

The Cost of Staying Stuck: Hypnosis Is a Worthwhile Investment

People often ask why hypnosis and other mind-body services cost what they do. Before taking the next step, they understandably want to know whether the investment makes sense, especially when they are paying out of pocket.

Here's how I encourage you to think about it:

You aren't simply paying someone trained in hypnosis to sit in a chair with you for an hour and talk about relaxation.

You're investing in the opportunity to change something that may have been affecting your life for years and, if left unaddressed, could continue affecting you for many years to come.

Whether you're dealing with situational stress, past experiences that continue to affect the present, unwanted habits, fear of public speaking, athletic performance concerns, confidence issues, persistent pain, or other mind-body symptoms, the goal isn't simply another appointment.

You're investing in an opportunity to make meaningful lasting change.

You aren't paying for an expensive dinner that will be enjoyable until you pay the bill and feel overfull. You're not buying new tires for your car, or even a knee replacement, that will hopefully serve you several years of mobility.

You're investing in yourself—in certain areas of your life—ultimately impacting all areas of your life.

Consider the Cost of Not Changing

Plumbers, HVAC specialists, and exterminators can be lifesavers when something goes wrong. It can be painful to hand over a check for \$150, \$500, or even \$5,000, depending on the problem.

But we pay it because the problem needs to be addressed.

We don't necessarily enjoy paying a dentist or eye doctor for an appointment either. We do it because prevention, maintenance, and early intervention can be valuable investments in our health and quality of life.

So when people ask about the cost of hypnosis or mind-body coaching, I understand the question.

But I often encourage them to consider a different one:

What is the cost of not changing?

If fear or situational stress keeps you from pursuing opportunities, what might that cost you over the next 5, 10, or 20 years?

If unwanted habits continue, what might they continue to cost you financially, physically, emotionally, or relationally?

If fear keeps you from telling your partner what they need to know, applying for a promotion, starting a business, performing at your highest level, or pursuing a dream, what opportunities might be lost?

If you're constantly using unhealthy habits or other coping behaviors to distract yourself from problems you don't know how to address, what might that pattern continue to cost you?

These aren't guarantees of what will happen if you don't change.

They're simply questions worth considering.

My Own Experience

I understand this concept personally.

Years ago, I was spending a tremendous amount of money trying to find relief for the problems and symptoms I was experiencing. I was paying for X-rays, MRIs, doctor visits, prescriptions, seat cushions, CBD oil, supplements, special creams, and plenty of other things.

That was my reality ten years ago.

Today, I don't spend money on those things.

Instead, I'm much more likely to spend money on new running shoes or workout equipment when I need them.

I'm not sharing that as a promise that hypnosis work will produce the exact same outcome for someone else that it did for me, and no ethical practitioner should promise any specific result.

I'm sharing it because it changed me, and it changed the way I think about the investment.

Sometimes we're willing to spend years and thousands of dollars trying to manage a problem without ever stepping back and asking whether there's another way to approach it, or without finding out the root cause.

What Are You Really Investing In?

The goal isn't simply to feel better for an hour, a week, or a month.

The goal is to create the conditions for meaningful change that can continue benefiting you long after our work together has ended.

No ethical practitioner can promise a specific outcome, and hypnosis is not meant to replace necessary medical care, mental-health treatment, or other professional services when those are appropriate.

What hypnosis and mind-body coaching can provide is an opportunity to explore the thoughts, emotions, habits, perceptions, and behavioral patterns that may be causing or contributing to the problems you're experiencing.

For some people, that work can become a valuable investment in their health, relationships, confidence, performance, and overall quality of life.

And there's something else that's important to me:

I don't want you to need me forever.

Unlike some ongoing-care models, my goal isn't to keep you coming back indefinitely simply because that's how the system works.

I want to help you find the keys to the door so you can open it, walk through it, and eventually no longer need my help.

One of my pet peeves is hearing someone say that their doctor, provider, or other professional is "so good" because they see them all the time.

If they're so good, why do you have to keep going back to them? Why do they need to see you so frequently?

It's like saying, "That plumber is amazing. He has to come to our house every other week."

There are certainly situations where ongoing professional care is appropriate. But when the nature of the work allows it, I believe the goal should be to help people become increasingly capable of helping themselves.

Put the Investment in Perspective

Consider what other things can cost:

- An MRI can cost hundreds or thousands of dollars, depending on the procedure, location, and insurance coverage.
- Prescription medications can represent a significant ongoing expense, depending on the medication and circumstances.
- Major medical procedures can cost thousands or tens of thousands of dollars.
- Years of ongoing professional services can add up to many thousands of dollars over time.
- Smoking, drinking, excessive shopping, gambling, and other habitual behaviors can also represent substantial financial costs over the years.

These examples aren't meant to testify that hypnosis eliminates the need for surgeries, medications, or medical treatments.

They illustrate something much simpler:

We routinely spend significant amounts of money addressing problems that affect our lives.

So yes, \$200, \$500, or even \$1,000 for a structured program can seem like a significant investment.

But price and value aren't necessarily the same thing.

The question isn't simply:

"How much does this cost?"

It's also:

"What is this problem costing me now, and what could it continue to cost me if nothing changes?"

You Are the Investment

I have tremendous appreciation for plumbers, roofers, HVAC professionals, mechanics, electricians, and all of the other people we call when something in our lives needs attention.

But there's an important difference.

When you pay a contractor to repair an appliance, replace a roof, clear a drain, or fix an HVAC system, you're investing in something outside of yourself.

When you invest in hypnosis or mind-body coaching, you're investing in the system you use every single day of your life:

You.

Your mind influences how you think.

How you think influences how you feel.

How you feel influences how you respond.

And how you respond influences your relationships, your habits, your decisions, your performance, and the way you experience your life.

It's all about the energy, attitude, and habits.

That's why I don't believe in simply charging for time.

I believe in creating the conditions where meaningful change becomes possible.

I continue investing in education, training, experience, and my own growth so I can provide the best experience possible. I also intentionally limit the number of clients I work with so I can give each person the attention they deserve.

Sometimes the greatest cost isn't the investment you make today.

It's the price of remaining stuck for years to come.