

EVERY MEMBER P.R. PROJECT

How To Develop Your "Elevator Talk"

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CHAPTER #1

The
National
Guild of
Hypnotists
provides an
open forum
for a
free
exchange
of ideas
concerning
hypnotism



DOC'S VOX

I believe that our most effective public relations should be coming from *us*, as individuals. After all, consulting hypnotists can speak from the heart and with authority about their profession. Every individual who has graduated as a professional consulting hypnotist should have an "elevator talk" on the tip of his or her tongue. When the opportunity comes, wherever they might be, they should be able to explain how, as hypnotists—we *help ordinary, everyday people with ordinary, everyday problems.*

People are fascinated by hypnotism ... by the fact that it actually is a profession. Any consulting hypnotist should be able to explain what we as consulting hypnotists do. We help ordinary, everyday people with ordinary, everyday problems.

In a matter of a few minutes we can dispel the old myths simply by imparting interesting, new information. If you don't have an "elevator talk" yet take one evening of study and you can put together a great little p.r. message that will be interesting to any layperson.

Now, does this mean that we expect *you* to do all the work in promoting our profession? No, but you need to do *something*, and being a personal p.r. machine will benefit you and the entire profession. Just imagine if our members in 72 countries decided to give their p.r. "elevator talk" over and over how many people we could reach. We need to be proud and we need to be loud ... not loud in volume, but by speaking out about what we do ... about what *you* do!

According to one definition, elevator talk is, "polite and superficial chatting that might occur during a brief elevator

ride.” This means there is not a lot of time to get your message across in an interesting and cordial way. Actually, most of our elevator talks are not done in elevators, but in other places ... where people congregate and carry on conversations ... on a plane ... waiting in line ... at a coffee shop counter ... cocktail party, reception or anywhere people are speaking with each another.

In most metropolitan areas as well as suburban locales there are networking groups sponsored by organizations such as a Chamber of Commerce, or other business-oriented groups. You can become a member of the sponsoring organization, or often simply pay a fee to attend one of the events, enjoy some refreshments, and most of all get to meet other business people and exchange cards or brochures.

We’ve discussed in our publications the importance of every National Guild of Hypnotist member having a positive pride about our organization and profession’s growth. We’ve survived through ups and downs and grown strong during the past 61 years. We will continue to experience growth and so will *you*.

Your personal acknowledgement of this is important because you need to become a PPH (Positive Professional Hypnotist) if you want to *help ordinary, everyday people with ordinary, everyday problems*.

With this in mind I want to help you put together an “elevator talk” that will act as the first part of your USP (Unique Selling Proposition). This is what sets you and what you do, apart from everybody else in the field.

So, the first part of your USP is networking.

Your #1 tool in networking is your elevator talk— an indirect commercial which you are going to create, rehearse, and repeat ... over and over until it becomes second nature. Then you will repeat it, with variations, hundreds of more times during your career. to attract clients and to tell the story about our separate and distinct profession.

A person might ask what you do and you reply, “I’m a consulting hypnotist.” When they ask what a consulting hypnotist is (and they *will* ask) you have the opening for your elevator talk.

I can guarantee that people instantly become interested when you say that you are a hypnotist and 99% of the time they want to know more.

They may say, “Oh, do you stop people from smoking? Do you help people lose weight? Very rarely do they ask if you make people do funny things on stage, but if they do it’s very simple to say, *“No, that’s a different kind of hypnotist, I’m actually the kind who helps ordinary, everyday people with the ordinary, everyday problems. People who need to lose weight, stop smoking, or reduce stress.*

If they say “Who do you consult with?” You can reply, *“We consult with doctors, dentists, and other professionals who refer their patients for hypnosis.”*

OR

“I work with individuals who contact me for all sorts of things ... an easier childbirth experience, or helping a young athlete be the best he or she can be ... every day is different, so it never gets boring. I also consult with doctors, dentists, and counselorss who refer patients for hypnosis.”

This is just some sample dialogue that could occur—maybe not exactly word for word—but I’m sure you get the idea.

Next, I want to give you some nuggets to help you feel confident about creating you very own elevator talk.

Think of this—we could actually say that what we do is from womb to tomb because the following list is applicable:

- Fertility hypnosis
- Hypnobirthing®
- Pediatric hypnosis
- ADD/ADHD
- Enuresis (bedwetting)
- Stuttering
- Ego strengthening
- Fear/Anxiety
- Sports excellence
- Exam jitters
- Stage fright
- Nail biting
- Fear of public speaking
- Smoking cessation
- Weight management
- Relationships
- Pre and post surgery
- Cancer
- Grief counseling

You should be able to give a short pitch, or story, about how hypnosis can help with anything on that list. Go ahead ... give *me* one to talk about. How about ... cancer?

OK! Here goes ...

“Yes, we work with cancer patients ... not to cure cancer of course, but to help alleviate the side effects of radiation or chemotherapy and to help the patient maintain a better quality of life while undergoing medical treatment.”

Fertility? ... *“How many times have you heard about a couple how has tried to become pregnant with no success, but shortly after they adopt a child the wife becomes pregnant ... why? Perhaps because there were emotional issues and stress which prevented getting pregnant the first time. Things that could have been alleviated for the couple through hypnosis.”*

These are just a couple of examples, and I’m sure that you can come up with great ones yourself that you’ll feel comfortable and confident in using. If you can do that you don’t have to have a scientific explanation of how hypnosis works, but you can always talk about how we are in and out of hypnosis many times during the average day.

“Have you ever become so absorbed in a TV show, athletic game, or other event that you don’t hear your partner when he or she speaks to you?” ... “Have you ever driven from one city to another and not been aware of going through various towns in-between? Those are just a couple of examples of how we experience the hypnotic state in our daily lives.”

If you need additional help in formulating your ideas in more of a technical manner, it’s been said of Dr John Hughes’ book, *Hypnosis: The Induction of Conviction*, that, “if you master the first fifty pages you can command attention in any conversation or discussion”

There are many other sources such as the NGH DVD rental library which has presentations from our adjunct faculty speakers over the past quarter of a century. It is a very reasonably priced way to add to your hypnotism knowledge.

You can do it!