

Handout for Interview with Tom Nicoli, BCH, CI – July 10, 2006

Hypnotism as a Profession - The Business of Hypnosis Proven Techniques for Business Growth as a Hypnotism Professional

- 1) A _____ is an occupation that requires _____ and the **study** and mastery of _____, and usually has a _____, _____ and process of _____ or **licensing**.
- 2) A _____ provides a _____ in exchange for _____ in accordance with established protocols for licensing, ethics, procedures, standards of service and training/certification.
- 3) It's not business if you're not _____.
- 4) A few common reasons why hypnotism professionals aren't successful in their business are _____ and _____.
- 5) It requires _____ to become and remain successful in business.
- 6) Client sessions can be either _____ or _____.
- 7) Seminars and workshops are the easiest way to create more _____.
- 8) Products are the best tool for creating _____ in order to not have to rely on trading _____.
- 9) Business stamina is created through _____ and _____.
- 10) _____ is a term referring to methods of bringing a product to public attention, including advertising, personal selling, and _____.
- 11) Marketing is the process of moving people closer to making a decision to _____ or _____ a company's products (and/or services). Simply, if it does not facilitate a _____ then it is not marketing.
- 12) Good publicity creates the _____ and reduces _____.