

# How To Grow Your Practice

## An Interview with Robert Otto Kathy Moore Interviews America's Top Hypnotherapists

### **1. If you could give new hypnotists one piece of advice about how to "make it" as a full-time hypnotist, what would you say to them?**

I think I would have to answer this question by stressing the importance of integrity and honesty in the workplace. Regardless of your talent, knowledge or application of technique if you don't stand for good morals and sound judgment the universe will compensate for those flaws in its' own way, whether it be directly or indirectly, now or in the future. In order to 'make it' we must first portray and practice good work ethics, be honest and hold ourselves accountable for our actions especially ones that involve others. Only then will you be blessed with success. The universe has a way of rewarding us when we apply ourselves to this way of thinking.

### **2. What do you feel is your biggest business asset and why?**

My energy and communication skills have always been my biggest asset. I think if you can freely exchange ideas and concepts with others, educate them regarding the dynamics of the mind, excite others to utilize the wonderful opportunity they have available through hypnosis, and blend it with laughter and good old fashioned rapport, you have the basic foundation for success.

### **3. How did your business evolve into a full-time business?**

After my initial training I was fortunate enough to have started out as an intern hypnotherapist in an office setting within a thriving chiropractic center that had an excellent reputation and had been in business for a very long time with a steady stream of clients. I soon discovered that my personality and energy was not conducive to a private practice setting and that I could best express myself and use my combined talents and natural abilities more effectively in the public sector. That is when I set my sights for group work and was blessed to have the opportunity to educate the general public on the benefits of hypnosis three to five days a week for more than twenty years. Like I said, the universe has a way of rewarding us when we are in tune with our destiny.

### **4. What is your most cost-effective form of advertising? Where do you get the biggest bang for your advertising bucks?**

Without a doubt I would have to say newspaper advertising. That's not to say that other forms of advertising are not equally effective. Yellow pages, business cards, brochures, posters, free demos and lectures, toll free telephone number,

and websites all work great, but for group work newspaper advertising was my best form of advertising. I have an excellent article posted on my website entitled 'Starting a Practice on a Shoestring' that gives a lot of helpful information to the newcomer. The website is [www.robertottohypnosis.com](http://www.robertottohypnosis.com). Look under the articles section for many tidbits of advice and information useful to the beginner.

**5. What is the most important personality/character trait you feel a hypnotist should have? Why?**

Without a doubt I would have to say good communication skills. Not only are we practitioners, but we are educators and orators as well. It's our duty and we owe it to our clients and whomever else we come in contact with to establish sound rapport building skills and to have them learn by example or otherwise about the marvelous tool we all have at our disposal in the form of hypnosis.

**6. How do you see our profession evolving with the changes in the economy and the information age?**

This is most definitely a time of evolution and arrival for hypnosis as well as other alternative therapies. Because we are in an era where information is as easily accessed as a walk across a room in the privacy of our home and the click of a few buttons, more people are becoming increasingly aware and in tune with the philosophy and practice of therapies other than western medicine. I believe the information age has been kind to our profession and will continue to aid in bringing us to the forefront where many people can take advantage of the art and science of hypnotism through education in the form of lecture, demonstration, television, radio, online, reading and more.

**7. What were (was) the biggest break(s) in your career?**

I would have to say it was a time early on in my career when a local journalist/reporter attended one of my public lectures. He ultimately liked what he heard, quit smoking and subsequently wrote a marvelous article on my practice of hypnosis. He was able to give the story front page, full-page, color, placement in the local/lifestyle section of the paper. He then referred me to some of his personal contacts consisting of some of the biggest Fortune 500 executives in the industry for the opportunity to work with their employees in the corporate sector. I quickly learned the importance of giving every lecture or talk 100% of whatever you have. Your excitement of the business is contagious and infectious when it is presented to the appropriate contacts and they are ready to receive.

**8. What was the best advice you ever got? From whom?**

I believe it came from my mentor and hypnosis instructor. It was a time when I was just beginning to realize and unearth the full potential of my own subconscious mind. I wanted to purchase a home (in the better part of town) that

was fully equipped with all the luxuries and amenities I felt were due and owing to myself and my family, yet I wasn't quite acclimated to this new way of thinking. I went on to share these thoughts with my mentor, explaining my yearning for the better things in life yet not feeling totally deserving of them. It was then that he set me straight on the path that I would ultimately use from that day forward as a template for my continued happiness and success. He explained to me that I was to immediately begin to set my goals so that they were attainable yet caused me to stretch my potential just a bit and then do this mental exercise again, stretching my potential again and again and again. He convinced me that new, better and expensive things are made for someone and that 'someone' might as well be me. I have used this metaphor and applied this mindset to almost everything I do. He taught me to never underestimate my own self worth and natural abilities and to go for the gold!

**9. If you had to live your life over again, would you do it the same way? Why? Why not?**

I would have to honestly answer this question by saying that I wouldn't want to change a thing. I have been blessed to learn, see, experience and share some of the most marvelous, awesome and all inspiring things in my lifetime. I believe we are all put here in this form for a reason. Regardless of religious beliefs, aside from our personal beliefs, it is my opinion that we are here to share, experience, love, laugh, learn, grow, enrich, enlighten and inspire all that we come in contact with. It is not for us to yearn for change in something we have no control over. It is better that we accept things for what they are... to find the good in the bad... to find opportunity in disappointment and the silver lining in all clouds and to allow the sunshine of the universe to glow luminously upon us and to expose to others our best qualities in this lifetime and carry over into the next. It is only with this attitude that we can truly be appreciative for all that we have been blessed and chosen to receive.

**10. What do you say when people ask you, "Does this stuff really work?"**

I find humor in answering a silly question with a silly answer. When asked this question, I often retort an emphatic 'NO'. I do this to get the attention of the person doing the asking. It is only after I have their undivided attention that I begin to explain what a great tool we have and what wonderful things can be accomplished by correctly utilizing our birth given gifts.

**11. What needs to happen in our profession, in your opinion, for us to have a more united front and work together as a team?**

I believe that this is happening at this very moment. As alternative health care comes to the forefront in our modern day society we are forced to unite as never before. When you look at some of the problems we are faced with in the different states throughout the country you can't help but want and expect unity between professional associates and associations. I believe it is in the spirit of unity that we will find strength and that many of us must rationalize our principle and set aside our ideals and disrobe from the suit of armor we've been wearing for far too long. It is time to set aside one's personal gain and unite with our professional associates regardless of personal agenda for the benefit of the entire profession. There was an old saying in my family that said it takes the combination of many different kinds of fruit to taste the awesome one-of-a-kind flavor of a fruit cup. With the omission of any of the ingredients it would still be fruit, but not have the same taste or flavor. Such is the case with our profession. We all have our place and 'flavor' and combined we create a mouthwatering, palatable, unmistakable and memorable 'flavor'.