

How to Find the Hypnotherapist Right for You – Part 3: Making Your Final Selection

In “How to Find the Hypnotherapist Right for You – Part 1: Identifying Hypnotherapists,” you learned how to find prospects. In the article “How to Find the Hypnotherapist Right for You – Part 2: Rank Ordering Top Tier Hypnotherapists,” you learned how to determine your top three most qualified candidates. This article explains how to narrow them down to the final two, how to interview and evaluate finalists, and then how to choose your hypnotherapist.

How to decide which two candidates to interview

The table segment below represents (somewhat abstractly) the top tier candidates from a hypothetical search. It includes five candidates rank ordered according to the procedure explained in the articles cited above. Two referrals, Mr. V and Ms. W, and one non-referral, Ms. X, make up the top three.

Row#	Name	Specialize in Primary Problem Area (Y or N)	Referral or Non-Referral	Req. A Satisfied (Y or N)	Req. B Satisfied (Y or N)	Req. C Satisfied (Y or N)	Consultation (Free or Fee)
1	Mr. V.	Y	Referral	Y	Y	Y	\$75 Fee
2	Ms. W	Y	Referral	Y	Y	N	Free
3	Ms. X	Y	Non-Referral	Y	Y	Y	\$ 75 Fee
4	Mr. Y	Y	Non-Referral	N	Y	Y	Free
5	Ms. Z	Y	Non-Referral	Y	N	N	Free

Let's compare the top three, taking into account the offer of a free consultation. (Remember that if you spoke to a candidate over the phone and got answers to your most pressing questions, that counts as a free consultation.)

Mr. V, a referred hypnotherapist, satisfies all three of your most important requirements, but requires a \$75 fee for a consultation. He is the strongest candidate. Definitely consider interviewing him.

Ms. W, also a referral, only satisfies two of the three most important requirements, yet offers a free consultation. She is a good candidate who may qualify as strong if she satisfies many of your other requirements and preferences (not shown), so be sure to check. Besides, you can get information from her for free that you can use to comparison to any others you interview. Consider interviewing her.

Ms. X satisfies all three of your most important requirements, but is a non-referral also charging a \$75 fee.

If money is a big consideration, interview Ms. W first. If you really like her (based on guidelines for evaluation that appear later in this article), then book a session with her. If you are not convinced she's the one for you, pay the fee and book the interview with Mr. V. You will be more polished and to the point by this interview, and know exactly which questions you want to ask for comparison purposes. Besides, there's a very good chance that the fee will go towards a paid session with him. You should only consider interviewing Ms. X if neither interview with Ms. W or Mr. V won you over.

If paying a fee towards a session is not an issue, but starting hypnotherapy as soon as possible with a hypnotherapist that satisfies your three main requirements is critical, interview Mr. V first since he is the strongest candidate “on paper”. If you really like him, book a first session. If not, interview Ms. X next. If she's not right for you, try Ms. W; otherwise, ease up on your requirements, or do more research to identify another strong referral to interview that pre-qualifies.

How to prepare for the consultation

Avoid general questions about hypnosis and hypnotherapy, since you can get answers from online or bookstore research. Use your consultation to ask specific questions about the candidate's practice of hypnotherapy to treat your problem(s), as well as questions to resolve undetermined qualifications. In the process, you acquire a personal sense of the hypnotherapist, and how they relate to you. Make no mistake. You are the client; your hypnotherapist is your consultant. You are making a hiring decision.

In preparation for the consultation, create one list of questions to ask all the hypnotherapists for comparison purposes. Order the questions from most to least important to you. Consider questions about how they use hypnosis to resolve your specific problems. Ask what they do in a first session. Find out what tools and techniques they use, such as creative visualization, direct commands, guided imagery, Emotional Freedom Technique, circle therapy, and desensitization. Inquire where they were certified, how long they've been practicing, and how successful they've been treating clients with your problems. Don't be shy asking about finances. Inquire what they charge for sessions, which credit cards they accept, and whether they offer discount packages.

How to make good use of the consultation

Find out how much time the hypnotherapist offers for the consultation and respect it. Ask if they mind if you record the consultation or take notes. You may not get to ask all your questions, so be prepared to start with the most pressing.

Meeting a hypnotherapist enables you to gain visual cues about them and their office environment that you won't get over the phone. Listen carefully. Their answers reflect their thinking and communication skills. Their voice quality may appeal or repel you if they speak too loudly or softly. Be observant. Notice any negative body language. Do they cross their arms, avert eye contact, or talk to you at a distance from behind a desk?

The hypnotherapist needs information about you to assess your situation and propose a treatment strategy. When you are asked questions about your problems, family of origin, work life, health, and relationships, answer honestly.

After the consultation, enter any new information on the hypnotherapist into the table and briefly note in the "Comments" column your impressions on how informative, open, articulate, and professional they seemed.

How to evaluate each hypnotherapist on their own merits

By now your table contains all the data for consideration. Review the specializations, requirements, and preferences data as well as any "Comments" on each hypnotherapist. Ask yourself these questions about them:

Did you feel welcome? Were you comfortable with them in their environment? Was their office peaceful and attractive, equipped with a recliner or couch suitable for hypnosis? (If the consultation was over the phone, and you would be doing phone hypnosis, was the connection clear and reliable?)

Did they treat you with respect? Were you kept waiting long? Did they interrupt the consultation to answer phone calls? Did they really listen to you talk about your life and your problems? Did they ask insightful questions in a way that drew you out rather than put you on the defensive?

Do you sense they have a passion for helping clients achieve their goals? Is this someone whom you feel you can trust?

How to make the final selection.

After evaluating each finalist, compare them to see which one satisfies more of your needs and whose personality and communication style suits you better. Be sure to factor in your gut feelings.

If they seem fairly equal, select the hypnotherapist more confident in their ability to help you, but be suspicious of anyone who guarantees your success. You want a hypnotherapist who realistically explains the factors that determine not only how long, but how well the treatment will work. Positive results depend, to a great extent,

on how open, committed, and consistent you are in using the tools and techniques provided, both in and out of session. Successful hypnotherapy is a team effort.