

# Treatment Plan for [*Sample Client for Sales Confidence and Motivation*]

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## Our Understanding of Your Situation

You are seeking hypnosis in order to develop a better mindset for meeting your income goal of \$200,000 in your role as an independent salesperson. To achieve this, you have to let go of the idea that it's hard to make money, and to overcome anxiety before meeting with clients and facing possible rejection.

## How Hypnosis Works

Hypnosis is experienced as a half-asleep, half-awake state of mind that allows you to adopt ideas more readily (among other effects). It's this acceptance of helpful thinking, not simply being hypnotized, that causes long-term change. Therefore, this plan describes a list of attitudes or perspectives that we propose you adopt in order to make the changes that you requested. Usually, this kind of thinking is what an "ideal" person would have in your situation.

During your hypnosis sessions, your hypnotist's role is first to help you relax and suspend analytical thinking, then to clearly and thoroughly communicate the new ways of thinking outlined in this document. We have found that an approach that's based on sincere, unambiguous communication produces better outcomes than technique-based approaches. It's important that you recognize the crucial role that you play in your own success, since the hypnotist–client relationship is more akin to instructor–student (or coach–athlete) than surgeon–patient. At no point during a hypnosis session should you feel out of control or be asleep.

Hypnosis is meant to be a complement to medical care or conventional therapies, not a replacement. If you have any concerns about how this plan fits into your lifestyle or existing health treatments, you can share this document with your doctor(s), therapist(s), family or any other trusted advisor.

## Proposed Treatment Plan

Based on the suggestibility exercise that you did during your consultation, you seem to be normal in suggestibility, which means it should be straightforward for you to enter hypnosis and receive suggestions.

The most important component of successful hypnosis will be the suggestions that I give to you. My working hypnosis is that you are right that your mindset is the main impediment to your income goals, and that you will benefit the most from setting your heart and mind on completing each sale.

For your review and possible input, below you will find an overview of the initial set of principles that I play to expand upon, for you to internalize during your session(s):

- The mind–body link is very real for you. That means your mind isn’t only subject to your body’s feelings, such as stress, discomfort or anxiety. Instead, your mind can *cause* your body to feel more relaxed or capable, such as through intentional breathing or supportive self-talk. This does not require too much effort: typically, you will notice this in the first few minutes after hypnosis begins.
- You are the “captain of your own ship”: the highest authority in your life, and the only person who can steer your attention, thoughts or time in one direction or another. Even though you can’t control the winds or the waves (e.g., the broad economy, whether a particular prospect wants to speak with you, or even your own emotional reactions at times), your rightful place is to stay firmly at the helm, so that your ship does not go too far adrift from the course you’ve charted.
- In the eyes of the world, you are fundamentally an equal to your peers. That means your thoughts, opinions, values, vision and goals are just as important as any other adult’s, including a client’s. All your years on the planet, especially the years you’ve spent doing your professional sales, add up to the fact that you are the “real deal,” which does not demand perfection. Perhaps you already recognize this fundamental equality for your clients or colleagues, and recognizing it for yourself too means that you are upholding a single standard for what a human being deserves in the world.

- Your inner critic has deceived you into believing that you are less capable than you actually are. Every time you listen to your inner critic, it continues to mislead you. You will become your own best source of validation, which means that you will care less and less what your inner critic says—the truth is often the exact opposite of what it says, since your inner critic is better understood as a devil’s advocate than as a truth-teller. Instead, you will listen to the quiet voice at the back of your head that tells you what’s right and wrong, which we can consider to be your conscience. If you’re doing more good than harm, your conscience will mostly approve of the things you do, and hearing approving thoughts is how you will know you are not listening to your inner critic.
- As a human being, you have intrinsic, fundamental, inviolable worth and dignity, the same as you would recognize for your friends, neighbours or even strangers on the street. You don’t need to do, change or achieve anything in order to be worthy, nor do you have to be accepted or loved by anybody in particular. Your worth *definitely* isn’t determined by a random person who won’t be a client. Even if you speak to a prospect and they do not want to speak with you, you can still hold your head up high as you continue with your day. This fundamental worth comes with being alive and human, and you’ll never be without it for the rest of your life. Then, when you make a sale, you can feel especially good, beyond this basic sense of worth.
- Making sales is like prospecting for gold: even if you come up with mud or pebbles a thousand times in a row, the occasional nugget of gold makes the whole endeavour worthwhile. You will work through the mud and the pebbles with total faith that the gold exists. This means that plateaus or so-called rejection do not faze you—they are an expected part of the process. Those who take home the most gold are those who threw back the most mud.
- You will focus on the process (prospecting, qualifying, needs discovery, closing, followup, etc.), rather than the end result (the sale or the size of the investment). You can have confidence that you will achieve the end result when you follow the process closely, the same way it’s inevitable that you will finish a marathon as long as you stay on the right course and keep moving forward. Just like the marathon runner, you will adopt the mantra, *one step at a time*.
- When a warrior prepares for battle, she prepares to win—she cannot enter battle prepared to lose. Similarly, you will start each day with your heart and mind set on success. You will make

each call and attend each meeting with the expectation that you will be received well. When you look into the future, you will imagine increasing success, as is normal when you progress in your career. When you face opposition such as from competing professionals, you will let your opponent do the hard work of defeating you; you will not do their work for them.

- When you're self-employed, very few people will feel that it's okay to tell you that you're doing a great job (unlike when you had leaders above you). Instead, you will become your own best source of encouragement and positivity. This is what world leaders and chief executives must do for themselves, in the privacy of their own minds, or else they will have much criticism without praise. When you are your own boss, positive self-talk is a necessity, rather than arrogant or "self-congratulatory."
- Among the rich or successful sales and financial professionals you know, there will be many genuinely decent people, even if you can think of a few who are not. Wealth tends to amplify preexisting personality traits, and if you are humble and kind with a modest living, you are likely to be humble and kind with a large amount of money too. Perhaps you might imagine yourself as one of the decent people, or even a future philanthropist, the way that many wealthy people are.

The objective of each session is for you to internalize these points as I expand upon them verbally. It's reasonable to expect some of these messages, but not all, to stick with you after your first session (this does not always mean that final results will be evident, only that the foundations are being laid). In subsequent sessions, we would typically normalize changes you've made while focusing more closely on the points that haven't sunk in yet, and adapting the message to ongoing feedback. Our final objective is for you to accept these new ways of thinking as matters of fact (and lived experience), rather than merely ideals to achieve.

I estimate that it will take around five sessions to internalize my points above to a significant degree. Typically, five sessions would take three months to complete, because of gradually longer intervals between sessions as you make progress.

This plan and estimate are based on the information that you provided during your consultation. If you provide substantively more information in the future, additional sessions could be required to address the new concerns.

## Pricing Options

We do not charge by the hour. Instead, we charge for completed sessions, which takes a full 60-minute hour under normal circumstances, but often runs past that time (at no additional charge).

Your total price will depend on how many sessions you complete. We offer several options for private sessions that follow this treatment plan:

*[Please complete the consultation process to receive specific pricing information.]*

For Canadian residents, sales tax will be added to the prices above (in Ontario, 13% HST applies). A “session” refers to an in-office session, an online session or a custom recording, depending on what’s appropriate for you and your plan. This pricing above is in Canadian Dollars and will be honoured for at least six months after the date this plan was written.

We accept payment by debit card, Interac e-transfer, cash, Visa, MasterCard and American Express. For the benefit of our global clients, we also accept Bitcoin, Ethereum and a short list of other cryptocurrencies. We do not accept personal cheques or bill insurance providers.

For online sessions, payment is due before the session begins, until a payment history has been established.

## Next Steps

If you have not yet scheduled your first session and you would like to proceed, please phone our office at 416-556-4068 during business hours. Sessions can be at our office in downtown Toronto or online through our private, web-accessible video conferencing server. If you have any specific questions or concerns about the plan above, or if you need to provide more information about your situation, please e-mail [luke@morpheusclinic.com](mailto:luke@morpheusclinic.com)

## Policies and Definitions

**Profession:** Consulting hypnotism (“hypnotherapy”) is a distinct profession from psychotherapy, psychology, medicine, counselling and other fields. Consulting hypnotists specialize in the use of verbal suggestions to change your thought patterns and habits. In Ontario, there is no such thing as a government-licensed hypnotist or hypnotherapist, which is not our choice. In the absence of regulation, we compete through client-friendly practices such as those described in this document.

**Scope:** We practise only hypnotism, not counselling or psychotherapy. Hypnosis is most effective for changing attitudes and perspectives. We do not treat serious illnesses or disorders. If we believe that we can help you better cope with an illness or disorder using the methods we're trained to use, our approach will be described in the plan above.

**Length:** Each session is scheduled for 60 minutes, but sometimes lasts for up to 90 minutes (at no extra charge). Typically, it consists of 45 to 50 minutes of formal, eyes-closed hypnosis, during which your hypnotist will be speaking nearly non-stop, with discussion before and after as necessary. Because of a phenomenon called time distortion, your sessions will feel shorter than their actual length, which is a normal and expected side effect of hypnosis. Recorded sessions have a running length of 25 to 30 minutes, to allow time for production.

**Intervals:** Typically, we will schedule a full week between your first and second sessions, with increasingly longer intervals as you make progress. This allows us to follow you over a longer period, and it allows you more opportunities to provide input that guides our suggestions. Two sessions will take a week to complete, but five sessions will typically take two or three months.

**Cancellation:** We require at least 48 hours' notice before an appointment if it needs to be cancelled or rescheduled. If you do not provide sufficient notice, we reserve the right to charge full price for the missed appointment. Exceptions will be made for extenuating circumstances like sudden illness or adverse weather, but not for work-related decisions that you make. This policy ensures that all our clients have a fair chance at getting their preferred times.

**Packages:** We offer discounts for prepaid blocks of sessions. If you do not wish to complete a package that you have purchased, we will bill the sessions that you completed at the individual session rate and refund the difference. A prepaid block can be shared among immediate family members. There is no expiration date for prepaid sessions (even if our prices rise for new clients).

**Referrals:** If you're an existing client and you make a referral, both you and the referred client will receive \$50 off your next session, as long as we can make the connection (e.g., they provide your name). If you were referred by a medical professional, they will not receive any incentive.

**Recordings:** We produce recordings separately from live sessions, so that we can deliver recordings that are nearly studio-quality. Examples of our recorded work can be found on our YouTube channel, MorpheusHypnosis. If you wish to have a recording of a live session, you are permitted to connect your cell phone or another device to our audio mixer, or to place the device on our desk, for your personal use only.

**Risks:** There are very few risks to the methods of hypnosis that we practice. This treatment plan is intended to minimize the possibility that our suggestions are not relevant or beneficial for your case, but despite our best efforts, it is possible for there to be a mismatch between what we communicate and what you need to hear, or what we intend to communicate and how you understand it. If your issue(s) could be medical in nature, we advise you to consult with a physician. If you feel groggy after a session, you should not drive until you are feeling alert again.

**Followups:** As a standard practice, we will make at least one attempt to follow up with clients who've completed sessions with us, so that we can further our knowledge about what future clients will need to hear. If you do not want us to follow up with you, please let us know.

**Privacy:** The information that you provide to us is confidential and will not be shared with third parties, except with your consent, if required by law or if you have overdue payments. Our office staff have access to electronic and paper records on an as-needed basis, and have signed non-disclosure agreements.

**Consent:** This document is intended to help you make an informed decision about the work that we do. By proceeding, you are consenting to the plan and policies described in this document.

## About Your Practitioner

Luke Chao founded The Morpheus Clinic for Hypnosis in 2006. He holds a Honours Bachelor of Arts degree from the University of Toronto and Consulting Hypnotist and Certified Instructor certifications with the National Guild of Hypnotists. His approach is client- and solution-focused, brief and humanistic.

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