

Success Tip #3: The Value of Referrals

by C. Roy Hunter, DIMDHA, DAPHP

Some people in the hypnosis profession have mastered marketing skills, and claim to make a lot of money helping people. While I will not detail their marketing skills, it became apparent to me many years ago that some of them have to rely on marketing for new clients because very few former clients are willing to refer friends and family.

For me, however, referrals from satisfied clients became my best source of new business within two years after starting my practice.

How do you obtain referrals from satisfied clients? In my professional opinion, there are several pre-requisites, followed by a simple technique: ASK for them.

First, here are the pre-requisites:

1. *Good training:* Master enough client centered techniques to help most of the clients most of the time instead of only some of the clients some of the time. If your initial training was short and/or incomplete, seek additional training.
2. *Location:* If your office is difficult to find, give CLEAR directions to new clients so that they do not get lost trying to find you.
3. *Comfortable and professional office setting:* Your office should look professional but comfortable, so that clients feel comfortable and safe. If you have either religious or metaphysical pictures on the wall, that may inhibit your ability to build rapport with a percentage of your clients.

Before I studied professional hypnosis, I looked for a hypnotherapist for a personal concern. He was at a private home; and when the receptionist guided me into a candle-lit basement with pictures of witches and warlocks on the wall, I did a U-turn and waited many months before ever considering hypnosis again.

Once your client completes the final session with you for his or her presenting problem, you have *earned* the right to ask for referrals.

When a successful client finishes a series of sessions, I give him or her three business cards and say, "Please share me with your friends and family."

Years ago a businessman who quit smoking said, "Give me a dozen business cards." During the next year, I earned several thousand dollars from the referrals sent by this one former smoker!

The next key I post on my website will be Success Tip #4. Also, stay tuned for:

My NEW Training Program Announcement!

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