

The British Academy of Hypnosis



Module Eight

A.P.I.E
Glossary of Terms
Building Your Business
Questions and Answers

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A.P.I.E. Your Hypnotherapy Code of Practise.

APIE is a recognised method of assessing your clients needs and then implementing a plan of action.

If you look at the Client Questionnaire you downloaded with this training course you will see the back page is the A.P.I.E.

By following A.P.I.E. you are proving that your intentions are always to help the client and this is recognised as an ethical code of practise.

I always complete this form with my client as we set out a plan of action.

A- Assessment

Initially when you first see your client you will spend an amount of time assessing your clients needs and ensuring you can offer the correct support and help.

Each client is individual and so calculating a time frame is difficult but perhaps around 15 - 30 minutes may be about right in most cases.

P - Plan

Secondly you must plan out the action required with your client, letting them know about the plan of attack, the amount of sessions required, the success rate or probable outcome and of course the cost.

I - implement

You will then start to implant the plan discussed, though the hypnotic procedure and make a note of all hypnosis techniques implemented on the appointment.

E - Evaluate

The evaluation would take place on the next appointment as you assess the results from your first hypnotic session. You will evaluate the situation based on the results found and continue with the plan if the first stage was successful or re-evaluate the plan if required.

A.P.I.E. a recognised method of working with and assessing your subjects as you progress through your hypnotic sessions.

So we reach the final module of the hypnotherapy course.

Over the next few pages you will find a glossary of terms that you may hear along your travels as a Hypnotherapist followed by a question and answer section that will hopefully answer any questions that you may have and prepare you for questions that you may be asked!

Glossary of terms in relation to Hypnosis

Affirmations: Positive statements about how you want to think, feel and behave.

Analysis: Turning out the illogicality of the subconscious.

Anaesthesia: Absence of pain, either psychologically or physically.

Anxiety: Fear of most things that give rise to feelings of uneasiness and distress about future uncertainty; apprehension; worry.

Autonomic or Involuntary Nervous System: The nervous system that maintains vital functions of the body without the need for conscious thought, keeping the body in harmony.

Autogenic therapy: A form of relaxation and light self-hypnosis based on the repetition of six suggestion commands e.g. 'My legs and arms are heavy.' followed by an appropriate positive affirmation to promote change.

Autosuggestion / Coueism: Concept similar to autogenic therapy where it is the person's own imagination stimulated by the hypnosis. A famous coueism or positive affirmation is the mantra, 'every day in every way I am getting better and better.'

Behaviour: All that is done by an individual throughout his/her life.

Breathing: Correct breathing is essential for good health; it also reduces levels of stress, as well as its signs and symptoms. Slow and deep breathing influences the unconscious processes of the body and accompanies relaxation into the hypnotic state.

Compulsion: Irrational behaviour a person is compelled to do, in order to convince himself that a certain thing is true or has been done to his satisfaction. Behaviour that prompts repetition of an act until satisfied it has been done.

Deepener: Suggestions which deepen the hypnotic state, often by counting down, slowing or dragging words.

Endorphins: The bodies own pain-relieving chemicals, which are produced in the brain, inhibit the appreciation of pain and give a feeling of euphoria. Stimulated by hypnosis, as well as sweet fatty foods, exercise and sex. Makes you feel good!

Erickson, Dr. Milton H: Acknowledged to have been the world's leading practitioner of medical hypnotherapy. His 'strategic therapy' used hypnotic techniques with or without actually inducing trance.

Freud: Psychiatrist invariably associated with hypnosis but did not develop his interest, probably because his personality was too authoritarian.

Hetero-suggestion: Is what others tell you about yourself and which influences you.

Hypnogenic: Objects (watch, pendulum, spinning disc, etc.) used to assist in inducing a hypnotic state.

Hypnagogic State: The naturally occurring hypnotic condition when one is about to wake up.

Hypnopomic State: The naturally occurring hypnotic condition when one is about to fall asleep. Excellent for inducing self-hypnotic suggestions that are 'slept on', and upon waking, are realised.

Hypnosis: A trance-like state induced by suggestion in which the mind readily accepts ideas, resulting in a focusing of attention and a reduction of the ability to make conscious decisions; a state of total mental concentration, yet complete physical relaxation. An alternative state of consciousness.

Hypnoanalysis: A psychoanalytic technique in which hypnosis is used to elicit unconscious material from a client.

Hypnoid: Resembling hypnosis or sleep.

Hypnotherapy: Treatment for mental or physical illness based on or using hypnosis.

Imagery: Production of mental images or pictures. See visualisation.

Induction: There are three main methods used to relax a person into hypnosis: instant (impressive in demonstrations, cannot be used for self-hypnosis), rapid (effective, overloads the mind, useful for inducing hypnosis quickly in a person who has already experienced hypnosis before) and progressive (slow and soothing, most reliable and is the one normally used for hypnotherapy and self-hypnosis.)

Meditation: Ancient Eastern technique, similar to self-hypnosis, in that it relaxes the mind and the body.

Memory: The recall of events, conversations and general topics that have been experienced.

Neuro Linguistic Programming (NLP): Devised by Americans Grinder and Bandler who modelled the work of Erickson. Under hypnosis it shows the client a new perspective or image of themselves.

Parasympathetic System: Deals mainly with the digestion, fights off infection, controls the immune response and tries to conserve energy in order to ensure survival.

Posthypnotic Suggestion: Makes use of the 'time sense' in which the suggestion given to the subject is instructed to commence after the hypnotic session has terminated.

Rapid Eye Movement (REM): A subject under hypnosis displays these; also associated with deep natural sleep.

Sleep: A word often used in connection with hypnosis, but natural sleep is not the same as a hypnotic 'sleep'.

Stress and Relaxation: Opposite sides of the same coin. The physical response to stress is known as the 'flight or fight' response. The main benefit of relaxation is a negative one i.e. when you are relaxed, you are not stressed.

Stress Manager: A therapist who will teach you to manage your stress better, usually through the use of relaxation and hypnosis techniques. See the Association of Stress Management.

Sympathetic Nervous System: Controls the stress response by triggering off hormones which act as messengers to the body to prepare for 'fight or flight.'

Trance: Induced by the Therapist. Similar to the one that occurs spontaneously in sleepwalking or daydreaming. Someone in this condition can perform tasks efficiently, avoid hazards, obey instructions and speak lucidly.

Unconscious (aka Subconscious): Contains all your memories, and your reactions to memories from birth. Seat of your emotions and directs almost all your behaviour. Controls our automatic processes and thinking. Receives two million messages of sensory awareness every second.

Visualisation Therapy: Technique in which the body's own healing forces are stimulated by conjuring up in the mind visual images of positive and pleasant thoughts, objects or scenes, as in day-dreaming.

Yoga: Not only helps you to relax and calm, but also has a beneficial effect on the internal organs of the body. Includes certain bodily posture and breathing routines which are capable of inducing self-hypnotic trance states.

Building Your Business

In this last module I concentrate on giving you tips to get your hypnotherapy business up and running with the minimum of effort and maximum success. I appreciate that for some people this section may be trying to teach you to suck eggs, but for others there may just be something that is of interest or sparks an idea!

Some of the areas we will look at are listed here below.

You do not need this information to pass your exam with The British Academy of Hypnosis so at this stage I recommend you ask for the exam to be emailed to you so that you can make a start.

There is no time urgency in completing the exam so please take it at your own pace.

- **The Business** - how to build it and run it
- **Where to practice** - the setting for success
- **Effective advertising** - making it really pay
- **Bad advertising** - stuff that does not pay
- **Other publicity** - promotions that work
- **The initial contact** - getting the right message across
- **Answer phone or answer service?** - read this to decide
- **The reply pack** - converting enquiries to clients
- **Appointment diaries** - keeping Records
- **The professional image** - looking and behaving the part
- **The professional image and the history** - hypnosis in brief
- **The initial consultation** - the major way to true success
- **Ensuring referrals** - guaranteeing a constant stream of clients
- **The pre talk** - making sure 'it' works
- **Session length** - learning structure... or not!
- **Session fees** - setting up your financial future
- **Personal Telephone number** - your very own personal number
- **The Internet** - your own web details
- **Certification** - with The British Academy of Hypnosis.
- **Final Word**

Know The Business

If you can think back to the history of hypnosis in the part one of this manual you will remember that people really did not understand hypnosis at all. Even the professional people who professed that they knew had very little knowledge on the subject. Right now as you read this training program you are becoming part of the exclusive 1% of the population who will ever have any reasonable understanding of how hypnotherapy really works.

When a client comes to you with their problem, 99% of the time they will have no knowledge about how you will be able to help them. It is therefore a vital part of your work as a Hypnotherapist to calm them and put their mind at rest about any questions they may have.

This is a great time to establish your client's goals and to find out how they believe you are the one to help them.

You can relax with them and enjoy maybe fifteen to thirty minutes of breaking the ice talk whilst enjoying a cup of tea.

You need to answer all of your client's questions during this time so that they are starting to feel that they can relax with you comfortably.

They may ask questions like:

What will trance feel like?

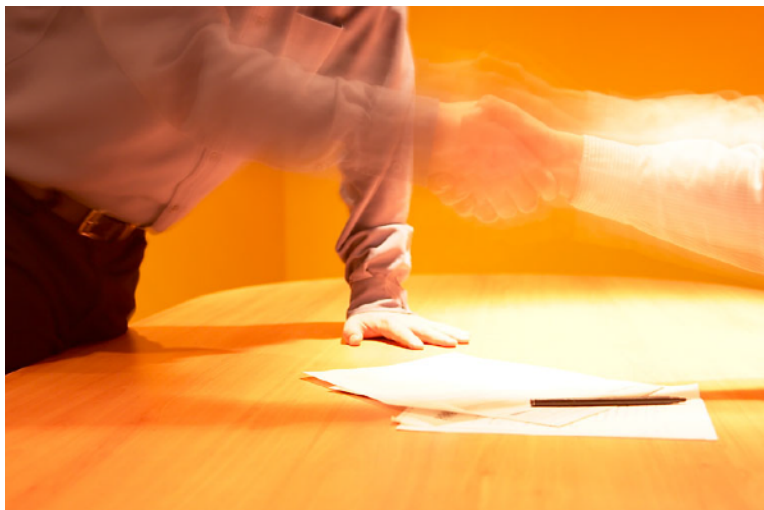
Will I be fast asleep or will I know what is happening?

What if you cannot hypnotise me?

What if I do not wake up?

What if it doesn't work?

When answering your clients questions always be direct and straight to the point but remember always be 100% positive with your answers. The aim of the pre-induction interview is to put your subject into a position where they feel they can relax and trust you.



How Will A Client Know To Choose You As Their Hypnotherapist

Below is some information I recently read, regarding how a client should choose their Hypnotherapist.

There is no 100% foolproof method of selecting the right Hypnotherapist, any more than there is a guaranteed way to select the right lawyer, physician, accountant, or plumber.

Major sources for finding a reputable Hypnotherapist are: Physicians, family or friends, the workplace, the Yellow Pages, lists from professional associations etc.

A Doctor can refer you to a well-reputed colleague or to his or her own Hypnotherapist. But there can be no guarantee that the recommended Hypnotherapist will be suitable for any one person. Personality factors, particular problems or differing ideologies may interfere with rapport. The same is true for referrals by family or friends.

Above all, do not be misled by reputation alone. A great reputation in the therapy field is not always based on competence. Sometimes it is fed by publicity and by professional colleagues who have a personal liking for a particular Therapist, especially if he or she devotes a lot of time to their organisation's interests. The colleagues may be impressed by that Therapist's speeches, self-confidence and self-promotion. But do they personally know any successfully treated clients?

I think a person should just trust your reaction when choosing a Hypnotherapist.

The best criterion is satisfied clients. **So as a Hypnotist have some written testimonials from people you have treated in the past.**

Any Therapist who has been in business for a reasonable length of time will have letters on file from grateful clients. These will be people who have given permission for their comments to be shown to enquirers. Most importantly, make sure the client is comfortable with you. If you feel uneasy, it may be a sign that he or she is not good for you and perhaps you're not good for them.

Making your client feel easy and comfortable is very important to the process.

As you can see the most important thing a potential client will want to see from you is that you are caring and confident that you can help and that they feel comfortable with you!

When you have successfully treated a client, ask them for a letter of recommendation that you may keep on file to show other potential clients.

When you have been located by a potential client they may have many questions on their mind and whilst they are talking to you they may be asking themselves many questions like:

Does he or she seem interested in my problems?
Do I feel welcome?
Is the Hypnotherapist on time?
Do I feel accepted?
Does he or she treat me with respect?
Does he or she appear hopeful?
Does he or she ask a lot about me?
Is he or she genuinely interested in me?
Does his or her office feel like a haven?
Does the Hypnotherapist really listen?
Does he or she seem knowledgeable?

They may even have questions that they wish to ask you so you need to be prepared:

Why should I see you, and not one of your competitors?
What experience do you have with my kind of problem?
What are your professional qualifications?
How long have you been in practice?
Do you have references?
What hypnotherapy associations do you belong to?
How soon can I make an appointment?
What are your fees?
May I bring someone with me?
Will you teach me self-hypnosis?
Do you use hypnosis yourself?

In a truly therapeutic relationship your clients must be heard, accepted, understood and guided to strengthen their inner resources. As a Hypnotist you are their source of help and inspiration. Not their friend. Not their business partner. Not their guru. And certainly not their lover.

As a Hypnotherapist you should be pleased that your patient bring a friend or relative with them and also be pleased if a client wishes to learn the art of self-hypnosis. It is part of becoming self-reliant.

Hypnotherapy should be tailored to your patient, the individual.

No two problems, and certainly no two people, however similar, are identical.

Settle for nothing less than giving a personalised service.

That individualised approach requires a complete history taking. It is of course impossible in the short time available for the Hypnotherapist to learn everything. But you should know the details of your patients presenting problem, their family situation, important life events, health condition, fears, likes and dislikes, etc.

Do not be overly concerned with the fees you charge, or the total number of sessions you have with your patients. In human terms, becoming well makes even a high fee seem like a bargain.

Always have an open mind. Some Therapists continually find that the origin of all their clients' problems lies in childhood sexual abuse; others find that all their clients' problems arise from past lives; others find that all their clients' problems arise from birth trauma, etc., etc. Not all of life's distresses arise from one trauma, or indeed, from any trauma. Human beings are far too complex and life, fortunately, is far too rich, for there to be one single cause of everyone's troubles.

Two questions that concern most people are:

How many sessions will it take?

and **what is your success rate?**

No one can know in advance how many sessions a problem will take to resolve. There are far too many variables, including the personalities of the patient and you the Hypnotherapist, your talent for hypnosis, whether your patient really want to shed the problem, what other issues may surface, etc.

Of course, you could specify a certain number of sessions. And some Hypnotherapists do set a fixed number of sessions. The pressure of this deadline approach sometimes helps but there can be no guarantee. Be assured, however, that hypnosis usually speeds up the therapeutic process. What might take months or years of regular psychotherapy can usually be accomplished in weeks with hypnotherapy.

The Hypnotherapy Success Rate

To ask a Hypnotherapist his or her success rate is a meaningless question. What Hypnotherapist would tell you their success rate is 3%? In any case, should the Hypnotherapists rate be 95%, this says nothing about your chances of success. For many different reasons you may fall into the 5%.

My answer is simple. Hypnotherapy is 100% successful for those who really want to change.

Important note

Licensing and governmental regulation over who is allowed to practice hypnotherapy vary from jurisdiction to jurisdiction. Many states and provinces in the US like Britain, have no rules whatever. Others are very stringent.

Before you start your practise you must check out your local regulations.

Here in the UK you have been professionally trained and are regulated by the British Academy of Hypnosis. Business support through The Hypnosis Circle is enough to open up to you all the doors of opportunity you will need to run a successful practice.

If you are working in a state or country where Hypnotherapy may come under certain regulations the Hypnosis Circle will work with you to satisfy any required guide lines.

Where To Practise - The Setting For Success

Keys to success

It takes more than the ability to induce hypnosis, to run a successful hypnotherapy office. You will need to be on the ball with your record keeping and diary, telephone manor, asking for referrals, follow up work and even running the office itself if you are working from one.

First impressions

In order to build a successful practice, people must have faith in your abilities. This starts with the first contact. That contact may be by way of written literature, advertisement, phone call, or by a personal meeting. In any event, this contact will in great part determine whether or not the person will come to you. The following are some simple suggestions to help you make the best of that contact.

Literature

Make sure that your cards, fliers, and mailers have a professional touch. Always include a photo so that the people reading it will see "the person" that you are. Make your literature educational and informative.

Introducing yourself in your literature is fine, but keep most of your flier centred on educating the reader about your profession. This gives the person a sense of security and a feeling that you know what you are talking about.



Phone

I recommend that you always have a separate business phone line. This holds true even if your office is in your home. Always answer the phone in a polite and professional manner.

Never have children or those with a poor telephone demeanour answer your business phone. It will reflect poorly on your level of professionalism.

Make sure that the person answering the phone (if it is not you), is trained in what to say and what not to say. Be sure to always get the callers name, phone number (with area code) and address (with post code) and e-mail address before giving out any information. This gives you a way to follow up in the event that one of you must end the call abruptly. As well, always follow up your phone contact with a letter, e-mail or text.



The Personal Meeting

When first meeting a potential client it is important to have a professional appearance and a friendly yet professional demeanour. What I am about to say has in the past ticked some people off, but "I call em like I see em"! PEOPLE DO JUDGE A BOOK BY ITS COVER.

If you want a successful practice you must accept this as fact. Dress professionally (no white coats please). Men should wear dress trousers and a dress shirt and a tie can still sometimes look good. Lose the Jeans and trendy shirts. Hair to the middle of your back will turn off many clients (especially the professional who can more easily afford your services.) Also be clean-shaven, or if bearded, keep your beard or moustache trimmed. If you do have any tattoos, keep them well covered.

Some "would-be-therapists" may think it looks earthy to have long hair and a scraggily beard, but to the average potential client it looks unprofessional. Jeans and long hair may look good for someone working in a bike shop, but you probably won't have a successful practice if you present that image.



Women should dress professionally. Avoid trendy hairstyles and clothes (and lose the pierced nose ring). Also avoid 60's love and peace attire, sandals and heavy make-up. If you want to be treated like a respected professional, then you must present yourself as one.

It may offend some people that we are judged by their appearance. Like it or not... that's reality. If you want to make a statement with trendy clothes, nose and tongue piercing, or hair to the waist (men), you can do that... it's your privilege. You may however need to find another profession. It is all a matter of priorities.

At the end of the day if you want to work in a top practice you will need to look and dress in a way which gives respect to the people you are seeing. Just my opinion that's all!

Your office if you wish to work from one

Your office should be neat, not too clinical, and attractive. Make your therapy room friendly and inviting. Keep all of your British Academy certificates along with other certificates you have achieved on your office wall. Keep your therapy room simple and homey. Have your appointment cards professionally done. Nothing looks tackier than writing your client's follow-up visits on a piece of scrap paper. Have standard client forms for them to fill out when they come to see you. This helps you to stay organised and makes for a more professional appearance.

These little touches go a long way. The British Academy of Hypnosis will supply you with some professional client forms. Some you have already downloaded and more in the Hypnosis Circle Support Centre.

Don't overbook! People get upset when they have to wait for an extended period of time. That will get you off on the wrong foot. Just think about how you feel when you have a 10:00 appointment with your family physician and he takes you in at 11:00.

Working from home

Working from home is fine also visiting your clients in their home is fine but always ensure the environment is correct. Phones must be switched off, the kids and dogs sent around to aunty Sandra's and ensure you will not be disturbed.

The bottom line

Most people don't fail in their practices because they don't know hypnotherapy (or whatever the profession may be). They lose it because they don't present themselves and their profession in a positive and professional way.

Hypnotherapy and alternative wellness methodologies are emerging growth professions. If you are competent in your field, and present yourself as a professional, you can build a wonderful and lucrative practice which will look after you for many years ahead.

Effective advertising

Getting your business up and running will take a little time. Start by getting some nice business cards and start handing them out to everyone you know. You will be surprised how quickly this simple method of advertising will start to build your business.

Try contacting your local press, they are often keen on writing articles on new businesses in the area. The work from just one write up, could keep you going for several weeks and give your new business the jump start that you need.

Bad Advertising

Once your practise is well established you will not need much advertising, as recommendation from people you have treated will soon be flowing your way.

Advertising can be a very costly waste of money so be sure to track the results of any advertising campaign and spend this money wisely.

I know of people who have done extremely well building a solid business over many years from a simple advert in the local paper each week.

Business cards

This may be the first step in promotion for most people. Have some business cards professionally produced. Having them made professionally and in a large quantity can be just as cheap as having them produced in smaller numbers by a small printers.

On your business cards be sure to have your new business contact details and web site.

Below is an example of what your card may look like.

David Knight B.A.Hyp.
Hypnotherapist

A member of The British Academy of Hypnosis

stop smoking / weight loss / fears and phobias
stress management / biting nails / pain relief
sleep well / confidence boost/ many more...

www.DavidKnight.co.uk

www.FaceBook.com/DavidKnightHypnotist

E-mail: DavidKnight@aol.com

Telephone: 0844 6655 333

Mobile: 07017 000 333

Make sure your business card is the right size so it will fit in someone's purse or wallet.

Other publicity

You may find that having some nice brochures professionally produced will help you to build your new practise. This can be expensive but very often you can buy flyers in large quantity and they will literally only cost a few pence each.

The initial contact

The initial contact with your client will be where they will decide if they would like to do business with you or not. Whether this contact is over the phone or face to face, I cannot stress how much first impressions count!

Answer phone or answer service?

I feel that today it is professional to have an answer phone for your business if you unable to come to the phone. Always have a separate line so the kids know not to pick it up and have a special message there for people who are calling your practise. Remember that people do not always leave messages on answering services and that may cost you the business, so, if you can pick it up, answer it!

The reply / information pack

Your caller may request more information about your skills and your practise so it may be nice to have some information available that you can send, perhaps by email. From my personal experience, I have found that normally when they call they are ready to book you straight away.

Appointment diaries

When you are treating your clients you should keep a record of all your appointments and your hypnotherapy techniques and details. Most insurance companies ask you to keep these records available for up to 7 years after the appointment!

Remember the taxman would like you to keep a diary of all your appointment and the income you have received.

The Tax man

Remember all your income from hypnotherapy is taxable under the countries tax regulations, so start keeping a record of all you income against all your expenses. You will need to register as self employed with your local tax office and start to keep records of your business.

If you are confident of your knowledge of tax assessment you can sort out all your own tax affaires in the UK under the self-assessment regulations. However the area is still a bit of a minefield as so we recommend that you seek professional advice.



The Professional Image

As a Hypnotherapist it is vital to maintain a professional image at all times. Even when you are not out working you never know who you will bump into and as a Hypnotherapist you are becoming a very well respected professional with your community. Keep yourself well presented at all times.

The Initial Consultation

The initial consultation is so important to building the contact with your client. People may have had problems in areas of their lives for years and yet some people still expect you to be able to cure them straight away.

At this initial consultation you can spend some time with a client explaining to them how hypnosis will help them and roughly how many sessions they may need. This is a time to explain to your client what the sessions will be like and answer any of the questions they may have on their mind.

This is an important part of your business and well worth time developing to ensure you are understanding to your clients needs.

Ensuring referrals

Referrals are a great way for you to build your business. I always leave some business cards or even key rings with my clients so they always have my number. If you have stopped someone from smoking everyone will notice. Let your clients know you would be happy to help others as well and business will be soon flooding your way.

Session length

Session lengths tend to vary from each Hypnotherapist although most tend to be around one hour in length with perhaps the first consultation and session being closer to one and half-hours. There is no set requirement for this other than what you are comfortable with. Some Hypnotherapists sessions may be over two hours in length but you tend to find that half of the time is wasted sitting around drinking coffee! Personally I would rather be on my way off to see another client.

Session Fees

Once again fees tend to vary in price and circumstances. Bottom price fees seem to be around £60 per session. In the South of England you would see that these price would rise to around £90 - £120 per session.

As a rough guide I feel that £80 in the North of England and £100 in the south of England is about right but at the end of the day the price is totally up to you. Obviously you would charge more if you have to drive a little way to see someone.



You may feel that initially you want to do some work on people that you know for free! That's OK but I also feel that it would be nice if they paid a small price for your time. Maybe just buying your kids or partner a small gift as a thank you. I feel that an exchange of energy in some way for your time and skills is important!

You can undervalue your work by under charging. Charging too low will also put people off! Remember there is only one place you get a free meal and that's in a mouse trap!

It's also great to go some work in exchange for some work being done in return. I know many Hypnotherapists who exchange a hypnotherapy session for a hair cut or manicure.

How to Build a Successful Hypnotherapy Practice

As a Hypnotherapist you are selling a valuable service to those who need it. In order to be successful in this highly competitive world it is important to have some idea in your mind as to how you can go about getting yourself known to the general public.

Marketing yourself is a vital way of doing this and our aim is to provide you with inside knowledge of building a successful practice, getting to the top and staying there.

First we need to know a little about what marketing actually is. It means matching the services that you offer to your potential clients' needs and identifying ways of doing this. Several processes are involved. These could be:

Deciding the type of clients that you wish to attract.

For example are you looking only for clients who wish to stop smoking or lose weight? Will your clients be from middle class backgrounds or will you cater for anyone?

How many potential clients are there in the area where you will be working?

Will you be working in a small town or a large city? Where are your potential clients? You could begin by asking colleagues or other healthcare professionals where their clients come from.

What are their needs?

By researching the market you can identify which group of clients' needs are not currently being met, you can then consider how you can fulfil their needs.

How much can they afford to pay?

Initially this may depend largely upon the area in which you will be working.

Where are your potential clients and how can you persuade them to come to you?

By researching the market you can discover what influences them, where they are and how you can reach them.

Will they come to you, or you visit them?

If you are just starting out as a Hypnotherapist and have no premises to work from you may decide to do home visits only. If you plan on setting up a room somewhere you need to know that your premises are accessible in terms of parking and public transport.

Research

You may have some really good ideas about what you would like to do, in which case you could ask your friends or colleagues what they think of it and if they would buy your services, or you may decide to send out a questionnaire and collate the response you receive.

Competition

Take a look in the local telephone directories under Hypnotherapists, Alternative or Complementary Therapists, or on the Internet and find out how many Hypnotherapists are covering the area that you plan to work from. You could also visit places where they are likely to advertise, such as new age shops, vegetarian restaurants, etc. to get an idea of the competition you are facing. It's highly unlikely that you'll be the only one, unless you live in a very small village but even if there are quite a lot in your area you can phone around and find out how much they are charging, or introduce yourself to them.

Brochures and Leaflets

Producing an effective leaflet is often your first opportunity to make an impression on your prospective client. When they read your leaflet, what they see, read and feel about it is often the only thing they have to help them to decide whether or not to make that first appointment. Clients will often pass your leaflet on to other prospective clients to give them more information about what you do.

The main aims of your leaflet should be to:

- Make people want to pick it up;
- Make them read it;
- Transform them into clients.

Leaflets should therefore be carefully thought out beforehand. The colour of your paper, the font, design, illustrations and the general impression that you wish to convey, will express who you are and how you work. Leaflets can be three fold or two, with information on either both sides or just one.

The most important thing your leaflet should demonstrate is your complete faith in yourself and the service or product that you are offering. If you don't believe what you are writing then your readers won't believe it either. Any uncertainties will come across in your writing, so be positive, direct and personal.

Your leaflet should hold information about how the client can contact you, where you are working, special features of the venue, or directions, waiting times, payment requirements and details about the therapy you offer. Avoid anything too gimmicky.

One of the golden rules to follow is known as AIDA:

- Attention
- Interest
- Desire
- Action

Attention may be grabbed by putting the heading in bold or in a larger type. This is not the place for the company name as that is more important to you than to your client.

Interest; tell them more about what you are offering.

Desire; Arouse desire by aiming to hook the part of them that says 'I want this'.

Action: can be stirred by saying places are limited or by offering a discount.

Stress the benefits of your therapy rather than going into great detail about describing the therapy itself. Most clients will want to know – what can it do for me?

If you are promoting something, give this information first and never repeat information in a brochure. Talk about the uniqueness of what or how you do what you do.

You may like to include a photograph of yourself and/or a logo of any associations to which you belong,

With an informal brochure, use the word 'you' rather than 'the client' as this makes the leaflet more personal.

Always check your spellings and grammar. There is nothing worse than a badly produced leaflet.

Think about your prospective clients and try to express the key quality that they are going to go for. For example;

Business Executives; well designed leaflet with expensive paper and well thought out combination of fonts. Include your qualifications, experience, what your therapy will do for them, how much time it will save them, how to make more effective what they do already. Include testimonials, colour ink.

Depressed women/men; Gentle brochure with soft pastel colours, friendly font written with empathy and a hopeful message. A clearly structured layout, your personal experience and qualifications.

New Age Seekers; Recycled paper, US style layout, metaphysical symbols, quotes on spiritual matters, an impression of mystique; solutions to be found, the Cosmic connectedness to all things.

Other professionals: Prose more important than design; paper. Must offer learning, support, self knowledge, fun, techniques for unwinding, possible networking, a photograph of you.

Newcomers: Simple layout, not too many words, easy to learn techniques, questions.

Intellectuals: Artistic, creative looking with small visuals. Challenges, stimulate curiosity, high fees.

If you can design the leaflet yourself it will save you some money, however if you don't feel confident about this you could ask an art student or ask at your local college if someone is prepared to design it for a small fee.

Remember though that the content of your leaflet is more important than the design.

If your leaflet is going to be displayed on a rack then consider the position of it. It really needs to stand out so you may need to make the title larger, and remember that only the top half of your leaflet will be displayed.

Some of the information you might include in your leaflet is:

- What your therapy is
- Where you are based and how they clients can contact you
- Your opening hours and days
- Your name
- How your therapy works
- The benefits
- What it will do for your client
- The type of people who have gained from it
- Cost (Optional, remember your fees may change)
- Testimonials
- How to book

When sending out leaflets you should expect a response rate of about 1 - 3% so don't be disappointed if you don't get more. If you need to get 20 new clients, send out 2,000 leaflets and code them so that when you do get a response you can find out the source.

Plan to allocate about 25% of your income to marketing and take this into consideration when you are deciding your fees. Keep a record of where clients found out about you, so that you can discover the best form of advertising and spend your promotional budget on what you know works.

Location

Locate your practice where there are plenty of potential clients and make sure it is accessible in terms of parking and public transport. Visit the area a few times to get an idea of the type of people that live there.

Locate potential sources of advertising locally such as New Age shops, vegetarian restaurants or cafes and check out the competition.

You are unlikely to find a place where there is no competition at all but don't be put off if you find that you do have competition locally, it doesn't mean to say that you can't succeed.

Targeting

Think of about 10 people that you know who you can phone that may be able to supply you with clients. This is far more cost effective than advertising in magazines and newspapers. Some of these people might be GPs, Therapists who are offering a different service to you, bookshop owners, etc.

If a potential client phones you and asks what sort of therapy you offer, turn the question around and find out what it is they need. Once you get the conversation flowing it's easier to introduce what you offer and provoke their interest.

Ask your clients to recommend you to a friend. Keep in touch with contacts that you make, sending birthday cards, Christmas cards or phoning them now and again.

Be Different

Think carefully about what you will call your service. Consider getting yourself known as a specialist in a particular field, for example Weight Control or Smoking Cessation Therapist; or your difference may be in your approach, such as Analytical Therapist or Holistic Health Care. Create a brand.

Don't wait for clients to come to you; go out there and make yourself known by offering free talks to various organisations or institutes.

Be Available

Don't pretend you're busy if you're not when clients phone you. If possible, answer the phone personally rather than using an answering machine and think of every call as a potential sale.

Monitor Missed Calls

If your caller display shows that you have missed calls, telephone them back as soon as you can and apologise, asking how you can help them. Some people still hate leaving messages on an answering machine.

Advertising

If you are advertising in a directory, make sure you know when the next edition is coming out and don't miss the deadline. Keep your advert short but precise. Advertise free initial telephone consultations or a 24 hour helpline.

Missed Appointments

Don't be disheartened when a client fails to keep an appointment. This is especially important in the early days when you are building your practice as many Therapists blame themselves or think that they've failed in some way. People forget about appointments or something may crop up in their life that prevents them from attending. Try to avoid missed appointments by sending reminder emails or texts.

What People Want

Some clients expect a 'miracle cure' and think you're going to resolve all their problems straight away. Perhaps their friends have stopped smoking after one session and they view hypnosis as having some sort of magical quality. They may want to know about your past performance or success rate and most of all, what hypnosis will do for them.

Does it Work?

If they know of others that you have successfully treated this will reinforce their faith in you and enhance the possibility of a successful outcome.

Quality

Clients often seek the 'personal touch'. They appreciate you spending time and discussing their problem in detail, they usually prefer warmth and comfort or a homely atmosphere, rather than a cold, clinical approach. The way your sessions are conducted can be important to some people. This includes taking into account the needs of the client, for example any disabilities that they may have or anything that would result in the appreciation of your service.

Mental Stimulation

Some clients like to engage in discussion and seek explanations as to why and how hypnosis works. Be creative in your approach and always keep in touch with your 'higher self'. Don't just accept what is being superficially presented to you. A client may want to lose weight because he or she feels unworthy, unloved or unacceptable the way he or she is. Helping them to appreciate their good points and not feel 'put down' by the attitude of others, can help to build up the necessary self esteem required to implement changes in lifestyle.

Be truthful always, clients can sense if you're not been open and honest with them. Don't make claims that you can't fulfil.

The Needs of the Client

1. To feel secure.
2. Communication. To ask and receive information.
3. To feel valued, acknowledged and accepted.
4. To feel free to make choices, give and receive care and love.
5. To be self-expressing and self directing.
6. To have a sense of purpose and fulfilment.
7. To find meaning in life.

Using Your Own Promotional Skills

Define your own basic personality skill and use it to promote yourself.

If you are a naturally talkative and communicative sort of person this could involve giving talks about what to do to small or large gatherings. If you have nice eyes or a smile use a photo of yourself on your leaflets or promotional material. If you're a good writer you could make yourself better known through writing promotional literature, or writing for newspapers, magazines or journals about what it is you do.



Perhaps your voice is what attracts people, if so, make yourself heard.

Specific Promotional Ideas

There are numerous ways in which you can promote yourself. Below are a few ideas for you to think about.

1. Press releases. Write to newspapers about particular success you have had. If you are naming individual clients, be sure to obtain their permission first though, or you could land yourself in trouble.
2. Hold workshops to get yourself known.
3. Circulate your business cards, leaflets, flyers.
4. Be in the right place at the right time. Make use of special events such as Stopping Smoking Week or New Year when resolutions are on everyone's agenda, or promote Slimming for the Summer a few months before the holiday season.
5. Be present at holistic health fares.
6. Sell a related product, such as books, CDs DVDs and get yourself known by it.
7. Get yourself interviewed on radio or local TV.
8. Do other related part time work, e.g. teach self hypnosis at a local college, or relaxation classes.
9. Join or create a network referral service.
10. Get listed in the 'What's On' section of your local newspaper or in a library publication.
11. Tell everyone you know of what you do or what you offer.
12. Offer discounts for group bookings.
13. Contact complementary group practices and let them know you are available for appointments, or rent a room with them.
14. Give your full credentials to Health Centres, GPs, Sports Centres, nursing homes, natural health clinics, self help groups, women's institutes, adult education centres, etc.
15. Write brochures aimed at specific areas of your specialty and send to organizations that deal with such problems, e.g. write a brochure on stress management techniques or bedwetting with your contact details.
16. Offer your services to companies or blue chip industries.
17. Offer services to hospitals that 'buy in' services.
18. Contact people who have trained with you and ask them to refer clients to you.
19. Make sure you are in all the directories and related web sites.
20. Write a book on the subject you specialise in.
21. Set up a magazine or newsletter to local residents.
22. Swap mailing lists with other Therapists.
23. Put notices up on notice boards in staff rooms at schools, clinics and other workplaces.
24. Advertise cheaply in shop windows.
25. Advertise on FaceBook.
26. Advertise on local radio or offer your services to the local radio as their 'resident Hypnotherapist'.

More about Brochures

Spend time thinking about the format your brochure will take. Look at colour, design, typeface, illustrations and what message you want your brochure to convey.

Don't over-cram your brochure with information, a little to get them interested and make them want to learn more about what you have to offer can be much more effective than lots of jargon.

Your text should be well spaced out and easy to follow with relevant headings in bold. If headings need to go onto two lines or more, end each line at a specific point which makes the reader need to read on, rather than just read to the end of the line or sentence. For example consider the following two notices.

Stopping smoking Can dramatically improve your health

Stopping smoking can dramatically Improve your health

The second example would compel the reader to follow to the end to find out what stopping smoking could dramatically do.

Certain fonts are easier to read than others. Times New Roman is easier to follow than Lucida Sans, Verdana or Arial, which is why it is more often used in publications. Experiment with using a combination of fonts – not too many though – two is enough as you don't want your writing to be distracting. Include logos, illustrations or photographs to 'break up' the text.

Design

If you don't feel confident about designing your leaflets ask someone to help you or get them to read through your draft leaflet and ask for their opinion. You could perhaps ask a student on a design course to help out.

What sort of paper will you use? Many large stationers sell paper especially for brochures with a choice of designs. Will you use a threefold brochure or landscape paper folded over to A5 size? Where are your leaflets going to be displayed? Some racks are only suitable for particular sized literature.

Avoid the use of initials that could be misleading – they may mean nothing at all to the person reading it; symbols can be more effective as they go straight to the unconscious mind.

Brochure Content

Some pointers to bear in mind include:

1. Describe your therapy in an easy to understand way and pay more attention to the benefits of your therapy. What will it do for your client?
2. Explain where you are based, opening times, dates, how often, etc.
3. Stress the uniqueness of your therapy and the way that you work.
4. Include just a short biography about yourself.
5. Make payment methods easy, cheque, credit cards, switch, postal orders, etc.
6. Your name – large if you're famous or small if otherwise.
7. What your therapy does and how it works.
8. What sort of people benefit from it.
9. Your training, qualifications and experience.
10. Punch line.
11. What is different about the way that you do it?

Objections

You may find that you need to break through resistance based on fear or misunderstanding of what you do. The way to approach this is through a history of previous objections. For example, many people may be put off because they have heard about stage hypnosis or think that their mind will be 'taken over' by the Hypnotist. So you could aim to dispel any fears by explaining how the client remains 'in control' throughout and will not do or say anything that they morally object to.

Distribution

Leaflets can be sent out by post or stacked in racks with everyone else's. The most effective method of promotion is through using carefully targeted lists as described previously. Be prepared to experiment with your leaflets; if one method/design doesn't work well, try something different.

A few ways of distributing your leaflets could include:

- GPs surgeries
- Holistic fairs
- Inserted into journals, newspapers, magazines, directed at target groups
- Co-operate with another practitioner to go out in your shared mailing at a reduced cost
- Whole food shops, etc. (With the owner's permission, of course)
- Door to door distribution
- Clubs and sport centres.

Printing

If you only need a few leaflets at a time it could be more economical to print your own providing you have a decent printer and publishing program on your computer; otherwise you may need to think about having them done at a printers. Independent local printers usually charge less than High Street shops. Shop around and find the best value and get printers to compete with each other. Some of the best deals can be found online now.

If you want a special colour or texture paper you will have to pay for a full ream (500 sheets), but for smaller batches with just black ink you could consider having your leaflets photocopied. You will usually find that the more copies you order (from printers) the cheaper it costs.

Many printers should be able to show you sample papers – make sure you ask to see ones which have been printed on; otherwise you could find the print shows through on the other side.



Certification

Now you have almost completed your home study course. Once your examination has been passed you will receive a certificate of professional training.



You may also have the option to join The Hypnosis Circle and receive a second certificate of membership. These two certificates will give you the keys to open all the doors necessary to be able to practise here in the UK and most countries around the world. As a member of The Hypnosis Circle you will be entitled to the following benefits:

- A certificate of membership
- A monthly newsletter keeping you informed of all the latest events in the world of hypnosis.
- The best deals in insurance services
- B.A.Hyp after your name and on your stationary
- 25% of future products and courses
- Members area of the web site for support
- Life time telephone support
- Over 100 hypnosis scripts from the web site
- Your link from our Consultants page of the web site
- Business referrals from our office
- Annual code of conduct
- Option to join the Hypnosis Circle Gold Program

Remaining as a member of The Hypnosis Circle currently costs an annual affiliation of £200 - £400.

Final Word

Congratulations on completing your hypnotherapy course with the British Academy of Hypnosis.

For me the world of hypnosis has been a wonderful and enlightening learning curve. I have personally cured hundreds of people from illness, sickness and addiction. Working with people from all walks of life including celebrities has been wonderfully rewarding.

Learning hypnosis can be quick and easy but I believe that really mastering this art will take more than a lifetime.

Now you are ready to set out on your journey, I hope it will bring for you the pleasure I have been so lucky to receive over my years as a Hypnotist.

Respect yourself and the work that you do, respect all that you are working with, respect your elders and teaches and prepare for a journey that will bring delights beyond your dreams.

May the force be with you!

David Knight.

Master Hypnotist and Life Coach.

Hypnosis Questions and Answers.

Q. Do I need to learn the entire program to pass my test with the British Academy of Hypnosis?

A. Yes after completing your last chapter, The Academy will send you a written test by e-mail for you to return to the academy or we can if needed arrange an oral test for those with writing difficulties.

Please do not get alarmed at the thought of the test, it is only there to prove you have a basic understanding of hypnotherapy and by following this course you will pass with flying colours. It's an open book test that you take in your own time with this manual in front of you to give you the answers you are seeking. Once you have completed the test simply email it back to us.

Q. Once I have completed the test will I be able to treat clients?

A. Yes. Once you have passed your test you will be awarded with a certificate of competence and you may be invited to become a member of The Hypnosis Circle.

Q. What is the Hypnosis Circle?

A. The Hypnosis Circle is a business support system to help you once you have completed the exam. It offers you an annual membership which gives you access to the Hypnosis Circle web site where you can download first class hypnosis scripts and business tools to help fast track your success.

Q. Is it all right to treat clients in their own home?

A. Yes. Clients tend to relax well in their own home and appreciate you coming to see them.

Q. How safe is hypnosis?

A. Hypnosis is 100% safe. It is not possible for anyone to come to any harm due to the hypnotic process.

Q. What if I fall asleep whilst practising my self hypnosis induction techniques?

A. If you are very tired you may find it possible to drift off to sleep during the exercises. If you need to remain awake tell your body clock to wake you in half an hour or set an alarm clock. Better still, do the techniques in bed and then just allow yourself to drift from deep trance into sleep and you will awake re-energised and refreshed.

Q. Do I need to buy anything else to be up and running in business?

A. You may wish to play relaxation music whilst hypnotising your clients. Any soft music that relaxes will be fine; some background music is included with this course.

Q. What is 'direct suggestion' therapy?

A. The therapist simply tells the client, in the state of hypnosis, that whatever it is they want to do they will now be able to. Or whatever it is that they want to stop doing, they now can. It can be effective with simple problems like smoking, nail-biting, confidence for an exam/test, etc. But generally, it is best to tackle the underlying cause for the difficulty first.

Q. Is it successful with real phobias?

A. Usually immensely so, if the right sort of therapy is employed.

Q. Does it always work?

A. No, no more than any other form of medicine, complimentary OR orthodox does. A responsible Therapist will soon detect when it is not going to and discharge that client so that they may seek the help they need elsewhere. Another Hypnotherapist might produce the desired result where the first one could not, because of the different subject / therapist rapport.

Q. How long does it take to produce a result?

A. It depends on far too many factors to make a bald statement about this. It can be as few as one for a simple problem, to as many as... well, that depends on the ethics and skills of the Therapist involved. A responsible, properly trained, Therapist will not keep a client in therapy longer than necessary. The important thing is to let the subject know that they are there and available for them if they need you.

Q. Do you really go into a trance? If so, how deep? Are you in any way unconscious?

A. The word 'trance', is easily misunderstood; it is in common use however, and a hypnotised individual is, technically, in a trance. But they are not aware of this trance state, any more than they are aware of it when they intently watch something on TV or immerse themselves in a book or newspaper to the point where they don't hear someone calling them.

These are both trance states in which you are aware of the object of interest only, and it is almost identical to the hypnotic 'trance'. It is NOT the trance you see on films and TV sometimes where somebody is staring glassy-eyed with no idea of where they are or what they are doing.

The depth of trance varies from one individual to another and it is often considered to be relatively unimportant from a therapy point of view. You are not unconscious in any way, unless you go to sleep, which is not unknown. Then, you would simply awake when asked to by the Therapist.

Q. Can somebody's mind be too strong?

A. No. The stronger the mind the better the ability to focus and concentrate, which makes the hypnotised state easier to achieve. The statement 'My mind is too strong to be hypnotised' is usually based on fear and the individuals who say this are often the best subjects of all. It is not difficult to resist being hypnotised and needs no specific strength of mind at all. It is getting into hypnosis that takes the mental work!

Q. Can anybody learn to be a Hypnotist, or is it a 'gift'?

A. Forget those stories or articles where it is stated that somebody has the 'gift' of hypnosis! It takes hardly any time at all for anybody to learn how to hypnotise another, though some people are better at it than others, just as in any other skill. It is learning what to do with someone once they are hypnotised that takes the time and training; learning how to handle the complications that can arise, learning how to deal with different personality types, learning how to discover what really ails an individual (sometimes different entirely to what they say or believe is their problem), learning how to decide on the right sort of therapy, and learning the right techniques to use.

Q. Can you learn it from books?

A. Yes - but you need and must have professional instruction if you intend to become a professional Hypnotherapist. Anybody starting to work on members of the public without proper training is in my book, stupid, arrogant and uncaring.

Q. I've heard about bio-feedback meters. What are they and what do they do?

A. A bio-feedback meter is a way of keeping an eye on the internal states of a subject as they are hypnotised. The modern bio-feedback meters have an electronic display and operate via lightweight electrodes connected to two adjacent finger tips or to the palm of the subjects palm. Bio-feedback could be as simple as measuring temperature through to measuring Galvanic Skin Response or Electrical Skin Resistance. Simple bio-feedback meters may cost from as little as a hundred pounds up to thousands of pounds for more complex machines.

You can use biofeedback meters on yourself, to measure your own ability to relax, or on a client to monitor their levels of relaxation during the hypnotic induction, as well as their stress levels during regression work. These meters work on the same principle as a lie detector, by measuring the activity of the central nervous system.

Q. What is an 'induction', and what is a 'deepener'?

A. An induction is just a passage of text spoken to the client. Most of the time, a slow soothing tone will be used, but there are other occasions when a more dynamic style may be more suitable.

A deepener is more like a story designed to focus the hypnotised individual's attention to get him/her into a deeper state of trance. Hence the name.

Q. Can you hypnotise someone without them knowing it?

A. You can, if you have the skills to do so. The use of 'hypnotic language patterns' and pacing and leading body language will do it. But you still could not get that person to do anything with hypnosis that they would not do without it. Hypnosis merely overcomes inhibition and the 'conscious critical faculty' - the part of our thought processes which tends to limit our behaviour or belief system.

Q. What ethical, legal and moral issues are involved in the use of hypnosis?

A. From a professional point of view, hypnosis should be used ONLY for the benefit of patients and clients and not for any other reason at all. That pretty much sums up the basis of most Codes of Ethics. From a personal viewpoint, though, it is only your own moral code that you would have to follow.

Q. Is it worthwhile using 'props' to aid the hypnotic process?

A. I certainly think playing background music helps. It gives a subject something to focus on, it can blank out any slight noise distractions, it helps with timing and also it gives you a little thinking time. I also find a bio-feedback meter useful but went many years before I bought one.

Q. What exactly is 'Past Life Regression'?

A. Theoretically, a look back to a lifetime experienced earlier in history. This can be thousands of years earlier, or maybe only a short while back, just before the current life span began. It is claimed that there is a therapeutic value in such experiences, in that they may account for certain psychological difficulties in current life. Numerous attempts have been made to prove the validity of various PLRs, but this has never been achieved. There has always been the possibility of the experience being nothing more than the recall of a long-forgotten memory from childhood in this life. Many experimenters are at pains to point out that they do not claim that a PLR is evidence of a previous existence for the individual concerned, only an awareness of a set of circumstances that occurred before that individual was born.

Q. Can hypnosis be used to create/trigger dreams?

A. There has been much experiment with the use of hypnosis to create 'lucid dream states' (in which the dreamer KNOWS s/he is dreaming) but there has been no conclusive evidence that it works.

Q. Can I now go out and hypnotize people for hypnotherapy?

A. Yes you can but we recommend that you wait until you have received notification from the British Academy of Hypnosis that you have passed your exam paper.

Q. Do I need to understand how the brain works to be successful in hypnotherapy?

A. No. The working of the brain is only here for advanced information which you may wish to learn more about in the future.

Q. Can anybody be hypnotized?

A. Pretty much. The people you would not attempt to hypnotise are those who are educationally subnormal or suffering from any mental instability, very young children, hard drug addicts, anybody under the influence of large amounts of alcohol. Maybe around 5% of the population.

Q. What is self-hypnosis? How do I do it? Is it safe?

A. Self-hypnosis is induced either by remembering an induction script or, preferably, by recording it and listening to it as you relax.

Read slowly, no faster than 130 words per minute, and use frequent pauses. You will not feel hypnotised because there really is no such thing as a hypnotised feeling. The induction needs to last about 15-20 minutes at least. The 'quality' of self-hypnosis is sometimes not as good as that induced by an 'operator' (a better word for 'Hypnotist'), but hypnosis comes from within you, it has as much to do with you as it does the operator, though a good operator will know many different methods of helping you focus and will be able to choose one that is exactly right for your thought processes.

Once into the hypnotized state, a good way of working is to simply see yourself looking exactly the way you want to feel, or easily doing whatever it is you want to do. If you want to quit a habit, for instance, see yourself with evidence that you've quite the habit, e.g. if you want to stop biting your nails, create a VIVID image of you with elegantly manicured nails and allow yourself to feel truly elated. This is probably a better way of working, for the beginner, than using direct suggestion - which means repeating to yourself over and over again what it is that you want to happen. Suggestions must be phrased POSITIVELY - no 'not' or 'won't' or 'cannot' statements, etc.

Self hypnosis is absolutely safe and you can exit the state whenever you want to, it is totally impossible to get stuck in hypnosis. You can even set your own 'inner timer' first, so that you simply decide that you want to finish the session after, say, 30 minutes. Try it!

Q. How do you hypnotize somebody?

A. Usually by a voice induction, though there are various other methods such as strobe lights, spirals and so on. Usually the voice is used as well, though. There is no special way of speaking, no 'incantations' or magical words, and the accent is quite often on producing a very relaxed state of mind. Mostly, a slow and soothing approach is taken but there are many Therapists who use their normal speed of speech and may even step it up a bit or use a fairly 'crisp' delivery if they prefer the 'command' method of induction. Mostly, the clients will close their eyes fairly soon in the induction, but an individual can quite easily be hypnotised with their eyes open. After hypnosis is induced (usually in a matter of a very few minutes) a deepener routine might be used to deepen the state. Many Therapists work from scripts, especially when they are new to the profession, but most soon build up a store of suitable scripts and stories 'in their heads.'

Q. I've heard about instant inductions, what are they and do they work?

A. Instant inductions usually rely on shock or surprise and more often than not involve a jolt or jerk to the physical body, usually to the arm or hand. It is not dangerous, but its intrusive nature probably creates a situation where the operator is dominant for a few fractions of a second. Since there is then no further reason for resistance, if the hypnotised individual wishes to be hypnotised (and s/he would not be if /she did not want to be), the state tends to persist. Many Therapists are uncomfortable with rapid or instantaneous inductions, while others scarcely use anything else. Stage Hypnotists often depend heavily on this type of induction, but it is not something I normally do in Therapy situations.

Q. Can people be made to forget things, like suggestions or the session itself?

A. You cannot actually 'make' anybody do anything in hypnosis. Hypnosis gives nobody any power over the person who is hypnotised. Theoretically, you could suggest to a hypnotised person that they would forget the content of the session. But it is not reliable, by any means, and it is most unlikely that you could create a lasting and total amnesia, and certainly not of the session itself. Attempting amnesia is done by the forcing of the suggestion of remembering nothing.

Q. Is there anybody who should not be hypnotized?

A. To a large extent, it depends on the sort of therapy being employed. Some say that anybody suffering from epilepsy should never be hypnotized, but I have never heard of an epileptic fit being triggered by hypnosis. Where psychotic individuals are concerned, hypnosis should do no harm, but regression/analytical therapy should not be employed. This type of therapy is also best avoided with pregnant women. I also will not use regression or analysis with heart attack/stroke victims.

Q. How does it work?

A. Nobody is 100% sure! All that is truly known about the phenomena is that it allows the conscious critical faculty to be bypassed, allowing a 'gateway' to the subconscious mind.

Q. What is hypnosis anyway?

A. The answer is very similar to the above question! Some people believe it is nothing more than 'social compliance' (doing what you believe you should be doing) while others insist that it is a state of altered consciousness. There is no scientifically measurable change in brain wave patterns during hypnosis, as compared with normal consciousness. An individual in the hypnotised state usually feels very relaxed, but this is not necessarily the case. They will often feel as they are half asleep and at the moment they open their eyes at the end of a session there is sometimes an awareness, for a split second, that 'something' had been different.

Q. What does it feel like to be hypnotized?

A. Actually, it doesn't. For the vast majority of people there is actually no such thing as a 'hypnotised feeling' - the vast majority of people would insist afterwards that they had not 'gone under'. After a few sessions, though, most people start to become aware of how the state feels to them. It may be that they feel excessively heavy or light. Their arms and legs may feel rigid, as if they have been moved into a different position, or even absent. They can sometimes feel other strange phenomena too, sensations of floating, whirling and/or spinning are not unusual, or of some part of the body being distorted in some way or as if they have become very small/big. Most people suffer some form of time distortion, usually in the ratio of around 2.5:1, so that after the session there is a feeling that is much shorter than it actually was. Typically, a 50-minute session would feel like 20 minutes.

Q. How can you tell that somebody is hypnotised?

A. There are several external signs, though few people show all of them. Some of the most noticeable are: A facial flush, total immobility and relaxation, rapid eye movement, eyelid flicker, enhanced salivation (causing frequent swallowing), slowed respiration or drooping lower jaw.

Q. Can you make anybody do things they don't want to?

A. In my opinion, no. But there is considerable conjecture about this. It is often said that hypnosis cannot breach the moral code, though there are Therapists and Stage Hypnotists who claim otherwise. I consider it very difficult to be certain, because we cannot truly know another person's moral code/values. People will frequently do things they would not normally do, though this does not mean it is something they do not want to do; hypnosis lowers inhibition, so it could be just something that that individual was too inhibited to do in the normal way, even though he/she was not averse to it.

Q. Can you get 'stuck' in hypnosis?

A. No, you definitely cannot! If you were hypnotised and the Hypnotist just walked away and left you, you would simply bring yourself out of the state whenever you wanted to.

Q. Is it dangerous in any way?

A. Not in the hands of a properly trained individual. There are some circumstances such as abreaction that would be undesirable with a non-trained or poorly-trained operator, but nothing serious, in any case.

Q. How does hypnotherapy differ from stage hypnosis?

A. The hypnosis is the same, though many believe it is not. But it is the 'therapy' part that is different - the Stage Hypnotist is out to entertain others. The Hypnotherapist is out to make somebody's life more enjoyable to live.

Q. What's the difference between hypnotherapy and psychotherapy?

A. Usually, psychotherapy makes changes to the subconscious by using the understanding and imagery of the conscious mind. Hypnotherapy attempts to bypass the conscious mind to a large extent, working directly with the subconscious. For this reason, hypnotherapy is often quicker than psychotherapy. But it's 'horses for courses' - there are some clients who will respond better to psychotherapy and for them, this would probably be a better form of treatment. Usually, these individuals are very analytical and guarded.

Q. How long does a cure produced by hypnosis actually last?

A. It depends on how much subconscious change was brought about in the first place. If a change has been made to a flawed fundamental belief system, then the cure will be permanent and last for a life-time. If only superficial changes have been made, then it might be only a few days or weeks. This is why direct suggestion therapy sometimes fails miserably. The best therapy is where the/an-underlying cause has been resolved perhaps with regression, before any suggestion work is carried out at all.

Q. Is it best to use background music during the whole routine?

A. Background music is best played during the induction. It can be used for the whole script but it is not necessary.

Q. Should a client be lying down or sitting during the induction?

A. The client can be in either position as long as they are totally comfortable and legs, arms, neck and head supported.

Q. How soon can I practice my techniques?

A. You are ready once you have completed your test form which will be on its way to you by email shortly.

We suggest that you try your techniques gradually and try simple things such as stopping smoking or relaxation and stress relief.

Q. Are there any things that I should not attempt?

A. YES. You have so far achieved a basic knowledge of hypnosis and we recommend that you do not work with clients who are currently suffering with depression or drug related problems. We suggest also that you do not use hypnosis for past life regression and we also suggest that you do not use any form of hypnotic techniques for pain relief unless you have completed further training in past lives or pain relief.

If you wish to practice these techniques then an advanced day course and study program is available.

Q. Can children be hypnotised?

A. Yes the techniques described in the manual can be used for children. Although some specialised knowledge may be required and again this is covered in the advanced program and at this stage I recommend that you leave this area of work to the experts.

Q. What if a client fails to wake from trance?

A. Very rarely you may find a client has fallen into sleep and so they may not wake straight away. If this happens do not panic, the first step is simply to do another count up just being a little louder and more commanding with your voice. You can also just tap their head lightly with your fingers as you count up and they will awake as normal.

Q. Now I have the music and induction and wakening script can I practise on friends and family.

A. Yes, you can induce the state of trance, give suggestions of feeling good and then use the wakening script.

Q. What do I do if I have a hypnotised subject and the session is interrupted?

A. The first step is to make sure you can avoid any interruptions on the appointment. Arrange an appointment time when the subject knows that interruptions are unlikely. Make sure telephones are switched off. If an unexpected interruption happens such as a noise outside or dog barking just simple bring that noise into your script.

“As the dog barks, its sound just relaxes you more and more and the sound just seems to fade away.”

What You Should Know

- 1.** By now you should be able to understand the basic history of hypnosis.
- 2.** Be in a position to define hypnosis to a client and have an understanding of what hypnosis can be used for.
- 3.** You should be able to understand the truths about hypnosis and the common misconceptions.
- 4.** You should have a basic understanding of the different depths of hypnosis and the phenomena that can be produced.
- 5.** You should understand the 2 states of Alpha and Theta hypnosis.
- 6.** You should practice to achieve the state of Alpha and to be able to experience the silence of being within.
- 7.** Practice deepening the state of Alpha and then going deeper into trance.
- 8.** The rules of the mind and how they work.
- 9.** Why hypnosis works with the subconscious mind.
- 10.** What the subconscious mind does.
- 11.** The rules of suggestion and its dangers.
- 12.** Who is suitable for hypnotherapy and how you can test them.
- 13.** What is catalepsy?
- 14.** 2 suggestibility tests you can use on a client if you wish.
- 15.** How to induce trance and its levels.
- 16.** Mirroring and breathing techniques.
- 17.** A Rapid and slow method of inducing trance.
- 18.** Deepening techniques.
- 19.** The awakening technique.
- 20.** More about hypnosis and why we use it.
- 21.** Anchoring, regression and reframing.
- 22.** Direct suggestion.
- 23.** How to establish rapport and build confidence into a client.
- 24.** Establish a clients goals and complete an action plan.
- 25.** Complete a suggestibility test and a stress profile with your client and complete your own records for future reference.
- 26.** How to work with children and ensure your business runs at the highest ethics possible.
- 27.** Talking in a clear language.
- 28.** Abreaction and how to deal with it. Guiding not leading.
- 29.** Reframing. How and why it works.
- 30.** Who can be hypnotised and why.

Further Career and Self Development Courses

1. Advanced Power Hypnosis

This training program is for professionally trained Hypnotherapists who wish to advance in their career with more knowledge. Knowledge is power. More knowledge is more power. Learn the secrets of the most successful Hypnotherapists and their rapid and instant inductions!

2. Quantum Pain Relief

Can you imagine a world without injury, poor health and pain? Take your business to the next level and specialise in quantum hypnotherapy. Open new doors to your business and change the future with the power to change your world.

3. Master Hypnotist

You don't find hypnosis, hypnosis finds you and when you are ready to become a Master Hypnotist with the power of persuasion and the power of rapid inductions, the course is ready for you. Take your skills to the next level with the ultimate in hypnosis training.

4. Learn Stage Hypnosis

Stage hypnosis is a wonderful way of promoting the powers of the subconscious mind. This course is the only course in the UK that gives away all the secrets held by the practitioners of this amazing art form. The course is limited in numbers and restrictions apply.

If you would like more information on any other training course please contact the office and an information brochure can be on its way to you today.

You can find out more about all our training courses online at:
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