

Professional Hypnotherapy Practitioner Association

Issue 2

Winter 2007

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Happy New Year

Now that 2007 is here and with Spring approaching, isn't it a perfect time to set goals and transform dreams into reality.

Is yours a thriving hypnotherapy practice? Hopefully so. If you're not yet getting plenty of recommendations then perhaps it's time to revise your marketing strategy.

With more people looking for information online it's essential to have a presence on the Internet that you can point potential clients to, from your business cards and stationery.

Websites are relatively easy to build if you have a bit of

Build your own Web Presence

flair and know-how, however, getting them picked up by the search engines can take time, that's why, if you don't already have one, we're offering our members their very own free page at

www.phpa-online.org

You can include all the relevant information and photos that you need to promote your hypnotherapy business by emailing us at:

Sales@phpa-online.org

Even if you already have a web-site this information page can link to it, increasing your chances of gaining a higher page ranking.

If you'd like to take advantage of this offer, here are some of the items of information we suggest that you could include.

- Your training.
- Specialties
- Years in Practice
- Testimonials
- Location, map or directions
- Opening Hours
- Questions & Answers
- Fees or discounts
- Photograph of yourself and/or your business premises
- Any other relevant information.

Book of the Month

.My Voice Will Go With You
The Teaching Tales of Milton H Erickson. Edited by Sidney Rosen

This book is a classic amongst hypnotherapy books. It is full of short teaching tales—the stories he told his patients and the stories he told the pilgrims who came to sit at his feet and is ingenious and enchanting—a must for any Hypnotherapists bookshelf.

Forthcoming Events

The PHPA, together with Hypnotic World are running a series of practical workshops and seminars in Yorkshire this year.

We have several new presenters who have offered to give up their day to share their own techniques and secrets of success.

As usual, PHPA paid members are entitled to a 10% discount on the Attendance Fee.

John Sellars is presenting the Anxiety and Depression Workshop in April. John has already written a book on this subject and is an expert in helping clients to overcome these problems.

John also runs practical hypnotherapy sessions for students of the Professional Hypnotherapy Course in Scotland and is a representative and a preferred therapist of Hypnotic World.

The event will take place on Saturday 14 April 2007 at the Doncaster Clinic, Sandringham Road, Doncaster and will run from 10 am until 4.30 pm.

Refreshments and buffet lunch are included and tickets are £90 + VAT for non-PHPA members and £81 + VAT for paying members. Further details can be found at www.hypnoticworld.com/seminar011.asp

The Worlds Most Comfortable Hypnotherapy Chair



The Sling Seat is the perfect chair for hypnotherapy, meditation or deep relaxation.

Used successfully in numerous successful hypnotherapy practices, the sling seat aids relaxation, supporting the back, neck and head during induction and hypnotic trance work.

It is easily portable and fits into a handy carrying case and is available in a choice of colours and fabric.

You can find more about this chair at

www.slingseat.co.uk

Confidence for Hypnotherapists

I still remember my very first hypnotherapy client. He was a distinguished man in his mid 60s who wanted help to overcome his tendency to procrastinate.

This wasn't an issue I'd actually covered during my training so in a way I was plunged in at the deep end and consequently felt quite nervous at the thought of how I would proceed. I left him to fill in his consent form whilst I went out of the room to put the answering machine on, and waited outside the door for a few moments whilst taking some very deep breaths and telling myself to relax and be calm.

The session went well and he returned several times as his problem receded.

This led me to think how, as a Hypnotherapist, we should all use this wonderful tool on ourselves whenever we need to.

Self hypnosis isn't quite as easy as having someone

else guide you through the experience, however with a little practice it can work very well.

The first thing necessary is a quiet state of mind during which you can focus on a spot in the room.

Decide what you want help with and how long you intend to remain in hypnosis for, and begin to relax your body, bit by bit. Once you notice your eyes becoming heavy just allow them to close and take yourself to a deeper state, using a staircase or your preferred visualization.

Trust your subconscious mind to show you an experience of how you wish to be and allow yourself to become really immersed in this experience. For example, if you want to become a more confident Hypnotherapist then see, feel or sense yourself talking to clients in a very self-assured way. Imagine them phoning you afterwards to

say what a success the session was and how much better they're feeling or see yourself taking referrals and noticing how fully your appointment book is.

When you're ready (and your internal clock will know exactly when this is), allow yourself to return to normal conscious awareness.

Don't dwell on the experience afterwards, just allow it to take effect at a deeper level and go about your everyday tasks.

Self hypnosis is most effective when used on a regular basis. If you find it difficult then we have the perfect CD for you.— 'Confidence for Hypnotherapists' - which will gently guide you through the process. This is available on the PHPA website for £10.99 Including VAT and free shipping worldwide.

• **Are your details in our Members section? If not, please email us for information on how to list your practice.**

If you're not already a member of Hypnotic World you could be missing out on hundreds of valuable resources.

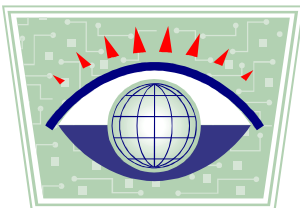
The site now boasts over 600 quality hypnotherapy scripts with new ones added on a weekly basis, hundreds of MP3s, a request a script service, free advertising for members, case histories, hypnosis forum and much more.

The site is ideal for newly qualified Hypnotherapists and those who have been in

practice for years and come across unusual problems with their clients.

You can also read the 'Complete Guide to Self

Hypnosis', and articles such as how to help your clients to stop smoking in one hour and dealing with fears and phobias. Hypnotic World also negotiates discounts for members for attendance at certain seminars and workshops.



**Thought for the Day
We are what we make ourselves and not what circumstances make us.**

Emile Coué



Stopping Smoking with Hypnotherapy

Hypnotherapy is great for helping people to overcome addictions, and smoking is still one of the most popular issues that clients will seek help with through this method.

Several years ago we participated in a TV program run by the BBC called Kick the Habit.

Four subjects each tried a different method to overcome the habit. One used nicotine patches, another tried going cold turkey, one tried acupuncture and our subject volunteered for hypnotherapy.

I am pleased to report that the subject using hypnosis was the only one to succeed.

How many sessions to offer varies from therapist to therapist. Some will offer a series of sessions, giving the suggestions to cut down before actually quitting.

We prefer the one session approach (however it is an individual choice).

Most people, having made the decision to quit, have already stopped smoking when they walk through the door of your office (but they don't realize it yet).

We like to use positive suggestions as they work best for most people, however, should they fail to stop smoking after that one session then we are happy to see them again and often use a completely different

technique.

The smoking aversion approach is often used. This is a very powerful script where the client imagines that they are dying from the effects of smoking and that their loved ones are around them.

However, they don't actually die in the visualization, at the end, they realize that they have a choice and the outcome doesn't have to be like that.

Finally there are clients who will not stop, simply because they don't really want to. You will use your experience to decide which method to use.



Dr Portner recently gained her PhD at Leeds University, UK. Here she is, just before the award ceremony. Daniella is our Company Secretary as well as one of our valued script writers.

We have representatives in Australia, the Mediterranean, USA, various areas in the UK (including London & Scotland) and teach hypnotherapy through Hypnotic World to a worldwide audience via our distance learning course and practical trainers.

Hypnosis for Stroke Victims

We naturally become more vulnerable to diseases such as high blood pressure, heart disease and stroke as we get older. But an interesting case study by two Los Angeles researchers sheds doubt on traditional views about the chances for recovery from at least one of these dreaded diseases - stroke.

Medical opinion is that all recovery from a stroke will halt at about six months after the occurrence of the vascular accident. However, using hypnosis, researchers helped a 66-year-old woman regain several physical capacities, including limited use of a disabled arm and the ability to walk unaided. Hypnotherapy began six months after her stroke and lasted for six months.

Under hypnosis, the patient was guided through imagery that recalled memories of previous abilities, including swimming as a child.

In addition to the hypnosis sessions, the woman was given hypnosis cassettes to practice with at home.

Follow-up one-year post-stroke showed noticeable improvement in her physical capabilities.

The two researchers, Jean Holroyd of the University of California at Los Angeles and Alexi Hill of Permanente Center in Lomita, California speculated that even though therapy for strokes is traditionally viewed as not being useful beyond six months post-stroke, the capacity of the mind to learn new information and

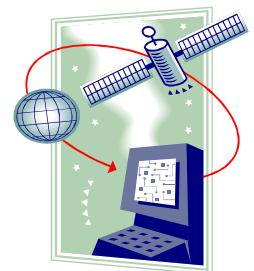
processes does not have an end point.

Visualization works on the mind in a way that is not yet fully understood. But, as these results show, the ability of imagery to push back traditional limits of effective therapy holds exciting possibilities, and it is an area that needs further investigation.

As an interesting side note, the Hypnotherapy was requested by the patient, after a neurologist had concluded that she was unlikely to gain any further improvement in her physical condition.

It seems that the patient knows best.

Adapted from Applied Behavioural Healthcare.



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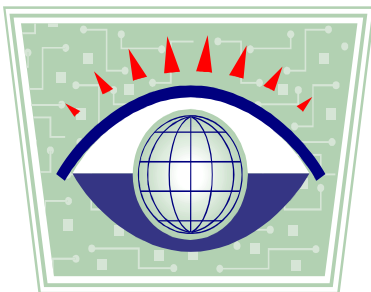
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Bringing Hypnotherapists Together



If you aren't already covered for Professional Indemnity Insurance then the PHPA have negotiated a special discount with Balens Ltd., for up to one million pounds in cover.

The PHPA are now regulated by the Financial Services Act and our registration number can be found at the top of this page.

Members must agree to abide by our Code of Ethics, which can be found by visiting our website, www.phpa-online.org—or telephone us on 01302 786977 and we'll post a copy out to you.

Driving to Success—With Hypnotherapy

Driving exam nerves can easily be overcome with Hypnotherapy. Clients who have repeatedly failed their driving test have found that after experiencing their success in hypnotherapy, they are far more prepared to experience success in real life.

If you have experience in this field, why not write to a few driving schools and offer your services to help the more nervous would-be drivers?

Most driving instructors want their clients to pass as it improves their own reputation with the general public.

You could offer a small discount as an incentive to anyone who is referred to you from an instructor that has agreed to recommend you.

My Six Convicts

In his book, *My Six Convicts*, Donald Powell Wilson, an American professor of psychology tells how, whilst carrying out research in an American prison, he came across a convict who, as well as being a master hypnotist, could also influence groups of people with telepathy.

Hadad was part Hindu and part Senegalese and was regarded by prison staff and fellow prisoners as being a magician and an escapist. He came to Wilson's attention when he was found hanging by a belt in his cell.

The doctor who was called in, pronounced Hadad dead and he was taken to the prison mortuary. Three days later when an autopsy was about to be performed, Hadad's muscles began to ripple and he sat up saying 'Gentlemen, I would rather not; if you don't mind'.

Apparently Hadad had hypnotized a prison warden, removed his belt, then gave him a post hypnotic suggestion that he would not remember or realize that the belt had been removed. When questioned

about his reasons for his action, Hadad stated that he had wanted to draw the doctors' attention to him, and he would give an even more startling demonstration of his strange powers.

In the hospital's psychopathic ward were a large number of epileptics, some of whom were hopeless cases and through severe brain deterioration suffered frequent seizures. Hadad asked to be locked in a solitary cell and predicted that there would be no seizures for three days whilst he performed distant healing telepathy. He was carefully observed and, as predicted, all seizures ceased for the duration of his confinement, after which time they recommenced.

Hadad produced other astonishing phenomena - he undressed and announced that after going into trance he would cause the twelve signs of the Zodiac to appear on his body, with Aries on the forehead, Cancer on the breast, Sagittarius on the thighs

and the others in appropriate places.

Shortly after going into trance Hadad's body displayed hive-like patches which were clearly recognizable as the signs of the zodiac in the predicted places.

One doctor, after examining Hadad, said that all the tests showed him to be dead and even when a vein was punctured there was no flow of blood.

However, on mentioning that some of the Zodiacal signs were not clear, Hadad 'awoke' and instructed them to bring a magnifying glass to detect them more clearly.

Hadad re-entered trance and remained until a magnifying glass was brought and the signs verified. On being questioned when he awoke, Hadad replied 'Suspended animation, Doctor; it is simple'.

Courtesy of
www.free-hypnosis-scripts.com