



The Peel & Reveal Sales Formula

👉 ***Strip Away Resistance. Expose the Desire. Close the Sale.***

- Just like peeling a potato, this method removes objections layer by layer until the buyer's true desire is revealed.
- Perfect for selling transformational services like hypnosis, where deep-seated beliefs need to be "peeled away."

Sales Script: Hypnosis for Weight Loss

(Fast-paced, engaging, and persuasive in a conversational tone)

Opening & Pacing the Audience (Building Rapport)

"It doesn't matter whether you've tried diets before, whether you've lost weight and put it back on, whether you struggle with emotional eating or cravings—this is different."

"Everybody's got that one thing that keeps them stuck—maybe it's stress eating, maybe it's portion control, maybe it's that voice in your head saying 'just one more bite.'"

"And when you realize how easy it can be to change, you'll wonder why no one told you this before."

Leading into the Transformation (Presupposition & Embedded Commands)

"Now, you might be thinking, 'I've tried everything, what makes this different?' The answer is simple: your mind is already programmed to crave food in a certain way, and once you change that, you change everything."

"With hypnosis, you don't have to fight willpower, you don't have to force yourself to 'be good'—you just naturally start making choices that help you lose weight and feel amazing."

"And when you feel amazing, the weight takes care of itself, doesn't it?"

Demonstrating the Solution (Future Pacing & Sensory Engagement)

"Imagine this—you wake up, feel light, energized, in control. You don't even think about food the way you used to. You're eating just the right amount, stopping when you're full, enjoying food without guilt. You feel good in your clothes. People start noticing."

"And you did it all without dieting, without deprivation, without struggling. Just by letting your mind do the work for you."

Authority & Social Proof

"Hypnosis has helped thousands of people lose weight—not through some fad, not through suffering, but by changing the way they think about food."

"It's the same reason some people can eat one cookie and stop, while others finish the whole packet. It's not about willpower, it's about patterns. And once you break the old pattern, the weight falls off naturally."

"And if you're wondering if it'll work for you, the answer is yes—because it's already worked for so many others."

Scarcity & Urgency (Creating the Offer)

"Now, normally a full hypnosis program like this would cost hundreds, but right now, I'm offering a special deal—because I know how powerful this is, and I want to make it accessible."

"You get a full personalized hypnosis session, plus supporting materials, for just [\$X]. And if you sign up today, you'll also get a bonus hypnosis recording to reinforce your progress, completely free."

"And here's the thing—next week, you're still going to want to lose weight. The only question is whether you'll already be making progress, or still looking for the right solution."

Call to Action (Final Close)

"So, are you ready to stop fighting food and start losing weight the easy way? Click below to get started—you've got nothing to lose but the weight."

Why This Works

- **Pacing & Leading:** Meets the audience where they are (frustration with weight loss) and leads them into a better reality.
- **Presuppositions:** Assumes hypnosis will work, making it feel like a natural decision.
- **Future Pacing:** Helps the listener visualize success before they even buy.
- **Authority & Social Proof:** Positions hypnosis as a proven method.
- **Scarcity & Urgency:** Creates motivation to act now.

Sales Script: Hypnosis for Anxiety (text only)

You wake up feeling it before your feet even touch the floor. That tightness in your chest, the racing thoughts, the overwhelming sense that something isn't right—even if you can't explain why.

Maybe it's been building for years. Maybe it hit you out of nowhere. But one thing is certain: anxiety is exhausting. It drains your energy, hijacks your focus, and makes even simple things feel like an uphill battle.

And when you try to push through it? Sometimes it just gets worse. The more you fight the thoughts, the stronger they seem to become. The more you try to relax, the harder it feels to breathe.

*You're not alone in this. Millions of people struggle with anxiety, and most have been told the same thing—try to control it, rationalize it, breathe through it. But what if the real solution wasn't about **controlling** anxiety at all?*

*What if it was about **retraining your mind** to respond differently?*

Because here's the truth: anxiety isn't something you do on purpose. It's a learned response, a pattern your brain has developed over time. And the good news? Patterns can be changed.

That's exactly what hypnosis does.

*Using gentle, guided hypnosis, we can quiet the noise, reset your nervous system, and train your mind to **feel calmer naturally**—without relying on*

willpower, forcing yourself to “think positive,” or struggling through another restless night.

Imagine what it would feel like to finally switch off those racing thoughts. To wake up feeling lighter, clearer, more in control. To go through your day without the constant background hum of worry running your life.

*It doesn’t take months of work. Many clients feel relief **in the first session**—because hypnosis works at the level where anxiety actually begins.*

*This isn’t about “coping.” It’s about **freeing yourself from the cycle completely**.*

If you’re ready to finally quiet the anxiety and take back control, book your free consultation today. No pressure, no obligation—just a real conversation about what’s possible.

Your mind already knows how to be calm. Let’s help it remember.

Want more incredible resources like this?

Join the <https://therapybusinessclub.com> 14-day free trial today.