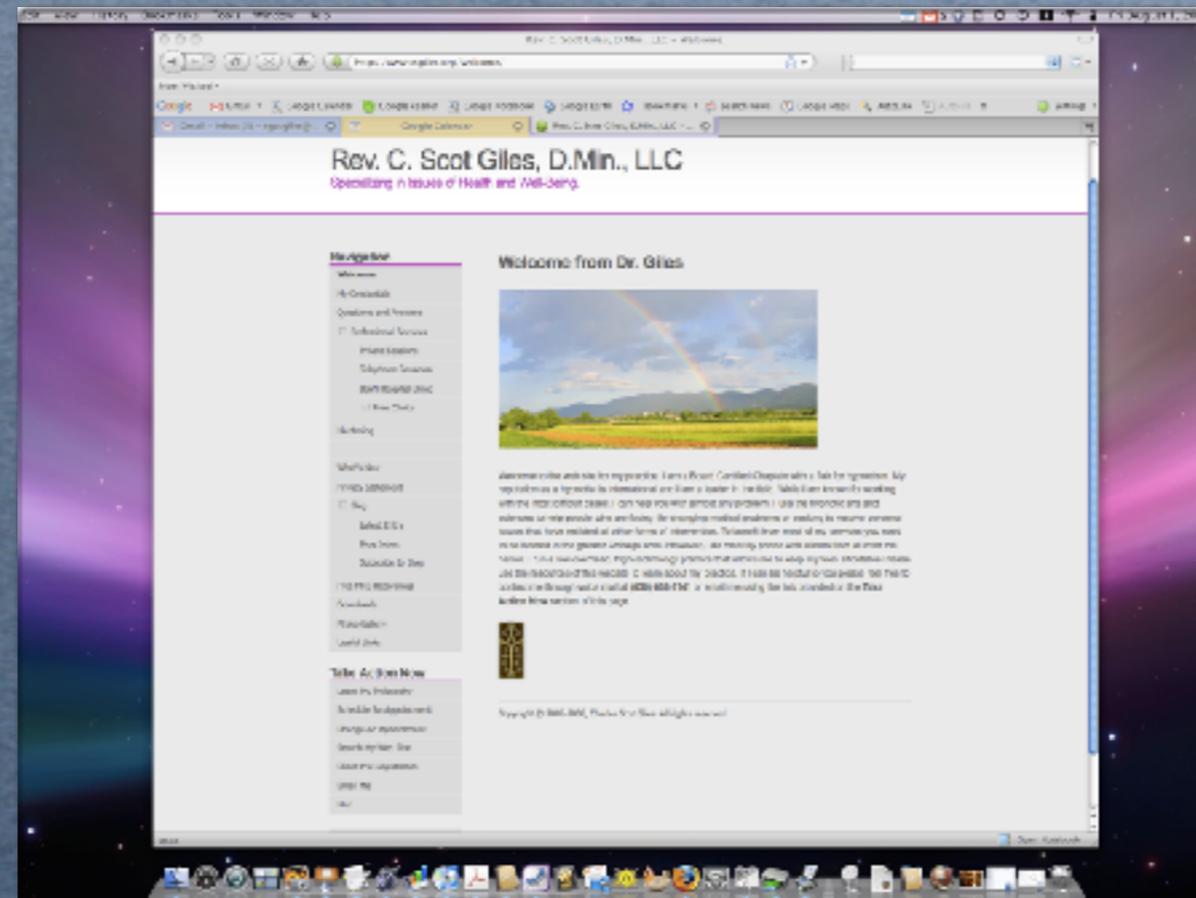
Electronic Scheduling



Electronic Accounting



Remote Sessions



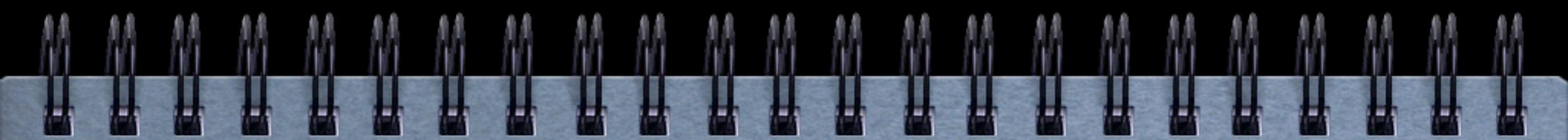
Web Based Marketing

Use Your Web Site

- ❑ **Hosted Services (Squarespace.com)**
- ❑ **Learn how to create and modify your site.**
- ❑ **Have documents, forms and samples on line.**
- ❑ **Drive people to your Web Site**

Social Networking

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



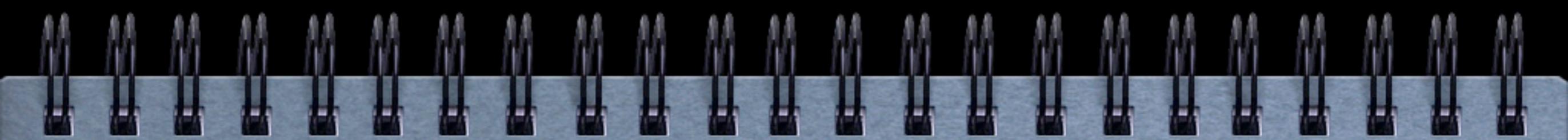
**Remove Barriers
to Getting
Clients**

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.

Unfettered Access

- You give out your cell phone number.
- You give out your email address.
- Make scheduling easy, including rescheduling.



Electronic Delivery of Services

Use Recordings

- ❑ **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.**

Continuous Flow Processes

Continuous Flow

- ❑ **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 significant work after the session is over**

Thank You!