



The UK College of  
Hypnosis & Hypnotherapy

# I WANT TO BECOME A HYPNOTHERAPIST - IS THERE A MARKET FOR THESE SERVICES?

**Discover exactly what you might earn  
(and why the market for your services is growing)**





## SO, YOU ARE THINKING OF BECOMING A PROFESSIONAL HYPNOTHERAPIST.

You want to help people make a positive change in their lives, manage anxiety, phobias and stress that have been holding them back, help them manage pain, stop smoking or even lose weight.

You are eager to step into a career where you are in control of your time and of your own destiny – and get paid for doing something you love!

And you are fascinated by hypnotherapy itself – the idea of using people’s minds and imaginations to help them break negative patterns of thought and behaviour, and instil positive ones instead, is exciting.

But this isn’t going to be just a hobby for you. This is a career decision, and you need to make a living as a hypnotherapist – there are bills to pay, after all.

You wonder: is there a demand for these skills? Can I earn a living as a hypnotherapist?

Is it even possible to build a profitable hypnotherapy practice?

The answer is, overwhelmingly, yes!

**Here are three reasons why now is the ideal time to become a trained hypnotherapist and set up your very own practice:**



## I. THE MARKET FOR HYPNOTHERAPY IS HUGE

There is a huge market of people who both need and want hypnotherapy – and the positive changes it can bring into their lives.

*The main problem practicing hypnotherapists help people with is anxiety and stress... And those are issues that affect lots of people.*

A recent study, published by the management consultancy firm PWC, found that one in six UK workers feels anxiety and stress in their daily lives.

But that's a very conservative study.

The Mental Health Foundation's 2018 YouGov poll, with 4600 participants - the largest known stress survey in the UK - found:

IN THE PAST 12 MONTHS

**74%** have felt so stressed they have been overwhelmed or unable to cope

**46%** reported that they ate too much or ate unhealthily due to stress

**16%** reported that they started smoking or increased their smoking

**51%** of adults who felt stressed reported feeling depressed

**29%** reported that they started drinking or increased their drinking

**37%** of adults who reported feeling stressed reported feeling lonely as a result

**61%** of adults who felt stressed reported feeling anxious



The pressure of stress found at work, within relationships, through comparison with others and within a drive to “succeed” can affect everybody, no matter your background.

And of course social media is another reason why depression, anxiety and stress is on the increase.

But hypnotherapy helps to treat more than just anxiety and stress.

It also has been scientifically proven to have many other applications, including helping people with:



Insomnia & Sleeping Problems



Smoking cessation (just over 20% of adult population are smokers)



Chronic pain (20% of the UK population suffer chronic pain)



Tummy troubles like IBS (estimated prevalence of 10%-20%)

But then you consider the opportunities for performance improvement... in business... in sports... in the dramatic arts.

And then you consider applications at the start of life (hypnotherapy for pre and post-natal support) and the end of life {hypnotherapy for palliative care}.

And for major life transitions (hypnosis for menopausal symptoms, hypnotherapy for handling relationship grief, hypnotherapy for wedding day anxiety or to change that embarrassing old habit).



...and the applications and opportunities are endless....

And that's because nearly everyone can benefit from learning how to relax, and how to think positively and use their imagination to rehearse the positive changes they would like.

*When was the last time you sat down and spent 15 minutes relaxed and positively imagining improvements in your health, activity levels, relationships and work?*

As a professional hypnotherapist, you will have unique skills with which to help these clients. So the business opportunity is there – and growing.

Indeed, if you train in this area, the problem is keeping a focus as more and more opportunities become apparent!





## 2. PEOPLE ARE INCREASINGLY OPEN TO HYPNOTHERAPY

Hypnotherapy has always enjoyed a positive reputation in the UK. Most people are very curious about it and open to it, particularly as the scientific research into its benefits has increased.

Many people don't want to be on antidepressants, and the waiting lines for therapy on the NHS are lengthy.

So there is a lot of openness to a results-oriented solution like hypnotherapy.

*“Instead of spending months talking about the past, you can help people break negative habits, move past their problems – and live the way they want to, free of anxiety and true to themselves.”*

If you take a look at Google Trends (which show trends in search results) you will see that searches for hypnotherapy consistently are much greater in number than for psychotherapy.

A RESEARCH STUDY WITH GPs IN SUSSEX IN 2005 SHOWED

**78%** of the GPs who responded felt that hypnotherapy would be helpful for a particular chronic condition





So hypnotherapy has a positive and growing reputation within the public at large AND within the medical community.

When we teach hypnotherapy we also combine it with Cognitive Behavioural Therapy (CBT). CBT is the most researched psychotherapy and has shown tremendous growth in its application to a wide range of conditions. It is well-established and has a positive and serious reputation within the general public and especially with health professionals. It is the psychotherapy approach most often recommended in NHS guidelines.

(This is one of the reasons our diploma is virtually unique.)

When you combine the two, not only are you a far more effective therapist, but you can position yourself as unique in the market, and tap into growing demand and reputation for CBT as well as for hypnotherapy.





### 3. PEOPLE WILL PAY FOR RESULTS

Clients are willing to pay for the tangible results that hypnotherapy provides.

Hypnotherapy is time-limited and goal-focused. It isn't like counselling where the counsellor might see the same client once a week for 3 years – often with very vague goals.

Hypnotherapy typically is about 4-6 sessions with clearly agreed goals at the start of treatment.

Because of the very hands-on, “let's get down to the business of creating change” approach that hypnotherapists take, they charge a lot more than counsellors and people are happy and willing to pay for those tangible results.

As a professional practitioner, your fee can reflect the amount of knowledge, experience and expertise you earn over time.

Professional hypnotherapists charge anywhere from £50 per hour to upwards of £300 per session, depending on their skill set, their location and the clientele they are serving.

Our experience shows that hypnotherapists working full time as sole practitioners can earn a salary equivalent of between £25,000 and £60,000 a year, before tax (and after expenses like paying for a room in which to practice or marketing expenses).

Once your revenues (before expenses) are more than £85,000, you have to start charging VAT at 20%, so that is an income ceiling for many practitioners.

With the right pricing strategy, marketing and skill set, you can attract a steady stream of paying clients and build a thriving (and lucrative) practice.

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## HERE'S HOW ONE NEW HYPNOTHERAPIST WENT FROM 0 TO 60 CLIENT SESSIONS IN JUST TWO MONTHS

Vanessa Peardon earned her 21-day diploma in Cognitive Behavioural Hypnotherapy at the UK College of Hypnosis and Hypnotherapy in the autumn of 2017.

She decided to pursue hypnotherapy when her workplace went through a merger:

She observed signs of stress and anxiety in her office, with people taking sick days, complaining about their workload, and worried about losing their jobs.

She knew that, with a certification in hypnotherapy, she could help people suffering from these symptoms and build a profitable business for herself - one with the potential to provide financial freedom and a more flexible schedule.

With no previous experience or clients already working with her, Vanessa opened her independent practice just one month after graduation.

She researched other hypnotherapists practicing in her area, and made sure that her services were positioned as different and unique.

She built a strong website, and made sure she could be found on Google.

These steps, together with some other marketing initiatives, helped her go from zero to 60 client sessions in just two months.

In the space of just a few months, she went from unhappy employee to a self-employed, successful hypnotherapist.



You, too, can make the shift from your current work to a thriving career in hypnotherapy (and you can do it in just a few months!).

It's important to remember, of course, that making a living as a hypnotherapist is about more than your clinical skills. You also need to think carefully about how to run your business – attracting clients, and making sure you are profitable.

Nothing excellent is easy.

It takes focus, creativity and hard work – however the outcome of that is your own business, doing work you love, and helping others.





If you are ready to get started on your journey towards becoming a professional hypnotherapist, the UK College of Hypnosis and Hypnotherapy is here to help you.

Our hypnotherapy diploma is one of the best-regarded in the field.

- The course meets the accreditation criteria of all the main hypnotherapy registers, so you will be properly qualified
- You will master a set of 35 core hypnotherapy techniques, which will allow you to start working with clients immediately
- Discover the scientific evidence for hypnotherapy, so that you understand exactly how and why it works
- Not just theory! You will get hands-on experience practicing hypnotherapy throughout the course....And learn to put yourself into hypnosis, and use self-hypnosis for personal, powerful change!

And you will also get valuable guidance on starting your own hypnotherapy practice.

You will learn how to attract new clients – even if you come from a completely different professional background. And you will forge powerful connections with other new hypnotherapists, who will become your support network as you go into practice.



Nearly 500 students have already complete the course, and many have gone on to build successful practices of their own.

Join them.

[Visit our website](#) to learn how you can become a qualified hypnotherapist in just three weeks.

Or contact us directly, emailing [admin@ukhypnosis.com](mailto:admin@ukhypnosis.com) or calling 0207 112 9040.

We look forward to helping you become a professional hypnotherapist – and build your thriving, profitable practice.

Warmly,

Mark Davis



The British  
Psychological Society  
Approved

