

Welcome Emails For a Hypnotherapist- After Client Has Booked Appointment

Email 1 - Confirming the appointment and setting the scene

Hi [client name]!

Thank you so much for booking an appointment with me. Here are the details.

Your journey towards better sleep will start on Wednesday!

In the meantime, I'm going to send you a few short emails to tell you more about what to expect next.

I hope this will reduce any anxiety you may be feeling ahead of our session!

But if you have any questions that aren't covered, please let me know and I'll address them too. I want you to feel as relaxed and comfortable as possible before our session so you can get the most from it.

Talk soon!

Louise

Email 2 - How it will work

Hi [client name]!

Ahead of our first session, here's a little bit of info about what to expect.

Our session will be taking place on Zoom and I'll be sending the tech details over on the day.

My clients often have questions about how online therapy works and whether it's effective compared to in-person therapy.

The answer is a definite YES!

My clients keep telling me that having our sessions on Zoom is just the same as being face-to-face. As one of them put it: "It's like being in the same room!".

In fact, many of my clients are finding it more relaxing than being face-to-face, especially in the current climate. Being able to curl up in a comfy spot at home that helps with feeling calm and safe puts them at ease and means we can get the most from our sessions together.

If you've got any questions about how it'll work, hit reply and let me know.

Talk soon!

Louise

Email 3 - Testimonials (specifically linked to client pain point)

Hi [client name]!

Another question that clients often ask me is: will this work for ME?

I know you're probably wondering about this too and I want to tell you about another client of mine who was in a similar situation to you.

Katie came to me after struggling with her sleep for months. She found it impossible to relax and would stare at the ceiling all night, desperately

hoping she'd fall asleep. What little sleep she did get left her feeling unrefreshed and struggling to get through the day.

This probably sounds familiar, right?

These days, it's a whole different story for Katie. She can fall asleep naturally. She no longer dreads going to bed because sleep DOES come. And if she does wake up in the night, her mind knows that it can easily relax back into sleep.

This is going to be your story too after our session. I can't wait for you to experience better sleep!

See you soon,
Louise