

Testimonials - Guideline.

Honesty and authenticity are essential. People can sense if the testimonial is genuine and heartfelt. Speak your truth.

Always keep in mind that you are doing this for all those people who are struggling trying to quit smoking. Your testimonial is for them and not for the hypnotist. (Mike is semi-retired with multiple income streams. He does not require hypnosis for his survival. His passion is in helping others succeed through hypnosis. The adage: do what you love!)

Keep in mind that you could be saving lives or, at the very least, save people from severe health issues.

Your testimonial is also a way of showing your appreciation for your success. It is a way of giving back.

The more details you provide about your years of struggling with this addiction and your eventual success, the more they will feel real hope that they can succeed too.

Write as long as you want or as short as you wish. Just be mindful that the more details you provide, the more credible and inspiring your testimonial will feel.

Don't worry about grammar and composition. Not everyone is a born writer. Just put it in your own words. Mike will edit for clarity, grammar, spelling and then email it to you for your final approval.

What people want to know:

- How many years (decades) have you smoked before finally quitting with hypnosis?
- What's your background? (occupation, hobbies, married/kids, etc.). People need a sense of who you are.
- What are all the methods that you tried and failed with?
- How bad were all the failed attempts?
- Why did you want to quit smoking? What motivated you to quit? Be specific. (ex: I was always out of breath.)
- What prompted you to use hypnosis?
- Had you ever been hypnotized before, before seeing Mike?
- What prompted you to use Mike's custom hypnosis program? Were you referred? Did you shop around?
- Before you decided to use hypnosis, were you skeptical and or apprehensive/anxious?
- Hypnosis is a one-on-one personal service. How comfortable were you in working with Mike? How would you best describe his temperament/personality?
- What did you like best about Mike's three-session program?
- How easy was it to quit with Mike's program?
- Did you find his program affordable? **On what date did you finally quit smoking?** Do you recommend Mike's customized 3-session program?

Thank you for your generous spirit in doing this. Mike.