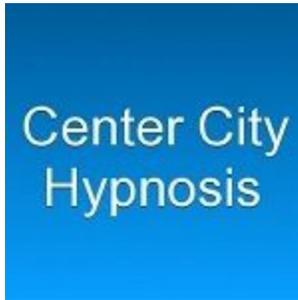


**CONSUMER ALERT!**  
**9 SMART QUESTIONS TO ASK BEFORE CHOOSING A HYPNOTIST**



Hello, I'm Steve Roh, I run Center City Hypnosis in Philadelphia, PA.

Based on my experience working with thousands of individual clients for over a decade, I've created this guide to help you get a sense of what to watch out for when choosing a hypnotist.

Hypnosis is by nature a mysterious subject, so the average consumer can be at a disadvantage in terms of information. Unfortunately this makes it easy to be fooled by misleading marketing and smoke-and-mirrors --- which is not helpful to either the public or the profession in the long run.

Some of these questions may seem obvious, but in this field there are many tricks that are used to answer questions in ways that are technically "true", but inaccurate and unfair.

This report is meant to increase awareness, so you can protect your right to make an informed decision. There are many competent, professional hypnotists out there (you can find links on my website that point to reliable resources), but it's good to be aware of things you need to be careful about.

## **QUESTION #1: How much do you charge?**

This may seem like an obvious question but there are some things to look out for. Red flag: if you are required to go to their office before they will disclose their rates. This is generally a sign that you're getting setup for a sales pitch meant to upsell you into signing up for a longer-term program, using the kind of "persuasion" techniques that you'd find at a get-rich-quick seminar.

Many hypnotists try to engage with people in order to make use of gimmicks, "influence" techniques, and cheesy "mind tricks". Some training programs teach crude emotional manipulation techniques that depend on hiding information from consumers until they have been made vulnerable and pressured into signing up.

In other cases, hypnotists are unwilling to reveal prices because they are beginners (very few "certified hypnotists" regularly work with clients) and lack confidence.

Another tactic is to quote insanely high fees, in the range of thousands of dollars. Because most hypnotists are part-timers or hobbyists, it doesn't matter if they see clients regularly; the hope is that the occasional person who hasn't done research will be fooled by the mental shortcut "more expensive is better". This leads to a strange scenario where the **least** experienced sometimes charge the **most!**

Beyond all the trickery and nonsense used to hide the true cost from consumers, the simple truth is that any halfway-experienced hypnotist should be able to provide at least a rough idea of expected cost for basic services (smoking cessation, weight loss, etc.)

However, remember that it is reasonable for a hypnotist to require some information about your goal before providing an estimate --- there may be individual factors that would affect an estimate.

Unlike most hypnotists, I have always published my fees online, at [www.CenterCityHypnosis.com](http://www.CenterCityHypnosis.com).

For some reason, this is a controversial issue in the hypnosis field, I think because in the past, before Google made it easy to do research, hypnotists got used to depending on uninformed consumers.

I created a YouTube video on this topic: [How Much Does Hypnosis Cost?](#)

**QUESTION #2: Using hypnosis, can you cause people to experience the following:**

Amnesia, hallucinations, altered sensations, or non-voluntary behavior. These are basic hypnotic phenomena --- especially non-voluntary changes in behavior and sensory awareness.

Not every individual can experience these different aspects to a spectacular degree, the kind you'd see on stage shows.. in fact, most people cannot, but that generally doesn't matter for hypnotic work involving personal change.

Still, any hypnotist who cannot cause these phenomena is probably not doing hypnosis, but rather "relaxation" and "visualization". Any hypnotist who says it's just relaxation is either very inexperienced or is just telling you what they think you want to hear, in order not to "scare" you about the actual potential power of hypnosis.

*The sad truth is that because of inadequate training and/or lack of confidence, many so-called hypnotists are afraid to actually do hypnotism!*

Note: keep in mind that demonstrating these phenomena may not be productive or useful for a client working on a real-life problem.

Again: the ability of an individual to experience different types of phenomena is not necessarily related to their ability to benefit from hypnosis. For example, whether or not a hypnotee is able to hypnotically hallucinate a kitten, it's probably not relevant to whether or not hypnosis can help them stop smoking.

**QUESTION #3: Will these sessions be live and in-person, or will the session involve listening to a pre-recorded CD in your office?**

Live session vs. recorded CD is not a question of “good” vs. “bad”. Some people might benefit just by listening to a CD. That does raise the question as to why that person would need to go to a hypnotist’s office.

The reason this question should be asked is because sometimes people only find out that their sessions will involve pre-recorded audio programs, only after they have signed a contract.

What happens too often is that people go to a hypnosis office, sit through a sales pitch, get sucked into signing a contract, and then are led into a quiet room where the hypnotist tries to get them to relax. The hypnotist may read them a relaxing script while their eyes are closed. Then, at some point in that session, or later sessions, the hypnotist will play a CD or MP3 program for the client, and leave the room.

That’s kind of like signing up to work with a personal trainer at a gym, working through a few routines together, and then the personal trainer gives you a DVD to follow along with for the rest of the program, while he/she goes to sign up someone else. That’s fine if you know ahead of time what you’re getting into, but otherwise, I think most people who go to see a hypnotist are expecting that the hypnotist will actually work with them throughout the process!

#### **QUESTION #4: Do you do this full-time for a living?**

A recent survey of over 1000 hypnotists revealed that **less than 5%** work with clients on a full-time basis. The same survey showed that the average annual income of a certified hypnotist is between \$0 and \$15,000.

Based on my familiarity with the hypnosis community, I believe the true average is in the lower end of that range. These figures indicate that full-time active hypnotists are rare.

This question is important because if you ask a question like *"How long have you been certified?"* or *"How long have you been doing this?"*, the answer could be "X number of years" (for example), which might be technically true --- without understanding that there are many many hypnotists who have been certified or "doing hypnosis" for years, but who have never actually worked with clients.

**There are certainly excellent part-time or "hobby" hypnotists**, many of whom are doing this work just for the satisfaction of helping others, often at no cost or for nominal fee. However, part-time hypnotists are prone to inflate their credentials and background in a misguided effort to appear much more experienced, using made-up titles and meaningless certifications.

A classic example are those who acquire mail-order "Doctorate of Clinical Hypnotherapy (D.C.H.);" diplomas, either to impress their family and friends, or to fool uninformed members of the public into believing that they have a formal clinical/medical background.

This leads to many cases where people experience the disappointment of going to see the "director" or "CEO" of a hypnosis "institute" or "academy" or "center", and finding out that it's a small room in a wellness center that's being rented out by the hour, or a space in someone's home with a recliner in the corner.

Also, if you're a member of the public who is seeking help with a personal issue, you can't assume that someone who promotes themselves as an instructor or trainer has a lot of experience working with real clients --- in fact, it's often a sign that they have little or no experience outside of seminars and workshops.

This is because most would-be practitioners in this field never develop an active hypnosis practice, so many of them decide to setup shop as instructors and

trainers instead, promoting weekend workshops and certification programs to other would-be practitioners.

Unfortunately, you cannot even trust that the basic question "How long have you been doing hypnosis?" will be answered honestly or accurately by many hypnotists.

It is very common for hypnotists and hypnotherapists to pretend that they've been doing this work for far longer than they actually have. This is a completely unnecessary deception because what matters more than years of experience is whether or not you and the hypnotist can have a good working relationship.

Center City Hypnosis has been helping clients since 2006. I provide links to official resources so you can verify claims that are presented. Here is a link to the Pennsylvania corporations database, so you can lookup "Center City Hypnosis" and see the registration information:

<https://www.corporations.pa.gov/Search/CorpSearch>

This simple check can help you not only verify claims about experience, but also whether or not a practitioner is operating as a legitimate business operation.

**QUESTION #5: Have you personally helped someone with my specific problem? How many?**

Hypnotists are sometimes trained to answer a common question like “Can you help me with my problem?” by using a standard reply like:

“Yes, we help people with that problem all the time” --- BUT the “we” is meant to refer to hypnotists in general. This is another sneaky way of answering the question in a misleading way, without outright lying. So you have to be specific and careful about the information you’re gathering.

Note: “beginner” hypnotists may prove to be very helpful, so you shouldn’t avoid working with someone who is just starting out, just because they are new at this. In fact, if they tell the truth about their level of experience, that’s a good sign, showing that they have at least some integrity.

As long as your goal is fairly basic and your hypnotist has had decent training, and if you connect with them in a positive way, a dedicated beginner could be more helpful to you than someone who claims to have much more experience (which you often shouldn’t believe anyway).

The problem is that many hypnotists are very much focused on “how do I get people to trust me?”, so they will make up anything in a misguided effort to gain your trust and confidence (which seems kind of illogical).

**QUESTION #6: What is your personal success rate with this specific problem?**

Be very cautious of any success rate claims. Knowing what I know about the hypnosis field, I would place zero faith on claimed success rates, unless they were documented in a peer-reviewed academic or medical publication.

The important thing about this question is not the success rate that the hypnotist spouts out, but rather how they answer this question. *The more certain their answer is, the more skeptical you should be.*

The nature of legitimate scientific/statistical research is that it's really more about uncertainty --- not magical "success rates". If a practitioner claims a certain success rate, inquire about their methods for coming up with that result, ask to see written documentation.

Red flag: a person who insists on hearing some comfortable success rate, but who does not insist on being provided evidence to back up that claim, is usually a person who likes to think "I'm skeptical", when in fact they just want to hear something that makes them feel comfortable.

This is a red flag on the part of the potential client, as it indicates that the client has a lower chance of success to begin with, regardless of using hypnosis or not.

**QUESTION #7: If the hypnotist claims to offer a guarantee, is it a full money-back guarantee?**

Be careful of guarantee claims in this field, they are often misleading and not what you'd think of as a real guarantee.

Real example of a common tactic: a hypnosis business (which has since gone bankrupt) offered a lifetime support guarantee if you signed up for one of their programs. In small print, the disclaimer: *"Client must follow the hypnotist's recommendations for lifestyle change."*

In other words, if the hypnotist recommended that you start exercising, and you didn't, then the guarantee is no longer valid!

Of course, since that business declared bankruptcy, all guarantees were void anyway. But the "hypnotists" simply started up another business, as a new corporate entity under a different name.

Here's the thing: I hear from too many people who report that they've tried seeing a hypnotist before, but felt totally ripped off and "taken for a ride". That's one of the reasons I created this report. Interesting observation: universally, these poor folks all mention that they were promised the world, and assured that they would be successful. That should've given them a clue.

**QUESTION #8: How many sessions can be expected for the type of problem**

Hypnotic work generally should begin to have some effect within 2, or maybe 3, sessions. Red flag: if they claim that it will take several sessions before you experience changes. Another red flag: if they claim that hypnosis requires you to periodically return for "reinforcement" over the course of several months or years. This may be true with certain issues and cases, but this is not a general requirement by any means.

Note: there are some types of issues that can benefit from longer-term therapy but those are more along the lines of counseling, not hypnosis.

**QUESTION #9: Are you a state-licensed medical doctor, psychologist, counselor or therapist?**

Note: this question only applies if you are seeking to work with a medical doctor or psychologist or counselor.

Not everyone needs to see a psychiatrist or psychologist or counselor in order to be helped with hypnosis. But I believe that if you're looking to specifically work with a doctor or psychologist or counselor who uses hypnosis, then it's wrong to be misled by those who are just pretending to have that sort of background!

Being a hypnotist does not qualify anyone to diagnose or independently treat medical or psychological conditions.

The Pennsylvania Department of State maintains a website where you can verify a licensed healthcare professional's status if they practice in Pennsylvania:

<http://www.licensepa.state.pa.us/>

When searching by a person's name, remember that a name may be kept in the state's database with a different spelling.

Be wary, it is common for hypnotists to inflate their credentials and use "degrees" from diploma mills; see previous comment about the "Doctorate of Clinical Hypnotherapy (D.C.H.)"

**BONUS QUESTION!**

**Are there any reasons that hypnosis might NOT be a good choice for someone?**

You want to hear the hypnotist say **YES**, there are certain issues and circumstances where hypnosis would not be appropriate. The specifics may vary, but you want to see if the hypnotist has the experience and common sense to recognize their limitations.

Be wary of anyone who claims that hypnosis can help everyone with everything --- that indicates lack of experience combined with dangerous levels of self-delusion.

**BONUS QUESTION NUMBER TWO!**

**When can I expect to get hypnotized (in the first session, or the 2nd, etc...)?**

I've added this bonus question because unfortunately it's come to my attention that many people are going to see hypnotists who never seem to get around to doing any sort of hypnosis!

This question seems pretty obvious, but that's why it might not occur to people to ask. That leads to situations like the poor woman who got in touch with me, after spending thousands of dollars and multiple sessions with a hypnotist who insisted that they needed to spend many sessions doing counseling and talk therapy, before they would get to doing hypnosis.

She wanted to know if this was a standard practice or considered "normal".

It's definitely possible that a counselor or psychotherapist would approach hypnosis as an adjunct to a broader treatment approach, and in that context it'd make sense that hypnotism is something that is "added on" to enhance the counseling.

The problem is: it turns out the "certified hypnotherapist" that she was seeing had no formal background or training in counseling or psychotherapy! And the hypnotherapy certification can be earned by passing a two-page multiple choice exam (as long as the check clears).

Without a complete investigation to reach a definitive answer, I was unable to tell this poor woman “You are getting taken for a ride!”... all I could tell her was that she should do further research on the matter, trust her gut, and consider other options if she wasn’t satisfied with whoever she was working with.

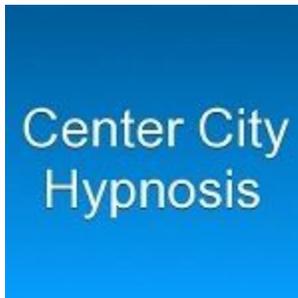
It is because I have heard too many similar stories from members of the public, that I’ve put this report together, so that people know what questions to ask beforehand!

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my YouTube channel: <https://www.youtube.com/user/thegrumpyhypnotist>  
with selected videos,

- [Top 10 "Facts" About Hypnosis \(that aren't true!\)](#)
- [Is Hypnosis Scientifically Proven?](#)
- [Solving the Right vs. the Wrong Problem \(Why Hypnosis Doesn't Work\)](#)
- and many more..

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The information in this report is provided based on my knowledge and experience as a working hypnotist. It should not be considered any form of professional advice regarding any disorder or specific courses of treatment. Being a hypnotist does not qualify anyone to diagnose or independently treat medical or psychological conditions, unless they are also a state-licensed medical or mental health-care professional.

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