

A man with a beard and white shirt is sitting in a chair, looking directly at the camera. The background is black. The text 'MARKETING FOR HEALERS' is written in large, bold, gold letters in the upper right corner. A small gold sun icon is located to the right of the man's chest. The text 'HOW TO EFFECTIVELY SELL HEALTH AND WELL-BEING' is written in gold letters at the bottom of the image. The name 'PAUL HEALINGOD' is written in black letters on a gold background at the very bottom.

# MARKETING FOR HEALERS



HOW TO EFFECTIVELY SELL  
HEALTH AND WELL-BEING

PAUL HEALINGOD





Paul Healingod

# MARKETING FOR HEALERS

How to Effectively Sell Health  
and Well-Being



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# Who Is Paul Healingod?



- The king of healers, millionaire and philanthropist, who has transformed the lives of thousands of people worldwide.
- The healer to billionaires and elites, who pioneers the therapeutic use of entheogenic mushrooms and plants.
- Creator of MycoMysticism, a new religion set to seed spiritual awakening and personal transformation globally.
- Author of the legendary “Hypno-Coaching.”
- Founder of the American Academy of Hypnosis and the American Academy of Business.
- Founder of the Immortality Research Institute Inc.
- Personal hypnotherapist, trusted by prominent American politicians and Hollywood celebrities.
- A visionary who confronts the ultimate frontier of human existence: healing death itself.
- Author of 19 best-selling books. Editions available in both English and Spanish.

# Acknowledgement

This book would not be possible without the support and encouragement of my wife, Oxana.

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# INTRODUCTION

This book is titled *Marketing for Healers*, and a significant portion of your potential clients (whom you'll soon learn to call your target audience) find this term incongruous. Of all things, why would healers market?! They belong in villages where online marketing is not only a foreign concept, but often enough there is no access to the internet at all! A healer doesn't calculate Return on Marketing Investment (ROMI); they focus on energies to cure your disease! Besides, a true healer doesn't ask for money. They have a box in their yard: if they've helped you, you put in whatever you can spare; if you're in need, you take from it. If a healer dares to advertise themselves, they're labeled a charlatan, and there's no two ways about it.

Sound familiar? These are the stereotypes faced by everyone involved in alternative medicine. Everyone is allowed to prosper: engineers, bankers, programmers, even plumbers. But not healers. Because being a healer isn't a profession, it's a calling. But why should a person who has found their calling and helps people be impoverished? Why can't they drive a decent car, live in a spacious house, and travel the world? Who concocted this notion and instilled it in the minds of millions? Perhaps you believe it also—as many healers are caught in these delusions. This book will heal you. You'll be able to help people and receive a fair compensation for it.

Many are intimidated by the word “marketing.” But broadly speaking, whatever you do, you're already engaging in marketing, branding, or PR. Choosing a suit means visually packaging your personal brand. Going on a date is

presenting a commercial offer. Promising your son a bicycle for good grades is creating a loyalty program. Arguing with neighbors is building brand communications. Marketing is full of pitfalls, but truthfully, it's not complicated. It naturally stems from life itself. The whole world is marketing.

Even experienced and professional marketers will find a wealth of insights in this book (in marketing, insights are called “valuable thoughts”). However, this book is written for a different audience: for psychologists, hypnotherapists, regression therapists, theta healers, shamans—in short, for all those who can and want to help people but don't know how to find them. This book is for those who see a few clients a month and feel time slipping through their fingers, wasting away their gifts. This book is also for those who still don't fully believe that they can honestly earn as much as a judge, politician, or successful businessman through healing.

My students find it easy. Many of them consistently earn over \$10,000 a month because they precisely follow the instructions laid out in my course “Hypno-Coaching.” I've selected everything related to marketing from my course and have explained it here in even simpler terms—and this is exactly how this book was born. Of course, it's not as detailed as the three-month “Hypno-Coaching,” but I assure you: follow the recommendations you find here, and you'll gain an endless stream of clients. I guarantee it.

There's a joke. A poet tells his friends, “I wrote a book of love poems last night. That is all I have to say on love. “And so, I've written a book on marketing for healers and

said everything there is to say on the topic. These pages contain everything you need to know and what you need to do to effectively attract clients from the internet. And all of it is explained in the simplest terms possible. Whether you're twenty five or sixty five, if you read attentively, you'll understand everything and be able to implement it in practice.

So, what are you waiting for? Go ahead, become a marketer! Don't be shy: a healer also deserves to earn a proper living.

THERE IS NO  
NEED TO BE  
SHY: **WHY**  
**A HEALER**  
**DESERVES**  
**TO EARN A**  
**DECENT LIVING**



I'll start with the main point. Yes, I've helped hundreds of students build successful businesses and achieve a whole new level of income. But neither I nor any other coach—especially those unfamiliar with the specifics of our work—can help you earn a decent living if you don't allow yourself to. All the marketing techniques will just hit a wall—especially those that many people build for themselves and then spend years pacing in front of. Right now, thousands of talented healers capable of living in luxury are languishing in poverty on our planet. They've fallen victim to the foolish yet no less dangerous stereotype that a healer should not earn much money.

Conduct an experiment: ask your acquaintances what comes to mind at the word “healer.” Of course, they'll mention the freaks from modern TV shows who claim to possess paranormal healing abilities. But I'm willing to bet many will describe someone who lives in a remote village and accepts whatever they're given as payment for their services. This blessed individual who feels obliged to serve anyone in suffering, is someone who receives a chicken or a couple of hundred rubles from a visitor in return for their services—or maybe even just “a big thank you.” This archetype, undoubtedly existing in real life, has been overly popularized through the media, movies, television shows, books, and other channels of influence.

If you think this isn't about you and are ready to skip this section, hold on. Just because you've decided to read my book doesn't change anything yet. Your confidence is dictated by your consciousness, but that's just the tip of

the iceberg. The key, and therefore more powerful part of your mind, is the subconscious. Out of ten people reading these lines, at best one realizes what their own subconscious contains and on what foundation their personality is built. I won't start a lecture about the critical factor and other mechanisms of filtering information at the entrance to the subconscious. I'll just say that you might not even be aware that you actually fear success, wealth, fame, or perhaps change in general—or that you suffer from impostor syndrome. In short, your mind is cluttered and holding you back from success, and you don't even realize it. These blocks need to be worked through immediately, or you'll be defeated by yourself.

But let's return to the simpler fears—the conscious ones. And let's say goodbye to them right away because we don't need any sessions or deep dives into your mind here. Simple and clear arguments are enough. Over the years, I've seen various shades of fear in my students' eyes. But they all related to one of two types: rational or irrational. Of course, there were those who hit the “jackpot” by having both at once. I should probably tell you here about how I was afraid at the beginning of my career, and even narrate a tearfully inspiring story; but I don't want to be disingenuous. I've long forgotten what it's like to be afraid. Of course, I'm not talking about the sensation when facing a rattlesnake or an armed robber. You know that sticky fear that paralyzes you and doesn't let you move forward in life. Being afraid in this sense is simply something I don't have time for today—I need to live, develop, and help others—for instance, *you*: right here and now.

## Roots of Rational Fear

Such apprehensions are not unique to healers—they are familiar to novices and even experienced specialists across all fields. Since nothing human is alien to you, you likely tell yourself something like this:

- *I'll be judged for being greedy.* Are you genuinely afraid that people who see you as “selfless and wonderful” will change their opinion? They might, but so what? All these acquaintances, friends, and even relatives in this situation do not value your altruism but their own benefit. The fact that you're “such a good and selfless person” is very convenient for them. No one considers your time, effort, and talent. Nor do they consider your dreams and goals, which are pushed further and further away due to total lack of funds. Just think about it. And you do not have to answer me, but ask yourself: why live for those who are not willing to do the same in return? Real friends will only support your decision to earn a decent living.
- *I'm not good enough.* This is not a life sentence. At least not a perpetual one. Even Albert Einstein once couldn't count, and Stephen King scribbled words with mistakes in his school notebook with awkward handwriting. But they dedicated themselves to their passion, constantly improving, and eventually becoming masters of their craft. That's exactly why I created the “Hypno-Coaching” training, so everyone could unlock their healing

potential. Maybe you're just missing a tiny detail, and you can correct the flaws by simply analyzing everything thoroughly. Not to mention, some of you reading this are good enough but can't overcome your insecurities.

- *There aren't enough clients in my niche.* I've earned a six-figure sum in your niche—of course, in dollars. I've never regretted spending money on advertising, office rent, employee salaries, and other business investments because they always paid off. I have the same head on my shoulders. I just turned it on about twenty years earlier. People will always need your services, and if you're truly a skilled specialist, they won't hesitate to spend any amount. Believe someone who once received \$50,000 as a tip. Do everything right, and you'll have more clients than you can handle. My students earn over \$10,000 a month, and some of them even recoup the cost of training during their studies. There are enough clients for everyone, which you somehow seem to lack right now. I emphasize: right now!

Even people completely removed from healing human souls overcome these fears. Without understanding the mechanisms of consciousness and subconsciousness, they stumble upon an effective recipe—just do it! The longer you wait, the more your fear will grow. Conversely, the sooner you start acting and see results, the quicker all this mist of silly fears and prejudices will dissipate. Just start—and you'll succeed.

## Roots of Irrational Fear

If your healing methods extend beyond materialistic theories, you likely consider your talent a divine gift. And you will see what you do not as work, but as a mission. Heroes don't charge for their deeds, right? Not in the real world, and not even in books, comics, or movies. You simply do what fate has destined for you and ask for almost nothing in return. From my experience, you and your like-minded peers are guided by considerations that boil down to one fear: "God will punish me."

I hear this regularly: that profiting from a divine gift is sacrilege and even a sin. I hear that turning special abilities into a business tool will inevitably lead to punishment—and at the very least, in the form of losing this very gift, or even worse, may lead to illnesses, misfortunes, and other life troubles. Let us not forget what supposedly awaits such sinners after this earthly life ends.

But let me tell you what real sin is. It's not using your potential. Real sin is languishing in poverty, worrying about your household's disarray, your children's future, and wasting yourself on trivialities instead of resolving financial issues once and for all and focusing on what's truly important. If even clergy find it normal to have a price list for their services, why shouldn't you have the right to do the same? Why do you think it pleases higher powers for you to remain impoverished? What's honorable about that?

From my experience: the wealthier and more successful a person is, the more people they can help. Had I remained

just a regular hypnotherapist, I would have simply helped patients overcome addictions, rid themselves of fears, and improve relationships. But once I reached a different level of income, the scale of my activities dramatically increased. Instead of helping a few dozen, I help thousands, and indirectly tens and hundreds of thousands of people. If your mission is to save human lives, the worst thing you can do is to stand still. You need to grow: day by day, year by year—and where there is professional growth, there is prosperity.

## You Have to Be Wealthy!

Imagine visiting a therapist because you've caught a cold. You knock on the door, enter, and sit across from them. Instead of greeting you, they cough or sneeze in your face and then declare they have the flu. Or picture a dermatologist appointment where the doctor is covered in horrifying blisters and can't stop scratching. Or imagine a psychiatrist who chases invisible demons around the office. If you're in your right mind, you'd hurriedly say goodbye to that doctor and never return for a consultation because they're not healing; they're spreading diseases—possibly worse than the ones you came in with.

So, why do you think you have the right to infect your clients with the poverty virus? Believe me, none of the infectious diseases known to science spreads as quickly and effectively. Airborne transmission doesn't even come close!

A client doesn't even need to be physically near another person to "share" their ailment. An internet connection and a messenger app are enough. When a client bares their soul to you during a session, they are utterly vulnerable to such threats. They trust and rely on your professionalism, and yet you cough your mental virus in their face. And what problems can you solve if you're barely staying afloat in the currents of your life? Only by healing yourself do you earn the right to heal others.

If you're still not ready to trade your "altruistic mission" for "mundane business," I hasten to reassure you: you've again created a problem out of nothing. A wealthy person differs from a poor one primarily in opportunities. This includes the opportunity to selflessly help those in need. Sure, there's something sacrificial and grandiose about giving away your last shirt, but it's far more beneficial for those around you when you can afford to buy and give away ten or even a hundred new shirts. If you want to save those in dire situations, then go ahead. I myself have launched several charitable programs. But I did so because I can afford it thanks to the income from a successful business.

No one will ever look down on you for charging for quality work—I mean respectable, thoughtful, understanding people. This is because everything in this world has a price—that is, except for life and health: they are priceless. No matter how high the cost of your services, the result of your work will always be much more valuable. This is understood by me, my clients, and even your clients. It's just you who needs to understand.

TIME TO  
RETIRE:  
**OUTDATED  
METHODS OF  
PROMOTING  
YOUR  
SERVICES**



**M**any students at the start of my training courses complained about their cruel fate. They claimed they were trying so hard, pouring so much energy into this thing called “marketing,” but were seeing no results. They were hopeless. When I begin to dig into the details, in ninety nine cases out of a hundred, it turns out that their failure isn’t due to some unfortunate twist of fate but rather the inefficient use of resources, time, and money. Simply doing something in the hope that persistence will eventually yield results can only lead to one outcome: a complete fiasco. Anyone truly aiming for success doesn’t blindly mimic others’ actions but understands what they’re doing and why. And certainly, such a person won’t reach into a dusty closet for outdated tools. Techniques belonging in the trash can easily drag you down with them.

Yet millions of people worldwide continue to trust “proven methods,” especially if they don’t require much investment. Why bother with the nuances of contextual advertising when word-of-mouth exists? Who needs email marketing if you can just call up and announce yourself in the media? Why pay an SMM manager or a copywriter when you can print flyers on your home printer and stick them on every lamppost? Yes, these questions are exaggerated. But you still glance at the local newspaper, radio station, or TV channel, where advertising has become cheaper again due to a lack of demand. Surely you hope that clients will tell all their acquaintances about you. And, of course, you’re not quick to chase after online tools. That’s why you’ve missed

out. The train to success and wealth left without you. Fortunately, it wasn't the last one.

## Media that Reaches No Masses

The darkest predictions that the internet would kill the press, radio, and television have not come true yet. They still exist and will continue to do so, just as paper books once survived the advent of electronic ones. But let's admit it: the internet didn't kill traditional media but significantly crippled them and took them into a tight grip. Even the lousiest regional newspapers have launched accompanying news websites; every TV company has a barely alive YouTube channel; and any self-respecting radio station can be listened to online. Old media exists not despite the internet, but with its permission. And in some cases, this is exclusively thanks to it, because they would have shut down a long time ago otherwise.

Statistics only confirm this trend. Take, for example, a survey asking whether a person has watched TV in the last two weeks. While 94% responded affirmatively in 2015, this number dropped to 88% by 2020. It might seem like a small decline—just over 1% a year. But we're not talking about daily viewing, just at least once in two weeks. These numbers refer to watching TV, even briefly, in passing. You know very well that some people only turn on music channels, some only news, and some anything—but only as background noise.

Print media, on the other hand, is frankly doing poorly. Over the same five years, there has been an annual reduction in advertising revenues of 8-10%. In other words, earnings have been cut in half, as have circulations. And this decline shows no signs of stopping.

Should we be surprised? The derogatory nickname “idiot box” stuck to television for a reason. It’s strange that newspapers and radio haven’t acquired similar personal nicknames. Modern mass media, as if following Goebbels’ principles, are trying their hardest to turn the populace into a herd of swine. Quality content is lost in a sea of blatant propaganda and dulling shows. Anyone not enticed by the prospect of growing snouts and slurping slop from the information trough has long said goodbye to old media.

The decline in the audience for newspapers, radio, and television is just the tip of the iceberg. The readership community suffers not just quantitative but also qualitative losses. I’m not rushing to tar everyone with the same brush, but it’s undeniable that those who remain the most loyal readers, listeners, and viewers are the least inclined towards self-improvement, seeking new opportunities, and showing initiative in general. Yes, they’re easier to deceive and drag into the next Ponzi scheme. But selling them something truly valuable is significantly harder.

The term “independent media” within the CIS sounds like a joke. State channel propagandists have long inspired only distrust and nausea. Private mass media employees, who push the agenda set by their owners, haven’t gone far either. And these negative emotions are subconsciously

extended by the audience to any content that appears alongside them, including advertisements created and honestly paid for by completely different people. It's hard to promise rational, kind, eternal values after others promise to turn the world into radioactive ash.

Another reason for advertising's ineffectiveness is something you've likely experienced more than once. You've repeatedly seen a specific ad. You remember the actors' faces, appreciated the humor, and can even hum the simple tune of the advertising jingle. But there's one tiny detail: under pain of death, you can't recall which brand the ad was for. Because that detail was never of interest to you. But more importantly, you and millions of people on the planet have learned to sometimes ignore irrelevant ads embedded in an information source: you mindlessly scroll past an ad banner on a website or perceive intrusive radio chatter as white noise.

Moreover, publishing ads in traditional media almost always meant taking a shot in the dark. You don't understand who your audience is. What can you know about the audience of a print publication? It might be targeted at men or women, children or, conversely, pensioners, accountants, confectioners, or crossword enthusiasts. But in most cases, a newspaper, radio station, or TV channel targets everyone at once. They lack the ability to make a precise selection based on multiple criteria to ensure you reach your exact audience.

I could go on explaining why advertising in traditional media is a relic of the past. But why bother? Isn't it enough

that these mediums are rapidly losing their audience, attracting increasingly less intellectual viewers, casting a shadow over you, and offering to address an unclear audience? And I haven't even touched on the quality of the advertising that the next pen shark or microphone deer will create for you. I believe we've dealt enough with this misconception. It's time to move on to the next one.

## Relying on Word-of-Mouth and Ending Up Empty-Handed

You paid money for this book. You know that as a healer, I've reached far greater heights. You know that I'm a millionaire. You also know that I've helped hundreds and thousands like you achieve success. And yet, I find myself needing to back up almost every claim with arguments to break through your skepticism. Such is human nature: a stranger who lays it on too thick arouses suspicion. Here, the presumption of innocence doesn't apply: to earn another person's trust, you first have to prove you mean no harm and intend to help.

However, there are numerous theoretical scenarios where I wouldn't have to prove anything to you—for example: if I were your friend or even a good acquaintance; or if we sat at the same desk in school or lived next door to each other; and even if we occasionally met at parties with mutual friends or, say, went to the same gym. Then I'm not some

unknown millionaire healer from Miami, but rather Paul or even Pasha, who lives nearby, shares your interests, hangs out with the same people, and somehow unconditionally deserves your trust.

You're accustomed to trusting acquaintances, both on a subconscious and conscious level. It takes just a few interactions, a bit of shared personal information, an impression made—and they're already "one of us." It seems they have no reason to deceive you, and your respect is likely mutual. And if they do cause you any trouble, they can be found and held accountable. When it comes to friends, your level of trust increases exponentially. That's why word-of-mouth has always been considered so effective. But is it really?

It's foolish to dispute the influence of recommendations from acquaintances on people's choices. But the catch isn't in the quality but in the quantity. Word-of-mouth has a very narrow broadcasting range and a rather modest coverage map. While advertising in the media—despite its flaws—reaches thousands and millions, personal recommendations are voiced in a tight circle. At best, you're talking about a few dozen conversationalists, and at worst, just one. No, the worst-case scenario is a client who could have given you positive recommendations, but simply chooses to stay silent. We know that this happens all too often.

Yes, people love to share reviews. But they share negative ones far more often than positive ones because the need to vent is much stronger than the desire to share pleasant experiences. If you mess up, rest assured, your client will tell all their acquaintances about your blunder. But if you

performed excellently, they might mention it only if the conversation happens to touch on a related topic. It's foolish to expect even the most satisfied client to start praising you at every turn. Their gratitude has limits. And their interlocutors aren't always interested in such stories.

I suspect you're already thinking something like: "But we live in the era of the internet, which means the possibilities of 'word-of-mouth' have greatly expanded." Yes, Facebook allows you to share your thoughts not with a dozen but with hundreds or even thousands of friends without much effort. But here's the catch: the average person doesn't have hundreds of friends. The people in their friend list are, at best, acquaintances: some they've never met, and with some, they've never even exchanged a couple of messages on Facebook.

Let's be honest: when a post from an acquaintance with pushy advice on where to go or what to buy pops up in front of you, you see it as clutter in your news feed. A couple of such misplaced recommendations and you unsubscribe from the source of that clutter. Even when someone genuinely close to you starts engaging in such behavior, it often irritates you. Because there's a difference between a friendly chat where a recommendation comes up naturally and the unsolicited promotion of some product or service out of the blue.

The hope for a more technologically advanced word-of-mouth is dashed by simple math. The effectiveness of this advertising channel is inversely proportional to the size of its broadcast audience. A model where a satisfied

client passes the baton to just a few of their friends is better than one where they unsuccessfully try to hand it off to everyone indiscriminately. The most technology brings is the ability to have personal conversations not over a cup of tea, but in front of a monitor, hundreds or even thousands of miles apart.

What's the takeaway? Rely on word-of-mouth, but don't be foolish. This advertising channel will indeed bring you clients and, in turn, profit. But this may not be to the extent you wish. Periodically, word-of-mouth will work, proving you're good at your job. But don't place too much hope in it. It can be a great addition to the main channels of promoting your services, but no more than that.

## Why Flyposting Is Ridiculous?

It may seem unnecessary to discuss the inefficacy of this method. Seriously, when did wheat paste posters on power poles, bus stops, fences, and entrances ever work effectively? In the Mesozoic era? Yet step outside in any city, and you're immediately struck by the ugly garlands of torn flyers, pasted over each other on any available surface. Thousands of people still waste paper on meaningless posters that stand no chance of working.

Where to start? For one, mindlessly posting advertising flyers on all available surfaces is illegal. In reality, you're only allowed to hang notices in designated areas: on advertising



pillars, special boards near entrances, and at public transport stops equipped for poster sticking. Using poles, fences, entrance walls, and apartment doors can result in a hefty fine, followed by the removal of your “artwork.”

There’s a very limited list of situations where such posters make any sense. And these all boil down to needing to attract the attention of people living nearby. A classic example is a notice about a lost dog or, say, collecting scrap metal. The reason being there’s a high chance a local resident has already picked up the lost pet. And no one wants to haul scrap metal across the city. Moreover, these are simple and straightforward notices that don’t require explanation or persuasion.

If you’re indeed planning to build a successful business by limiting your audience to residents of nearby blocks, it’s better not to start at all. Why impose this artificial barrier that diminishes the scale of your operation? You live in the 21st century, not the 20th, where the boundaries between the businessman and the client are virtually erased. Yes, paper, printer ink, and glue won’t drain much money from your wallet. But even these modest investments won’t be justified. You’ll just be wasting time, and time is truly valuable.

Now, the main question. When was the last time you read a poster at a bus stop or on a power pole? Even better, when have you ever contacted its authors? Even once? At best, you might have noticed the gaudy poster of a traveling circus or the colorful ad of a local internet provider. But all those faceless posters about manicures, computer repairs, jobs with decent salaries, and other trivia have remained

just background noise to you, something your brain has learned to automatically ignore. Believe me, every person's brain in your city has learned to do the same.

Moreover, announcements today inspire even less trust, as they often hide something other than what you expect. If you've ever been unfortunate enough to respond to an ad about a job "with high income and career growth prospects," I'm willing to bet the respondent tried to drag you into another network marketing cult. This happened, of course, not over the phone, but at a meeting in an office, which just ended up being a waste of your time. No one has ever landed a top management position in a major company thanks to a shoddy flyer from the nearest pole. Everyone knows that such announcements at best contain mediocre offers.

Fraudsters have further discredited the institution of homemade announcements. They still use this tool to lure gullible victims into their nets. Today, free ads are a risk of encountering a "computer master" who finds non-existent problems and charges impressive fees for their resolution. Or you may stumble upon an "employer" who never pays. Or, say, handing your hard-earned money to a "realtor" who in return provides a dozen nonexistent phone numbers. So, no one will believe you either.

After all, think about it: where does the modern person go in search of information? Correct, to the internet. It's more convenient and faster, not to mention that there's much more data online. With rare exceptions, old-fashioned announcements are left to the elderly crowd, to those

hardened in their old ways, and to those completely out of the loop. Do you really want to target this audience?

Now, an even more global question: are you really ready to spend your money and, what's worse, your time on ineffective methods to promote your business? Why? Because they worked once? Or because they don't require you to learn something new? Or because they're cheap or free? Nonsense! If you do everything correctly, the results will always justify the investment. And if there are no results, it doesn't matter how much you saved. Because you either achieve success or continue to languish on the sidelines of life. It's that simple!

**MARKETING**

**ABCS:**

**KNOWLEDGE**

**YOU CAN'T**

**DO WITHOUT**

**W**hat do marketing and religion have in common? In both, confessing is an effective tactic. This is perhaps the case even more in marketing. Admit you were wrong, and people will be drawn to you. We all make mistakes and thus are wary of those who pretend to be perfect. The key is to acknowledge your mistakes time to time. So, I confess: this book is called *Marketing for Healers*, but there's no separate marketing for healers. Just as there is no specific cookbook designed for stay-at-home parents. There are basic principles that everyone should know, techniques based on them, and the specifics of your field. In marketing, this is a "niche." And then there are countless little tricks that you won't grasp until you've spent at least \$50,000 on advertising. Don't worry, I've already done that for you and am happy to share my experience.

The value of this book isn't in innovative approaches that only work in alternative medicine (though I will mention a couple of those). Marketing is so vast that it could be studied for a lifetime. Or you can grasp the essentials in just a few evenings and start earning. I've gathered these essentials in the pages of the book you're holding, supplemented with detailed recommendations for those in the healing profession. Let's start with the basics. This chapter includes everything a person needs to know about marketing.

## The 4P Model: The Structure of Marketing

Pay attention to the principle behind the naming of this model. It's concise, catchy, memorable, and—as soon as I provide a brief explanation—you'll see it's also informative. We'll cover the basics of copywriting (in marketing, this is the skill of writing in a sales-driven style) in another chapter. For now, just remember: creating titles in such a manner is an effective tactic, and one of many.

The 4P stands for the structure of all marketing: Product (or service), Price, Promotion (advertising and overall promotion), and Place (sales location and distribution channels). It was first formulated by Edmund McCarthy in 1960 and popularized by Philip Kotler—author of so many books on marketing that if you decide to read them all, you definitely won't have time for your healing practice. The 4P model may seem as old as time, but the rule it implies will still bring you an endless stream of clients today. Pay attention to each of the four aspects described by McCarthy, and you'll be ahead of 90% of your competitors. This is the magic of a comprehensive approach.

If you hire a marketer, they'll likely tell you that alternative medicine is an extremely difficult niche, so don't expect cheap leads. That's a lie. I've been involved in real estate, freight transport, construction and repair works, food production, tourism, online courses, business consulting, and hypnotherapy. As an experienced businessman, I can assure you: selling hypnotherapy services was the easiest.

Because, in fact, healing is an incredibly fertile niche. And I can easily prove it. Just look at it through the lens of the 4P.

## ***Product***

The primary tenet of marketing is to sell benefits and values. You are not selling vitamins, but health. You are not selling cosmetics, but beauty. You are not selling clothes, but self-confidence. You are not selling a car, but status and emotions. Do you see where I'm going with this? Yes, a healer sells what is always in trend and truly needed by everyone: health, well-being, harmony, and happiness. You're selling not just the services of a hypnotherapist or a regression therapist (try explaining what that is), but a change for the better. Healers don't need to convince consumers that Red Bull gives you wings or that the impossible is possible only in Adidas sneakers. Everyone already wants to be healthy and happy. Nature has done all the work for you!

Notice: you can fulfill this natural desire of every person without production costs. No need for raw materials, hired employees, a complex logistics system, or expensive equipment. Your inexhaustible product is yourself. And if any other business fears quarantine and crisis like fire, it plays into your hands. The harder the times, the more healers are needed. And since most readers of this book live in the post-Soviet space, I'll add: such a business is the hardest to seize and the easiest to relocate to any civilized point on the planet.

## *Price*

How much is a saved life worth? The ability to enjoy every day anew? Healing from an ailment that caused numerous inconveniences? Harmonious relationships with a spouse, children, or parents? A healer sells a dream, moreover, a dream come true, and this is the most expensive and most in-demand product on the planet. While retail (as it's called in marketing) invents seasonal sales and loyalty programs, you can set any rates. Do you think \$700 to quit nicotine addiction once and for all is expensive? Will it be hard to find clients? Not at all! About fifteen years ago, that was my standard fee. It took me no more than an hour to help someone quit smoking. And they happily paid me \$700. There was no shortage of clients.

When selling smartphones, you don't have the opportunity to set your own prices. The latest iPhone is the same everywhere—customers will buy where it's cheapest. Noticed how one electronics store's "unreal" discount prompts others to do the same? That's how competition works. This is something you don't have to worry about. Healing isn't a service chosen based on price, delivery terms, or the number of accrued bonuses. In our niche, a high price doesn't deter; it instills confidence in the healing. What's better: to pay half as much to a charlatan or twice as much to someone who guarantees results?



## *Promotion*

When everything is going well, someone will inevitably try to throw a wrench in the works: the government, advertising platforms, unscrupulous competitors. All niches where you can earn \$700 an hour are: either so saturated that advertising costs a fortune; or they require licensing and other expensive dealings with bureaucrats; or they are outright illegal. All except one. Unlike casinos and cigarettes, healer services can be advertised without restrictions anywhere. No official permissions, diplomas, or even the certificates you collect so diligently are needed. Unlike local IT companies that give up to a quarter of their income to platforms like Upwork, a healer works without intermediaries. Healers can afford not to attract undue attention.

All marketing tools are at your disposal: from SEO to SMM; from search, contextual, and banner advertising to content marketing; and even from email campaigns to advanced branding techniques like writing your own book. There are no limits in this niche. And, let me tell you a secret, not many competitors are well-versed in marketing. This means that the cost of attracting a client can be literally pennies.

## *Place*

Once, location was the healer's Achilles' heel. If they lived in a small provincial town or, worse, a village, the number of potential clients was limited to the local

population. Yes, some folk healers attracted sufferers from across the country or even from abroad, but that's the exception rather than the rule. And even then, the government would inevitably stick its nose into your affairs. For example, Mexican shaman Maria Sabina was sought out for help and enlightenment by icons like Bob Dylan, John Lennon, Mick Jagger, and Keith Richards, and her mushroom rituals were even covered by *Life* magazine. How did the authorities respond to her growing popularity? In 1967, they blocked all roads to the village where Maria Sabina lived with military checkpoints, and tried to arrest her for "spreading drugs."

Since then, everything has changed. Thanks to the internet, you can attract clients from all over the world and conduct sessions without leaving your home. As long as there are free services like Skype and Zoom, healers need not fear lockdowns or the thousands of kilometers separating them from their clients. When I started working as a hypnotherapist in Miami, online tools were just emerging. I had to operate the old-fashioned way. You have it much easier. You don't even yet realize what modern online marketing tools are capable of. But we'll soon fix that.

## ***And Many More P's***

The success of the 4P model sparked dozens of imitations. Everyone added something of their own and declared themselves a marketing guru. Thus, the following models emerged:

- **5P:** The fifth P stands for People, encompassing both employees and clients. The former need to be motivated and retained by shaping a corporate culture, while the latter should be pampered with loyalty programs. At the same time, remember that people are most influenced by other people, so attracting celebrities to your side is a great idea. If you've visited my website, you probably noticed celebrity testimonials. They're there for a reason. But don't think you're doomed to failure if "The Wolf of Wall Street" Jordan Belfort or Bond girl Denise Richards hasn't publicly praised you.
- **6P:** The authorship of many models has been lost or disputed, but 6P was invented in 1987 by the familiar Philip Kotler. He added Political Power and Public Opinion Formation to the 4P. I don't think healers will find much to take away from this model. PR (Public Relations), as part of branding, was already included in one of the Ps—Promotion. And playing political games is the domain of large corporations, not something for us. However, if you ever get the chance to gift your book to a president, by all means, do it. I once personally handed one of mine to Donald Trump, and it still resides in the White House library.
- **7P:** To the 5P model (4P + People), Process and Physical Evidence are added. Modern healers can easily do without an office adorned with Freudian couches and certificates in respectable frames. However, paying attention to the interaction process with clients is extremely important. This includes how you communicate

with them when they are hesitating (for example, calling to inquire about details) and overall marketing touches. Not all clients are satisfied with just clicking on an ad link to your website (this is what is called a touch). Many will first browse your Instagram and only book an appointment after you catch them with retargeting ads.

- **12P:** You might wonder if any appropriate words starting with P were left after 7P. The authors of this model found five more: Public, Packaging, Positioning, Perception, and Personal Selling. Each of these aspects was implied in the 4P, yet this model isn't useless. Personal selling is a crucial component that many overlook. A healer needs to project the right impression—not of a timid novice with imposter syndrome, but of the top expert in their niche. Working on this will take effort. Start with preparing scripts, which are pre-constructed plans for conversations and smart responses to potential client questions.

There are other extended versions of 4P. Perhaps my favorite is the witty 5P, where Pray is added to the standard set. Essentially—even if you're doing everything right—it doesn't hurt to pray because you never know what might go wrong. Once, my business partner Jerry and I invested about \$100,000 in developing a freight app. We were confident it would bring us tens of millions. But when our project was about 70% complete, Uber and Amazon unveiled their versions of the same idea. I don't think it was industrial espionage; they just had the same brilliant idea and, with a

much larger budget, realized it faster. We couldn't compete with such giants, especially since we were already playing catch-up. We had to halt the project and accept that the \$100,000 was spent in vain.

When you've been immersed in business for a long time, the 4P model starts to seem almost too obvious. You think to yourself: "how can anyone not understand this?!" But you wouldn't believe how many people don't get it. At its time, it was a groundbreaking revelation. Marketing became more than just an ad on a pole. People realized that everything about a business is, to a greater or lesser extent, marketing: the quality of a product or service, delivery conditions, the ability to communicate, even the way phone calls are answered, and dozens of other factors affect sales. This means that you can influence these factors and earn more profit. A comprehensive approach isn't just about the headache of keeping track of numerous details. It's about many areas of growth, which I'll teach you to leverage.

The 4P and its variations are the predominant structural models of marketing. But does that mean there are no others? No, there are plenty. You'll come across books whose authors drone on about these models for hundreds of pages. Learn from such books, and you'll end up like the guy in that one joke who only ever used his university calculus course once: he bent a wire into the shape of an integral to retrieve keys dropped in a toilet. Knowledge is not an end in and of itself. It must generate profit. By the way, this is one of the unwritten commandments of marketing: everything you do should directly or indirectly bring in profit. If

it doesn't, stop. Understanding the 4P model is enough to move forward. Don't try to learn everything—just the essential minimum to start earning.

## CCC Model: The Shortest Path to Sales

Sales are an integral part of marketing because, for centuries, sales have been the primary condition for human survival. Ever since money was used as a commodity, sales have been the only legitimate way to earn it. In 1995, when my family moved to the US, I spent a whole week clearing snow from the Brooklyn streets to earn \$30. I was selling physical labor, not the best product.

Those who look down on salespeople and idle away at a “normal job” are actually selling their time and skills (often for pennies). Meanwhile, the enterprise sells products or services and fills the payroll fund with the proceeds. The ability to sell made me a millionaire. I can say with authority that I am much happier now than I was twenty six years ago with \$30 in my pocket. If you can heal people but still aren't earning even \$5,000 a month, it's because you don't know how to sell. The CCC model dissects sales and simultaneously outlines the three key steps to lead a business to a state where sales are plentiful and ongoing.

Channels → Communication → Conversion

That's what the provocative acronym stands for. By the way, you won't find it in marketing textbooks. I invented the CCC model and am sharing it for the first time, though I've successfully used it for many years. However, "invented" might not be the right word here. Even great marketing theorists like Jean-Jacques Lambin, Philip Kotler, or Mary Jo Bitner essentially didn't invent anything new. They simply looked at sales through common sense and formulated principles that were always visible but somehow overlooked by most. That's why I've always adored marketing: to become a professional, you just need to have common sense. And a bit of experience.

## ***Conversion***

I'll start the CCC model description from the end because the essence of conversion is the first thing you need to grasp. There are dozens of definitions for this term, but they all boil down to one word: transformation. A conversion occurs every time a person acquires a new marketing attribute after interacting with you (not necessarily directly). I know this sounds complicated, so let me give you a few simple examples.

Let's say a hundred people visited your website in a day, and three of them signed up for an appointment. This means that conversion happened three times: three potential clients turned into real ones. Marketers are not just interested in this fact, but its frequency. In our example, it was 3%. This is the queen of conversions—conversion to sales. There are other types too. For instance, out of the same hundred

visitors, 15 clicked on your Instagram profile link, and five subscribed. That means the subscription conversion rate was 5%. These five haven't brought you any income yet, but they're far from useless. Subscribers are also capital. You'll learn how to monetize them. And social networks are one of the most powerful marketing tools available to you.

Hired marketers and copywriters love to boast about conversion rates, often omitting that "record" rates were achieved on microscopic samples. Roughly speaking, two people visited the site, one left a request—there you have it, the coveted 50% conversion rate. This doesn't mean that if you direct 1,000 visitors there, 500 will sign up for an appointment. And there's no point in chasing percentages. When it comes to conversion, size isn't what matters most. It's the cost, specifically relative cost. For example, do you think that \$100 is too much to attract one client? Almost every novice healer would say yes. But what if that client pays \$1,000 for your services? And what if they then bring friends and family members who each also pay \$1,000?

To understand what's good and what's bad, there's ROMI (Return on Marketing Investment). This metric clearly shows how your marketing efforts are doing. It's calculated using the following formula:

$$\text{ROMI} = (\text{Revenue} - \text{Marketing Costs}) / \text{Marketing Costs} * 100\%$$

My students who strictly follow instructions and thus earn at least \$10,000 a month spend about \$3,000 on



advertising. That gives them a ROMI of about 233%. This means that every dollar spent on advertising brings them \$3.33 in revenue. Properly organized marketing is like a magic box: put in \$1,000, and a month later, take out \$3,333. No investment fund on the planet offers such a return, not to mention banks. So forget about advice to keep your money in a savings account; that's for losers. And confidently increase your advertising budget—provided that your ROMI is healthy and you're ready to handle an increased number of clients.

One of my mentors used to say, "If you're not spending at least \$1,000 a day on advertising, you don't exist." Back then, I couldn't fathom "flushing" \$30,000 a month down the toilet. That's the price of a new car, and not the worst kind! Since then, I've learned a lot and now easily part with my advertising budget. Shakespeare wrote, "The more I spend, the more I am limitless and rich." Of course, he wasn't talking about bills for Google and YouTube ads, but here's a marketing and life lesson: always use everything to your advantage, even Shakespeare.

What's considered a normal ROMI, and when should you start worrying? For a healer, anything above 100% is quite acceptable. You could even settle for a slightly lower ROMI, but that would be a cue to review and correct any mistakes. After all, as we've discovered, alternative medicine is an exceptionally fertile niche. In other fields, even a 30% return is celebrated, especially in highly competitive niches and large corporations. It's believed that the image dividends compensate for the comparatively low ROMI since

large-scale advertising campaigns are also a way to stay in the public eye. For Coca-Cola, this is crucial; for a healer... let's just say, not everyone dreams of being recognized on the street.

But let's assume your ROMI is a dismal 60% for this niche, meaning you need to spend \$6,250 on advertising to make \$10,000 a month from clients. You're still ahead by \$3,750, which is more than the monthly salary of the vast majority of people in the CIS. Not bad for a start, right? In marketing, this is called MVP (Minimum Viable Product). Chasing perfection can lead to endless learning, thinking, refining marketing strategies, and never actually launching anything. Don't fall into this trap! Always start with an MVP. Many of my students work with clients even before finishing the "Hypno-Coaching" course. They might not know everything a professional hypnotherapist should, but they can already help people and receive generous compensation for it. That's the right approach.

Essentially, this book is also an MVP. For example, I intentionally don't discuss ROI (Return on Investment) and ROAS (Return on Ad Spend), although these metrics are far from useless. But understanding ROMI suffices without them. My goal is for you to read the entire book over a few evenings, spend another day or two creating a website and setting up advertising—and start getting clients. Later, and once you're earning decently, you can dive deep into marketing theory and ad campaign optimization.

However, something sets this book apart from a minimally viable product. The MVP concept suggests it was

hastily assembled just to function somehow. If you follow my recommendations, you'll get much more than "just functioning."

## ***Communication***

When we talk about sales, we imply persuasion. Open any marketing textbook, and you'll find at least a hundred ways to convince someone to take the desired action. At first glance, they seem diverse, but all boil down to one thing: communication, in the broadest sense. Any content is essentially a way to chat with the client, to convey information, not just directly, verbally, but also indirectly. And it's not just about calling to place an order and arguing why objections aren't worth a dime.

Most videos on my YouTube channel are conversational: I sit in front of the camera and talk for anywhere from five minutes to half an hour. We'll also cover how to make viewers watch your video attentively to the end instead of closing it after a minute or two. But there are other videos that seem inconsequential, like: me driving my Porsche around my Miami home; admiring the neat lawns; testing the acceleration of a Lamborghini, checking if the cops are hiding somewhere. I may even have a video where I am dining at Nusret Gökçe's restaurant—the very chef who became famous on the internet for his extravagant way of salting steaks. Or I might get into a car with a professional drifter and then being amazed at the stunts he pulls off.

When I hired external marketers, they all insisted that my approach wouldn't work. They said I needed to develop a content plan (a schedule for articles, posts, and videos in marketing terms) and stick to it strictly. This advice isn't without merit: you will indeed need a content plan. But communicating with your audience is like a marital duty: if you only fulfill it strictly at 7:00 PM on Thursdays, the miracle turns into routine. In marketing, as in love, you need a spark! Spontaneity! A bit of madness! Of course, this doesn't mean you should send out an important email campaign at four in the morning because you can't sleep. But posting a photo of yourself lying in a pool filled with rose petals is a great idea. Here's why.

Restaurateurs love to repeat that people come for the people. They mean that regular guests have favorite chefs and waiters for whom they return to the establishment again and again, like passionate theatergoers have favorite actors. When our business involves more complex communication than “come — see — order,” potential clients need to understand that you are a living person, not a project strictly scheduled by a horde of tired copywriters. Real people evoke real emotions. I know I irritate many with my straightforwardness, my way of speaking bluntly, and flaunting my wealth. But these many still continue to watch my videos and read my posts. Eventually, they move from denial to acceptance—and sign up for the training.

I feel I've confused you. So here's the marketing essence of communication in a couple of sentences: everything you say, write, post, and film can—and should!—be used

to increase sales, directly and indirectly. Just remember: outside of their website, a healer shouldn't turn into an ordinary person. If you want maximum results, you'll have to make everything you do on the internet serve the purposes of marketing and branding, to a greater or lesser extent.

But let's consider the simplest scenario. A potential client lands on your website, understands that you can help them, and leaves a request. What needs to be on the site for this communication to go as smoothly as possible?

- **Simple and understandable benefits:** A person suffering from depression doesn't care how competent a regression therapist you are. They likely don't even know what that word means. The client is looking for a solution to their problem. Your task is to inform them that you can provide it. Believe me, "I'll free you from depression in no more than two sessions" sounds much more convincing than "as a hypnotherapist with five years of experience, I provide a full list of services." By the way, get used to writing and speaking in simple words. And always be concise. Don't forget that the website visitor can interrupt the communication at any moment—by closing the tab.
- **Dealing with objections:** In alternative medicine, there are always plenty of them. Influenced by television, people think of healers as charlatans or madmen. And how can one believe that there is less benefit from a real doctor than from some internet oddball? Do seven-plus years in medical school really mean nothing?

And in general, is it worth trusting someone who offers to conduct sessions via Skype? And why do they ask for an amount comparable to several salaries of a licensed person in a white coat? You'll need to answer all these questions convincingly, leaving no room for doubt.

- **Reviews:** It's true they are often fabricated, but such is human nature: we need more than just arguments—we want someone to validate our choices. Even the most stubborn skeptic might think, “What if it really works?” But where does a budding healer get reviews? To get your first clients, you need reviews. And to get your first reviews, you need clients. Seems like a catch-22, doesn't it? I found a way to break this cycle. During their training, my “Hypno-Coaching” students work on each other. Rest assured, everyone has an issue that's long overdue for resolution. Someone can't let go of the past, someone fears heights, someone has long wished to quit smoking. Thus, by the end of the course, absolutely everyone in the group becomes healthier and happier, and also gains their first social capital—a dozen genuine reviews.
- **Guarantees:** Use them cautiously. On one hand, nothing adds as much credibility to an offer as “or your money back, doubled.” On the other hand, the outcome of sessions isn't entirely up to you. If a client is determined to prove that alternative medicine is nonsense, they will succeed. Once, a long-time friend came to me for a session. He refused to accept that I earned much more as a hypnotherapist than he did driving a truck. While I tried to induce him into a hypnotic trance, he made

snide remarks. The session failed—and he, triumphant, continued to earn pennies driving miles. But he proved to himself that I was a charlatan. Guarantees attract such clients too. Be ready for that!

These are the bricks with which you'll build your website and use in other communicative situations: talking to potential clients on the phone or in messengers, designing the header of your Instagram profile, planning your content, or simply telling an old acquaintance how you make a living.

## ***Channels***

For the majestic conversion to occur, effective communication is necessary. And what's needed for effective communication? At least two participants and a message. Let's say you've finished working on your website, so the message is ready. You're also ready for an endless stream of clients. The last step is to ensure that as many people as possible visit your site—not just random passersby, but those who genuinely need your help. In marketing jargon, this is called “driving targeted traffic.” Yes, it will come through marketing channels.

How did you first land on my site? Most likely, a YouTube video you were watching suddenly stopped, and I appeared. Normally, you wait patiently for the “Skip” button and press it immediately. But not this time. I started talking—and reached your heart. You even forgot what video you were watching. You listened to every word I said, and then, when

a link to my site appeared, you clicked on it. That's how YouTube advertising works. Or maybe you were searching for something on Google, and the first link in the search results was to my site. You didn't even notice the little label next to it. That's how search advertising works.

A large part of this book is dedicated to marketing channels. More precisely, those that are effective, extremely profitable, and easy to master. I don't rule out that a healer might monetize traffic from teaser networks and affiliate programs. But as Bruce Lee once said, "I fear not the man who has practiced 10,000 kicks once, but I fear the man who has practiced one kick 10,000 times." It's better to master a few marketing tools well than to have a superficial grasp of many.

Yet, less is not always more. When you advance to tracking conversions, you'll inevitably encounter the trap of attribution. For example, you may notice that the vast majority of clients come from search advertising. Meanwhile, Instagram posts, on which you spend a lot of effort or money, seem unprofitable: occasionally, a follower might book an appointment through a link in the profile header... What to do in such a situation? The first thought might be to close the unprofitable channel and redirect the saved money to the one that works. Often, this is where the downfall begins.

You may not realize it, but you're using the "Last Interaction" attribution model—the most primitive available. In other words, you're convinced that the conversion is credited to the channel that interacted with the client last. For instance, if someone searched for "Paul Healingod," clicked



on an ad, and filled out a form. But if you dig deeper, you might find that the client first saw your ad on YouTube, watched some videos for a while, then visited your site but left without taking any action. Later, they followed you on Instagram, and only after that, they entered a brand search and left a request. The paths to conversion are inscrutable.

That's why it's essential to evaluate channels through the prism of different attribution models, such as "Linear Attribution" (all touchpoints receive an equal share of the credit) or "First Interaction." None of them is universal. But only by looking at your marketing strategy from different angles can you understand the objective reality.

However, I'm getting ahead of myself. It's too early for you to think about attribution models. It's the perfect time to start creating a website and setting up basic channels. Now you know everything a regular person needs to know about marketing. It's time to put theory into practice!

HOW TO  
FIND YOUR  
OWN VOICE:  
**LEARNING  
TO WORK  
ON YOUR  
PERSONAL  
BRAND**

People who first see my advertising, discover my YouTube channel or social media page, or read my books often ask the same question: “Who is this Paul Healingod?” A healer, businessman, millionaire, mentor, philanthropist, messiah, author of a whole stack of books... The list goes on. But first and foremost, Paul Healingod is a brand today—a brand that has unified all the aforementioned characteristics and guarantees their further evolution.

Becoming a successful healer while remaining an obscure entity is impossible. Hippocrates and Avicenna were legendary healers at a time when the vast majority of the population couldn’t even write. In the internet era, when fame is easier to achieve than ever before, hiding in the shadows means committing a crime against oneself. A personal brand is the core around which you will thread all other techniques described in this book. Anything that contradicts it will, at best, show significantly less effectiveness. At worst, it will create a negative effect.

## What’s It About?

“A personal brand is what people say about you when you’re not in the room,” said Amazon founder Jeff Bezos, giving perhaps the most accurate definition of this phenomenon. Because, commonly, people believe that a personal brand is about what you say about yourself and what you

showcase. In reality, life's irony shines through: your personal brand is others' opinions. And these are opinions you can and should influence.

And since we're addressing misconceptions, let's dispel another myth right away. Personal branding isn't just for the rich and famous. Yes, when we hear the term, true titans come to mind: Bill Gates and Mark Zuckerberg in entrepreneurship; Madonna and Elton John in show business; Lionel Messi and Mike Tyson in sports. But this doesn't mean that there's no room at this feast of life for an average businessman or, even more so, a talented healer.

A personal brand offers the opportunity to create a strong connection between yourself and your activity—ideally, to become synonymous with that activity. Ford became a symbol of automobile manufacturing; Jobs became that of elite gadgets; and Jackson was the symbol of pop music. When one becomes a symbol, their personality doesn't languish in the shadow of the business, but rather stands on its showcase and serves as its pinnacle. On a more grounded level, personal branding is about humanizing the business, allowing you to win customers' trust and convert it into tangible currency. That's the main goal.

Hence, it's businesspeople who bring the most interesting figures:

- For a brand, posts in employees' personal accounts are far more effective than in a business profile, as they receive 6 times more reach and 24 times more shares.

- Leads that come through employees' personal channels convert to sales 7 times more often than in all other cases.
- 9 out of 10 people trust specific individuals more than companies, even if they don't know them personally.
- 88% of major entrepreneurs consider reputational risks one of the main dangers to their business.
- 41% of entrepreneurs involved in scandals stated that a hit to their reputation primarily affects their profits.
- Over 70% of top managers in the CIS confirmed that the figure of a company leader-partner is a key factor in concluding deals.

Thus, in modern business, if you don't have a personal brand, you don't have a personality—and that means, you have no chance to attract public attention. In this case, you're one of thousands of identical people promising a “wide range of services” and repeating the rehearsed “our prices will pleasantly surprise you.”

## Elements of a Personal Brand

If someone tried to copy your identity, they'd likely fail because it's multifaceted and contains many small but crucial nuances. A well-thought-out and developed personal brand also involves a range of aspects. Let's look at the key ones.

- **Self-identification:** “Who am I?” This question should be your starting point. To find the answer, some even turn to psychotherapists. But as a healer, you can delve into your subconscious on your own. Who are you really when you’re not trying to showcase something? What kind of person are you? What beliefs underpin your personality?
- **Expertise:** It’s impossible to create a personal brand if you’re nobody. Fortunately, in your case, that’s not true. You are a master of your craft. Yet, while emphasizing your strengths, don’t forget to improve your weaknesses. Continuous self-improvement is mandatory, even when you’ve reached heights you could once only dream of. Only then can you be a true expert and make a corresponding impression.
- **Values:** It never hurts a brilliant businessman or a talented singer to also be an exemplary family person, a sincere philanthropist, or a proponent of a healthy lifestyle. For a healer, their entire practice is inseparable from life values. After all, healing is not a business, but a mission. Therefore, your personal philosophy plays a very important role in your comprehensive image.
- **Goals:** Your goals cannot be personal, like buying a car or a house, or having 100 thousand followers on social media, or having a large chunk of savings in your bank account. These should be public goals aimed not at your well-being but at the well-being of others. Looking at you, your audience should remember: “This is the

person who wants to make our lives better, and they are successfully on that path.”

- **Originality:** Reading all the books ever written about Steve Jobs, memorizing the rules of his life, and copying his style, manners, and approach to business makes a person not Jobs but a mockery. No one says you can't be inspired by the examples of the rich and successful, but a personal brand is—and pardon the tautology—a personal story. You either give the audience something unique, or you'll find that they don't need you.
- **Image:** In the era of new technologies, many old proverbs still apply. Thus, you're first judged by your appearance. You are also judged by your voice and manner of speaking, your facial expressions, and gestures. Buying a business suit and waving your hands according to a pre-planned scheme doesn't solve the problem. Image is primarily about the form matching the content—though, initially, wearing a suit won't hurt your image. Making the right impression in beach shorts and a stretched-out T-shirt is a luxury available only to the titans of their industry.
- **Legend:** Everyone has their background with ups and downs, dreams and disappointments, mistakes, and correct conclusions. Yes, you might not have a background of immigrating to the U.S., participating in a dozen different businesses including treating Hollywood stars, and writing a book that was handed to the president like me. But I bet you also have stories to tell if you choose the most vivid moments, set the right

accents, and, if necessary, embellish a bit. The public loves good stories.

## Working on Your Brand Day by Day

Arguably, this should have been addressed first. On the other hand, every sensible reader would have figured it out by themselves. A personal brand isn't built in a day, a month, or sometimes even a year. It requires meticulous daily work on yourself and all important aspects of your public (and often private) activities. It's a long game where expecting too quick a result, in most cases, means indulging in false hopes and facing disappointment later.

I won't lie; there are plenty of cases where personal brands were quickly and successfully built. However, in percentage terms, these are a drop in the ocean. Moreover, such rapid ascent requires either a huge stroke of luck or a vast budget, often both. Always be ready for sudden success, but generally, prepare for painstaking work with gradual progress toward your goal.

Furthermore, hastily built brands sometimes face problems. A correctly built personal brand works like this: you learn about someone as an expert in a certain area. You seek details, and from other sources, you gather more information about their professional development, achievements, life stance, values. As a result, you form a harmonious image, which the person of your interest worked so long to



create. If someone has a blank slate for a background, then all their active attempts to promote their brand will be perceived as cheap PR, no matter the cost. Remember the local politicians you've never heard of, yet in their own speeches, each is a giant of thought and the father of democracy, who has done so much for your area and the planet as a whole. Annoying, right?

Today, most people's backgrounds are an open book. And if social networks can reveal everything an ordinary person, then Google can do the same for a personal brand owner. If it's not there, you as an expert do not exist. That's why you must not just leave a digital footprint but do so comprehensively and knowledgeably. Fill key information niches where potential clients will search for information about you. Social networks, YouTube, niche forums, review sites: all these resources can and should confirm that you are well-known and positively regarded.

As for the worse parts, they often result from your own carelessness. You might not remember posting silly photos on social networks, leaving questionable comments, or doing something else clearly harmful to your reputation. But the internet remembers everything. Make an effort to identify all such digital traces and proactively remove them. Even if something seems minor to you and you wouldn't give it importance, rest assured: someone else will. Rack your brain because such "evidence" could be in the most unexpected places.

In the era of thriving cancel culture, never forget to be cautious. The more popular you become, the greater the

responsibility; this also means that more people are ready to attack you if you have any major slip-up. Therefore, before saying something ambiguous, think thrice. In personal branding, one good deed does not equal one bad deed. Reputational capital takes a long time to accumulate but can burn in an instant. Restoring it is sometimes harder than starting from scratch—and sometimes it's even downright impossible.

Even with my direct communication style and sharp critiques towards those who deserve it, I never cross the line. Visit my website, YouTube, social networks, or read my other books—you'll see that Paul Healingod never indulges in questionable jokes about gender, nationality, religion, or mocks appearances or diagnoses others. My harsh remarks towards losers, slackers, lazy individuals, and other self-destructive people are purely therapeutic. And even for those, I receive my share of negativity from the public, which is predictable and therefore acceptable because I've been building this strategy for years. Many of my students, after assessing my style, still choose a more standard style, to avoid playing with fire and facing consequences.

But let's return to the pace of working on a personal brand. Successfully building and developing a personal brand means maintaining a balance between reality and aspiration. Of course, the public persona will always be a bit better than the real you. But if it strays too far from reality, the public will inevitably see through it. So here's a simple piece of advice: your personal brand should paint an image that's just a step or two ahead of your achievements, one that you'll definitely reach in the foreseeable future.

Let's delve deeper into your visual representation. If your first thought was to don a business suit for photos or videos, you're likely mistaken. Creative individuals are increasingly opting for professional photoshoots in casual attire. After all, you are a creative spirit too. Such openness is appealing. Moreover, if you practice something more exotic than psycho- or hypnotherapy, you must definitely play this up—in photoshoots, streams, and sessions. Use the same successful photo as your avatar everywhere. This way, it will quickly become familiar, and people will recognize you faster.

Try to use this same photo in newspaper and online publications. Indeed, to appear in the media, you don't need to be a Nobel laureate or achieve something incredible. Popping up here and there with expert comments is easier than it seems. You might not realize how many journalists write articles or produce stories on topics close to you every day. Just one comment can lead to more calls for your expertise. Your demand will grow like a snowball. And I'm not even talking about paid materials where you could play an even more significant role.

However, newspapers aside, if you want to achieve expert status through the written word, aim straight for a book. Remember, before reading a single page, the mere fact that I wrote an entire book on marketing made you see me as an expert. Because there's nothing more fundamental and authoritative than when you need to assert your qualifications. If you feel unprepared, incapable, or unsure about what to write, I have answers to all your questions in my book, *How to Write a Business Book in Two Weeks Without Going Insane*.

To conclude on a positive note: yes, promoting a personal brand means constantly keeping yourself sharp. But don't think it deprives you of the right to relax. After all, you're not a royal family member, you're not burdened by hundreds of etiquette nuances, and you're not under the constant gaze of thousands of cameras. You're a person who should know how to showcase the right aspects of your work and keep out of the public eye what they don't need to know. Although, I'll repeat: the simplest recipe for a successful personal brand is to build it honestly, based on your own character, talent, preferences, and habits. I adhere to this method, and it has never let me down.



YOUR MAIN  
ONLINE  
PRESENCE:  
**CREATING  
A WEBSITE  
IN JUST A FEW  
EVENINGS**

**T**here's no doubt that digital marketing starts with a website. Some try to do without it, pinning their hopes on social networks. But that only works up to a certain point. There's no reason to choose between a polished social media profile and a well-crafted website. As a healer, you need both! Preferably along with a YouTube channel and an email newsletter. Because marketing is always about a comprehensive approach.

But what if you don't have the time or money for everything at once? Start with the basics: a website and search advertising (you'll learn about this in one of the following sections). Even these two tools are enough to overwhelm you with clients. And therefore, provide the means to develop other marketing directions. Yes, you're right: you can't just stick with a website, because thinking must be both tactical and strategic.

Your only task right now is to create your own website. I'll explain in detail how to do it correctly, yet almost for free. There is no need for programmers, designers, and everyone else who wouldn't mind stripping you down to the bone.

## A Single Page Is Enough for Everyone!

You're in luck. Just ten years ago, a website as a marketing tool was tens of times less effective than it is now, but its development would have cost you a fortune. Now,

it's the opposite: digital marketing is almost omnipotent, and anyone can create a website in just a few evenings. It will look premium, load quickly, and display correctly both on a computer and on a smartphone. It's simply amazing that not everyone has made their own website yet. Take advantage of this!

Does this mean programmers are no longer needed? Definitely not for you. Today, programmers work on complex projects. For us healers, we need websites that are extremely simple from a technical standpoint. In most cases, a single page will suffice. Such a site is called a "landing page," or just a "landing." In some cases, a few more pages may be necessary, but that's it. Healers don't need more.

And no, it's not a compromise. There's no need to use a microscope to hammer nails, just as a healer doesn't need to order a website for several thousand dollars from a team of programmers. You have a simple task: to tell customers who you are; what you do; why people should trust you; and then give the potential client a chance to leave an application to schedule an appointment. That's it! A one-page website can easily handle this task and do it much more effectively than a multi-page one. Why? To answer this question, we need to delve into history and psychology.

Back in 2003, the world was in turmoil, as usual: an international coalition led by the US invaded Iraq, North Korea announced the start of its nuclear program, and people were dying from the outbreak of atypical pneumonia. Microsoft (yes, the one that develops Windows operating systems) was upset that its office software package wasn't



selling at the results they wanted. A marketer, whose name history has not preserved, suggested an unusual solution: to place all promotional information about Microsoft Office on a single page outside the company's official website and complement it with a clear call to action. It worked and forever changed digital marketing.

Humans inherently organize everything. Until 2003, websites were designed similarly: information was segmented and distributed across separate pages. This approach seemed logical but didn't align with human nature, as users found navigating through nested menus tedious. They might read only a few of the ten pages about a product, and then take no action.

The concept of a "Call to action" (C2A) was initially deemed unnecessary, as it was thought obvious. However, with the spread of C2A, website effectiveness as a marketing tool significantly increased.

The secret of a single-page site lies in the paradox of choice. People claim to value freedom of choice but are overwhelmed by too many options, often postponing decisions. A multi-page site offers too much choice, while a one-page site simplifies the decision to either act immediately or leave. Statistics show that even those who might hesitate on a multi-page site are more likely to choose the first option on a one-page site.

## Preparation Is Key to Success

Creating a website can be done in just one evening, but only if you've prepared properly. So, you will need:

- **High-quality photos of yourself:** No, not on your phone; not in the nearest restaurant's bathroom mirror; not at home against a backdrop of a carpet; and definitely not in clothes that should have been thrown out long ago. Photographers are a dime a dozen these days, so book a professional photo shoot. It's affordable. Make an effort to change outfits and settings several times to get a variety of shots. The more, the better: they will come in handy when we get to social networks. Dress code: casual, meaning everyday wear but with taste. A lean towards formal business attire won't hurt, but don't overdo it. Save the strict suit and tie for weddings or funerals.
- **Client testimonials:** As you already know, they've gone through phenomenal inflation but are still indispensable. Everyone is aware that they can easily be faked or bought. For example, celebrity testimonials are legally for sale on specific services. However, if your website lacks testimonials, it's bad news. The credibility of everything you describe will significantly drop. Therefore, ask those you've already helped to record short videos with their impressions. Note! It specifically needs to be videos. Textual testimonials won't cut it. Upload them to YouTube, and let them be the foundation of your channel.

- **Text content:** You can commission copywriters for this, but there are even more of them than photographers, and not all are equally professional. School children, truant students, stay-at-home moms who remember writing A-grade essays back in the day: nowadays, they all “offer a full range of copywriting services.” So, make your writer read the chapter on copywriting in this book: I provide clear recommendations on what and how to write. And if you are proficient in the language and know why commas are necessary, you could write the texts yourself—naturally, following my advice.

What you definitely won't need is programming skills and the services of a designer. Because we will be using a visual website builder and a ready-made graphic template. You can choose any service from the list:

- <https://wix.com>
- <https://sites.google.com>
- <https://godaddy.com>
- <https://weblium.com>
- <https://tilda.cc>

Try several website builders from the list provided, but don't get too caught up in comparisons. Any builder from this list will suit your needs. However, the free plans offered by most are not recommended due to the limited functionality of the builder itself, which is not a big issue for us. The real problem lies in the domain name. The nonsensical string

you'd get for free won't inspire trust or be memorable. It's a great idea to name your site after yourself. If your name is too long, shorten it or just use your surname. Be creative, but avoid embarrassing domain names.

The domain zone (the letters after the dot) doesn't matter. If you plan to heal people only in a specific country, you can choose its domain zone. But it's wiser to pick something neutral like .com, especially since for a true healer, boundaries are erased. You're ready to help anyone who speaks your language.

## Components of Success

What sets modern humans apart from their ancestors, say, in the 19th century? No, it's not just the way we dress or the smartphone. We think differently. Not better or worse, just different. A few centuries ago, humanity lived in a state of information scarcity—eagerly consuming whatever came to hand. Today, we exist in a world where there is a catastrophic abundance of information. Books, movies, and video clips, social media posts, and website articles: there's so much of it that a lifetime isn't enough not just to digest but even to skim through. And the rate of content production in all forms is growing exponentially each year. For example, in 1994, there were only 3,000 websites on the internet. By 1998, there were 2.8 million. In 2009, 239 million. And by 2017, 1.76 billion.

The evolutionary response to the constant overload of information has been clip thinking. It's increasingly difficult for modern people to read thick books; they prefer Twitter posts of up to 280 characters. We struggle to focus on anything monumental because now we think in fragments. And we consume information the same way: snatching it in small doses from the endless stream of data. If it's not immediately clear what we've caught, we lose interest instantly.

What conclusion should a healer trying to attract clients draw from this? No one will read lengthy texts. Information on a website must be divided into semantic blocks, where it is understandable at first glance and as brief as possible. Websites are not read; they are scanned. And so, you are faced with two somewhat opposing tasks. The first is to interest the potential client so they want to study your page in detail. The second is to make everything clear without detailed study.

As for the structure of your single-page website, there's no need to reinvent the wheel. Marketers have long studied, tested, and concluded that for a landing page to have the maximum marketing effect, it should contain:

- **A correctly formatted first screen:** This is the part of the page that is visible immediately after loading, without scrolling. That is, the very top of the landing page. It should be substantial yet extremely concise. Ideally, it includes your photo and a phrase formulated according to the principle of a Refined Marketing Statement (RMS). This means it answers the questions: "What problem do you solve?"; "What result do you guarantee?"; and

“How do you achieve this?”. For example, “I free you from nicotine addiction without patches and discomfort through hypnotherapy” or “I help achieve wealth and prosperity in business by permanently removing the karma of poverty in an exorcism session.”

- **Pain points:** How can a potential client be sure they’ve come to the right place? By seeing themselves in this section. It’s usually designed as a diagram, each point featuring a thematic icon, title, and brief description. However, if there are many points, A simple list with short text points, each starting with a bullet (check mark or another marker), will suffice. Address the pain points. For a smoker, for example, it’s the ineffectiveness of methods they’ve already tried. Willpower lasts at most a few weeks before stress leads to a cigarette in their mouth. You need to tell them what they already know: smoking poisons their life in every sense; they’ve tried many ways to quit; but they don’t work or only work for a couple of weeks, turning life into hell.
- **Solution:** Describe how your unique method differs from everything that hasn’t helped the potential client before, and why it will definitely work. This is where many healers stumble. They try to fit all their experience and all the manuals they’ve mastered into a couple of paragraphs. The result is dry, complex, uninteresting, and incomprehensible jargon. Yet sometimes it works. Because many don’t need full understanding and control over the situation—just the illusion of it. That’s why it’s better to describe the essence of your method in

simplified terms, so that everyone understands. “Removing malicious programs from the subconscious” doesn’t convey the full scope of hypnotherapy but gives a general and essentially accurate idea of it. You can explain it with simple examples, such as comparing harmful subconscious settings to computer viruses.

- **Proof of expertise:** Most likely, the potential client has never heard of you before. And the media has hammered into their head that there’s no such thing as alternative medicine; it’s all charlatans. Why should they trust you? Right now, take a piece of paper and formulate at least four reasons. Maybe you’ve been in the profession for many years and have helped hundreds of people? Or have diplomas and certificates proving your professionalism (for example, from the American Academy of Hypnosis)? Or do you guarantee a full refund if the treatment doesn’t help? Make it clear that you’re not a fraudster but a real professional.
- **Story:** Storytelling is an extremely effective marketing technique. Consider why people prefer reading fiction over philosophical works. It’s simple: the plot engages, while moralizing irritates. Suppose you had personal motives for becoming a healer—for instance, a sick relative whom doctors couldn’t help. Or you yourself tried dozens of medications but were only cured thanks to hypnotherapy. Share that story. This way, potential clients will feel that behind the professional photos is a living person with their own experiences, doubts, or even personal drama. Such a person is easy to trust.

- **Dealing with objections:** Why does someone suffering from an ailment leave a healer's website? They have their reasons, right? Many of which you are well aware of. Some consider healers to be frauds. Others fear it might be too expensive. Even your age could be a point of contention. For instance, if you look young, many clients might not take you seriously. That's just the mentality of your compatriots. Don't pretend you don't notice these objections. Dedicate a point in the list to each and refute the possible arguments of the skeptics.
- **Guarantees:** This section is closely related to the previous one, as one of the main objections always involves money. Almost everyone finds it hard to part with significant amounts of money on just a healer's word. A money-back guarantee addresses this concern. It's simple: if you help the client, you earn; if not, you don't. The client risks nothing. But, as you remember, be cautious with guarantees.
- **Application form:** A few fields where the potential client can enter their contact information. Then you or your manager (who you'll soon need if you follow the recommendations from this book) will contact the client to schedule an appointment. It's good to reinforce the form with a compelling call to action. "Leave your details, and I will contact you" might work; but "Want to forget about cigarettes once and for all? Then leave your contact details right now!" will be far more effective. If the landing page is too long, it's worth placing the application form in several places. This way, the



potential client doesn't have to scroll too much to find where to take the next step.

Is it necessary to include all the mentioned sections on the website? Ideally, yes. But if any of them poses difficulties, don't let it become a reason to stall. There are no perfect websites. Delaying the launch of your online presence in a fit of perfectionism is the worst idea. Remember: an imperfect but functioning website is much better than a perfect one that exists only in your imagination.

Before you get serious about the website, read the chapter on copywriting, where I will teach you how to convey your thoughts beautifully and convincingly or find contractors who will do it for you. But you can already register on a website builder, choose a design you like, and practice creating various blocks. You don't have to fill them with text yet. Just see how easy it is. I guarantee your first thought will be: "My God, why didn't I do this sooner?!"

THEY'RE  
ALREADY  
SEARCHING  
FOR YOU:  
**SETTING  
UP SEARCH  
ADVERTISING**

Let me reiterate: if you must limit yourself to just one marketing tool, opt for search advertising. A simple landing page and a dozen or so ads in Google advertising cabinet are all a healer needs to attract clients at any time and in any quantity.

How does it work? People search for solutions to their problems. For instance, they might enter “how to quit smoking forever” into a search bar and among other results, see a link to your website. The accompanying text suggests that a single session of hypnotherapy is enough to leave nicotine addiction in the past, and mentions a money-back guarantee if it doesn’t help. Intrigued, the person clicks the link, undeterred by the small “Ad” label next to the address, if they notice it at all.

But don’t websites appear in search results naturally? You’ve probably heard about SEO—Search Engine Optimization, which can be internal (incorporating keywords into site texts) or external (ensuring other sites link to yours). This is a simplified explanation, but diving into the nuances isn’t necessary because instead of wrestling with SEO, we’ll buy our spot at the top of the search results. More accurately, we’ll pay for clicks by interested users on the link to our site.

At first glance, this might seem foolish. Why pay for what could be achieved with minimal investment or even for free? Optimize the site once and forget about it, right? If it comes to buying external links, there’s a cumulative effect, isn’t there? After all, links are forever, and the more you have, the stronger your position in the top results. Eventually,

we could stop spending money altogether yet still receive a stream of clients. As the saying goes, at first, you work for the grades, and then... No! Internet marketing doesn't work that way! What I've described is a common misconception among theorists.

I might have confused you, especially if you're not quite sure how internet search works. It seems necessary to give a brief educational overview.

## What's Wrong with SEO

When you enter a query into Google, the search engine sorts known pages by relevance, from more to less relevant. This is what you see in the search results. For most queries, the list is practically endless. It's not by chance that the world's primary search engine is named after a number with 100 zeros (googol). But if you browse beyond the fifth or sixth page, you'll find that the results become less and less relevant. Most users don't even go that far; for them, only the first page exists, typically containing ten results. This is the coveted TOP-10 of search results for a query. Websites lucky enough to land there receive traffic from the search engine, meaning free visitors.

Of course, everyone wants to be in the TOP-10, especially for queries that can be easily monetized. The phrase entered into the search bar reveals:

- **Intention:** For example, “buy plastic windows” or “family psychologist services.” A person making such a query is ready to act; they’re just looking for companies or specialists to whom they can pay for goods or services. These queries, identifiable by words like “buy,” “order,” “services,” “price,” etc., are termed commercial. Getting into the TOP-10 for such phrases is hardest due to fierce competition.
- **Problem:** For instance, “how to quit smoking” or “constantly arguing with my wife.” The searcher is looking for a solution but isn’t yet sure what it will be. Convince them you can help, and they’ll happily pay you. As the Jewish wisdom goes, if a problem can be solved with money, it’s not a problem but an expense. Competition for such queries isn’t as intense, but they’re harder to distinguish from the mass, unless you understand the problems you can solve. You’re not one of those clueless ones, right?
- **Idle curiosity:** Such queries constitute the vast majority of internet searches. Humor, cute cat photos, greeting cards for Viber, TV series, pornography: you’d be mistaken to think these can’t be monetized. But such queries are of little use to a healer. Therefore, when setting up search advertising, you’ll need to work hard to ensure that “random passersby” don’t click on your ads, as they would waste both their time and your advertising budget.

But how do websites end up in the TOP-10? What makes them relevant? Of course, search engine employees don’t

manually review millions of pages to choose the best. This task is entrusted to robots. But artificial intelligence is not yet capable of evaluating sites as comprehensively as humans do. So, it relies on algorithms: a set of metrics supposed to indirectly indicate the page's quality, known as ranking factors. There are three key groups of such factors:

- **Internal:** Everything about your website's setup and content. There are hundreds of these factors: from page loading speed and adherence to W3C (World Wide Web Consortium) standards to the number of times a search query is repeated in the text and in image captions. Unless you plan to make a living from website development, most of these factors will remain a set of unfamiliar terms to you. If you've created your own site using a visual constructor, don't bother; someone has already taken care of most of these metrics for you, and you can't influence the rest anyway.
- **External:** These primarily relate to the link mass, i.e., the number of sites linking to the target page. The authority of these sites to the search engine, the number of external links placed on them (the more there are, the less valuable each is), and the speed of their appearance (a wave-like growth raises suspicions of purchased links) are significant. At the heart of external factors is the citation index borrowed from the academic sphere, implying the more valuable the research, the more actively it's cited. The better the site, the more it's linked to.

- **Behavioral:** Big Brother is watching us. Search engines today analyze not only site pages but also how users interact with them. For example, if a person moves to a site from the search results but immediately returns, the search engine decides they were utterly dissatisfied with what they saw, deeming the page irrelevant to the query. If they spend a lot of time on the site and don't re-enter the same query, the search engine concludes the page helped the user solve their problem. Behavioral factors aren't limited to the time spent on the site. Even actions like bookmarking the site or sharing its link on social networks matter.

Influencing ranking factors is precisely what search engine optimization, or SEO, entails. Entire agencies are dedicated to buying external links, cleaning up code, filling out meta tags, and arranging pages so that users linger on them longer—all in an attempt to please search engines. Often, they achieve their goal, and the site appears at the top of search results. So why do I insist that you shouldn't spend a penny on SEO?

- **Filters:** Paradoxically, trying to please a search engine means breaking its rules. Google believes that by adjusting to algorithms for higher search positions, you're manipulating the search and misleading users. They officially insist: just publish quality content without trying to "optimize" it, and it will be rewarded. If a site is suspected of SEO, it gets filtered, meaning its search

positions are artificially lowered—resulting in a loss of clients. Exiting a filter can take from several months to a year.

- **Algorithm volatility:** No one knows exactly how many ranking factors search engines consider. According to leaks, Google might account for 82, 200, or even 1,200 factors, constantly updating algorithms: the influence of some factors decreases while others increase. For example, behavioral metrics are much more important today than they were ten years ago, and the excessive use of keywords is now penalized. Betting on SEO condemns you to always be catching up, without even knowing the direction.
- **Inertia:** SEO begins generating clients, in the best-case scenario, two to three months after starting. Whatever you do, it won't affect positions immediately. First, the search engine must update its index, then the results, which takes at least several weeks. To test any hypothesis, you must act and... wait. Without tweaking anything else, otherwise, the experiment's integrity is compromised. In reality, this is almost never feasible, making conclusions always vague, and leaving hired optimizers with an excuse for why results are not yet visible.
- **Illusion of cheapness:** SEO proponents rely on the notion that an initial investment in optimization will yield long and free benefits. This is not true. If there's any competition for target queries, each month of inactivity will lead to worse positions. To maintain them, regular investment in purchasing external links is necessary.



You'll spend monthly no less than if you chose search advertising, but without any guarantees.

Consider this: Search services, indispensable for navigating the internet, are free, but their operation costs a fortune. In 2021, Google had 139,995 employees. The cost of servers is astronomical! To allow you to “google” anything at any time, powerful and expensive computers fill tens of square miles in data centers worldwide. Do you think Google’s market capitalization reached \$1 trillion in 2020 by accident, compared to Disney’s \$327 billion? Where do these figures come from if everything is free for the user?

Indeed, Google sells advertising. Or more precisely, it sells you—yes, you!—with all the details to businesses of all kinds. Even your close ones don’t know as much about you as Google does. Google, and other companies like it, are aware of what and when you search on the internet; they know what you purchase, what inspires you, and what annoys you; they know which websites you visit and how exactly you do it; they even know how your behavior on the internet changes over time. It’s simply astonishing what possibilities the combination of vast data arrays for analysis and almost unlimited computing power offers! Think about it: Google knows a woman is pregnant even before she takes a test, based on how her behavior on the internet has changed.

And you’re trying to fool this Big Brother to get customers? You mean the customers it was planning on selling to you, in the first place, and for free, with the help of an optimizer named John from a freelance marketplace? Isn’t

that laughable? Yes, many consider Google to be an evil corporation. That's indisputable: no private company should accumulate so much power. But you have to play by its rules. And if you don't try to deceive it, Google won't harm you either. And for a very reasonable fee, it will give you so many customers that you'll begin to forget about its troubling nature—including the idea that it is the very Big Brother described by George Orwell, but in the real world.

## Basics of Search Advertising

Each of the marketing tools described here adheres to Bushnell's Law. Nolan Bushnell wasn't a healer; he developed computer games. In 1971, he said, "The best games are those that are easy to learn but difficult to master." This principle of "easy to learn, difficult to master," applies to all of modern marketing. Understanding it on a basic level—which is already enough to attract clients—is a piece of cake. But delving into the nuances, optimizing everything, can take several years. This book isn't for those who want to achieve the highest CTR in the world or the lowest cost per conversion.

I won't explain how to register in Google Ads. Instead, I'll reveal the basic principles of interacting with these systems, using Google's advertising account as an example. Search advertising is like a bicycle. If you've mastered a mountain bike, you won't fall off a road bike. If you learn to work with

Google Ads, you'll be able to handle any platform— even Bing Ads and Yahoo Gemini.

Let's start with how advertising campaigns are structured. The block with the "Ad" label in the search results is an advertisement. It's linked to keywords: the user enters a query, and sees the advertisement (assuming it wins the auction, but more on that later). One "Ad" can be linked to dozens of different keywords, just as one keyword can be linked to dozens of different ads. In the past, they were manually tested to determine the most effective one. But, as I was working on this book, Google took on these responsibilities and left only one type of ads: adaptive ones. More on that a bit later.

The fundamental unit of search advertising is the "keyword." Attached to it are the final URL (i.e., the link to the specific page on your website) and the maximum cost per click, which is also known as a bid. When a user enters a search query, an auction begins. If you're willing to pay more per click than your competitors, you'll win the auction and appear at the top of the search results. However, when a user clicks on your ad, the amount deducted from your account isn't your bid but rather the bid of your nearest competitor plus a small increment.

Let's break it down with an example. Suppose you set your maximum cost per click at \$1, and your competitor has set theirs at \$0.50. You win, but you'll only pay \$0.51 for the top spot, not \$1. There's a nuance, though. Since you're charged per click, not per impression, Google rewards ads with a high click-through rate (CTR). This means if your

ads are effective, you pay less than your competitors but still win the auction.

A collection of keywords with their corresponding ads, landing pages, and bids constitutes an advertising campaign. It's considered good practice to create multiple campaigns for easier management of search advertising. A key feature of a campaign is geotargeting, which allows for regional restrictions on where ads are shown. For example, you can create separate campaigns that only show in a specific country or just in the capital city, reducing expenses. If you notice that clicks cost significantly more in Moscow and Saint Petersburg due to high competition, compared to other Russian cities, and since your rates as a healer don't depend on the client's location, why not disable the capital city campaign and invest more in gathering clicks from the regions?

By now, you might be wondering, "But where do I find keywords?" Google provides a planner tool for this purpose, accessible from the "Tools and Settings" menu in your Google Ads account. Suppose you're helping people quit smoking. Enter "quit smoking" into the planner and enjoy the results.

Google shows you all queries related, in one way or another, to your topic. Not all of them will contain the words "quit smoking." For example, there will be phrases like "smoking cessation aids" and even "Allen Carr." Those searching for Allen Carr's book *The Easy Way to Stop Smoking* could potentially become your clients. However, among these keywords, there are some that are not at all relevant

to us. For instance, “haven’t smoked for 3 months.” Those typing this into their search are already non-smokers and don’t need a healer’s services. Similarly, those looking for Stephen King’s book *Quitters, Inc.* This is why from all the keywords generated by the planner, you need to select those that suit us and discard those that don’t, using the latter to form a list of negative keywords.

It’s simple. Keywords are phrases you want to show up for. Negative keywords are those you don’t want to trigger your ads. For example, the phrase “how to quit smoking” has commercial potential. But “how to quit smoking for free” does not. After all, you’re not planning to offer your healing services for free, right? So, add “for free” to your list of negative keywords. Then, once your ad is running, you’ll regularly update this list by checking which queries triggered your ads and identifying any irrelevant ones.

Before you start setting up your search ads, there’s one more thing you need to know: match types. There are three ways to use a keyword phrase for showing ads:

- **Broad match:** Quit smoking—no quotes or brackets. If you enter a keyword this way, you’ll get a wide but often off-target reach. For instance, your ad might show up for “harms of smoking,” and possibly even “menthol cigarette smoke song.” This isn’t what we want.
- **Phrase match:** “Quit smoking.” Yes, exactly like that, in quotes. If the keyword phrase is set up this way, then the ad will be shown for all queries containing this phrase, such as “how to quit smoking,” “how to quit smoking

quickly,” “want to quit smoking but can’t.” Just what we need!

- **Exact match:** [Quit smoking]. Square brackets greatly reduce reach but also eliminate unwanted impressions. If the exact match phrase is configured, then the ad will only show for “quit smoking,” no additional words or synonyms. This is good in its own way, but then you’d have to create an ad for every query, which is time-consuming.

This is all the technical information you need to set up search advertising. I’ve tried to explain it as clearly as possible and included illustrations, but I understand it might still be challenging. Don’t worry. Just read this chapter several times, go into your Google Ads account, and follow all the steps described here. Then, gather your keywords, negative keywords, and consider how you’ll geographically segment your advertising campaigns.

## Learning to Create Effective Ads

This section could have been much longer. However, while I was working on this book, Google eliminated expanded text ads. As you read this, the only option available is responsive ads. This innovation has upset professional targetologists because now they have fewer levers to influence CTR and cost per click. Hence, their profession has

become slightly less meaningful. For us healers, the responsive format is advantageous since it allows us to take a few simple steps and get a stream of clients at a reasonable price.

What are responsive ads? You provide fifteen headlines of up to thirty characters and four descriptions of up to ninety characters each. From these, Google creates numerous ad variants (three headlines and two descriptions), tests them, and selects the most effective one. Convenient! But to get a quality ad and not a Frankenstein's monster, you need to follow a few principles:

- **Don't overuse keywords:** If an ad contains a keyword, Google highlights it in bold, increasing CTR and, consequently, decreasing click cost. But if the key appears in every headline variant, it's too much. Use it in two to three headlines and one to two descriptions. Use the rest to explore other aspects of your unique selling proposition (USP).
- **Don't be lazy:** You don't have to fill all nineteen fields to the brim, i.e., using the maximum available characters. But it would be foolish to ignore the opportunities Google offers to enhance your ad campaign's effectiveness and reduce costs. Fill in as much as you can.
- **Don't repeat yourself:** Headlines and descriptions must be unique, not just formally but in meaning too. Don't write two headlines where one says "quit smoking" and the other says "get rid of nicotine addiction," with that being the only difference. Creating meaningful phrases requires effort and imagination, but it's worth it.

Before you start creating ads, read the chapter on copywriting. It will help you remember to include a call to action and many other nuances. Also, enter your key phrase in the “Display Path” field. This too will increase CTR.

Remember when Neo from *The Matrix* opened his eyes and declared, “I know kung fu”? Now that’s you! Congratulations, you now know how to create effective search advertising campaigns. Of course, there are many more nuances—too many to fit into one book. But what you’ve learned is more than enough to attract clients in large numbers and at a reasonable cost.

But search advertising isn’t everything. There’s still much more exciting stuff ahead!





SMM TO  
THE RESCUE:  
**CONQUERING  
SOCIAL MEDIA**

If you still believe that social networks are just another way to have fun and socialize, then you are significantly behind the times. Of course, they remain the main generator of memes, various challenges, and fashion trends. The enthusiasts who post risqué selfies haven't disappeared either. But there's one striking difference from the social networks we remember from their inception. Savvy citizens have learned to effectively monetize even those very selfies through SMM (Social Media Marketing).

## A Bit of Data

Today, nearly all of humanity leads a double life—and I'm not talking about marital affairs or espionage, but the fact that the old reality now has to compete with a new, virtual one. Hearing that someone isn't on social media immediately triggers negative assumptions about them: either they are out of touch, trying to be pretentious, or hiding something. In mass consciousness, absence from the virtual space has become an anomaly. And it's not just me saying this—it's the most objective narrator of all: numbers.

As of 2022, there were 3.6 billion people inhabiting social media networks, meaning roughly every second person on the planet. People aged 18 to 50 are most actively present in virtual space, with over 80% of them using social networks more or less regularly. And it's precisely this age

group, due to its purchasing power, that the vast majority of businesses target.

These impressive numbers are further bolstered by optimistic forecasts. For instance, experts anticipate that by 2025 there will not be 3.6, but nearly 4.5 billion active social network users. Despite changing minor and major trends, successes, and failures of individual projects, the metaverse maintains a steady course towards stable growth in the coming years and even decades.

A bit more diverse, but indicative statistics:

- 98% of users visit at least 4 social networks daily;
- The average internet user spends 2 hours and 25 minutes on social networks per day;
- 100 million people visit at least one business profile on Instagram daily;
- 83% of Instagram users use it to discover new products and services;
- Pins (bookmarked content on Pinterest) involving product use stimulate its offline sales in 67% of cases;
- Daily, YouTube users watch over 1 billion hours of video, with an average viewer retention rate reaching 50%;
- 71% of buyers who have a positive experience with a brand on social networks are willing to recommend it to their acquaintances;
- 76% of Americans actively using the internet have purchased a product thanks to liked brand publications on social networks;

- 39% of social network users do not feel an emotional connection to a brand if it does not ensure proper interaction on social networks.

If you think all these staggering numbers are from a parallel universe and have nothing to do with your healing practice, then you are seriously mistaken again. All your potential clients are a direct part of this statistic. Right now, hundreds and thousands of your target audience members are scrolling through their newsfeeds in search of something interesting. Many of them could see your ad, stumble upon a repost of your entry, or encounter your content in some other way and eventually subscribe.

## Choosing a Social Network

Nine out of ten people make decisions based on their personal preferences without overcomplicating things. Therefore, those who are active on Instagram decide to promote their business through it, those who prefer Facebook promote through this network, and regulars of TikTok through their platform. This is because it's familiar and the audience is likely there. The plan seems simple and thus reliable. That is until a few months pass and the lack of results becomes blatantly obvious. Why does this happen?

Because your so-called knowledge about your favorite social network is actually worthless. Tell me, which day of

the week are its users most active? Or at what time? How many characters can a promotional post title contain? What about the demographic indicators and personal preferences? Viewing the situation through the lens of Social Media Marketing (SMM), the thousands of hours spent and tons of content consumed haven't brought you any closer to understanding any social network. The general knowledge you have now could be acquired in half an hour of reading a relevant article and some exploratory surfing.

And certainly, your hasty conclusions about the preferences of the potential audience are not worth much. In 99% of cases, they are based either on your personal tastes or on plain stereotypes about certain groups of people. Before saying that a particular social network doesn't harbor your clientele, or that it wouldn't be interested in a certain type of content, think about what these conclusions are based on. Often, your potential audience resides not where you are used to being yourself or at least not there exclusively.

To make the right choice, you'll need to study the main aspects of SMM. Be sure to conduct:

- **Client analysis:** This is where SMM starts. You need to create a portrait of your average buyer, or more likely, portraits of several main types of buyers. Describe each with eight to ten points: gender, age, residence, education, marital status, profession, hobbies, income level, and other parameters you find important. It's straightforward, but as a result, you'll understand who you are targeting, making it easier to choose the right tools.

- **Competitor analysis:** Yes, we were taught not to cheat in school. We were also taught a bunch of nonsense that never came in handy. Since you live in a world that is far from ideal and full of competition, at least benefit from the presence of rivals. Many of them started promoting on social networks before you did. Look at which social network and which tools they have chosen. Also, note their mistakes and avoid repeating them. Consider this part of competitive intelligence. You are planning to conduct it, right?
- **Traffic analysis:** If you already have a website (and you should), set up Google Analytics (or Semrush, Heap, Matomo, or another) and see where visitors are coming from to your site. Grateful clients may talk about you on their pages, and their acquaintances may follow the links—not to mention that you’ve likely tried to lure people to your site with posts on your pages. The indicators may be very low and therefore unimpressive, but sometimes there are quite informative exceptions.

However, whatever you find out about your audience, the golden standards for profile setup remain unchanged. Let’s examine them using Instagram as the most popular platform as an example:

- **Username:** Your profile name should reflect its essence, be unique, and not exceed thirty characters. You can edit it if you wish. Don’t complicate it with special symbols.

The simpler the username, the easier it is for clients to find you.

- **Avatar:** I won't reiterate the photo requirements here. The key is to find an image that fits well into the circle used by Instagram for avatars.
- **Description:** These 150 characters should convey key information about you: your profession, a link to your website, contact details. The description should be captivating and make people want to learn more about you.
- **Style:** Make all your posts follow a consistent style. Use the same filters, fonts, and colors over and over. These details, though minor, create a strong overall impression when combined.
- **Highlights:** Stories have a lifespan of twenty four hours, but selected ones can permanently reside in your profile. This way, you can pin information about your main services and prices, FAQs, and anything else you deem necessary.

To paraphrase an old saying, the way you design your ship is how it will sail.

## Engaging with Your Audience

Imagine the people you're targeting. Their gender, age, occupation, hobbies, interests, and political stance. Now realize that the image you've painted likely has little



in common with the real people who will follow you on social media. Every blogger or individual with a large audience encounters this surprise, but now you're aware of it in advance. The key is to truly understand your real audience.

That's why it's crucial to constantly engage with comments. Your basic understanding of your followers is just a starting point. The reactions and behavior of live people rarely conform to strict algorithms, especially those conjured up without substantial basis. Therefore, there are four key rules for interacting with subscribers:

- **Don't ignore:** When someone takes the time to write you a lengthy message, sharing their support, problems, or asking for your opinion, the lack of any response can be demotivating or even offensive. If you have a small number of followers, try to respond to each one proportionately. If you're inundated with comments, remember that a like or a standard "thank you" is infinitely better than silence.
- **Analyze requests:** Typically, one subscriber's request isn't enough to dedicate a thematic stream or similar activity, but you should monitor for recurring requests. This not only simplifies finding topics for you but also shows your audience you're responsive to their wishes. The simplest way to discover their desires is through regular surveys.
- **Deal with negativity:** Not everyone who leaves an unpleasant comment intends to offend. Each negative response is an opportunity to reflect on whether you're

doing everything correctly or to publicly persuade the person (and everyone who reads your exchange) of your standpoint. Being able to handle negativity demonstrates to your audience that you are a person of integrity and a true professional.

- **Don't be overly courteous:** The previous point does not apply to irrational individuals clearly not open to constructive dialogue. They're not worth your effort or nerves. If you sometimes engage with such characters, congratulations: you have the patience of a saint and too much free time. However, immediately address and ban any disrespect towards other subscribers.

In your quest for audience approval, avoid insincerity. Sooner or later, your followers will sense it, and all your efforts will be wasted.

## Promotion and Performance Analysis

You have two ways to promote your content on social networks: free and paid. Despite what proponents of either method might say, the truth lies somewhere in the middle. On one hand, interesting and useful posts have a high chance of finding their audience. On the other, the algorithms of any social network are designed to make users invest money in promotion, especially being particularly unfriendly to

newcomers with minimal followers. Without overwhelming you with details, let me just say that you do need to spend money, but cautiously.

However, what you definitely should not waste your hard-earned money on are bots. If you see an offer to boost followers, block that person. The principle of “fake it till you make it” generally doesn’t work here. That’s because all those Potemkin internet villages are easily spotted, even if you also pay for fake likes and comments. These attempts look pitiful and damage your reputation. Not to mention, fake followers just hang on your account like dead weight and spoil your statistics.

But even if you’re not wasting money on nonsense and are genuinely investing in promotion, you need to understand how these investments are paying off. This is where Key Performance Indicator, or KPIs, come in. Armed with numbers from the account’s analytics tab, you can objectively measure the results of your marketing strategy, especially in terms of engagement, reach, and conversion rates.

The first important indicator is **engagement**. It shows how many users interact with your publications. Aggregate likes, comments, reposts over a certain period, and you get three important metrics:

- **Engagement rate:** The ratio of reactions to the number of your followers. For a single post, it’s calculated as *likes + comments + reposts / number of followers × 100*. For a group of posts over a specific period, the formula

is:  $\text{likes} + \text{comments} + \text{reposts} / \text{number of posts} / \text{number of followers} \times 100$ .

- **Spread rate:** Also known as the growth indicator. It shows how often users repost your content. It's calculated as  $\text{reposts} / \text{followers} \times 100$ .
- **Virality rate:** Indicates whether your content is worthy of being called viral and promotes itself. Calculate it as follows:  $\text{reposts} / \text{views} \times 100$ .

Another important indicator is **reach**, which shows the number of unique users who saw your publication. It can be organic (natural), paid (through advertising), and viral (thanks to other users' reposts). Primarily, you should pay attention to:

- **Post reach:** This metric reflects the percentage of your followers who saw your publication. The formula is:  $\text{number of post views} / \text{number of followers} \times 100$ .
- **Audience growth rate:** How fast is the number of your followers growing? Calculate this metric as follows:  $\text{number of new followers} / \text{total number of followers} \times 100$ .
- **Social share of voice:** This indicator shows the percentage of mentions of you or your brand compared to mentions of your competitors. It's calculated based on data over a specific period using the formula:  $\text{number of mentions about you} / \text{number of mentions about the competitor} \times 100$ .

However, reach is one thing, but you need to understand what benefits social networks bring to your business. Even

if you're not investing money, you're still putting in time and effort. Therefore, you also need to consider two more important indicators:

- **Conversion rate:** This indicator shows how many users who interacted with a post or group of posts became your clients. The formula is:  $conversions / clicks \times 100$ .
- **Click-through rate (CTR):** This metric demonstrates the number of users who responded to your call to action. It is calculated as:  $number\ of\ clicks / number\ of\ impressions \times 100$ .

And to wrap it up with advice from personal experience: metrics are fantastic. They are particularly great for SMM managers who get paid to work with social networks and track statistics. The most important metric is your bank account. If the numbers there are growing and pleasing you despite investments in promotion, then the game is definitely worth the candle. All these optimal profitability indicators only seem axiomatic until you start managing a business personally. In practice, you'll feel the line between "profitable" and "not profitable" better than any expert, which is why I don't regret spending money on advertising, including on social networks. Years of work and a six-figure sum in the bank account prove: this method of attracting clients works.

GO AND SEE:  
**DEVELOPING  
A YOUTUBE  
CHANNEL**

**T**hough this is my seventeenth book, my natural element is live communication. And it's precisely the video format that allows me as a hypnotherapist, coach, and simply a mentor to use the maximum of my professional tools. Therefore, if you search my name in a search engine, among the first results, you will inevitably find links to my YouTube channel. It's there, in numerous videos, that the real Paul Healingod lives: daring, assertive, and confident. I have long chosen my style, developed a strategy, and am reaping the results. But I continue this activity with the same burning enthusiasm.

For you, this channel of promoting your services and personal brand might also become the main or at least a significant one. But to achieve this, you'll need to smartly structure your work over video content and related aspects. Heed all my advice, and you'll soon see the desired results.

## Again, a Bit More of Data

In a decade and a half, YouTube has become one of those phenomena we take for granted and thus fail to realize its scale and, accordingly, the scope of opportunities it provides. So, it's time to speak the language of numbers:

- YouTube is the world's second most visited website;
- This site accumulates over 25% of all mobile traffic;

- Every day, YouTube users watch over 1 billion hours of video, and the average audience retention rate reaches 50%;
- Over 2 billion users from 100 countries use this video hosting platform more or less regularly;
- 70% of users purchase certain brand's product in part due to watching reviews and ad integrations on YouTube;
- In 2021, the company's advertising revenues in the USA alone exceeded \$5.5 billion;
- The top three most popular video categories are educational content, product reviews, and personal video blogs;
- In the first half of 2020, the number of live broadcasts on YouTube increased by 45%;
- 21.2% of the audience are users aged 25 to 34, and another 17% are aged 35 to 44;
- 86% of active US users state they regularly use YouTube to learn something new;
- About 70% of surveyed teenagers note that watching videos allows them to feel connected with other people;
- 45% of surveyed millennials acknowledge that YouTube has at least partially inspired them to make life changes.

What do these numbers imply? That a vast audience, including those with spending power, awaits healers like you. A significant portion of these individuals turn to YouTube specifically for answers and solutions to their problems. Most importantly, they are ready to change if given the right



motivation. Plus, they enjoy content built around a personality, especially if it's a true master of their craft. In other words, the ball is in your court, you just need to play the game right.

## Rules for Creating Popular Videos

Before sharing your expertise with an audience, you'll need to master the basics of blogging literacy.

- **Equipment:** Invest in a decent camera and microphone. It's hard to see an expert in someone who's barely visible due to a blurry picture or lighting issues. No, you're not expected to have professional equipment worth thousands of dollars, but a good microphone and a smartphone with a decent camera are essential.
- **Setting:** A dilapidated apartment is the last thing your audience expects to see when they come to you for healing. Make an effort to set up a worthy location for filming. If you can't do that for some reason, rent one. Agreeably, from a master of their craft, one expects they've earned a decent living; otherwise, doubts arise.
- **Communication style:** It can vary from reserved and mentor-like to completely casual and even bold. The worst thing you can do is pretend to be someone you're not. I use swear words and don't mince words with my audience not because I want to seem tough or bold.

My behavior is an organic extension of my personality. For the same reasons, I easily prefer a T-shirt to a business suit.

- **Editing:** Sitting in front of a lens and keeping the viewer's attention is harder than it seems. Static frames tire the viewer, and an inexperienced speaker often cannot add the necessary dynamics. Editing comes to the rescue. Not to mention, it allows you to smooth over most flaws. And take care of the introductions and conclusions of your videos. They serve as your business card and add gravitas, so it makes sense to pay professionals for them.
- **Duration:** YouTube is particularly favorable to videos longer than 10 minutes for a simple reason: it allows the platform to insert two ads into them. That's why you often have to watch several thoughts stretched out to extend the runtime. If you're not ready to provide your audience with 10 minutes of rich and genuinely interesting content, better be concise, or the viewer will get tired and not finish watching.
- **Monetization:** This is another way to make the video hosting service favor your videos. To access the partner program, you need 1,000 subscribers and 4,000 hours of watch time. Another requirement is not to violate the platform's rules. The most common mistake is using copyrighted music without a license, so turn to free music databases for help.
- **Reposts:** They show the video hosting service that your videos genuinely interest the audience. Therefore, everyone who shares them on Instagram, Facebook, or

Twitter initiates a very important chain that will be continued with views, likes, and other interactions. Otherwise, reposts don't make much sense.

- **Presentation:** The title, description, video and channel cover, tag list—each of these aspects can influence your video's popularity. Brush up on the basics, and you'll be able to appeal to both your potential audience and YouTube's algorithms.
- **Consistency:** The ideal situation is when viewers know that on your channel they're not just expecting three videos a week but specifically on Tuesday, Thursday, and Saturday at 6:00 PM. You do this not only for the convenience of viewers. This significantly increases the likelihood that videos will actively gain views from the start, positively affecting the overall dynamics.

## Fundamentals of Successful Streaming

No need for editing, picking music, or adding text, but all these advantages fade in comparison to the challenges of live streaming. Of course, streaming on YouTube or Instagram isn't a major news broadcast, and the audience's expectations aren't sky-high. You're allowed mistakes, but obviously not any kind. However, a successful stream isn't just about speaking smoothly or confidently on camera; it encompasses a range of aspects.

- **Announcement:** Even if you stream regularly, it's wise to remind your audience a few hours in advance. For spontaneous streams, without an announcement, you might struggle for viewers. Take the time to write a brief message about the upcoming broadcast across all social networks where you engage with your audience. These modest efforts always pay off.
- **Stable internet:** Connections tend to fail at the worst possible moments, as anyone who regularly streams will tell you. Thus, you should have at least two sources of internet. If your home internet fails, be prepared with mobile internet. Hopefully, you know that a phone can share Wi-Fi with a laptop or provide a connection via a USB cable.
- **Encoder:** The desire to deliver the highest quality picture can backfire if the stream can't handle the "heavy" video. Encoders—programs that convert your data into a stream-friendly format—solve this problem. You'll find many paid and, importantly, free programs online.
- **Water:** It's not only the cradle of life but also the key to your comfort during a stream. If you've ever had to talk continuously for a couple of hours, you understand. There's no shame in drinking water, tea, or any other beverage during a broadcast. It saves your voice and keeps you looking lively.
- **Moderation:** No streamer is immune to spammers, rude commenters, or even coordinated troll attacks. Sometimes you can ignore them. Random outbursts from anonymous trolls won't harm you. But regular serious

insults, especially towards your audience, are a reason to quickly distribute bans, either by yourself or with the help of a moderator if you have many subscribers, active engagement, and can't afford constant distractions.

- **Interactivity:** Of course, managing haters and spammers is just one aspect of audience interaction. Engaging with viewers shouldn't be limited to simple Q&A. Stimulate interest with polls, contests, and other activities. And if you think reminding the audience about likes, comments, and shares is in poor taste, take off the crown. If you don't promote yourself, nobody will.

The most important thing to keep in mind is that a stream is like a lesson for which you need to come prepared. Only seasoned professionals who can always find something to say, or complete novices who can't even plan a broadcast, don't prepare for streams. Draft an outline for your stream, or better yet, jot down some key points. If that's not possible, at least run through the main ideas in your head so you're not fishing for them painfully from the depths of your memory during the live stream.

You're not a lifestyle blogger. You're an expert in healing people from mental and physical ailments. Don't cast a shadow on your own expertise by neglecting preparation for live broadcasts. Think about what you will say, how you will say it, and why. Yes, with experience, you'll indeed be able to launch streams "on the fly"—as I and other masters of our craft do—but don't rush it. You'll know when you're ready.

Let's summarize everything mentioned. A healer can ignore YouTube. But a healer who wants to be successful, wealthy, and popular cannot. Even if you're a brilliant writer three times over, the textual format simply cannot convey everything that video can. It's the simplest and most effective way to present yourself as a living, breathing person to your audience. Charismatic, reserved, cheerful, serious, friendly, tough—it doesn't matter. The important thing is to be alive and genuine. Because if there's no person behind the healer's image, they won't be accepted. No one will entrust the healing of their soul to someone whose own soul is invisible. Therefore, YouTube should be a mandatory marketing tool, if not the main one.



SEND  
AND RULE:  
**SETTING  
UP EMAIL  
CAMPAIGNS**



In the 21st century, no one dances upon receiving a letter. Especially if that letter come through email. Email has become one of the main channels for distributing spam, intrusive advertising, and fraudulent messages. Today, having hundreds of unread emails is common. Stores bombard with discounts, unknown addresses offer easy ways to lose belly fat and enhance something else, and all modern people do is get annoyed. Because in the stream of this trash, they miss genuinely important emails.

In this chapter, I'll teach you to write just those—truly important—emails. You'll be on the side of good. Instead of generating junk mailings, you'll bring value to your subscribers and a steady flow of clients for yourself. Because email marketing is an inexpensive yet incredibly effective tool for attracting hesitant clients. And you won't even have to strain too much. You just need to set everything up once, and then enjoy the fruits of your labor.

## Getting to Know One of the Oldest Digital Marketing Tools

It seems simple: open your email program, hit the “Compose” button, and write an interesting and persuasive letter. In reality, email marketing can work manually, but when there are many recipients (collectively known as an email list), sending letters manually becomes too tedious. Special services come to the rescue, allowing not only to send

emails to thousands of contacts but also to build chains of messages with complex conditions (we'll get into that later).

The most famous of such services are MailChimp, Get-Response, and many others. Don't be tempted to choose a platform too meticulously. A healer doesn't work with multimillion email lists and uses only the basic tools of email marketing. Any popular mailing service will suit you.

In emails, besides text and images, there's usually a call to action and a link. It can lead to your website or even, bypassing it, directly to a dialogue with you in Telegram, Viber, or WhatsApp. The principle is simple: a potential client reads one or several emails—realizes you are competent and can be trusted—and books an appointment. It's effective, inexpensive, and helps sway those who are hesitant. And this is the most numerous category of potential clients.

But there's a nuance. You can't just send emails to anyone—well, you can, but it's unethical and ineffective (we'll discuss why later). It's customary to build your list. You'll need to place a subscription form on your website. Sometimes they make it pop up. Often, those who register on the site are automatically included in the list. But that's likely not your case: there's no need to complicate the appointment booking with registration requirements. Moreover, marketing is the science of shortening the potential client's path to the target action. In other words, the easier it is to book an appointment, the better.

Perhaps the most effective way to grow your list is to reward new subscribers. For example, giving them your book. The potential client leaves an email and receives a

link to download its electronic version in the mail. If you haven't managed to write a book yet, give them something else—for example, a discount certificate or simply a collection of self-hypnosis recordings.

Now let's turn to statistics. These are not just numbers, but a reason to think about what your mailing should be like. So, in 2021:

- 319.6 billion emails were sent daily. Think about that number! On average, that's more than forty emails per inhabitant of our planet per day! What does this mean? That it's extremely difficult to succeed by just “doing as everyone else does.” To not get lost in the endless information stream, it's vital to stand out. Write about what others are silent on, and in a way that others can't even dream of.
- 18% of emails were opened. The rest were not. And it's no surprise: there are so many of them! What conclusion can we draw? The email's subject line is crucial, as it determines whether it will interest your subscriber. Also, the timing of the sending is important. Send an email at night or during rush hour, and the client simply won't notice the notification. And then your email will drown in dozens of other new messages.
- 49% of users opened emails on smartphones. Think about it: when does a person read email not on a work computer or home laptop, but on a phone? I'll tell you: when they have a free minute. They might be in line, on transport, on a smoke break. All these situations have

something in common. Your potential client can be distracted at any moment! This means they don't have time to read huge slabs of text. Try to put as much meaning as possible into as few words as possible. Also, make sure your website displays correctly on a smartphone. It would be a shame if a person wants to book an appointment but can't do it due to poor website layout.

- Millennials spent 6.4 hours a day on email. True, this isn't about all people born from 1981 to 1996, but only those who work in an office. But it's interesting that members of other generations are much less active. Millennials, however, constantly check their email, with 41% doing so immediately upon waking up and just before going to bed. This means that many of your subscribers will be among them. Therefore, it wouldn't hurt to study the issues that concern Generation Y and the style of communication they're accustomed to.

Such is the mighty and powerful email marketing. It operates by its own laws and generously rewards those who follow them. I've figured it all out for you. You must unconditionally follow the commandments I'll list. And then you will be rewarded, I guarantee it.

# The Five Commandments of Email Marketing

I can't stress enough: the foundation of effective marketing is common sense. If you're sensible, you already understand the principles you need to follow when creating an email campaign. You just might not realize it yet. Before you read on, think about this. Which emails irritate you the most and why? Do you receive any emails that you genuinely enjoy reading and even look forward to the next one? What sets them apart? Try to envision the ideal email campaign. What would it be like?

Now, I will unveil five simple commandments of email marketing. By adhering to these, you're guaranteed to build a loyal audience around yourself, thereby strengthening your brand. Most importantly, you'll ensure a steady flow of clients while keeping the cost of acquiring them extremely low. In short, it's all benefits.

- **Don't send emails to those who haven't asked for them:** Email marketing is a voluntary affair. People should give you their email address themselves. This ensures they're already "warm," meaning they have some awareness of you. Never buy "left-field" email databases, even if the seller swears their owners are interested in healing topics. Even if it's the database of some well-known guru, don't be tempted! It's not even about the ethical issue of buying stolen property. Firstly, no one knows the true nature of the database and how it was compiled.

Secondly, these people have never heard of you, so any email from you will be met with bias. They might not even open it and just hit the “Report Spam” button. The more such complaints, the more likely your emails will automatically end up in the “Spam” folder, where they’ll never be opened.

- **Provide value:** With more advertising around, the concept of content marketing becomes increasingly relevant. You need to share unique knowledge without expecting anything in return. Do this on a regular basis, only occasionally reminding that you also provide paid services. There are plenty of professional secrets in a healer’s work. Sharing some of them with a broad audience won’t cost you clients. If you’re just starting your practice, you can draw topics for your emails from my book *The Profession of a Hypnotherapist*. The main thing is to avoid triviality. Don’t just copy pieces from a Wikipedia article on anxiety disorder.
- **Deal with objections:** Nothing replaces valuable information presented in an easy and engaging way. But your newsletter isn’t a popular science magazine about the subconscious. Don’t forget that your key task is to convince the hesitant to book an appointment. Quality content will increase trust in you. But such clients still have reasons to delay their appointment, right? For example, they are convinced that true healers should not charge for their services; they might even claim their specific problem is beyond healers. List all possible objections and dedicate an email to each. Dismantle the

doubting clients' arguments into dust. Then wait for new clients.

- **Don't overdo it:** What happens if you send an interesting and persuasive email every day? They'll be opened less and less, and then a deluge of unsubscribes and spam complaints will start. Intrusiveness annoys. You don't believe that reading your newsletter should become a daily ritual for hundreds and thousands of people, alongside brushing their teeth and having a cup of coffee, do you? You need to find a compromise: don't overwhelm people with tons of content, but also don't let them forget about you. Before the COVID-19 pandemic, major brands typically reminded themselves once a month. During the lockdown, when people had more free time, it was once every few weeks. Based on my experience, a healer can afford to send emails once a week or even a bit more frequently if there's a reason.
- **Avoid formalities:** There's a marketing term referred to as: "tone of voice." It's about how you address your audience. For some strange reason, when it comes to written communication, many people turn into pedantic officials, writing in a dry, uninteresting manner laden with bureaucratic jargon. Eliminate all the "due to the absence of the necessary presence" and "to avoid the deterioration of well-being" from your speech. Write as if you were explaining the subject of the email to a close acquaintance—but without any condescension. Friendliness is the healer's best weapon. You can also

just hire a copywriter who can take everything you want to write and do it right.

As I said: nothing complicated. None of these points are secret knowledge accessible only to the chosen few. They naturally follow from how you yourself read emails, which ones you like, and which ones annoy you. Thus, all these commandments can be reduced to one: treat others as you want to be treated. By the way, this is applicable not only to email marketing.

## How Sequences Work

Let's say you regularly send out emails and your database is growing. But new subscribers are like walking into a movie theater in the middle of the film. They missed dozens of emails and have nowhere to see them (this problem doesn't exist in social networks or on YouTube). What to do? Resend old emails to the database? Then your longtime subscribers will be upset. How to solve this problem?

The answer is: you don't need to, because such a problem doesn't exist! And this is a huge advantage of email marketing, known as "sequences." You're not just sending out emails; you're creating a plan, for example:

- A welcome email;
- An email with interesting content;



- An email addressing an objection;
- Again, an email with interesting content;
- Another one like that;
- Again, addressing an objection, etc.

At the same time, you specify that the first email will be sent immediately after subscription, the second a few days after the first, and the third a week after the second. This is how a sequence looks: each following email seems to latch onto the previous one. But its main beauty isn't just that. When subscribing, your potential client enters a marketing funnel and starts receiving emails on an individual schedule. On the same day, one person might receive the first email in the sequence, while another, who subscribed earlier, receives the twentieth. And everyone is happy.

This means you can sweat once, creating a long chain of messages, and then rest on your laurels. It can be used for years. Ideally, you should analyze the response and improve the frequency, titles, and the emails themselves. But if you're satisfied with the results and clients are coming in, then... why fix what isn't broken? This makes email campaigns one of the most profitable marketing tools.

However, sequences are not as simple as they seem. They can and should be interspersed with emails that are sent only when a trigger is activated. For example, a subscriber hasn't opened four emails in a row and therefore receives a special email. You ask why they're not reading the newsletter. Maybe something happened? Or perhaps they dislike something and are ready to tell you about it? If

they don't start opening emails, even after receiving such a message, the system automatically removes them from the database. This is because passive subscribers spoil the statistics. And as you know, this can lead to delivery issues.

Email marketing is one of the oldest tools for attracting clients, but rest assured: it's more alive than ever. And you know why I love newsletters? They're inexpensive. They also don't require constant intervention and provide excellent results. Plus, getting the hang of email marketing services is a breeze. Most of them even offer visual tools for building sequences.

The internet is brimming with articles like *N Mistakes in Email Marketing*. I could detail dozens, even hundreds, but they all boil down to the three pillars of email marketing: the address database, delivery features, and the emails themselves. And now, you're well-versed enough in all of these, especially enough for a healer. You could launch a newsletter right now that would build a loyal audience, contribute to personal brand development, and most importantly, ensure a stream of appointments.

Of course, as Henry Ford said, "Everything can be improved." You can: find the optimal timing and frequency of sending; the length of the email; and the richness of its visual content (you're even allowed to embed videos), while you laboriously A/B test headlines—but this book isn't for future marketers, it's for current healers.



THE POWER  
OF WORDS:  
**COPYWRITING  
BASICS**

In marketing, as everywhere else, the word is a weapon. You'll either need to master it yourself or seek assistance from freelancers. Ironically, the term "freelancer" initially referred not to those working from home on their computers but to mercenary warriors. They write almost everything you read: website texts, social media posts, email newsletters, even books. Few companies or celebrities do without copywriters.

But this book teaches not to squander money but to do everything quickly, affordably, and by yourself, right? Correct. You can easily do without a programmer: a visual site builder will replace him. And without a designer: choose one of the thousands of free templates and don't bother. The only downside to this approach is that among nearly 2 billion existing websites, there will be several hundred similar to yours. Setting up search or targeted ads on your own is also not difficult. Until you spend at least \$100 a day on advertising, you can do without a targetologist.

But texts seem to be the exception. Writing them is not easy, and there's nowhere to get them for free, unless you steal from a competitor—but we don't consider such methods. There are no galleries of free texts for all occasions where you only have to insert your name. So, you either have to order them from professionals or learn to create them yourself. The first option is faster, but don't be too quick to dismiss the second. A healer will definitely benefit from the ability to express their thoughts convincingly.

## How Not to Make a Mistake When Choosing a Freelancer?

Finding a freelancer is easy; finding a professional willing to work for a reasonable fee is another matter. But first, you need to register as a client on one of the popular freelance platforms:

- <https://www.freelancer.com/>
- <https://www.fiverr.com/>
- <https://www.upwork.com/>
- <https://www.peopleperhour.com/>
- <https://www.guru.com/>

Then, post your project. Say, you need text for a landing page, and the theme is healing. It's better not to specify a budget; let applicants offer their rates. The main criterion for your choice should be the portfolio. If the work aligns with the principles laid out in this chapter and simply appeals to you as a reader, then you're all set. Yet, the portfolio isn't everything. Here are a few more things to pay attention to when selecting a copywriter:

- **Price:** Writing text for a landing page takes about one working day. The writing itself takes a few hours; the rest of the time is spent on researching materials, communicating with you, proofreading, and fine-tuning the text. Find an average copywriter that could be willing to formulate and revise a couple of pages of text for a

reasonable price—say \$200. If they're willing to work for significantly less, don't expect good texts. They would need to churn out a dozen texts a day and wouldn't have time to delve into what your healing is about or to choose expressions carefully. Cheap copywriters just compile absolutely ineffective sheets of text from templated phrases (like "service quality will pleasantly surprise"). If a freelancer asks for much more than \$200, they're either a seasoned pro or brazen. I see no point in checking.

- **Reviews:** Yes, they're forged here too, and often in a primitive way. If a performer's account is full of silent pluses to their reputation and clichés lacking detail—an example would be: "Everything's great! Work done professionally and on time!"—it's quite possible they're not who they claim to be. Real reviews are unmistakable: they're full of details. A few negative ones are permissible if only a few. Study them first. If a customer was dissatisfied with some trifle, that's half the trouble. If the performer disappeared or sent a text that's no good, it's better to steer clear. The same applies to accounts without any reviews. Yes, it's possible that this is a professional who just hasn't had the chance to make a name for themselves. But it's better not to take the risk.
- **Communication style:** Before making the final choice, talk to the candidates. Ask if they understand the essence of your profession, what preparatory work they're ready to do, and how you can help them. Immediately eliminate those who claim everything is clear. Those

who make snide comments can be given a negative review in addition. Don't forget to ask how the performer feels about revisions. If only a few are allowed and you have to pay for the rest, be wary. Good manners mean making free revisions until the client is satisfied, provided your revisions don't contradict the initial brief. But it's the performer's task to clarify the brief as much as possible. Remember: a poor copywriter is one who doesn't ask you many questions.

- **Personal information:** Anonymity is a part of internet communication, but not on a freelance exchange. Here, a nickname instead of a real name and Mickey Mouse instead of your photo are signs of a scammer or an immature, irresponsible employee. The same goes for hidden numbers in messengers. A conscientious performer has no reason to hide. Even if personal data are visible, search them on the internet just in case. If you find the candidate on social networks, sketch out their psychological profile. Then, decide whether it's wise to deal with such a person. Check what Google reveals about their phone number. If there are complaints of fraud or it's registered under a different name, it's definitely not worth engaging.

When you're just starting your practice and funds are tight, even \$200 for a couple of pages of text might seem a lot. But look at it differently. You pay once, and the text on the webpage sells your services for years. Divide this sum, say, over two years. It comes out to about fourteen cents a



day—insignificantly small for an effective marketing tool. However, this doesn't mean you shouldn't touch texts. The ability to write captivatingly and persuasively will open up vast space for branding maneuvers. And, ultimately, it will enable you to objectively assess what the copywriters have written for you.

## How Can a Healer Write Texts That Sell?

Let me say upfront: it's impossible to become a great copywriter by reading a few pages. Not even several books would suffice—it requires writing talent, hundreds of hours of self-education, and years of practice. But you're not tasked with becoming the next Joseph Sugarman. I'm teaching you precisely those 20% of nuances that, according to Pareto's law, provide 80% of the result. That's entirely enough. To delve deeper into this art, take my "Hypno-Sales" training.

I won't explain the basics of grammar. How to fix most spelling errors will be suggested by Microsoft Word or any other editor with a spell-check function. It has opinions about commas too, but they're too often wrong. If you want your text to be perfectly grammatical, hire a proofreader. This can be done on the same freelance exchange. Or you can show your drafts to a friend who is an English language teacher or another philologist. The main thing is to ensure

there are no blatant errors. Those that are not immediately obvious and not noticeable to everyone can be tolerated.

Literacy is important, but the absence of errors won't save a boring and unconvincing text. Therefore, first and foremost, arm yourself with these eight techniques:

- **Straight to the point!** Anton Chekhov advised his fellow writers to cut out the introduction and conclusion of their stories, claiming that's where writers lie the most. You're not a writer, but this hack applies to selling texts too. School trained you to write introductory paragraphs about nothing. That's why thousands of texts on the internet start with the idiotic phrase "Recently, becoming increasingly popular is...". Anything may follow: from learning foreign languages to selecting electric drills in Waterloo. Forget that! Present the essence of your offer from the very first words. "I will help you quit smoking with just one session of hypnotherapy. I'm a certified hypnotherapist and a graduate of the American Academy of Hypnosis. I've already helped fifty clients." See? No preludes like "Harmful habits have become a problem for millions of people worldwide. The most common among them is smoking."
- **Clarity above all!** Imagine you're explaining the way to a stranger who barely understands English. Write in simple, short sentences. Avoid overusing "which" and "despite the fact that." Dostoevsky and Tolstoy might get away with sentence of fifty words or a paragraph that runs a page long, but you need to be as concise

as possible without complicating things. Instead of “I heal through hypnotherapy, the effectiveness of which is proven by my clients’ testimonials, each of whom was satisfied,” write: “I’m a certified hypnotherapist. My method has already helped hundreds of clients. All were satisfied. Many left reviews.”

- **Be specific!** I’m not sure why many love abstract formulations. But remember: “five years of practice” sounds more convincing than “many years of practice.” Such vagueness typically indicates there’s really nothing to write about. That’s when copywriters pull out “highly qualified specialists” and “democratic prices.” You know how many clients you’ve helped, right? Can you count how many years you’ve been in the profession? Remember where you learned? Then, enrich your text with details.
- **No bureaucratese!** This term refers to the lifeless language of officials and office workers. Look at a letter from the passport office, a government decree, or any legal document, and you’ll immediately understand what I mean. You don’t need to “undertake a series of measures for the treatment of a client” or reschedule a session “due to their failure to appear at the agreed time.” Keep it simple: speak and write in plain language. People in the post-Soviet space somehow believe that bureaucratese makes them seem more serious and important. It doesn’t work on the internet. Here, “I provide relief from nicotine addiction through

hypnotherapy measures” won’t cut it. But “I’ll help you quit smoking with hypnosis” is another story.

- **Focus on the client!** One of the deadly sins of copywriting is focusing on oneself. Your potential client doesn’t yet know who you are. They’re not interested in reading about you. So, write about them. About the problems they face, how their life will change after treatment, and what they’ll miss if they don’t book an appointment right now. This doesn’t mean you should eliminate all “I” from your text. But you need to convey to the reader what your five years of experience or a mountain of certificates mean for them. And don’t forget what you’re actually selling. What you are selling is not hypnotherapy services; nor is it Skype or Zoom sessions. You’re selling a happy and prosperous life free from diseases, poverty, and bad habits. Such a product is expensive, and no one doubts its value.
- **Watch your words!** They have not only meanings but also stylistic connotations. Sometimes, they serve as markers of belonging to a social group. Writing a book on how to use stylistic means could be a task in and of itself. But our goal is different. So, remember one simple rule: don’t use charged lexicon unless you’re sure you really need it. Many, for example, use more sophisticated words to sound more professional. If you’re one of them, ask yourself: “To what end? What am I trying to achieve?” By the way, “pretend” in the sense of “do everything to look alike” is also stylistically charged. If

you're not consciously trying to add a bit of extravagance to your text, it's not for you.

- **Edit!** Writing the text is only half the battle. Its improvement, or “fine-tuning,” can take just as much time. Many are unaware of this and thus don't understand why copywriters demand such fees. Editing is an entire science not easily mastered. So, here's just one simple yet very effective technique: after writing your text, reread it paragraph by paragraph and ask yourself, “What purpose does this paragraph serve? Does it add something necessary to the text?” Be honest with yourself and don't be precious about your work: if a paragraph is useless, revise it. If that doesn't work—delete it.
- **What about the competition?** I'm not suggesting you plagiarize their phrases or entire paragraphs. However, competitive intelligence is a must. Analyze the strengths and weaknesses of “enemy” texts. Consider what could be improved, which parts you skipped while reading, and why. Learning from others' mistakes is much faster and cheaper than from your own. Don't keep it all in your head—take notes. They will come in handy when you start writing your text. Avoiding flaws and executing successful ideas even better is a simple recipe for becoming #1 in your niche. And this applies not just to copywriting.

There you have it. Master these rules, and you'll write better than 80% of the copywriters on freelance platforms. Yes, it will take time to hone your skills. But the text you can

write right now, considering my recommendations, will not be too bad. It's enough to ensure a flow of clients. Later, you can improve it or even rewrite it entirely.

Remember the question that starts personal branding: "Who am I?" You're not a copywriter, not an editor, and not even a marketer. You're a healer. Your mission is to save lives, not to invent witty puns. The faster you establish a client flow, the more lives you'll save. So, whatever you decide, do it quickly. Decided to hire a professional copywriter? Create a project on a freelance platform right now and decide on a candidate within a few hours. Want to write yourself? Start now! In marketing, the one who doesn't procrastinate wins.



**GUERRILLA  
MARKETING:  
DOING IT ON  
A BUDGET**



**A** flashy and effective advertising campaign always means significant investments. Or does it? Around the world, millions of entrepreneurs without hefty marketing budgets manage to make a loud statement about themselves, despite the modest scale of their operations or even having their business just as a project. It's for startups, as well as anyone accustomed to extracting maximum benefit from minimal investments, that guerrilla marketing exists.

## The Origins of the Phenomenon

We owe the term “guerrilla marketing” to American advertiser Jay Conrad Levinson, who published a book of the same name in 1984. Interestingly, he never actually defined the term in his book but laid a solid theoretical foundation for the concept.

Levinson suggested that startups and small business owners focus on low-cost advertising methods. In the pre-internet era, he recommended flyers, brochures, postcards, signs, and business cards as tools, offering numerous clever tricks to maximize the efficiency of such advertising.

In his later works, the author added to the guerrilla marketer's arsenal writing articles for niche magazines, public speaking at various events, and building profitable relationships with other market participants—from clients to businessmen in different fields.

Don't be misled by the term "guerrilla." It only pertains to the rational use of modest resources and doesn't eliminate the need for detailed planning, studying consumer requests and expectations, setting specific goals, budgeting, and analyzing effectiveness.

It's also notable that Levinson advised targeting precisely the level of resonance needed for a specific task and the company's marketing strategy at any given time. He considered excess noise a waste of resources.

And a couple more facts to conclude. Levinson was opposed to competitive wars. He also explained that in the B2B (business-to-business) segment, most of these tactics might not work. However, even these limiting nuances fit into your strategy as a healer.

## Main Techniques

Devotees of guerrilla warfare for clients' attention and money continue to advance Jay Conrad Levinson's legacy, enriching the list of effective tactics with new tools offered by the digital age. Modern marketers identify seven primary types.

- **Viral marketing:** You've seen dozens, even hundreds, of such videos, images, and texts on the internet. Just create something catchy, witty, especially funny, and the audience will gladly spread it without your involvement

and entirely for free. Does creating memes contradict the healer's status? It depends on the tone of voice you've chosen and the type of content discussed. Contrary to popular belief, viral content is not just about making oneself the clown. From my experience, such materials require talent and effort but fully justify the endeavors once they hit the mark.

- **Ambush marketing:** This tactic's essence is to make a loud statement about yourself in a situation that has captured the attention of many people. For instance, in the past, it involved impromptu advertising banners during major sports broadcasts. On one hand, directly implementing this is now often impossible. On the other, the internet expands the range of possibilities, allowing you to appear in even more unexpected places.
- **Ambient marketing:** Graffiti on buildings, fences, and sidewalks served as a homemade (and often more creative) alternative to billboards and city lights, though they were and remain an art on the edge of vandalism. Thus, advertising has been integrated into urban spaces more thoughtfully: from creative stickers forming compositions with door handles to street benches painted in corporate colors.
- **Shock marketing:** Guerrilla marketing has always been ready to challenge public morality. The most audacious marketers employ black humor, ambiguous phrases, sexual undertones, and other edge-of-the-line tactics. Naturally, such a strategy primarily appeals to a young, creative audience. If you're not targeting such clients

or haven't chosen a specific tone of voice, it's unlikely worthwhile for you as a healer to use this tool.

- **Life placement:** At the dawn of marketing, this tactic meant that specially hired people either conspicuously used a product or casually praised it in conversation with others. This approach persists today, but life placement is primarily observed online. Writing the right comments and posting them on relevant and other suitable resources is even easier. And most importantly, it can be done for free.
- **Collaborations:** Not just the classic “peace, friendship, chewing gum” partnership like between McDonald's and Coca-Cola. A “war” for show with witty jabs at each other can attract the attention of millions. McDonald's successfully “battles” with Burger King, and Coca-Cola with Pepsi. Their advertisements, built solely on mocking each other, generate hype precisely because this rivalry is planned and masterfully played out. These tactics work just as effectively among coaches. Healers too can use them, albeit with consideration for their noble profession, which demands high standards of wit and intellectuality.
- **Product placement:** A tactic so popular that its name has been adopted into Russian. You're likely familiar with it from witnessing it in every other movie. In the James Bond series, Agent 007 prefers specific brands of cars and watches. In *Home Alone*, Kevin, in his parents' absence, gets his hands on a *Playboy* magazine. And in *Terminator 2*, a Pepsi sign “accidentally” glimmers in

the bar scene. When seamlessly integrated, such advertising doesn't annoy and is thus maximally effective. It's possible to subtly weave mentions of you and your expertise into the content of the vast majority of bloggers, achieving visible effects from hidden advertising.

Of course, all these tactics don't exist in isolation from each other. For example, product placement is often combined with Life Placement, as they are of the same ilk. Public reaction to bold and creative ambient marketing can become a successful viral video. Collaborations built on rivalry rarely do without shock tactics. However, shock tactics, in general, tend to be a suitable ingredient for any guerrilla marketing strategy. So, mix, experiment, and earn your bit of fame and commercial success.

## Simple Rules

Levinson's legacy lives on in its original form. You can still leave flyers where people gather, distribute branded pens left and right, or even organize impromptu street events. This still works. The thing is, today's classic guerrilla marketing isn't quite guerrilla enough. With the internet and other modern technologies, it's possible to achieve even greater results with less expense.

Guerrilla tactics online are not only cheaper. Depending on the circumstances, they tend to be easier, faster, safer,

too. This is because you don't even need to get off the couch for these actions. A digital image doesn't need to be printed in thousands of copies to be seen by a large audience. Finally, the risk for your daring action is getting banned on a website, not spending a night in jail. The online iteration of guerrilla marketing follows a few simple rules.

- **Hitting the mark:** A small but targeted site is generally better from a marketing standpoint than a huge one with a diverse audience. Therefore, focus on resources where your potential clients hang out.
- **Crime and punishment:** Carefully study the rules for posting information on each platform where you want to make yourself known. Yes, many guerrillas are ready to face a permanent ban for truly successful actions. However, often, a couple of simple tricks can help you avoid sanctions.
- **Riding the wave:** Leveraging trends makes it easier to draw attention to yourself. Don't just make videos; play on popular news stories. If there's a hype around a new challenge, participate in your own way. Riding existing trends is easier than creating your own.
- **Explosive reaction:** Provocations as a marketing tool always divide the audience into those who appreciate the audacity and those who are outraged by it. So, be prepared to reap the fruits of your labor. But even this aspect has its advantages. First, it's an opportunity to practice handling negativity. Second, all these people coming to vent their dissatisfaction in your comments

are generating activity and thus promoting your content anyway.

- **Boundaries are blurred:** Many, especially older generations, are still accustomed to thinking in geographical terms. But you must understand that the scope of your guerrilla marketing actions is virtually unlimited. Nine out of ten creators of viral videos didn't count on a colossal effect, even if they secretly hoped for it. Therefore, always keep in mind that even a post or video you create for a narrow audience could become known to millions. Create with this consideration.

And now, a universal piece of advice that pertains to your marketing activities in general but is particularly relevant to guerrilla tactics due to their nature. The boldness required by nearly every tactic listed above can backfire. Even my own harshness, directness, provocations, and profanity are categorically rejected by some, although it's a harmonious part of my persona. If it's not your style, don't risk it. Provocations may attract more attention, but branded pens and gentle product placement won't make you go against your "self." So, only use the tactics you deem appropriate.

# CONCLUSION



**A**s you can see, I wasn't lying at the start. This book indeed closes the topic of marketing for healers. You've read a ready-to-act guide, and if you truly want to succeed, you've already started taking action while reading. If not, it's time to get started because most of your peers who have read or are reading this book aren't wasting any time. I've told you what to do, how, and why. All that's left is for you to follow the simple and clear instructions.

Will you become the new Paul Healingod by tomorrow? No. Not in a month, not in a year, never. Because I don't set such a goal for you. And you shouldn't either. You have your own path, which will surely lead you to success. Perhaps even greater than mine. Or maybe less, and that's fine too. The only person you need to surpass is yourself. Remember that every day. And I'm not just talking about building a personal brand and promoting your services. I'm talking about your development as a whole.

In this final word of advice, I won't burden you with technical details. Because after reading my book, even a child or a devotee of positive thinking, who until now only knew how to pray on a wish card, can build a successful marketing strategy. Now, I want to remind you once more of the most important thing: to remain true to yourself and continue your mission throughout your journey to success.

In the chase for the number of followers, views, likes, and shares, it's easy to forget the true goal. Remember, all these are just numbers that accompany success but are not equal to it. For a healer, there are only two measures of success: the number of clients saved and the amount of

money earned. This is what all those subscribers, views, likes, shares, and everything else should convert into.

What's even more important in this process is not to lose yourself. Remember: numbers are for people, not people for numbers. Audience growth and other pleasing statistics should only reflect how much the public shares your ideas and is willing to entrust you with their most valuable asset: their health. If, in your attempts to be liked, you change so much that you naturally tire of constant pretense, then you have lost. It's not you who mastered marketing, but marketing that got the best of you.

But this is just a precaution. In reality, I'm confident you'll manage to change for the better while remaining true to yourself. I've already guided thousands of my students along this path, and they've all succeeded. I'll surely hear about your successes too. After all, you're going to make yourself known very widely, aren't you?



# MARKETING FOR HEALERS

As an author of dozens of books on diverse topics, Paul Healingod has always woven a common thread through his work: a thorough exploration of the subject at hand.

This latest book is no exception. Read it carefully and follow its advice, and you will never need another guide to marketing.

If you're wondering: healers, as well as professionals in any field, also need to know how to effectively position themselves in the market and attract clients. As a person who has become a multimillionaire by helping people, Paul Healingod knows everything about marketing and sales. It's no wonder that in the US, he is called the "King of Healers."



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**HOW TO EFFECTIVELY SELL  
HEALTH AND WELL-BEING**