

## **Success Tip #5: Why Should a Hypnotherapist Have a Website?**

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In recent years a number of hypnotherapy students as well as hypnosis professionals have asked whether or not they should have a website, or simply rely on Facebook.

Although my greatest source of new clients over the years is the result of referrals from satisfied clients and fellow professionals, my website is a close second. Unlike the 1980's and 1990's, very few come through the yellow pages, because almost everyone browses on the internet.

That brings up a question that some have asked me: "If I have a presence on Social media, why should I also have a website?"

There are several responses to that question...

1. Over the last few years most of my clients that have come to me because of the internet have browses my website, including many who went there as a result of one of my postings on Facebook.
2. You may include pages on your website that provide credible background information on you, such as a biography page that includes your training and education, professional affiliations, and any awards or recognition you have received as a direct result of your professional use of hypnosis. It is easier to do this on your website than on Facebook.
3. You may also include information about any books or articles you have written that have been published. This enhances your credibility.
4. It is also wise to have a page on your website with testimonials from satisfied clients, and from other professionals if applicable. However, they should be *genuine*. Note that in some geographical areas it is against the law to post fake testimonials; and even if not legally prohibited in your area, it is unethical to fake them.

Whether or not you are on Facebook, Twitter, LinkIn, etc., the above points are why I also recommend that you have your own website.

If you are cannot afford a webmaster, learn to create your own website and be your own webmaster. If you have products to sell, you can sell them directly and/or provide links to Amazon.com or another merchant website.

Remember that the majority of people seeking professional hypnosis today are very likely to browse the internet even if they know about the services of a local hypnosis professional near them. If they are unable to browse your website, your peers may get most of the business from prospective clients who may have also considered your services.

Be sure to include key words so that someone may find you if they google "hypnosis" and the town or city where you practice. However, one phrase that is safe for weight loss is: "Diets work on the body, but hypnosis works on the mind." Another phrase that is safe is: "Hypnosis works." However, avoid false claims or promises that cannot be proven. Make sure you can back up your posted claims so that nobody can accuse you of false advertising.

Seek help if you wish in setting up your website. However, whether you hire a webmaster or whether you serve as your own webmaster, it is my opinion that you cannot afford to be a hypnosis professional without your own website.

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