

Attachment 1 – Summit Description

The Powerhouse Summit: Stage Hypnosis Training

This exciting “hybrid training format” is different than any other available in the market place today; its primary focus is on:

- Booking
- Re-booking
- Referral

Being trained in the “art of stage hypnosis” is relatively easy, but getting bookings that generates an above average income, “100k plus” per year is something that not even every veteran in the field has been able to accomplish, let alone new hypnotists entering the market place.

The entire stage training being offered at the Powerhouse Summit revolves around this concept. First one has to learn how to book dates in a given market, re-book on an annual basis and/or get referrals from the performances done.

I have refined this process in a 25 plus year career where I still book personally over 200 dates per year, of which at least 95% are repeat and referral dates. The rest comes from website inquiries, thus must be totally operational to generate bookings.

This high powered specialized training will include:

- How to approach the right contract person(s) in each market place

- How to properly assess the needs of the buyer and add value to them hiring you at whatever price
- The 25 specific components of the BRRP (Booking Repeat Referral Process)
- How to design an effective website that enhances exposure and perpetuates BRRP
- Everything one needs to know about show development to insure the BRRP (Booking Repeat Referral Process)
- How to guarantee R & R on the spot

Thus, each participant will leave the training with all skills necessary to master BRRP

Within the format, the following applications will also be included:

- The anatomy of a show
- Developing new routines and re-writing standardized routines with “your brand attached”
- How to critique, improve and enhance your performance
- The ability to custom design a program for each individual buyer
- Easily develop multiple instant inductions
- How to format your performance and word suggestions for maximum response

- The ability to change the skit rotation “on the fly” to adapt to any situation
- Master the process of volunteer selection
- How to manage the performance from start to finish
- How to decide what to charge and the process of successful negotiations
- How to become a full time stage hypnotist generating a six figure income