



Portland School of Hypnosis

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The Business of Conducting a Hypnosis Practice

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(Download as PDF from www.portlandschoolofhypnosis.com/downloads/business.pdf)

Business Plan

Plan your business

*"The best reason for business planning is because you want to manage your business with more strategy, focus, prioritization, and effectiveness. You want to plan to control your business destiny. In this case the business planning **process** is more important than the plan itself."* - [Hurdle: The Book on Business Planning](#)

"Use a plan to establish the right steps to starting a new business, including what you need to do, what resources will be required, and what you expect to happen." [The Plan-as-you-go Business Plan](#)

Mindset

Eliminate the Competition!

- Who am I?
- What do I have to offer?
- What makes my offering(s) unique?
- How can others benefit from that uniqueness?
- How do I communicate those benefits?

Legal Structure

Oregon - [Oregon Secretary of State Corporation Division](#)

Resources:

[Oregon Business Xpress](#) – One stop business portal

[Starting a Business](#) – Steps for Setting up Shop

[Startup Toolkit](#)

[Set up a business in Portland](#)

[Business License | Multnomah County](#)

[Clackamas County | Tools for Business Success](#)

Washington County | Each city has licensing requirements, see your city's website for info.

Washington - [Business Licensing Service of Washington State](#)

Resources:

[Washington State - Small Business Guide](#) – One stop business portal

[Small Business Guide](#)

[Start a business](#)

[Starting a business | Clark County Washington](#)

While there are many different business organization structures you may choose for your business, there are five types most commonly used (See online chart: [Choose a Business Structure](#)):

1. **Sole Proprietor**

A sole proprietorship is the simplest and most common structure chosen to start a business. It is an unincorporated business owned and run by one individual with no distinction between the business and you, the owner. You are entitled to all profits and are responsible for all your business's debts, losses and liabilities.

[Sole Proprietorship](#) (U.S. Small Business Administration article)

If you are going to do business as anything *OTHER* than your "real and true" name you have to file for an Assumed Business Name (ABN, aka DBA – **Doing Business As**, or FBN – **Fictitious Business Name**) See [Registering Your Business Name FAQ](#)

2. **Limited Liability Company – LLC** (Legal business structure existing at the state level only; **NOT** a tax filing status)

A limited liability company is a hybrid type of legal structure that provides the limited liability features of a corporation and the tax efficiencies and operational flexibility of a sole proprietorship or partnership.

[Limited Liability Company](#) (U.S. Small Business Administration article)

1. Single Member (Sole proprietor for tax purposes)
2. Multi-member (Tax either as a partnership or as sole proprietor for each member, according to the terms of your *Articles of Organization*)

If you are going to do business as anything *OTHER* than your "real and true" name of your LLC you have to file for an Assumed Business Name (ABN, aka DBA) See [Registering Your Business Name FAQ](#)

3. **General Partnership**
4. **Business Corporation – C Corporation**
5. **Nonprofit Corporation**

To register:

Oregon – [State of Oregon Central Business Registry](#)

Washington – [Washington Secretary of State -Corporations: Online Registration](#)

Legal /Liability

State Regulations – Oregon has no specific regulations regarding hypnosis, Washington does (See [Summary of State Laws Regarding Hypnosis](#), and [Hypnotherapist :: Washington State Dept. of Health](#))

NGH Downloads

- [NGH Code of Ethics, Standards of Practice & NGH Recommended Terminology](#)
- [NGH State Law Guide & H.I.P.P.A.](#)

Disclaimer

- [Intuitive Hypnosis' New Client Forms](#)

Insurance

- Follow the advice of your attorney. Follow the requirements of lease and/or other agreements. Stay within your comfort level.

Taxes

Filing status

- **Sole proprietor** - Schedule C along with 1040 ([Sole Proprietorships](#))
- **Partnership** - Schedule E along with 1040 for persons, partnership files 1065 ([Partnerships](#))
- **S Corporation** (IRS only) - Tax filing status, not a legal structure. Used mostly by regular C Corporations to avoid double taxation on corporate income. May be used by LLCs also. The main potential benefit for small business is savings on the Self Employment tax. (see [S Corporations Explained](#), and [LLC Filing as a Corporation or Partnership](#))
- **C Corporation** ([Corporations](#))

Things to keep in mind if you're used to payroll deductions:

- Business Code (for Schedule C, Line B) – 621399 - *Offices of all other miscellaneous health practitioners*, or 621330 – *Offices of mental health practitioners (except physicians)*
- Self-employment tax – replaces FICA; Federal only
- Quarterly estimated income taxes – both Federal and State
- [Transit Self-employment Taxes](#)
- City/County taxes – Income and Property
 - Multnomah County/City of Portland – Businesses grossing less than \$50,000 per year from **all** sources before expenses are exempt from taxes; however, you must still file and claim the exemption.

Bookkeeping/Accounting

- Do what your bookkeeper/accountant/tax preparer recommends
- Set up your accounts with the Schedule C in mind
- Stay current; do your bookkeeping as soon as possible after a transaction has occurred. You want your records to match what has already happened in real life.

Marketing/Advertising

Attraction versus Promotion

Website

- Domain name
- Hosting [SiteGround](#) (\$3.95 / month first year. Affiliate link)
- Content Management System (WordPress, Joomla, Drupal, Concrete5, etc.)
- SEO (Search engine optimization) ([Google Search Console Help Center](#))
- Analytics ([Google Analytics](#))
- **Content!** (Good resource which covers almost all of the bases is [Copyblogger](#))
- Keep in mind the [NGH Recommended Terminology](#) and the relevant [laws of your state](#) when writing copy.

Daily Deals

Social Media

- Design strategy with website as hub; let it do the heavy lifting. Use static pages for 'evergreen' content, blog posts for fresh. Use channels to engage then direct back to relevant page on site

- Training resources – [Social Media Marketing University](#) (SMMU), [Hootsuite Academy](#)

Logistics

Communication

- Email
 - Separate email address for business
- Telephone
 - Separate phone number for business
 - [Google Voice](#) – free, transcriptions, email notifications
- Online Scheduling
 - [Appointy](#), [Full Slate](#) – 2-way synchronization with Google Calendar, use their website or integrate into yours.
- Task/Project Management
 - [Toodledo](#), [Todoist](#), [Nozbe](#) – Personal task managers
 - [Asana](#), [Trello](#) – Project managers
 - **Training**
 - “*Getting Things Done*” by David Allen.
 - [Total, Relaxed Organization](#) – Online Training by Priacta (This site also has a comprehensive list of time/task management tools)

Make sure all your tools interact with each other and work on every device you use, wherever you need to use them.

Overhead

[Loans and Grants Search Tool](#)

Other resources

[NGH Member Resources Page](#)

[NGHNetwork](#) (Social)