

# Your Interior Practice

*The Spiritual Way to Market*

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# What I Noticed

- While there are many courses and books on the “nuts and bolts” of marketing, I’ve not seen much of a correlation between people who take these courses and people who actually succeed.
- The courses are valuable, but more valuable is the rule that “What You Do Has To Be Who Your Are.”



# Congruence

- There must be agreement between who you are as a person and the style of practice you set up.
- If there is not, it was seem awkward to you and to your clients.
- Clients expect a practitioner to have his or her act together. If they think you do not, they will leave.



# Attraction

- However, if people feel that you do have your act together, they will feel themselves drawn to you. They will tell their friends and referrals will come.
- Self is more attractive than non-self.
- Inner Marketing is the craft of “having your act together” so that there is congruence between what you say, do and promote.



# Who You Are

- If you are a metaphysical/New Age person, do not give your practice the look and feel of mental health counseling.
- If you are a scientific/mathematical person, do not give your practice the look and feel of a psychic.
- The very first question to ask yourself is “What sort of person am I?” Then ask yourself “What sort of practice should someone like me have?”



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➤ Lynn Grodzki, LCSW

- Building Your Ideal Private Practice
- The New Private Practice
- 12 Months to Your Ideal Private Practice Workbook
- Private Practice SOS

➤ I am a former client of Lynn's. What I present here is based on her work.



# The Spiritual Side of Your Practice

- The Business Vision
- The Basic Message
- The Business Affirmation
- The Ideal Client
- The Secondary Mate
- The Practice Mirror
- The Practice Energy



# Values Drive A Healthy Practice

- As you begin to create your Interior Practice, ask yourself about your values.
- You want your practice to reflect what you truly believe is important and worthwhile. If you do not do this your practice will become a “job.” If you do this your practice will become something you love to do. It will become your passion. It will be infused with your spirit.



# Giles Values

- I run a ministry, not just a business. There should be an obvious public service component.
- I have a nonprofit practice. I should charge fairly, but not seek to maximize every bit of revenue.
- I preach work/life balance. Therefore, my practice should allow a relaxed pace with time for healthy living.



# The Business Vision

- Start with your Business Vision
- Your BV is an idea of what you want your practice to be that reflects your sense of what is important to you; your values.
  - This might be money and profit
  - It might be some greater social good
  - It might be prestige
- Be ruthlessly honest. Use your BV to design your practice.



# Giles 1990 Business Vision

- My practice exists to demonstrate that the clergy form a resource in the health care of the nation (1990-2005).
- It doesn't just propose this, it demonstrates it.
- Makes it clear it is a ministry and that I am a clergyperson, not a former clergyperson.
- Makes it clear that I do health care ministry.



# Giles 2010 Business Vision

- I show people how to take control of their lives with the power of their mind.
- Represents an awareness that the previous Business Vision had been fulfilled.
- Represents a change in my understanding of my spiritual task in my ministry.
- Tells me what sort of clients I should decline.



# The Basic Message

- This is a ten second commercial for your services. It needs to be something simple that you can fit into conversation frequently. It is a signboard you hold out to the universe. Clients that match what is on that signboard will bounce off it and into your practice.
- A good Basic Message not only tells you what you should do, but what you should not do with your time.



# Giles Basic Message

- I am a clergyman and a senior hypnotic practitioner. My practice is limited to the most difficult cases--persons with life-changing medical problems or personal issues that have resisted all other interventions.
  - Makes it clear I don't want simple, short-term work.
  - People expect to pay for high-end care.



# The Business Affirmation

- The BA is something you say to yourself to maintain a specific mental profile. You will everywhere act AS IF what you say in the BA had already happened.
- Feelings follow behavior. If you want to feel a certain way you must behave that way first. The BA tells you how YOU should behave.
- A great way to use your BA is to write it down in a journal or use some other formal affirmation process.



# Giles Business Affirmation #1

■ I am one of the best known  
hypnotists in the world.

— 11/1/1990



# Giles Business Affirmation #2

■ I run an established and thriving  
practice

— 7/1/22



# The Ideal Client

- The IC is an image you hold in your mind of what you want your clients to be like. It should be something simple enough that you can easily fit it into stories and comments that you make to actual clients as a way of educating them on 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, the IC profile should indicate what sort of clients you DO NOT want to work with, as you see here.



# Your Secondary Mate

- Like it or not, your practice becomes like a secondary marriage in your life. You should treat it as such.
- It can't always come first.
- Your healthy self-interest needs to be fulfilled.
- There are legitimate demands your practice can make on you. It needs to come first some of the time.



# Negotiate Work/Life Balance

- Your practice is not you. It is another party with whom you have a relationship. It has its own needs, timetable and nature that are different from yours.
- You will be happy in your relationship with this secondary mate if you negotiate with it just as you would with another intimate.



# Giles Secondary Mate

- My practice is personally secure. It is successful and generous to me. I can trust it.
- It tends to be demanding and ask more of me than I might wish. I need to be firm about boundaries.
- It tends to be a spendthrift. I need to watch its tendency to buy toys on impulse.
- It is adaptable and resourceful, and has a high tolerance for change. This is one of the reasons I love it.



# The Practice Mirror

- Because you create it, your practice is an accurate mirror of 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.
- This is a huge insight. If you've got a business problem you've also got a personality problem. Deal with it.



# Examples from Lynn

- If you identify the source of a business symptom as being something in you, you can correct it and better your business just by working on yourself. Symptoms and their internal sources can be tricky to identify. Here is a list of common symptoms and possible deeper, personal sources...(Lynn Grodzki)



# Inner Work

- Business Symptom.....Internal Source
  - Not enough clients.....Fear of putting self forward
  - Goes over the clinical hour.....Poor boundaries
  - Therapist overworks.....Weak personal life
  - Charges too little.....Acting out beliefs re: money
  - Discounts services.....Lack of confidence
  - Takes on too much.....Fear of getting serious
  - Business in continual crisis..Uses adrenaline as fuel



# The Practice Energy

- All actions within your practice will either be based on what you fear, or on what you love.
  - “All human emotions are motivated at their deepest level by one of two emotions, fear or love. This is the sponsoring thought—the thought behind the thought. This is the raw energy that drives the engine of human experience (Neal Donald Walsh).”
- Other people can detect which energy you are using. They are attracted if your energy is from what you love, not what you fear.



# Examples

- “I get sick of tired of him (referring to a Certified Instructor). Every time I ask him a question he wanted to sell me something.”
- “I’m surprised he wasn’t charging by the sheet for the toilet paper in the bathroom.”
- “Everything he did was done in the cheapest way possible, for the highest price the traffic would bear.”
- “He spent more time on why he disliked his peers than on teaching.”



# Giles Practice Energy

- I love the technology.
- I enjoy being a "modern shaman."
- I love the personal autonomy of being a “king” in my own “kingdom.”
- My IMP business model means that I don’t live in fear of running out of money.
- I find the social position my practice affords me to be healing and in sync with my ego.
- I believe in the value of what I am doing. I see this as God’s work.



# The Business Side of Your Practice

- Run a business, not a hobby.
- Have healthy boundaries between your clients and you.
- Have sound business practices.
- Pay yourself adequately.
- Be vigilant in your search for those people and things that drain off your energy. Show them no mercy.
- Know your “nut.”



# Practice Safely

- Have insurance
- Select your Title with care and knowledge
- Use proper terminology
- Advertise Ethically
- Follow the Standards (Client Bill of Rights, Proper Referrals, etc.)



# Putting it Together #1

- I'm a philosophical sort of person. Science and Logic are important to me. My practice look and feel reflects this (Congruence).
- I'm in business to use hypnotism to help people take control of their lives through the power of they mind (Business Vision).
- I use hypnotism to help with the most difficult cases (Basic Message)



# Putting It Together #2

- I work with people who know they have a serious problem that requires serious work (Ideal Client).
- My practice allows me excellent work/life balance and a good income (Business Affirmation).
- I do what I do because I love it (Practice Energy), but I set limits (2nd Mate).
- I understand any business problems to be reflections of myself (Practice Mirror).



Thank You!