



First Chapter of The Hypnobirthing Book – Free Download

Being able to offer the first chapter of The Hypnobirthing Book can be a very powerful way to encourage potential clients to book onto your course.

The Code

To publish this on your own website you will need this code:

```
<iframe src="http://www.kghypnobirthing.com/images/pdfs/the-hypnobirthing-book-sample.pdf" width="800" height="1000"></iframe>
```

This is an example of how it will look on a website:

<http://www.channeldigital.co.uk/free-download.html>

Technical Advice

In many content managed website (CMS) you will need a plugin to help you add this to your website. Otherwise you will find that you paste this code in and the website strips it out when you save it. Here are some helpful tutorials:

- Wordpress Website: <https://www.youtube.com/watch?v=Ma6Am5NY4pk>
- Weebly Website: <https://hc.weebly.com/hc/en-us/articles/201740213-Create-Widgets-Embed-Code-and-Add-External-Content>

There are many other types of CMS websites that you will be using. A helpful way to find the information is to google 'how to embed an iframe in (NAME WEBSITE TYPE HERE) tutorial'. Remember your website designer does this quickly and easily so if you get stuck they should be able to help.

Marketing Advice

If you meet someone who is interested in your course ask them for their email address and send them a link to the download page. Follow this email up 3 or 4 days later and ask them gently if they had a chance to download it and if they had any questions. Build a supportive relationship and offer your advice. After several emails ask them if they would be interested in booking a course.

You could also simply tell people your website URL which is fine but if you get their email address it gives you the opportunity to chat with them further.

Email the first Chapter in PDF form

If you simply wish to email the client the PDF of the first chapter, you can download it from here:

<http://www.kghypnobirthing.com/images/pdfs/the-hypnobirthing-book-sample.pdf>