How to Uncover Your Past Lives

Part One – Basic Induction

“Get yourself into a comfortable position … Place your feet on the floor and your hands on your thighs (For your personal session, you may wish to provide instructions for reclining rather than sitting) … Now let yourself relax … Let your eyes be closed, for this will help you avoid any outside distractions … Now relax … Think of the word relaxation as you have never thought of it before … Because now you are going to afford yourself a very peaceful kind of relaxation … It is a relaxation that will take over your whole body from the tip of your toes to the top of your head … It is a relaxation that will soothe you and open you to the wonders of yourself … So let yourself relax now … Completely and fully relaxed … In a moment I will ask you to concentrate on your breathing … Just simply breathe in … and out … breathe in … and breathe out … breathe in relaxation … and breathe out tension … breathe in … and breathe out … and let all of the muscles of your face go limp and completely loose … breathe in … and breathe out … feel the shoulder muscles beginning to unwind and relax … breathe in … and breathe out … as you feel the relaxation spreading down your neck and across your shoulders … breathe in … and breathe out … as you feel the relaxation penetrating your arm muscles making them feel so loose and natural … breathe in … and breathe out … breathe in … breathe out … as all of the muscles of your back begin to loosen up and feel good … so good … so comfortable … so loose … breathe in … breathe out … and allow your chest muscles to relax … It feels so good to breathe … so effortless … so relaxing … breathe in … breathe out … and feel the relaxation penetrating and spreading through the muscles of your stomach and thighs … breathe in and breathe out … as you allow this relaxation to spread through your calf muscles and down to your weary feet … breathe in … and breathe out … as every muscle and fiber in your body feels so good and so comfortable and so relaxed … your entire nervous system is sending soothing sensations to each and every part of your body … continue to breathe normally … relaxing deeply and soundly.”

(Pause here for 30 seconds to one minute and then go directly into the Deepening script.)
Part Two – The Deepening

“Now I am going to count from ten to one so that by the time I reach number one you will be completely relaxed … so very comfortable … in each and every way … We’ll begin now … 10 … You are sitting comfortably in your chair, doing nothing but resting … You will hear my voice speaking to you all the time, but it will not disturb you … You will find as you sit there that your mind is becoming drowsier and drowsier … You will try not to think about what I am saying to you, but you will hear everything I say … Any noises which occur will seem a long way off and will be of no interest to you … Focus on your feet now … Let them relax … Feel a warm, soothing sensation melting through them and spreading up to your ankles … This sensation is warm and relaxing … and it begins to soothe and melt past the ankles into the calves … It moves slowly and comfortably past the knees and into your thighs … as every muscle and nerve feels so limp and loose … 9 … As I talk to you, you will find that the heavy feeling in your legs increases and, with each breath you take, you feel yourself slowly sinking down … You are becoming drowsier and drowsier … One part of your mind is already asleep and yet you continue to hear everything I say … It feels so good to relax … 8 … You feel so much better now as your pelvic muscles begin to respond to that warm, soothing sensation … You feel it penetrating to your inner organs with a soothing warmth, and it feels so good … so very comfortable … It’s such a wonderful feeling … 7 … The relaxation is now spreading through your chest muscles … Every nerve and fiber begins to relax even more deeply … Your breathing is so soothing … so effortless … and it feels so good … 6 … Your mental condition is one of quiet rest … All you want to do is sink down and down and grow drowsier and drowsier … You are resting quietly and peacefully … Nothing can worry you and nothing will disturb you … You are relaxed … 5 … Beginning with your lower back muscles, direct that warm soothing sensation into the lower vertebrae … Feel it soothing and relaxing … spreading upward one by one toward your neck … You feel so limp … so loose … so comfortable … Your whole torso feels good … so very good … and any outside noises only serve to relax you even more deeply … 4 … Now your fingertips are responding to your command to relax … Feel those soothing sensations spreading towards your wrist … forearms … the upper arms … It feels so good … 3 … You are not interested in anything except relaxation and what it can do for you … You are getting drowsier and drowsier … sinking down and down … Your neck feels so limp and so loose … as every muscle, nerve and fiber is so very relaxed … so very comfortable … 2 … This relaxation is now spreading into your jaw … making it limp, loose and comfortable … All of your facial muscles
feel very relaxed now … Your eyelids feel so comfortable … so very comfortable … I … Your scalp feels so very good now … Feel all the remaining tension drain right out the top of your head … All the tensions and all the cares … all the worries of the day can be put aside now and just simply forgotten … You are beginning to learn how to let go completely … to sink down in to a deep … deep … state of relaxation … You are feeling so very comfortable … feeling too tired to care about anything except what you can attain through relaxation … You feel yourself sinking down … further … further … into a deep … sound … state of relaxation …”

(Pause here for about 20 to 30 seconds and then move on to the script for Part Three.)

Part Three – Maintaining and Using

“And now I am going to talk to you … and as I talk to you, you will relax even more deeply … I will be asking you to imagine certain scenes … This imagining will relax you more deeply … It will make you feel so very good in each and every way … You will find that you become drowsier and drowsier … relaxing deeper and deeper … You will be able to observe them in an unemotional and detached manner … They will relax you, even as you experience them…

“Imagine yourself at the top of a tall golden staircase … Your hand is upon the rail, and you are prepared to descend … You know that, as you descend, you will relax even more deeply than you are now … Now I am going to count from five to one and, as I do, you will begin to descend the stairs … You will relax even more deeply, and you will be able to step outside of yourself to see new aspects of yourself … We’ll begin … 5 … You begin to lightly step down the stairs … Each step relaxes you deeper and deeper … As you gently descend, you are amazed at how wonderful it feels to be so relaxed … 4 … You seem to grow lighter with each step down … It almost feels as if you are stepping on soft clouds that gently lower you … You have grown so relaxed and so light that your feet barely touch the stairs themselves … as you go down … down … down … 3 … You look down at your feet, and you see that they are not even touching the stairs … You have grown so relaxed that you are now floating down … and down … relaxing deeper … and deeper … You are surprised at how free you feel … and you begin to understand that with relaxation comes freedom to open to wondrous things … 2 … You can see the bottom of the stairs below you now … You relax even more deeply as you float softly towards it … It is such a soothing sensation … to be free of the pull of gravity … to be free of the weight of the physical … You never knew you could feel so
relaxed … 1 … Ever so gently your feet touch the ground … You are completely relaxed and so very comfortable in each and every way …”

(Pause briefly here for about 15 to 30 seconds)

“See yourself standing in a large circular room … As you look about you, you see that there is a large, full-length mirror in the middle of it … You step over to it, still thrilled at how light your steps are … As you stand before the mirror, you see your own reflection … You are amazed at how much better you look when you are relaxed … As you look into that mirror, the image distorts, and you see a reflection of yourself as you were five years ago … You remember what you were doing then … The image is so strong that you try to touch it, but it shifts and disappears …” (Pause)

“Another image appears, and you see yourself 15 years ago … Look at the clothes … Remember those styles … Remember what you were doing then … (Pause briefly) … The image shifts yet again, and you see a reflection of yourself when you were in high school … Notice your hair … Notice the clothes … What memories does it stir about that time in your life? …” (Pause)

“Remembering relaxes you even more deeply … As you watch the images shift and change, you know that this mirror is showing you reflections of what has helped shape the you that you are now … (Pause) … The image blurs once more and then forms a reflection of you on your first day of school … What are you wearing? … What are you feeling? … How is your family acting? … How do you feel as you step into the classroom?” (Pause)

“The image shifts again, disappearing … You breathe deeply, relaxed … these images make you feel even more comfortable and relax you even more deeply … The mirror fills with a myriad of swirling colors … As they shift and dance, you feel yourself relaxing deeper … and deeper … feeling more comfortable … The swirling colors shift and a vague image begins to form … The image is distant, and you know it is not from any memory in your present life … You watch as the image crystallizes … You place your hand upon your cheek, unsure of what is happening … and even though the image is vague, it mimics your movement … And you realize this image is you, but it is a you from the past … Slowly, softly, the image forms before you …” (Pause)

“Now I am going to ask you questions about this image, and with each question you will relax even more deeply and the image will become even more clear … Trust your impressions … I
will pause after each question to allow your impressions to crystallize fully … Imagine the reflection before you … See it, feel it and know it is real … Is it a male or a female figure? … What are the clothes like? … Do the clothes indicate a financial or social standing? … What area of the world is reflected? … What is the primary emotion felt by the reflection? … Is this person happy; sad; fulfilled? … Do the costume and clothes reveal a particular time frame in which this life occurred? … What was the greatest accomplishment of that life? … What was the greatest failure? … What was not resolved and is affecting you in the present? …

“As you look upon this image and its background, you find you are still deeply relaxed … Take a few moments to study the image and discover how it is affecting you now and who else from that life is reflected within your present …” (Pause for three to five minutes to allow the memories to reveal themselves, and then move on to the script for the last phase.)

Part Four – Termination and Emergence

“As you look upon the images within this mirror, you realize that even further significances will reveal themselves in the days ahead … You find that you are still relaxed and comfortable, even with these new discoveries … The image blurs and you see yourself standing before your own modern-day reflection … You breathe deeply, relaxed and comfortable … Now in a few moments I am going to count from one to three so that, by the time I say number three, you will be able to open your eyes and feel wide awake … You will remember all that you have experienced … You will awaken to even further insight … You will feel full of pep and energy … You will feel invigorated and revitalized … You will be rejuvenated and rested … as though you have taken a long peaceful nap … You will be in complete harmony … You will feel fitter … better … and stronger … fitter … better … and stronger in every way … Because you have been able to relax so deeply and soundly, your mind will be sharp and alert … You will be able to think more clearly and creatively … We’ll begin … 1 … You are feeling very rested now … Your entire body is very much at peace … You have been able to relax deeply and soundly and it has been this ability which has enabled you to awaken past life memories … In the future you will find each session will be even more relaxing and more rewarding … 2 … You begin to feel energy and life flowing to every part of your body now … The blood is beginning to circulate to your arms … your legs … your torso … You begin to feel strong … alive … full of energy and vigor … You remember all that you have experienced … and
even more insight will reveal itself in the days ahead … You feel alert and awake … You feel perfect … emotionally perfect … physically perfect … mentally and spiritually perfect … You have a deep feeling of well being and a tie to the past … You feel sound … healthier … ready to take on whatever may come your way … Your eyes feel refreshed and rested as though awakening from a long nap … 3 … Your entire body, mind and soul are refreshed … Now open your eyes feeling good and full of wonder and joy.”
Past Life Therapy

[Note: First I ease the client into a regression by taking him/her into a prior time in this life. Then I move the regression further back in time. I find this builds confidence in the client’s ability to recall details.]

Now I’d like you to imagine we’re turning back the clocks of time back five years, back into your history to a beautiful, wonderful happy day. Back in time – five years ago. You will be able to hear me, and also to answer me, and at any time when I want you to come back and be with me… I will simply tap you on your hand right now – as I am now – in the manner that I am doing now, and you will come back into this room to be with me, here in the present time. So, five years ago… a beautiful, happy, wonderful day… you’ll be able to hear me, and also answer me. Hi, I’m (insert your first name.) What’s your name?... what’s today, that makes it so special to you?... where are we?... I’m kind of lost and confused, I don’t know where we are, could you tell me about this place?...

[Note: Always wait for their response. Just continue asking questions about what they are seeing and thinking. Have about three minutes of dialogue there.]

Again, I would like you turn back the clocks of time, we’ll go back further until you are just 10 years old, but again it is a wonderful, loving time when you are 10 years old. Again you will be able to hear me, and also to answer me. “Hi, I’m (insert your first name.) How are you?... And what’s your name?... Who’s your best friend?... What grade are you in at school?... What do you like to do for fun?

[Note: Make all the questions as vibrant as you can and respond to the person appropriately. Use a positive manner.]

Again now, we’re turning back the pages of time… going back further and further until you’re only 5 years old, 5 years old. To a wonderful time when you were 5 years old.
[Note: Again go through about 3-4 minutes of dialogue work, asking them: Who they are? Where they’re at? Who are their friends? What’s important about today? What are they up to today? If they seem to be visual people, ask them about the imagery that’s around them. If they seem to be sensorial bound ask them what the textures are that are around them. Ask them how they’re feeling, what they’re doing, and get into their process. Use the appropriate sensory channel for every client.]

Again, I’m turning back the pages of time, going back, further and further, before you were you. Before you were you. But a beautiful happy, wonderful day. Tell me about where I am now. I’m a visitor – I seem to have got a little disoriented. Maybe you could help me by filling in the blanks. Tell me where we are, and what we’re doing here, and what this day is going to be like…

[Note: Ask general, friendly questions of your clients: Are they married? What are their names? What year is this? Who’s king or queen or president? Listen to all their answers and ask non-leading questions to them. Questions that are general knowledge, questions they can fill in… And that is the process. It’s all dialogue work. At the end of the session you may want to ask them questions like “what are the lessons in the particular life time that you have just reviewed? What lessons did you learn that might be carried over into future lives? What other kind of information can you now give me that might help another person? Look for tendencies within the client’s self of their past – or projected past life – apparent in their identities. It’s very simple, but it is dialogue work. Then bring them back to the present; simply, by counting them back closer and closer in time. You can count them from 1 to 10 or 1 to 20, coming forward and forward in time – until they’re back in the present time.]
Past Life Regression Script

The script below can be read aloud by a friend or you can record the script and play it back. Read at a slow but regular pace with a neutral voice. Don’t try for hypnotic or dramatic tone.

Make notes about your experiences and responses afterwards as soon as possible as some will fade.

You can receive information in pictures, emotions, sounds, thoughts and smells. Be open and aware of all sensory input. Accept everything as a clue. What can appear trivial in time might become more significant.

Take everything lightly as if you’re playing a mental game. Avoid questioning the validity of what you sense. Approach script and results as if you’re playing the game “20 Questions” where whatever pops first into your mind is the right answer.

For the staircase imagery everyone has seen a staircase. So everyone can remember one in their mind’s eye.

Some people have developed creative visual skills and may feel comfortable picturing a fantasy staircase or combining imagined elements with actual staircase.

But everyone can remember one they’ve seen. Don’t use the “I don’t see anything” excuse. Remember a staircase and you will see it.

The more you use the script, the more you get.
Release the weight of your body into the support of the floor/bed.

Notice how your back makes contact with the support of the floor/bed.

Relax the back of your legs...the back of your hips...your lower back, middle back, and upper back.

Feel the weight and relaxation of the back of your body sinking through the floor/bed.

Relax the back of your shoulders / the back of your arms / the back of your neck / and the back of your head.

Wiggle and make any adjustments needed to relax the back of your body into the ground more fully.
Melt into the support of the floor/bed completely.

Now, notice the weight of your body.

Notice the weight of your legs, as they rest on the floor. Let your legs be heavy. Let your thighs, feet and toes relax. Release, relax, let go of them completely. Let your legs drift and float and now forget about them.

Notice the weight of your hips and pelvis, as they rest on the floor/bed. Let the weight of your pelvis sink into the floor/bed.

Notice the weight of your rib cage. Let the back ribs melt into the floor/bed. Feel your abdomen expand with each inhalation. As you exhale, let the belly fully contract. Like a giant balloon inflating and completely deflating. Relaxing deeper with each deep breath.

Notice the weight of your shoulders and arms, as they rest on the floor/bed. Let your arms be so
heavy that they sink through the floor/bed. Then release them completely. Let go. Let them drift and float away and then forget about them.

Notice the weight of your head, as it rests on the floor/bed. Let the head be heavy. Feel your neck and throat release and relax.

Relax the muscles of your face / relax your eyes and eyelids / your cheeks melt into relaxation / release, relax, let go of your jaw / your forehead and eyebrows smooth and relaxed / feel your scalp melt into relaxation. Your whole head and face totally relaxed, released.

Become aware of your breathing. Notice each inhalation relaxing the front of your body, and each exhalation relaxing the whole back of your body. Breathing slow, deep and then let it go.

Breathing the body deeper and deeper into relaxation as you drift and float in peace.

Close your eyes if not already closed.

Imagine and Picture you are at the top of a staircase

There are 10 safe steps down to deep relaxation

Counting backwards (either aloud or in your mind) from 10 as you go down each stair

Breathe through your nose filling the abdomen and exhale completely through your mouth as you go down each stair
Feeling safe and secure starting down the stairs now. / 10

Going down and breathing down. Down another stair now / 9

Release, (slight pause) relax, (slight pause) let go /8

Feeling more and more relaxed and peaceful as I go down each stair / 7

Down, (slight pause) down, (slight pause) down / 6

Every muscle, cell and atom of my body melts into relaxation / 5

I am so comfortable, so relaxed I am no longer aware of having this body. / 4

Going down and breathing deeper down / 3

Breathing deep and relaxing deeper / 2

Down, (slight pause) down, (slight pause) down / 1
I am at the bottom of the stairs Releasing, (slight pause) Relaxing, (slight pause) Letting go

I turn around, look at the staircase and it fades, melts disappears. It is gone and I feel confident and secure

Look around imagine, picture a path.

Notice what the path is made of and follow it.

Notice what is around your path. Grass, flowers, sand, trees, birds, animals, mountains, water etc. (If you are not visually gifted, imagine what you like to see.)

Engage all your senses. What do you smell? What textures are around you? Do you feel sunlight, a breeze? Are there sounds?

You are totally safe and protected as you follow this path. Stroll around looking around for awhile.

Eventually you notice a gate.

When you are in front of the gate look up in the sky, you notice your name written in the sky in clouds. As you watch, the clouds dissolve as clouds do. The sky is clear and your name is gone. You feel comfortable with this.

Reach for the door of the gate, open it and pass through to a past life experience.

(You can take whatever life pops in or ask for a specific life. For instance say and know “I now pass into the life where I learn about ______________________ ”)
(Whatever comes to mind, accept and go with the flow as if it’s an imagination game. There will be clues that assure you of the value of what you get.)

Look at your feet. What types of covering, if anything, are on your feet? Gradually move your awareness up your body noticing what clothing you have on.

Look around you, what are surroundings like? (Remember just go with your first impression. If things are vague, move over for a closer look.)

If you haven’t yet noticed anyone else there, look around for other people. (In some cases it is possible that you are the only one there.) Notice what other people are wearing and doing. If you want to, approach the others and ask questions. (Nothing there can bother you now and clues there can help with issues in the present. If you don’t like what is around you ask for the lesson in it to go to another scene.)

Ask yourself things you’d like to know. Such as what is my name, what year is it, what is this location called.

Tell your mind to show you the happiest time you experienced in that lifetime. Personally I prefer to skip the death but you can ask for that scene. You can ask to go to the space in between lives.

I like to end by asking for the most important lesson learned in that lifetime. The answer is usually a word or phrase rather than a particular scene as it sums up the entire life.

When finished you can just open your eyes or you can return to the gate you entered lifetime and go back through.

(Thirty minutes is long enough to spend on this script. Make notes as soon as possible.)
Hello, welcome to the Psychiatric Hotline.

If you are obsessive-compulsive, please press 1 repeatedly.

If you are co-dependent, please ask someone to press 2.

If you have multiple personalities, please press 3, 4, 5, and 6.

If you are paranoid, we know who you are and what you want. Just stay on the line so we can trace the call.

If you are schizophrenic, listen carefully and a little voice will tell you which number to press.

If you are manic-depressive, it doesn’t matter what number you press. No one will answer.
Mental Status

Lecture by Michael Chang, M.D. – 5/10/97

Organic:

Sensorium – The sum of an organism’s perception / the seat of sensation where it experiences and interprets the environments within which it lives by using senses, phenomenal and psychological perception, cognition, and intelligence. Ex: awake, cloudy or clear, comatose, intoxication

Orientation – person, place, time, purpose

Appearance & Behavior & physical appearance – speech

Intellect

Memory – short, intermediate, long-term

Abstraction & Similarities

Mood & Affect

Mood: Climate, Underlying tone

Affect: Weather, Appropriate for content situation

Thought Processes

Quantity of Thoughts

Illogical

Loose Associations

Circumstantial (need help to get to the point)

Character Trait

Tangential (erratic, diverging from previous course or line)

Happens where you drink

Probably means they’re manic (racing thoughts)

Thought blocking (usually schizophrenia)

Thought context

Delusions
Hallucinations – Auditory (most common), visual, tactile, olfactory – seizure or drug induced

Hearing voices telling

Ideas of reference (think people are talking about you)

Thought broadcasting (ESP)

Homicidality – thoughts / intentions of doing harm to others

Suicidal – deeply unhappy or depressed and likely to commit suicide

Judgment & Insight

Predominant Defensive Style

   What the ego does to minimize emotional pain.

   See Case Illustration next page
Case Illustration

A woman, married at age 30, after one miscarriage tried for 7 years to have children. Then, following a cervical biopsy that showed early cancer, at age 38 she underwent a total hysterectomy. She had always felt inadequate to her younger sister, who already had four children and had been the one in the family who won praise as “being good with kids.” The woman’s husband desperately wanted children. *(Note the conflict involves instinctual wishes, parental expectations, reality, and the needs of those she loved.)* Below are a number of possible responses to her surgery. Select the correct description from the following list:

<table>
<thead>
<tr>
<th>Acting Out</th>
<th>Dissociation</th>
<th>Passive Aggression</th>
</tr>
</thead>
<tbody>
<tr>
<td>Altruism</td>
<td>Distortion</td>
<td>Projection</td>
</tr>
<tr>
<td>Anticipation</td>
<td>Fantasy</td>
<td>Reaction Formation</td>
</tr>
<tr>
<td>Delusional Projection</td>
<td>Humor</td>
<td>Repression</td>
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<tr>
<td>Denial</td>
<td>Hypochondriasis</td>
<td>Sublimation</td>
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<tr>
<td>Displacement</td>
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<td>Suppression</td>
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A. The woman, a month after surgery, organized a group of other women who had had breast and uterine surgery to counsel and visit patients undergoing gynecological surgery. They tried to give information, to give advice and comfort, and from their experience to provide answers to questions and fears that such new patients might have.

B. Following a slight postoperative wound infection, she wrote long, angry letters to the papers blaming the hospital for unsanitary conditions. Blaming her doctor for not doing a Pap smear earlier, she threatened to institute malpractice proceedings.

C. She renewed her old college interest in planned parenthood and passionately argued with her younger friends to limit their families. She suddenly “remembered” that she had always been afraid of the pain of childbirth and remarked to her husband how lucky she was to be spared the burden.
D. She read a lot about uterine cancer and asked the doctor a great many questions about the nature of the operation. She concerned herself with minute details of preventing postoperative infection and caring for her operative wound. She made a hobby in the hospital of learning medical words.

E. Emerging from anesthesia she felt no regret but instead enjoyed what she felt was a religious experience. Postoperatively, she told all her friends that her pain gave her a sense of joyous communion with sufferers everywhere. She felt an intense inward sense of good fortune that she had been favored by God to have had her cancer discovered so soon and to have come through surgery so well.

F. She read Marcus Aurelius and Ecclesiastes in the hospital. She took great care to hide her tear-stained tissues from her husband and made no complaint (even though the process was painful) while her sutures were removed. Knowing that baby pictures upset her, she deliberately gave away an unread copy of her favorite magazine, which featured an article on child care.

G. She found herself unable to remember the name of the operation, except that it was for “a little nubbin in my tumtum.” She “forgot” her first follow-up visit to the physician. On coming home she broke into tears when she broke an inexpensive, amphora-shaped flower vase; she had no idea why.

H. She started ordering the nurses to move her upstairs to the maternity ward. She wandered about the hospital looking for her baby. By phone she ordered an expensive bassinet and baby clothes to be delivered to her house. She experienced no postoperative pain.

I. She got great pleasure from “get well” cards from her sister’s children, agreed to teach a Sunday School class of preschoolers, and got a poem published in her hometown weekly on the bittersweet joys of the maiden aunt.

J. She became very interested in growing tulips and daffodils in her hospital window. Although she never asked the doctor questions about her own hospital course, she worried about a funny mold on the bulbs she was growing. Knowing his hobby was gardening, she repeatedly asked the surgeon’s advice about the growth on her bulbs.

K. On the third postoperative day she announced that she was a Christian Scientist and was signing out immediately. Besides, she had to go home because she and her husband were planning a trip to
Bermuda that weekend. (In reality, their total income was $200 a week and their Blue Cross had lapsed.) She added with a naughty laugh that they needed a vacation to do a little “spring planting.”

L. Her doctor was surprised to find out how relaxed and practical she was about her postoperative course and the calm frankness with which she could express her regret at being cheated of children. His surprise was due to the fact that she had spent her preoperative visit anxiously worrying about possible surgical complications and weeping over the fact that she would never be able to bear children.

M. She felt that the hospital was being run by racists who were trying to sterilize her. She tried to telephone the FBI to report the hospital for genocide. She refused her pain medication, claiming it was an experimental drug for thought control.

N. She asked the nurse not to permit visitors because they made her “sad.” She threw out all her flowers and instead read and reread a copy of *Parent’s Magazine* and looked repeatedly at *The Family of Man*. She would go down the corridor to the newborn nursery daydreaming about what she would call each child if it was hers, and once a floor nurse had to ask her not to whistle “Lullabye” so loudly.

O. She became worried that the cancer might have spread to her lymph nodes and belabored her visitors with accounts of the tiny lumps in her groin and neck. When her sister came to visit, the patient angrily accused her of caring so much for her own children that she did not care if her own sister died of cancer.

P. When the intern, while inserting an IV, missed her vein, she smiled at him, told him not to worry, and said, “When you’re just a medical student, it must be hard to get things right.” Unable to sleep, she watched her IV run dry. Later, at 4 A.M., the night nurse had to call the intern to restart the IV. She cheerfully told him that she had not rung for the nurse because she knew how busy everyone in the hospital was.

Q. Shortly after leaving the hospital, she was unfaithful to her husband with four different men in a month, twice picking up men in cocktail lounges and once seducing an 18-year-old delivery boy. Prior to that time she had had no sexual interest in any man but her husband.
R. She laughed so hard tears came to her eyes and her ribs ached when she read the *Playboy* definition of a hysterectomy: “throwing out the baby carriage but keeping the playpen.” She explained her private mirth to a startled and curious nurse with, “The whole thing is just so damned ironic.”
**Answer Key:**

A: Altruism

B: Projection

C: Reaction Formation

D: Isolation of Affect

E: Dissociation

F: Suppression

G: Repression

H: Denial

I: Sublimation

J: Displacement

K: Distortion

L: Anticipation

M: Delusional Projection

N: Fantasy

O: Hypochondriasis

P: Passive Aggression

Q: Acting Out

R: Humor
A. “Psychotic” Defenses

These mechanisms are common in “healthy” individuals before age 5, and common in adult dreams and fantasy. For the user, these mechanisms alter reality. To the beholder, they appear “crazy.” They tend to be immune to change by conventional psychotherapeutic interpretation; but they are altered by change in reality (e.g., chlorpromazine, removal of stressful situation, developmental maturation). In therapy they can be given up temporarily by offering the user strong interpersonal support in conjunction with direct confrontation with the ignored reality.

1. Delusional projection – Frank delusions about external reality, usually of a persecutory type. Delusional projection includes both the perception of one’s own feelings in another person and then acting on the perception (e.g., florid paranoid delusions), and the perception of other people or their feelings literally inside one’s self (e.g., the agitated depressed patient’s claim that “the devil is devouring my heart.”) This mechanism can be distinguished from projection by the fact that in the former, reality testing is virtually abandoned. It is distinguished from distortion by the absence of wish fulfillment and from introjection in that the responsibility for acknowledged internal feelings is still projected. In toxic psychosis, delusional projection can adaptively organize otherwise chaotic perceptions.

2. Denial (psychotic) – Denial of external reality. Unlike repression, denial, as here defined, affects perception of external reality more than perception of internal reality (e.g., “girls do so got penises.”) It includes the use of fantasy as a major substitute for other people – especially absent other people (e.g., “I will make a new him in my own mind”).

3. Distortion – Grossly reshaping external reality to suit inner needs. Distortion includes unrealistic megalomaniacal beliefs, hallucinations, wish-fulfilling delusions, and employing sustained feelings of delusional superiority or entitlement. It can encompass persistent denial of personal responsibility for one’s own behavior. It also includes acting upon, as well as thinking about, unrealistic obsessions or compulsions. In distortion, there may be a pleasant merging or fusion with another person (e.g., “Jesus lives inside me and answers all my prayers”); but in contrast to delusional projection, in which distress is alleviated by assigning
responsibility for offensive feelings elsewhere, in distortion unpleasant feelings are replaced with their opposites. As manifested in religious belief, distortion can be highly adaptive.

B. “Immature” Defenses

These mechanisms are common in “healthy” individuals, age 3-15, in persons with character disorder, and in adults in psychotherapy. For the user these mechanisms most often alter distress engendered either by the threat of interpersonal intimacy or by the threat of experiencing its loss. To the beholder these defenses appear socially undesirable. Although refractory to change, they change with improved interpersonal relationships (e.g., personal maturation, a more mature spouse, a more intuitive physician, or a fairer parole officer) or with repeated and forceful interpretation during prolonged psychotherapy.

4. Projection – Attributing one’s own unacknowledged feelings to others. Projection includes severe prejudice, rejections of intimacy through unwarranted suspicion, marked hypervigilance to external danger, and injustice collecting. The behavior of someone using this defense may be eccentric and abrasive but within the “letter of the law.” It includes much “devaluation.”

5. Schizoid fantasy – Tendency to use fantasy and to indulge in autistic retreat for the purpose of conflict resolution and gratification. Schizoid fantasy is associated with global avoidance of interpersonal intimacy and the use of eccentricity to repel others. In contrast to psychotic denial, the individual does not fully believe in or insist upon acting out his fantasies. Nevertheless, unlike mere wishes, schizoid fantasies serve to gratify unmet needs for personal relationships and to obliterate the overt expression of aggressive or sexual impulses toward others. It includes much “primitive idealization” (HBO, novel readers).

6. Hypochondriasis – The transformation of reproach towards others arising from bereavement, loneliness, or unacceptable aggressive impulses into, first, self-reproach, then, complaints of pain, somatic illness, and neurasthenia (weak nerves). Hypochondriasis includes those aspects of introjection that permit traits of an ambivalently regarded person to be perceived within oneself and causing plausible disease. Unlike identification, hyphchondriacal introjects are “ego alien.” The mechanism may permit the individual to
belabor others with his or her own pain or discomfort in lieu of making direct demands upon them or in lieu of complaining that others have ignored his or her wishes (often unexpressed) to be dependent. It does not include illnesses like asthma, ulcer, or hypertension, which may be neither adaptive nor defensive. Unlike hysterical conversion symptoms, hypochondriasis is accomplished by the very opposite of *la belle indifférence*.

7. Passive-aggressive behavior – Aggression towards others expressed indirectly and ineffectively through passivity. This behavior includes failures, procrastinations, or illnesses that (initially at least) affect others more than self. It includes silly or provocative behavior in order to receive attention and clowning in order to avoid assuming a competitive role. People who form sadomasochistic relationships often manifest both passive-aggressive and hypochondriacal defenses.

8. Acting Out – Direct expression of an unconscious wish or impulse in order to avoid being conscious of the affect that accompanies it. Acting out includes the use of motor behavior, delinquent or impulsive acts, and “tempers” to avoid being aware of one’s feelings. It also includes the chronic use of drugs, failure perversion, or self-inflicted injury to relieve tension (i.e. subjective anxiety or depression). Acting out involves chronically giving in to impulses in order to avoid the tension that would result were there any postponement of expression.

9. Dissociation – Temporary but drastic modification of one’s character or of one’s sense of personal identity to avoid emotional stress. Dissociation can include fugues (one or more themes), most hysterical conversion reactions, a sudden unwarranted sense of superiority or devil-may-care attitude, and short-term refusal to perceive responsibility for one’s acts or feelings. Includes overactivity and counterphobic behavior to blot out any anxiety or distressing emotion, “safe” expression of instinctual wishes by acting on stage, and the acute use of religious “joy” or of pharmacological intoxication to numb unhappiness. Dissociation is more comprehensive than acting out. It is synonymous with neurotic denial and perhaps with “omnipotence.”
C. “Neurotic” Defenses

These mechanisms are common in “healthy” individuals, age 3-90, in persons with neurotic disorder, and in persons as they master acute adult stress. For the user these mechanisms alter private feelings or instinctual expression. To the beholder they appear as individual quirks or neurotic hang-ups. They often can be dramatically changed by conventional, brief psychotherapy interpretation.

10. Repression – Seemingly inexplicable naïveté, memory lapse, or failure to acknowledge input from a selected sense organ. In isolation, the idea is kept in mind and the effect forgotten; in repression, the idea is repressed and the effect often remains. The “forgetting” of repression is unique in that is often accompanied by highly symbolic behavior which suggests that the repressed is not really forgotten. The mechanism differs from suppression by affecting unconscious inhibition of impulse to the point of losing, not just postponing, cherished goals. Unlike denial, it prevents the expression and perception of instincts and feelings rather than affecting recognition of and response to external events. If a man were weeping but forgot for whom he wept, this would be repression; if he denied the existence of his tears or insisted that the mourned one was still alive, this would represent denial; if he denied that he felt sad, that would be dissociation.

11. Displacement – The redirection of feelings toward a relatively less cared for (less cathected or emotionally attached to) object than the person or situation arousing the feeling. Displacement includes facile “transference” and the substitution of things or strangers for emotionally important people. Practical jokes, with hidden hostile intent, and caricature involve displacement. Most phobias, a few hysterical conversion reactions, and some prejudice involve displacement.

12. Reaction formation – Conscious effect and/or behavior that is diametrically opposed to an unacceptable instinctual (id) impulse. This mechanism includes overtly caring for someone else when one wishes to be cared for oneself, “hating” someone or something one really likes, or “loving” a hated rival or unpleasant duty. The term can encompass both “identification with the aggressor” and “altruism” as defined by Anna Freud.

13. Intellectualization – Thinking about instinctual wishes in formal, bland terms that leaves
the associated affect unconscious. The term encompasses the mechanisms of isolation, rationalization, ritual, undoing, restitution, magical thinking, and “busy work.” While these mechanisms differ from each other, they usually occur as a cluster. Intellectualization includes paying undue attention to the inanimate in order to avoid intimacy with people, or paying attention to external reality to avoid recognition of inner feelings, or paying attention to irrelevant detail to avoid perceiving the whole. Obsessions and compulsions not acted upon are included here, although they can also be thought of as a form of interpsychic displacement.

D. “Mature” Defenses

These mechanisms are common in “healthy” individuals, age 12-90. For the user these mechanisms integrate reality, interpersonal relationships, and private feelings. To the beholder, they appear as convenient virtues. Under increased stress, they may change to less mature mechanisms.

14. Altruism – Vicarious but constructive and instinctually gratifying service to others. Altruism can include benign and constructive reaction formation, empathy, philanthropy, and well-repaid service to others. Altruism differs from projection in that it responds to needs of others that are real and not projected; it differs from reaction formation in that it leaves the person doing for others as he or she wishes to be done by at least partly gratified.

15. Humor – Overt expression of feelings without individual discomfort or immobilization and without unpleasant effect on others. Some games and playful regression come under this heading. Unlike wit, which is a form or displacement, humor lets you call a spade a spade; and humor can never be applied without some element of an “observing ego.” Like hope, humor permits one to bear and yet focus upon what is too terrible to be borne; in contrast, wit always involves distraction or displacement away from the affected issue at hand. Unlike schizoid fantasy, humor never excludes other people.

16. Suppression – The capacity to hold all components of a conflict in mind and then postpone action, affective response, or ideational worrying. Suppression appears as a semiconscious decision to defer paying attention to a conscious impulse or conflict. The mechanism includes looking for silver linings, stoicism, minimizing acknowledged
discomfort, employing a stiff upper lip, and “counting to 10” before acting. With suppression one says, “I will think about it tomorrow,” and the next day one remembers to think about it. With repression, one forgets to remember.

17. Anticipation – Realistic anticipation of or planning for future inner discomfort. This mechanism includes goal-directed but overly careful affective planning or worrying, anticipatory mourning and anxiety, and the conscious utilization of “insight” gained from psychotherapy.

18. Sublimination – Indirect or attenuated expression of instincts without adverse consequences or marked loss of pleasure. Sublimation includes both expression of aggression through pleasurable games, sports, and hobbies, and romantic attenuation of instinctual expression during a real courtship. Unlike humor, with sublimination, “regression in the service of the ego” has real consequences. Unlike the case with “neurotic defenses,” in sublimation instincts are channeled rather than dammed or diverted. In projection one’s feelings (e.g., anger) are attributed to another person. In displacement one’s feelings are acknowledged as one’s own, but are redirected toward a relatively insignificant object, often without satisfaction. In sublimation, feelings are acknowledged, modified, and directed toward a relatively significant person or goal so that modest instinctual satisfaction results.
Glossary of Specific Defense Mechanisms and Coping Styles

Acting Out – The individual deals with emotional conflict or internal or external stressors by actions rather than reflections or feelings. This definition is broader than the original concept of the acting out of transference feelings or wishes during psychotherapy and is intended to include behavior arising both within and outside the transference relationship. Defensive acting out is not synonymous with “bad behavior” because it requires evidence that the behavior is related to emotional conflicts.

Affiliation – The individual deals with emotional conflict or internal or external stressors by turning to others for help or support. This involves sharing problems with others but does not imply trying to make someone else responsible for them.

Altruism – The individual deals with emotional conflict or internal or external stressors by dedication to meeting the needs of others. Unlike the self-sacrifice sometimes characteristic of reaction formation, the individual received gratification either vicariously or from the response of others.

Anticipation – The individual deals with emotional conflict or internal or external stressors by experiencing emotional reactions in advance of, or anticipating consequences of, possible future events and considering realistic, alternative responses or solutions.

Autistic fantasy – The individual deals with emotional conflict or internal or external stressors by excessive daydreaming as a substitute for human relationships, more effective action, problem solving.

Denial – The individual deals with emotional conflict or internal or external stressors by refusing to acknowledge some painful aspect of external reality or subjective experience that would be apparent to others. The term psychotic denial is used when there is gross impairment in reality testing.

Devaluation – The individual deals with emotional conflict or internal or external stressors by attributing exaggerated negative qualities to self or others.

Displacement – The individual deals with emotional conflict or internal or external stressors by transferring a feeling about, or a response to, one object onto another (usually less threatening) substitute object.
Dissociation – The individual deals with emotional conflict or internal or external stressors with a breakdown in the usually integrated functions of consciousness, memory, perception of self or the environment, or sensory/motor behavior.

Help-rejecting Complaining – The individual deals with emotional conflict or internal or external stressors by complaining or making repetitious requests for help that disguise covert feelings of hostility or reproach toward others, which are then expressed by rejecting the suggestions, advice, or help that others offer. The complaints or requests may involve physical or psychological symptoms or life problems.

Humor – The individual deals with emotional conflict or internal or external stressors by emphasizing the amusing or ironic aspects of the conflict or stressor.

Idealization – The individual deals with emotional conflict or internal or external stressors by attributing exaggerated positive qualities to others.

Intellectualization – The individual deals with emotional conflict or internal or external stressors by the excessive use of abstract thinking or the making of generalizations to control or minimize disturbing feeling.

Omnipotence – The individual deals with emotional conflict or internal or external stressors by feeling or acting as if he or she possesses special powers or abilities and is superior to others.

Passive Aggression – The individual deals with emotional conflict or internal or external stressors by indirectly and unassertively expressing aggression toward others. There is a façade of overt compliance masking covert resistance, resentment, or hostility. Passive aggression often occurs in response to demands for independent action or performance of the lack of gratification of dependent wishes but may be adaptive for individuals in subordinate positions who have no other way to express assertiveness more overtly.

Projection – The individual deals with emotional conflict or internal or external stressors by falsely attributing to another his or her own unacceptable feelings, impulses, or thoughts.

Projective Identification – As in projection, the individual deals with emotional conflict or internal or external stressors by falsely attributing to another his or her own unacceptable feelings, impulses,
or thoughts. Unlike simple projection, the individual does not fully disavow what is projected. Instead, the individual remains aware of his or her own affects or impulses but misattributes them as justifiable reactions to the other person. Not infrequently, the individual induces the very feelings in others that were first mistakenly believed to be there, making it difficult to clarify who did what to whom first.

Rationalization – The individual deals with emotional conflict or internal or external stressors by concealing the true motivations for his or her own thoughts, actions, or feelings through the elaboration of reassuring or self-serving but incorrect explanations.

Reaction Formation – The individual deals with emotional conflict or internal or external stressors by substituting behavior, thoughts, or feelings that are diametrically opposed to his or her own unacceptable thoughts or feelings (this usually occurs in conjunction with their repression).

Repression – The individual deals with emotional conflict or internal or external stressors by expelling disturbing wishes, thoughts, or experiences with conscious awareness. The feeling component may remain conscious, detached from its associated ideas.

Self-observation – The individual deals with emotional conflict or internal or external stressors by reflecting on his or her own thoughts, feelings, motivation, and behavior, and responding appropriately.

Splitting – The individual deals with emotional conflict or internal or external stressors by compartmentalizing opposite affect states and failing to integrate the positive and negative qualities of the self or others into cohesive images. Because ambivalent affects cannot be experienced simultaneously, more balanced views and expectations of self or others are excluded from emotional awareness. Self and object images tend to alternate between polar opposites: exclusively loving, powerful, worthy, nurturing, and kind – or exclusively bad, hateful, angry, destructive, rejecting, or worthless.

Sublimation – The individual deals with emotional conflict or internal or external stressors by channeling potentially maladaptive feelings or impulses into socially acceptable behavior (e.g., contact sports to channel angry impulses).
Suppression – The individual deals with emotional conflict or internal or external stressors by intentionally avoiding thinking about disturbing problems, wishes, feelings, or experiences.

Undoing – The individual deals with emotional conflict or internal or external stressors by words or behavior designed to negate or to make amends symbolically for unacceptable thoughts, feelings, or actions.
Defense Mechanisms

Defense mechanisms protect us from being consciously aware of a thought or feeling which we cannot tolerate. The defense only allows the unconscious thought or feeling to be expressed indirectly in a disguised form. Let’s say you are angry with a professor because he is very critical of you. Here’s how the various defenses might hide and/or transform that anger:

Denial: You completely reject the thought or feeling.

“I’m not angry with him!”

Suppression: You are vaguely aware of the thought or feeling, but try to hide it.

“I’m going to try to be nice to him.”

Reaction Formation: You turn the feeling into its opposite.

“I think he’s really great!”

Projection: You think someone else has your thought or feeling.

“That professor hates me.” / “That student hates the prof.”

Displacement: You redirect your feelings to another target.

“I hate that secretary.”

Rationalization: You come up with various explanations to justify the situation (while denying your feelings)

“He’s so critical because he’s trying to help us do our best.”
Defense Mechanisms by Ben Benhardt

We all use Defense Mechanisms. They enable us to deal with stressful situations in our daily lives. However, failure to realize their existence, and overuse of them can lead to problems with our ability to face reality.

Most Commonly Used Defense Mechanisms

Rationalization: Attempt to justify one’s actions with an excuse rather than admitting one’s failure or mistake.

Denial: Belief in a falsehood, rather than accept the reality of the truth.

Projection: Blaming unpleasant feelings on inappropriate actions on others.

Escape: Running away from a problem.

Repression: Blocking out thoughts about unpleasant things or experiences.

Identification: Acting like or modeling someone’s behavior. Associating someone else’s accomplishments as your own.

Displacement: Expressing feeling toward someone or something not associated with the source of the feelings.

Regression: Returning to an earlier means of dealing with frustration or an earlier, less threatening time that required less responsibility.

Compensation: Attempt to make up for a lack of something or some ability by getting or achieving something else.

Sublimation: Transforming unacceptable behaviors into acceptable ones.

In your journal, identify the Defense Mechanism described in the proceeding paragraphs:

A. John was late for practice because he overslept. When asked by his coach the reason for his tardiness, he responded that he could not get a ride to practice.

B. Mary would not believe that Jim was seeing other girls, even when her friend Sue called to say she had been out with him.

C. Reggie was upset when he heard the name the player from the other team called him. He channeled his anger and on the next play, sacked the quarterback.

D. Jane was in a hurry to get to work. She was going 90 MPH when the highway patrolman stopped her. As he approached the car to write her a ticket, she started to cry.

E. Clancy was so upset upon hearing the news of his girlfriend’s betrayal he punched the kitchen
wall and broke his hand.

**ANSWERS:** A. *Rationalization*, B. *Denial*, C. *Sublimation*, D. *Regression*, E. *Displacement*
WHAT CAN BE DONE?

TAKE CARE OF YOURSELF

Be Proactive vs. Reactive

Ask Yourself Helpful Questions

Breathe
Drink Water
Eat Right
Exercise
Get Creative
Spiritual – Meditate
Rest / 5 minutes
Medical Attention

Massage – Yoga
Reprogram Mind
Relaxation CD
Play – Be Curious
Volunteer
Balance
Support – Family, Friends
Love
Quick Observation About Hypnotherapy Styles

There seems to be two temptations for hypnotherapists, which eventually lead to a dissatisfied client. Following is a summary of each. Which temptation is more difficult for you to resist?

Temptation one: “Buttinski” hypnotherapy.

Every family has someone who can’t resist jumping in and giving unsolicited advice that nobody wants. In our family we call them “buttinski” because they keep butting into other people’s business.

Some hypnotherapists do the same thing, especially those from executive or managerial background who are used to making quick decisions and jumping in with directions.

These hypnotherapists don’t listen to the client. They don’t take enough time to understand their point of view. Instead, they quickly jump to suggestions about how they would handle the client’s challenge if they were in the client’s shoes.

But they aren’t, and so the client usually resists and gets frustrated.

At the Hypnosis Institute, we teach that clients are like hot water boilers filled to capacity. Until we let them vent the steam, and until we listen and understand, they don’t even have space to listen to our ideas.

The alternative to buttinski hypnotherapy: Take time to listen to the client and have them come up with their own insights.

However, if you go too far, as many hypnotherapists do, you run into the second temptation:

Temptation two: Never-ending questions.

Many hypnotherapists think that good hypnotherapy means you ask never-ending questions and should never insert your own observations or point of view.

This approach eventually frustrates clients and causes them to see hypnotherapy as an expensive waste of time.

Hypnotherapy is a dialogue. Clients expect hypnotherapists to provide insights when appropriate.

Plus, as a hypnotherapist, you want to be seen as a trusted advisor to you clients, someone with meaningful observations and insights.

At the Hypnosis Institute, we give you the substance to be able to provide insights to your clients.
about how they can improve results, performance, and their leadership. There is a right time to offer your own insights, and we offer a 3-step process to know exactly when the time is right.

Which of these temptations is the harder for you to resist?

Hopefully you have found the right balance between jumping in too soon with “the answer” and holding back so long that your clients get annoyed.
To Live Fully Means

Living

Passionately, Peacefully, Joyfully

and Helpfully,

while Celebrating

and Playing at this Game of Life.

In order to do this,

look at your life

from a Higher Perspective

rather than getting caught up in

the day-to-day

Inconsequential matters.

Love all aspects of your life,

be grateful for your challenges for

they make you Grow.
A study on prayer fascinated me and I want to share it with you.

This study was conducted by Dr. Randolph Byrd, a heart specialist at the San Francisco General Hospital. This is how it went.

Dr. Byrd took four hundred patients who were admitted to the Hospital’s Cardiac Intensive-Care Unit. He divided them into two groups: one group received regular medical care of the hospital, called the “control group”; the second group received not only regular medical care but also prayers, called the “prayer group.”

To eliminate any selection bias, he let the computer randomly assign patients to one of the two groups. People who met to pray for the prayer group were given just the names of the patients and a very preliminary information on their medical condition. All patients, belonging to either of the groups, signed a consent form, informing them of the possibility that they might or might not get prayed for. So none of the patients knew whether he or she actually got prayed for and at the same time, every one stood an equal chance.

Needless to say that all patients, their friends and relatives were free to pray on their own if they wanted to. No suggestion was made about self initiated prayers one way or the other.

The point I am making is that these being such large groups, all chance factors would equal out to make a strict comparison between the prayer group and the control group. This enabled the researchers to objectively study the effect of the additional prayers that were organized by the hospital.

Furthermore, neither the staff, nor the patient knew who was being prayed for. This is really important in a scientific study because if the patients know or find out about such differences, then, arguably, they may improve or get worse due to the placebo effect.

For instance, the one who is prayed for, may get an additional psychological booster and the
other who knows he is not being prayed, may feel deprived or something that may have a potential for improvement.

By the same token, it is important that the treatment staff not know which patient is participating in which group. Understandably, if a member of the treatment team knows about the composition of the groups, they may give certain patients preferential treatment, give them more attention, or pass on, unintentionally, their hope and enthusiasm to the patient. All told, as concerns the standards of unbiased and objective study, it met all the requirements.

Now, for the results of the study.

Dr. Byrd found that the prayed for group did much better than the group that was not prayed for. Several benefits were noted for the group that was prayed for, they were much less likely to develop congestive heart failure and pulmonary edema in which the lungs fill with fluid; they were five times less likely to require antibiotics; fewer needed to be put on ventilators and receive artificial respiration; fewer developed pneumonia or had cardiac arrests. All of the benefits mentioned were statistically significant.

Studies following respectable scientific standards have also been conducted comparing the effectiveness of the various types of prayer. One such study comes from the Spindrift Foundation in Salem, Oregon, which specializes in prayer studies.

A directed prayer has a specific wish and a specific outcome in mind.

Non-directed prayer is just the consciousness of who is being prayed for. The prayer is simply for the best potential of the individual to manifest or the best outcome to happen for that person. So non-directional prayer is “thy will be done” type of prayer.

This study was also done on the germination of seeds. The seeds that were prayed for always germinated more than the seeds that were not prayed for, and the seeds that received non-directed prayers germinated more than the ones that received directed prayers.

Spindrift Foundation concluded that both types of prayers were beneficial, but the non-directed prayers were three to four times more effective.
My personal bias, which is not based on any scientific study, is that a prayer for changing oneself into a better person is more desirable than the prayers for some material benefits. I am aware that my bias may have been determined by the fact that I am a psychologist and I am in the business of personal change.
It doesn’t interest me what you do for a living

I want to know what you ache for, and

if you dare dream of meeting your heart’s longing.

It doesn’t interest me how old you are.

I want to know if you will risk looking like a fool for love,

for your dreams, for the adventure of being alive.

It doesn’t interest me what planets are squaring your moon.

I want to know if you have touched the center of your own sorrow,

if you have been opened by life’s betrayals, or

have become shriveled and closed from fear of further pain…

I want to know if you can sit with pain, mine or your own,

without moving to hide it or fade it or fix it.

I want to know if you can be with joy, mine or your own;

if you can dance with wildness and let the ecstasy fill you

to the tips of your fingers and toes without cautioning us to be careful,

be realistic, or to remember the limitations of being human.
It doesn’t interest me if the story you’re telling me is true.

I want to know if you can disappoint another in order to be true to yourself.

If you can bear the accusation of betrayal and not betray your own soul.

I want to know if you can be faithful, and therefore be trustworthy.

I want to know if you can see beauty even when it’s not pretty every day,

and if you can source your life from God’s presence.

I want to know if you can live with failure, yours and mine,

and still stand on the edge of a lake and shout to the silver of the full moon, “Yes!”

It doesn’t interest me where you live or how much money you have.

I want to know if you can get up after a night of grief and despair,

weary and bruised to the bone, and do what needs to be done for the children.

It doesn’t interest me who you are or how you came to be here.

I want to know if you will stand in the center of the fire with me and not shrink back.

It doesn’t interest me where or what or with whom you have studied.

I want to know what sustains you from the inside when all else falls away.

I want to know if you can be alone with yourself.

And if you truly like the company you keep in the empty moments.
Fearlessness

Fearlessness is a divine quality; a quality above all others, which makes us free. When we become genuinely fearless, there is nothing in the world that can bind us, and nothing we cannot attain.

To be fearless is to be unmoved by the terror of extinction, by the terror of solitude, by the terror of disapproval. A truly fearless person engages fully in life and is equally prepared at any moment to die. True fearlessness embodies both courage and grace. Only with purposeful fearlessness can there be true accomplishment. Only with awakened fearlessness can there be true integrity.

The state of complete fearlessness, ultimately, is the state of self-realization. Fear leaves us little by little as we realize the strength of the self, the value of grace and a glimpse of the truths that lie at the root of this phenomenal world. Little by little knowledge, skill and commitment will dissolve fear.

Finally you experience the blissful freedom, harmony and delight which flourishes with fearlessness. You come to realize that there is truly nothing, whether in this world or beyond it, of which you need to be afraid.
EXPECTATIONS AND HYPNOTHERAPY
William C. Coe, Handbook of Clinical Hypnosis

RESEARCH AND APPRAISAL

Using the results from published case studies, Barrios (1970) pointed out that psychoanalysis resulted in a 38% recovery rate after an average of 600 sessions, Wolpean behavior therapy a 72% recovery rate after an average of 22 sessions, and hypnotherapy a 93% recovery rate after an average of 6 sessions. Therapists cannot, of course, simply accept these figures as valid comparisons among the three therapies, but they can at least alert them to the positive potential of including hypnotic techniques among other therapeutic skills.

In keeping with the concept of expectancy, Barrios (1970) viewed the hypnotic induction as an effective method for establishing confidence and belief in the therapist. In turn, a strong personal relationship should develop wherein the therapist’s words should be more effective in bringing about constructive change.

The Role of Expectations

Spinhoven (1988), in his review of headache treatments, concluded that nonspecific factors such as therapist credibility, attention, and support are probably the effective factors. According to him, they may lead to cognitive changes, especially self efficacy expectations of pain control. He viewed such nonspecific factors as a “general non-hypnhotic component of the two component model of hypnotic analgesia of Hilgard (1977)” (Spinhoven, 1988, p. 190).

Spanos, Williams and Gwynn (1990) more recently confirmed the success of hypnotic treatment on wart regression compared with placebo and salicylic acid treatments. However, they did not find that subjects’ expectations of success was an important factor for success. Instead, they indicated that hypnotic subjects reported more intense suggested sensations, a finding consistent with the hypothesis that vivid suggested imagery facilitates wart loss.
Prioleau, Murdock, and Brody (1983) performed a meta-analysis on 32 psychotherapy outcome studies in which placebo groups had been included as a comparison to the treated groups. They reached the conclusion that for actual outpatients and inpatients (versus fictitious patient subjects), the outcomes of the placebo treatments were just as effective as the outcomes of the actual treatments. In other words, they found that the expectation of being treated was by itself as effective as actually being treated.
Factors in Becoming a Successful Hypnotherapist.

by Gil Boyne.

I believe the first and most significant factor has to be a calling towards a true ‘people helping’ profession, not just thoughts of earning income, or changing from an occupation has become dissatisfying. This element is a psychic pre-disposition and a psychic need to help others, which is the highest spiritual need in mankind. Jesus said, “Love ye one another”, “Do unto others as you would have done unto you”. True adherence to these commandments would prevent almost all forms of life negation (expressions of ‘evil’.) I believe we are here to affirm life and to express our creative spirit, which is our divine nature.

The most important by-product of this work is that the Hypnotherapist has a special opportunity for Personal Transformation. Each of us is conditioned from early years to a cynical disbelief in our ability to be personally transformed. We say things such as, “Well that’s the way I am – it just can’t be helped” or, “I had a terrible childhood”, etc.

The daily experience of witnessing dramatic transforming changes in clients brings the therapist to the realisation that others can change and the therapist is part of the process and, eventually, the inner conviction develops that transformation is possible for them as well. This is the biggest reward that comes from becoming a Hypnotherapist. It is one of a very few occupations that allows one to witness and to participate in the Miracle of Personal Transformation.

The second element is training. Now that hypnotherapy has achieved a much broader public and acceptance as a powerful, life-changing process, many “schools” have sprung up and most of them give brief and superficial training, or very academic training based on outmoded psychoanalytic theories. However, in the USA and in the UK, there are schools that give several hundred hours training in hypnotherapy appropriate areas. The search for comprehensive training should be an exhaustive one since inadequate training is the major cause of failure in hypnotherapy. Without proper professional training the graduate student will quickly discover not only a lack of adequate income but also the lack of spiritual nourishment, a feeling of incompetence and inadequacy in dealing with the problems and conflicts presented by clients. A reliance on simplistic methods such
as creating the “right script” for the particular problem or ailment will most often produce minimal or transient results.

The conscious mind reasons primarily in the inductive mode, which means from cause to effect. In so doing, it calls upon accumulated knowledge, personal experiences and rational thinking. The subconscious mind reasons deductively, which is from effect back to cause. For example, numerous female clients make the statement, “I’m never going to fall in love again because I always end up getting hurt”. Once the underlying cause of the attraction to a specific type of exploitive male is revealed, this fictitious belief is easily overcome. In addition to deductive reasoning, the subconscious mind uses intuition which arises as a message from what I call an ‘Inner Creative Source’.

Intuition combines with previous learnings, native intelligence and personal experience to form a whole that defies rational processes. Often, in the middle of a therapy session, ideas and concepts flash into awareness and the answer is suddenly available. Often when working with a client, I close my eyes to enter into my subconscious, which allows intuition to come forward. I prefer to call it “Spiritual Inspiration.

As the therapy session proceeds there are salient words, phrases, statements and detailed experiences that I identify as highly significant. I store these as if in a highly visible filing system and finally, they come together to provide cogent and meaningful solutions. I avoid the temptation to form a conclusion from any single statement.

One of the most important traits of a highly effective therapist is to be non-judgemental. We must listen to the clients reporting of issues and personal history as information to assist in problem solving and prevent our personal beliefs and prejudices from shaping our perception of them.

After accumulating a number of significant clues, the subconscious will deliver what to do next. After developing trance in the client, begin using uncovering processes and re-education that are useful and appropriate.
The third attribute is one of the most significant ones. It is the ability to develop and use entrepreneurial skills. It is difficult to incorporate this into the training, although most of the trainers have developed it consciously or unconsciously or they wouldn’t be trainers.

I have often found that the very people that are attracted to hypnotherapy have the least developed entrepreneurial skills. They are drawn to the spirit of the profession, but are repelled or lack knowledge of the methods and personal effort required for the commercial marketing of their services.

When beginning a career in hypnotherapy, there are only two ways to inform your potential client of your services. The first is the use of your capital or money in media advertising, which is often the least productive method. The alternate method is the use of your time and energy for promoting public awareness of yourself and your services.

This requires ability, or a willingness to develop the ability to volunteer as a speaker to civic groups, service clubs and other forms of group meetings and social gatherings. In addition, the frequent solicitation of all forms of the media – local, regional, national, newspapers; radio and TV interviews by means of letters, press releases and the creation of attractive sales brochures.

Self-employed, self-directed service occupations require continuous self-promotion which can be divided between passive forms, such as brochures and adverts; and active forms such as lectures, meetings and talks. Free introductory lessons are a highly effective way to generate new business.

In the early part of my career, I would personally visit the local radio and TV stations, ask to see the Program Director and display my brochures and promotional material and say “I am available for interviews.”

In major media markets such as Los Angeles, New York, London and other major cities, there are so many radio and television stations that Program Directors are always looking for program content that will keep listeners tuned to their station. The creative and therapeutic uses of hypnotherapy
provide interesting topics for interviews. Television producers often require some form of visual demonstration, either live or filmed.

For example, when a stage hypnotist does a television show, the production company distributes hundreds of free tickets to create a studio audience. On the day of the filming, members of the studio audience are asked to volunteer. Usually a large number will come forward (they are anxious for their moment of fame) – the hypnotist gives them a series of suggestibility tests and selects the most responsive. This group is taken backstage for further testing and only the most highly responsive are chosen to appear in the show.

The fourth criteria is the therapist’s desire and ability to transform themselves. I am not implying that a therapist needs to be in therapy in order to do therapy. Through participation in the resolution of the clients issues, an new understanding of their own conflicts and an awareness of how to resolve them can occur. I call this accelerating the spiritual journey.

Many years ago I began to videotape live therapy sessions. As I used the therapy tapes in my teaching I came to admire the therapist on the screen and for a long time, I felt a separation between the person doing the therapy and the person watching – I came to strongly desire to be in my ‘off camera life’ the same person that I was while doing therapy. I had a feeling, “I wish I could be like that all the time” (as I was on the screen) and slowly it came to me: “I am that person. That’s not a different person or even a person behaving differently. It’s the way I choose to behave in a given situation. I can behave that way in any situation”. Originally, the incentive was to create the right impression to students watching the videotaped therapies. But, the realisation grew that I was still drawing on something within me to create that impression. That was the aspect of self that I admired and integrated into my behaviour.

As I continued to observe the paradox of clients behaviours that were self-defeating and illogical and as I witnessed the process of transformation, I came to understood my role as an instrument in the process. I realised it was not a case of my greater self and my lesser self. It was the aspects of self that I had chosen to display consciously and subconsciously in specific areas of my life. The choice was always mine. When this realisation came to me, I began to make better choices.
I aspired to the qualities of honesty, directness, potency, being non-judgmental, caring, the ability to confront in creative ways, the ability to bond with the client through developing rapport and by self-revelation. The months and years of viewing the films and seeing the success of my clients was the effective catalyst in my personal transformation. As I began to see clearly, I put aside childish things (words, feelings and behaviours).

I now believe that mankind is the creation of a divine source and is the expression of the highest form of life on this planet. All other animals are limited to procreation and instinctual response while the human animal not only procreates but also has faculties to modify and retrain instinct and overcome the negative effects of familial conditioning, environmental shaping and even genetic influences.

We are given many “divine faculties” and the primary evidence of our “Divine Nature” is our ability to Create. This explains how Man is made in the ‘Image of God’, because he has been given the “Divine Gift of Creativity”.
Medicine Cards: The Discovery of Power Through the Ways of Animals

The following pages contain material taken from Medicine Cards: The Discovery of Power Through the Ways of Animals, written by Jamie Sams and David Cars. Published most recently in 1999 by St. Martin’s Press, 175 Fifth Ave., New York, N.Y. 10010

Eagle  The Eagle is reminding you to take heart and gather your courage, for the universe is presenting you with an opportunity to soar above the mundane levels of your life. The Eagle represents the power of the Great Spirit, the connection to the divine.

Hawk  The Hawk teaches you to be observant, to look at your surroundings. Observe the obvious in everything that you do. Life is sending you signals.

Elk  The Elk teaches you that pacing yourself increases your stamina. You man not be the first one to arrive at a goal, but you always arrive without getting burned out. If you have taken on too much recently, it might be a good idea to look at how you plan to finish what you have started without ending up in the hospital.

Deer  The Deer teaches you to find the gentleness of spirit that heals all wounds. Stop pushing so hard to get others to change, and love them as they are. Apply gentleness to your present situation and become like the summer breeze: warm and caring.

Bear  The Bear represents the intuitive side, the right brain. To hibernate, bear travels to the cave, which is the center of the four lobes where the pineal gland resides. In the cave, Bear seeks answers while he/she is dreaming of hibernating. Bear is then reborn in the spring, like the opening of spring flowers.

Snake  The Snake represents the need within you to transmute some thought, action, or desire so that wholeness may be achieved.

Skunk  The Skunk is teaching you that by walking your talk and by respecting yourself, you will create a position of strength and honored reputation.

Otter  The Otter tells you to become the playful child and to simply allow things to unfold in
your life. It may be time to stop your addiction to worrying.

**Butterfly**  The Butterfly can give clarity to your mental process, help you organize the project you are undertaking and assist you in finding the next step for your personal life or career. The main message is that you are ready to undergo some type of transformation. Butterfly teaches the never-ending cycle of self-transformation.

**Turtle**  The Turtle teaches you to honor the creative source within you, to be grounded to the Earth, and to observe your situation with motherly compassion.

**Moose**  The Moose teaches you that you have reason to feel good about something you have accomplished on your journey. It is time to feel harmonious pride, and of recognizing those who aided you in the process.

**Porcupine**  The Porcupine gives you a gentle reminder not to get caught in the chaos of the adult world where fear, greed, and suffering are commonplace. Open your heart to those things that gave you joy as a child. Remember the preciousness of fantasy and imagination.

**Coyote**  The Coyote teaches you to see through the genius of your acts of self-sabotage. Coyote always comes calling when things get too serious. Remember to laugh so that new viewpoints may be assumed.

**Dog**  The message that Dog brings to you is that you must delve deeply into your sense of service to others.

**Wolf**  The Wolf tells you that your intuitive side may have answers or teachings for your personal use at this time. Share the knowledge by writing or lecturing on information that will help others better understand their uniqueness or path in life.

**Raven**  The Raven represents a change in consciousness. It is the power of the unknown at work, and something special is about to happen.

**Mountain Lion**  The Mountain Lion places you in a position of leadership. You need to learn
the lessons on the use of power in leadership and then the ability to lead without insisting that others follow.

Lynx  The Lynx reminds you to “listen to your higher self.” Be still and pay attention to the revelations you receive, either in the form of mental pictures or through a voice in your inner ear.

Buffalo  The Buffalo reminds you that you achieve nothing without the aid of Spirit and that you must be humble enough to ask for that assistance and then be grateful for what you receive.

Mouse  The Mouse asks you to see what is right before your eyes and take action accordingly, and at the same time, see the bigger picture.

Owl  The Owl can bring you messages in the night through dreams or meditation. Pay attention to the signals. The truth always brings further enlightenment.

Beaver  The Beaver is telling you to put your ideas into action or to complete some project that has been neglected. Beaver tells us to look for alternate solutions to life’s challenges and to protect the creations that you put your love and energy into.

Opossum  The Opossum is beckoning you to rely upon your instincts for the best way out of a corner.

Crow  The Crow tells you to walk your talk, speak your truth, know your life’s missions and balance past, present and future in the now.

Fox  The Fox involves adaptability, cunning, observation, integration and swiftness of thought and action. These traits may also include quick decisiveness and sure-footedness in the physical world. You would be wise to observe the acts of others rather than their words at this time.

Squirrel  The Squirrel tells you to honor your future by readying yourself for change. Lighten your load of “things” such as possessions, worries, pressures, and stresses.
**Dragonfly**  
The Dragonfly brings visions of power. If you feel the need for change, call on your visions to guide you to the pathway of transformation.

**Badger**  
The Badger tells you to become aggressive enough to do something about your present state of affairs and follow-up by keeping your eyes on the goal – stay focused. Honor the healing process as you express those inner feelings.

**Rabbit**  
The Rabbit’s lesson is to stop talking about horrible things happening and get rid of “what if” in your vocabulary. Stop worrying about the future or trying to exercise your control over that which is not yet in form – the future.

**Weasel**  
The Weasel reminds you to observe who or what needs attention, or a solution and offer your assistance in your own quiet or discreet way.

**Horse**  
The Horse reminds you that true power is wisdom found in remembering your total journey. Wisdom comes from remembering pathways you have walked in other times. Compassion, caring, teaching loving and sharing your gifts, talents and abilities are the gateways to power.

**Lizard**  
The Lizard asks you to pay attention to your dreams and their symbols.

**Antelope**  
The Antelope indicates a message of higher purpose. Take courage and leap; your sense of timing is perfect. The time is now. The power is you.

**Swan**  
The Swan represents a time of altered states of awareness and of development of your intuitive abilities.

**Whale**  
The Whale signals a time of finding your origins, of seeing your overall destiny. You may never be the same again.

**Bat**  
The Bat symbolizes the need for a ritualistic death of some way of life that no longer suits your new growth pattern and a time for letting go of old habits, and of assuming the position in life that prepares you for rebirth.

**Spider**  
The Spider gets your attention so that you notice that something you have woven has
borne fruit. Congratulations!

Hummingbird  The Hummingbird represents your love of life and joy. Your presence brings joy to others. Get ready to laugh and enjoy the Creator’s many gifts. Drop your judgmental attitude and relax.

Dolphin  The Dolphin reminds us to breathe. Dolphins are the messengers from spirit to humanity. You are to be a link to some solution for the children of earth. The link can bring answers to your own questions or to those of others. Communicate with nature.
Alternative Medicine and its Watchdogs

Some of the following websites offer greater truth and insight than the Food and Drug Administration or the National Center for Complementary and Alternative Medicine.

MOTHER NATURE.COM
http://www.mothernature.com
MotherNature.com weaves a rich tapestry of information around each of the more than 30,000 vitamins, minerals and herbs it sells. It cross-references this list with a natural health encyclopedia covering hundreds of health topics, diets, therapies and prescription drugs. Overall, a first-rate online health store.

QUACKWATCH
http://www.quackwatch.com
An alternative look at alternative medicine, the nonprofit consumer-watchdog site Quackwatch is dedicated to combatting health-related frauds, myths, fads, and fallacies.
TEN FUN THINGS TO DO BEFORE I DIE

1.

2.

3.

4.

5.

6.

7.

8.

9.

10.
MY VERY BEST SELF

1. FUN

2.

3.

4.

5.

6.

7.

8.

9.

10.

“CHANGE YOUR THINKING, CHANGE YOUR LIFE.” ~ERNEST HOLMES
Desiderata

Go placidly amid the noise and haste,
and remember what peace there may be
in silence.

As far as possible without surrender
be on good terms with all persons.
Speak your truth quietly and clearly;
and listen to others,
even the dull and the ignorant;
they too have their story.
Avoid loud and aggressive persons,
they are vexatious to the spirit.

If you compare yourself with others,
you may become vain or bitter;
for always there will be greater and lesser
persons than yourself.

Enjoy your achievements as well as your
plans.
Keep interested in your own career, however
humble; it is a real possession in the changing
fortunes of time.

Exercise caution in your business affairs;
for the world is full of trickery.
But let this not blind you to what
virtue there is;
many persons strive for high ideals;
and everywhere life is full of heroism.

Be yourself.
Especially, do not feign affection.
Neither be cynical about love;
for in the face of all aridity and
disenchantment
it is as perennial as the grass.

Take kindly the counsel of the years,
gracefully surrendering the things of youth.
Nurture strength of spirit to shield you in
sudden misfortune.
But do not distress yourself with dark
imaginings.
Many fears are born of fatigue and loneliness.

Beyond a wholesome discipline,
be gentle with yourself.
You are a child of the universe,
no less than the trees and the stars;
you have a right to be here.
And whether or not it is clear to you,
no doubt the universe is unfolding as it should.

Therefore be at peace with God,
whatever you conceive Him to be,
and whatever your labors and aspirations,
in the noisy confusion of life
keep peace with your soul.

With all its sham, drudgery,
and broken dreams,
it is still a beautiful world.
Be cheerful.
Strive to be happy.

~Max Ehrmann, 1927
State Law and Legal Issues

2014 Edition

the National Guild of Hypnotists

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Legal Issues

Stay Informed of the Law

As a member of the National Guild of Hypnotists you are entitled to the best information available on how to practice safely and lawfully. We have created this document to assist you in your practice of hypnotism and revise it each year. You will find information here on what the laws are in specific states that may affect your right to practice hypnotism. You will also find information on how to keep records, deal with issues concerning client confidentiality, required reporting laws, insurance, and other helpful matters. This document is intended to be read in conjunction with the Code of Ethics, Recommended Standards and Terminology of the National Guild of Hypnotists. If you have not read that document, be sure to do so. It will explain the Code of Ethics of the Guild (which you must follow) and the Recommended Standards for Practice (which we urge you to follow) and the words you should use while holding services out to the public.

The information presented here is intended to offer you more detail on some of the issues presented in the Recommended Standards, as well as other information. This document also provides you with the best information we have regarding state laws concerning hypnotism. These laws are constantly changing, so we urge you to keep in contact with the Guild for updates through your regional Chapter organization.
The Most Common Problems

Every year some hypnotists run afoul of the law. Typically, it is because they have made one or more very common mistakes. Therefore, we want to specifically point out these pitfalls to you so that you do not make them yourself.

First, be careful of the word “therapy.” In many states the practice of hypnotism for therapeutic purposes is restricted to licensed healthcare professionals, and in some states “hypnotherapy” is deemed by the court to mean “psychotherapy by means of hypnosis.” In those such it is unwise to call yourself a “hypnotherapist” and what you do “hypnotherapy” unless you are a licensed health care professional.

It is the explicit policy of the National Guild of Hypnotists to consider the traditional title of “hypnotist” to be an old, proud and distinguished title, and it is the title voluntarily used by many Guild officers. Many members do the same even if there is no legal reason to do so. It avoids legal entanglements with overly zealous governmental agencies and the Recommended Terminology of the National Guild of Hypnotists allows us to do everything we need to do under the “nontherapeutic” banner.

Second, be careful about your Title of Practice. The approved Titles of Practice for National Guild of Hypnotists members are those listed in our Standards. If you use any other title while holding yourself out to the public you are placing yourself outside of the Recommended Standards of the National Guild of Hypnotists. Currently, the Guild recommends only the title of Consulting Hypnotist and the titles for its Board Certification. We no longer recommend anyone call themselves a Hypnotherapist for the reasons given above.

The Guild awards specialty certifications in specific areas of hypnotic work such as forensic hypnotism, complementary medical hypnotism, clinical hypnotism and pediatric hypnotism. However, having received a specialty certification does not confer a new title of practice.

For example, a Consulting Hypnotist who has received the specialty certification in complementary medical hypnotism would continue to refer to him or herself as a Consulting Hypnotist, not as a “Certified Medical Hypnotist.” However, he or she could state that he or she was “certified in medical hypnotism” on his or her resume, stationary or business card. Similarly, a member who has received the specialty certification in clinical hypnotism could state that he or she held the certification, but is not authorized by the Guild to refer to him or herself as a “Certified Clinical Hypnotist.”

Third, use the Client Bill of Rights. Giving each client an accurate disclosure of your training and limits of practice, known in the Guild as the “Client Bill of Rights” is central to our Standards. If you use one you provide yourself substantial protection from any claim that you have misrepresented yourself to the public. Failure to use one dramatically increases your risk. Instructions for creating a Client Bill of Rights are found in the Guild Code of Ethics, Standards and Terminology publication that can be downloaded from the Guild’s web site.
Record Keeping Guidelines

Every hypnotist needs to keep some records on clients. While some argue that keeping records at all places you at risk (if they don’t exist, they can’t be produced in court to justify a legal action against you), this argument is mistaken. The keeping of basic professional records is regarded by the law as an obligation of practice. Your records are the only thing you will have to defend yourself if you are ever charged with hurting a client, placing another at risk or misrepresenting yourself.

Every hypnotist is free to keep his or her records in whatever format he or she feels is best. However, SOAP notes are an easy format to use to describe your client contacts and we recommend it. SOAP notes are common in most health care environments and having your records in this form will give them a professional appearance.

Using the acronym SOAP to describe the professional encounter with a client creates SOAP notes. When you write SOAP notes it is best to leave no blank lines and to make corrections only by drawing a line through the writing containing the error, so that it can still be read later. These provisions will allow you to show that your SOAP notes were not altered "after the fact," and this could protect you in a court of law if someone claims you have amended your records.

Here is how to make SOAP notes:

- **Date:** You give the DATE of the encounter with your client.
- **S:** You report all SUBJECTIVE information here. Basically, this will be everything the client tells you. An easy way to remember how to use this section is the phrase “WHAT THEY SAID.”
- **O:** You report all OBJECTIVE information here. Basically, you use this section to record what you observed about the client. An easy way to remember how to use this section is the phrase “WHAT I SAW.”
- **A:** You use this section to report the APPRAISAL of the client’s situation. You record here what you think is going on with your client. An easy way to remember how to use this section is the phrase “WHAT I THINK THIS MEANS.”
- **P:** You use this section to record your PLAN for helping the client. You would record what sort of hypnotism you did, any scripts you used, suggestions given and any other recommendations you made (such as a book you recommended.) Finally, you would include what you think you may do at the client’s next session. You may revise this plan when you next see the client, but having the plan listed here both reminds you of your thinking and makes it clear that there is a professional process of reflection included as a part of your care of the client. An easy way to remember how to use this section is the phrase “WHAT I DID AND PLAN TO DO.”

Know the Codes

If you wish to know the precise use of terms in the psychological or medical environment, the terms are defined (and given specific code numbers) in two standard reference works. These are the Diagnostic and Statistical Manual of the American Psychiatric Association (currently in the fifth edition and therefore often abbreviated as "DSM5") and the International Classifications of Diseases...
of the World Health Organization (currently in the ninth edition and therefore often abbreviated as "ICD-9." The tenth edition is not yet the official guide for the United States). These volumes provide a coding system that allows all human problems to be classified, even sub-clinical difficulties like "caffeine-induced insomnia" or "nervousness." If you are a serious practitioner earning a living as a hypnotist, you probably will wish to own these volumes for reference. However, avoid using the terminology in your records.

Both DSM5 and ICD-9 contain codes used to describe routine human problems that are not the focus of a mental or medical disorder. These codes are called "V-Codes."

As the conditions described are not medical or psychological disorders (and therefore not officially part of the licensed professions), a hypnotist may safely use them in record keeping. Such codes are useful when corresponding with the members of other professions. The common V-Codes hypnotherapist might employ are listed below.

- **V61.90 Relational Problem Related to a Mental or Medical Condition**
- **V61.20 Parent-Child Relational Problem**
- **V61.10 Partner Relational Problem**
- **V61.80 Sibling Relational Problem**
- **V62.81 Relational Problem Not Otherwise Specified**
- **V62.82 Bereavement**
- **V62.30 Academic Problem**
- **V62.20 Occupational Problem**
- **V62.89 Religious or Spiritual Problem, or a Phase of Life Problem**
- **V62.40 Acculturation Problem**
- **V68.20 Request for Expert Advice**

Both DSM5 and ICD-9 contain codes that are used for subclinical problems such as smoking (305.10) or simple obesity (278.0). While hypnotists may work with these conditions, there is debate about using the formal codes for record keeping. Technically, as these disorders are regarded as subclinical, the use of the codes by hypnotists is permissible. However, it may be wise to avoid any use of these codes in your records so that no one can ever put you on the defensive by challenging your right to work with conditions listed as disorders in the diagnostic and statistical manuals. A better solution is to use the V-Code for "expert advice" to indicate that the client sought expert training from you in using his or her own hypnotic abilities to cope with the problem indicated in parenthesis. Therefore, you might list smoking cessation hypnosis as "V68.20 (smoking)" and weight management hypnosis as "V68.20 (weight loss)."

As hypnotism is a different form of human service than psychology or medicine, unless you are licensed to practice medicine, psychology or some form of counseling, it is dangerous to use the
terminology of those professions in your records. Therefore, avoid words like "depression," "anxiety," "compulsive," and "phobia." Similarly, avoid using the words "psychological," "medical," "clinical" or "counseling." As far as reasonably possible, use other descriptive language instead. We recommend you always follow the Guild’s Recommended Terminology for Hypnotic Practice.

**Can You Take Insurance?**

The quick answer to this question is that you probably cannot take insurance as payment for your hypnotism services. Nor should you want to.

Insurance companies exist to earn money for their stockholders. The only way they earn money is to sell policies and not pay claims. Therefore, they are always looking for a legal way to deny a claim against one of their policies. If you are a member of certain licensed professional groups (for example, a physician or a licensed clinical psychologist), there are state laws that say that insurance companies must pay for your work.

However, if you are a member of another profession, insurance companies probably will refuse to pay for your services. They can do this for any reason they wish. They can refuse because hypnotists do not have any sort of state license. Alternatively (as licensed counselors and marriage therapists have recently found) they can refuse even if you are licensed, if your state does not have a mandated provider law that says they have to pay.

Many policies contain a specific exclusion for hypnotism in any case, and even if the insurance company does pay, they will typically only pay a part of what they consider “customary and usual charges.” However, insurance companies are unregulated in determining what is “customary and usual” and can set that at any figure they wish. Some hypnotists have discovered that insurance companies consider $25 per session to be “customary and usual” and they offer to pay 50% of that. This is why many successful therapists often refuse to work with insurance companies, even if they are mandated providers in their state.

The Guild feels you are better off if you set up your practice to work entirely outside the insurance system. There simply is no pot of gold at the end of the insurance rainbow. To do this, tell your clients that you do not bill insurance companies, and that your understanding is that most insurance companies do not reimburse for hypnotism. Then, collect your fee at the time of service by cash, check or credit card. Give your client a receipt showing the reason for the consultation, and if the client wishes to send it in to his or her insurance company, he or she may do so. However, to insure good will with clients it is always best to remember to caution the client not to expect the insurance policy to pay the claim. If the client was referred to you by a licensed health care professional and you were told the diagnosis, then you can list that diagnosis on the receipt you provide, along with the name of the referring professional who made it. Be careful you do not appear to be making a diagnosis yourself. You are not allowed to do so.

Some hypnotic practitioners have attempted to bill insurance companies by asking a referring physician to add the hypnotist’s charges to the physician’s superbill by using codes that are intended for use by Physical Therapists. The Guild does not endorse this practice.
Confidentiality

A common difficulty helping professionals have is understanding the importance of confidentiality and the limitations on it.

Like many persons engaged in helping others, hypnotists typically assure clients that anything said in sessions will be regarded as confidential and will not be disclosed. However, there is a fundamental difference between the kind of confidentiality you can promise as a hypnotist and the sort promised by physicians, psychologists and certain other professionals. We can promise confidentiality to a client, but we cannot often promise legal privilege, which is a more powerful sort of confidentiality.

"Basic Confidentiality" means that you do not intend to disclose information shared with you by a client. At most, this promise of confidentiality exists as a civil contract. If you break the confidentiality you have promised, you might be civilly sued for breaking an implied contract with your client. However, you would not be in violation of any law. In addition, if you are placed under oath at a legal proceeding, a judge has the right to order you to break your promise of confidentiality if the judge sees fit.

"Legal Privilege" means that you practice a profession regulated by a law which explicitly says not only that you must keep client confidences, but also that you may not be required to disclose in a court information given to you by a client. If you break confidentiality that is privileged, not only can you be civilly sued, but you have also broken the law and can be punished by the court. Further, except under very narrow circumstances, a judge may not order you to break confidentiality that is legally privileged. The law clearly recognizes privilege regarding information disclosed by a client (or patient) for physicians, lawyers, clergy and psychologists. In some states, privilege also exists for social workers, professional counselors and marriage and family therapists. Therefore it is vital that you be familiar with the laws in your state.

In general, if requested by a lawyer or court to disclose any information about a client, you should consult your own lawyer and take the advice you are given. The advice to consult an attorney is good advice, because this issue can be legally confusing.

Test Question: As an example, imagine that you have been called to testify at a court proceeding. Imagine that the material does not fall under any privileged information law in your state. You have been placed under oath and a lawyer asked you to disclose information a client revealed to you believing that it would be confidential.

The promise of confidentiality you made to your client has no legal standing. The judge can order you to testify. However, if you testify without a fight, your client can civilly sue you for breach of contract. What should you do?

Answer: You should refuse to testify at first, explaining that you have given your promise that the information would not be disclosed. Then, if the judge orders you to testify, politely agree to do so, but request the judge’s order in writing for your records prior to testimony. When the written order is
received (or if the judge, on the record, refuses your request for a written order), you may testify. Your client might still bring a civil suit against you, but such a suit would be unlikely to succeed because you clearly attempted to honor your promise to your client. Also, be aware that it is possible to request the judge to hear your testimony "in camera," which means off the record in the judge’s chambers so that the judge can make a decision whether or not your testimony is relevant to the trial. If the judge rules that your testimony is not relevant, the judge may excuse you from testifying at all.

**Release of Confidential Information**

From time to time the hypnotist may need to discuss a client’s care with hypnotism instructors or supervisors, or other professionals. Prior to disclosing confidential information for these purposes it is wise to obtain a signed "Release of Confidential Information" from the client to insure that the client consents to your plan to discuss the client’s care with a third party. You do not need to obtain a release to discuss a case with colleagues or instructors provided you do not share information that would allow your client to be identified. However, if you are discussing a person specifically by name or in a way that would allow another person to figure out whom you are speaking of, a release is needed.

There is no standard format for a "Release of Confidential Information." However, it is generally accepted that such releases should be fairly specific and time-limited. These are the formats we suggest:

**The One-Way Release** (Use this form if all you need to do is to transmit information to some other party. It is especially useful if the client wants you to send information to an insurance company, as it makes clear how much privacy the courts have ruled the client is giving up if the client attempts to use insurance to pay for your services.)

I hereby authorize [your name] to release to [the other professional’s name, or the name of the insurance company] the following specific medical, psychological or educational information he or she may have pertaining to me: [List information to be disclosed.] I state that I have examined the records to be released and approve of this release to the party indicated above. This authorization for the release of confidential information expires ninety (90) days from the date below. I understand that I may revoke this release at any time on written notice to the parties involved, and that information released prior to the receipt of such notice is not a breach of my right to confidentiality. I understand that by authorizing the release of my records to a third party in this way I lose any right to confidentiality or privilege over my records. I understand that by authorizing the release of my records to a third party in this way I create a circumstance where [your name] might be required to enter testimony in a court of law regarding me. I understand that by authorizing the release of my records to a third party in this way I create a circumstance where [the other professional’s name, or the name of the insurance company] may reveal the information contained in my records to whomever they wish. I understand that by authorizing the release of my records to a third party in this way I create a circumstance where the records released may be subpoenaed by interested parties to use as evidence in a court of law. [print client’s name, attach signature and date]

**The Two-Way Release** (Use this form if you wish to consult with another professional or to acknowledge a referral. The client gives up much less privacy with this release as the information is passing from one confidential relationship to another. Never use this release to authorize sending
information to an insurance company).

I hereby authorize [your name] and [the other professional’s name] to release to each other any and/or all hypnotic, medical, psychological or educational information they may have pertaining to me.

This authorization for the release of confidential information expires ninety [90] days from the date below. I understand that I may revoke this release at any time on written notice to the parties involved, and that information released prior to the receipt of such notice is not a breach of my right to confidentiality. [print client’s name, attach signature and date]

HIPAA

The U.S. government implemented the Health Insurance Portability and Accountability Act of 1996, usually called “HIPAA” or H.I.P.A.A.

You probably know about this law because every health care provider in your life started handing you a “Notice of Privacy Practices” in April 2003, and your mailbox started to fill with offers from various organizations to sign you up for a class where you could learn how to comply with HIPAA in your work as a hypnotist. Often, the solicitations came with dire warnings about huge fines if you fail to comply.

The purpose of HIPAA is to make it easier for people to carry their health insurance benefits with them from one employer to the next. It is also intended to make it easier for health care providers to work with people who have different sorts of insurance policies by standardizing how records are kept, transmitted and used. Finally, it intends to give the public a measure of protection over who can know private medical information about them.

Corporations and practitioners who are governed by HIPAA are required to disclose to every client what can and cannot be done with private health care information (that is why you have been receiving that “Notice of Privacy Practices”). They are required to have in place a system of business policies that meet common-sense requirements about privacy protection both for paper records and for electronic records. The requirements are basic considerations such as a rule that files are to be kept in secure locations, staff are to be trained in privacy practices, every office is to have a “Privacy Officer” and an “Electronic Security Officer” who insures compliance, etc.

Generally speaking, Consulting Hypnotists who are not also practicing some other regulated profession are not obligated to comply with HIPAA. HIPAA applies to regulated health care professionals and health care corporations. Under the laws of most states hypnotists are not considered health care professionals. If you called someone in your state government to ask if you must comply with HIPAA and they said “yes,” it is likely the person you were speaking to mistakenly believed that hypnotists are regulated health care professionals under the laws of your state.

Some hypnotists are actually dual professionals possessing credentials both as professional hypnotists and in some other form of regulated health care. People such as this are regulated under HIPAA because of their second credential, and should have received information from the
appropriate agency about how to comply long before HIPAA was implemented.

However, the wording of HIPAA does contain some ambiguity, which is typical of a huge piece of omnibus legislation such as this. This ambiguity does create problems for hypnotists.

For example, hypnotists in Washington and Colorado are regulated as “unlicensed” psychotherapists or counselors. Does this mean they need to comply with HIPAA? It’s not clear. And those states with Health Freedom Laws, such as Minnesota, Rhode Island, California, etc., where hypnotists are authorized to practice “Complementary” medicine are a real muddle. There is no authoritative answer, and it’s not clear what governmental body has the authority to give an answer.

In those states where the application of HIPAA to hypnotists is unclear, the individual practitioner must decide how he or she wants to proceed. The Guild can’t make an unconditional recommendation as the Guild is not a governmental agency and would be liable for any advice we give. If we said you should comply and it turns out that you don’t have to, we could be sued for putting you through considerable inconvenience. If we said you don’t have to comply and a court later decides that you do, we’d be liable for having given incorrect information. Because the law is ambiguous and because the Guild does not have the authority to decide this on its own, it’s up to you.

Fortunately, there is nothing in HIPAA that says you can’t comply with it on a voluntary basis. Therefore, the safest counsel if you are in an “unclear” state, or just want to do what other professionals are doing, is to comply on a voluntary basis even if it turns out you do not have to. It’s not really all that hard and there are many books you can obtain that will explain how to comply if you choose to do so.

State Laws

Current Information as of July 2014

Unregulated States (20 states)

To the best of our knowledge, the following states have no regulation that affects hypnotism:

Alabama, Delaware, Georgia, Indiana, Iowa, Kansas, Kentucky, Louisiana, Maine, Massachusetts, Michigan, Nebraska, North Dakota, Oklahoma, Oregon, Pennsylvania, South Dakota, Vermont, Virginia, and Wisconsin.

The Guild recommends you follow Guild Standards and Terminology in these states even though there may not be a legal requirement to do so.

Guild Standard States (15 states plus District of Columbia and Ontario)

We are aware of one or more laws currently on the books that could be interpreted to prohibit a Guild hypnotist who is not otherwise qualified to practice some other profession, from practicing hypnotism. In many cases this prohibition on hypnotism is indirect—the law was not created to ban hypnotism and our concern is only about how some of the language could be interpreted. It is our
opinion that you may practice in these states within Guild Standards provided you identify yourself as a “Hypnotist,” call the service you render “nontherapeutic hypnotism,” use only approved Guild Terminology and add to your Client Bill of Rights the following paragraph:

“The services I render are held out to the public as nontherapeutic hypnotism, defined as the use of hypnosis to inculcate positive thinking and the capacity for self-hypnosis. I do not represent my services as any form of health care or psychotherapy, and despite research to the contrary, by law I may make no health benefit claims for my services."

Alaska, Arkansas, Arizona, District of Columbia, Hawaii, Maryland, Mississippi, Missouri, Montana, New York, Ohio, South Carolina, Tennessee, Texas, West Virginia, Wyoming and Ontario.

There is an explicit law in these states that regulates the practice of hypnotism. In order to practice lawfully in these states you must comply with the law. Contact the Guild office or your Chapter organization for specific details on how to comply. In all cases you must follow the Recommended Standards. In most cases there is more that you have to do.

Doc’s VOX

We were pleased and amazed at the very positive response to the title “Consulting Hypnotist” which I mentioned in my keynote talk at the recent convention. It was used in the context of an informal survey that we conducted over the past couple of years. Here’s what we did –

We had three replies when asked what we did for a living. Group one were individuals who replied, “I’m a hypnotist.” 92% replied something like, “Oh, you help stop people from smoking.” About 5% replied something like – “I saw a hypnotist once. It was a funny show.” And 3% made no response.

Our second group, when asked what they did for a living, said, “I’m a hypnotherapist,” and found 15% were familiar with the term (depending on the area of the country). Ten percent said, “What’s that?” and 75% made no response.

The third group, when asked what they did for a living, said, “I’m a ‘consulting hypnotist.’” There was a 5% no response, but 95% said something like, “A consulting hypnotist? Do you consult with individuals?” or “Who do you consult with?”

What we were looking for was a point at which we could give our “elevator talk” about hypnotism and establish our personal “brand.” Unfortunately, we have some unsuitable branding already – the phrase “bark like a dog and quack like a duck.” With almost 60 years in this field I have never seen this done in a show, but it’s become a common negative brand for our art and science of hypnotism.

So, it is really up to us in the profession to work hard to get rid of the negative branding and replace it with positive branding. In reading the convention evaluations we found the following statements about the new title (consulting hypnotist). “At first I didn’t particularly want to change,
but the more I say it, the more I like it,” said Ed Morris, Director of Education for the NGH Institute. Member David Barrett of Florida says, he likes the “consulting hypnotist idea” – and there were many more. The positive feedback was enough that we are going to establish “consulting hypnotist” as an NGH recognized professional title.

-Dr. Dwight Damon
Marketing 101 with a SLANT
by Antje E. Wortman

DEFINITION:
Finding customers’ needs/wants, creating a product or service and filling the need/want at a profit

The CUSTOMER is the focus, not you, not your product. Even some of the corporations forget this.- Eg. Coke Classic.

A look at the Market:
What is a product/service "Life Cycle?"
Introduction / Growth / Plateau / Decline (Polaroid)
3000 BC 1958 2011 and on!!!

Hypnotherapy and other complementary alternative care is still in the "Introductory / growth stage". We have a long way to go and therefore great potential for success.

4 P's OF MARKETING:
Product, Place, Price and Promotion (also called Marketing Mix)

Describe your Product(s) or Service(s):
Intangibles.

What does your customer need or expect from you. Customer focus vs. what you "want" to sell them. Eg. "Relaxed muscles and a feeling of well-being’ vs. "A Massage", "Creating healthy habits and a positive self image" - vs. "Stop Smoking or Lose Weight."

Address the experience, the "WHY' and "WHAT'S IN IT FOR ME'"}

MASLOW'S HIERARCHY OF NEEDS:
Physiological (hunger and thirst)
Safety
Social Needs
Self Esteem
Self Realization
Every product or service is bought to satisfy one or more of these needs. Where are your customers on the needs hierarchy and how can your service help them achieve their goals.

Distinguish the needs of consumers.

**IDENTIFY AND TARGET CUSTOMERS:**

a. Who are your primary customers? Write a picture of them: Age, income, sex, education, interests, occupation, marital status.

b. What factors influence the customers' buying decisions?

1. Product / serviced considerations: Price, warranty, packaging, time, reputation of the industry / trade.

2. Business considerations: Location, reputation, method of selling, hours, credit terms, advertising & promotion, appearance of property and employees, capability and attitude of employees. **SMILE!**

3. Other considerations: Changes in economy, attitudes.

Now Segment.

Eg. Average customer is:

Service they need: quit smoking, lose weight, performance enhancement, massage, pain control…Remember to sell the sizzle!

Where do I find these customers?

How do I reach them?

**PRICE:**

We must value our time. If we don’t, why should others?

Survey your competition.

Hourly?

Package rate: 3 weight sessions for $ ? (Value pricing)

How much experience do you have? Do you think that Joe Blow, Esq. charges as much for his services as Johnny Cochrane?

What is the value to the client? L’Oreal’s campaign.

Setting your price too low can hurt you (perceived value).
PLACE:

Are you easily accessible?

If operating out of your home, are you safe?

House calls?

Do you have clear and accurate directions to your place of business?

Does it feel safe and quiet?

Does it reflect the proper atmosphere for your product? Is it a continuation of your product? (Décor)

Signage?

PROMOTION:

(Letting the customer know what your service is)

The objective of promotion is to get out information and increase demand, to move the client from being aware to buying and to differentiate yourself from the competition.

What is your mission statement? Your reason for being? Purpose Statement: An infinitive that indicates a change in status, such as to increase, to decrease, to prevent, to eliminate. Business Statement: Outlines the activities you choose to pursue this purpose.

Do you have a motto?

Consistently use your motto and keep your mission in mind to gain brand recognition.

Positioning: How do you want your product to be perceived? Highlight the attributes that will appeal to the client. Sell the sizzle! You can be explicit and highlight features and benefits or implicit and sell the experience, class of service. Implicit appeals to the client’s imagination – what media will you use? (PR Mix)

Advertising: Media without face to face such as Yellow Pages, newspapers, magazines, television, radio. (Answer the 5 W’s) Who are you addressing? (Men / women / smokers / weight / stress) What are you going to tell them? Where do they find you? When? (Time limited offer, and / or your hours of business) Why should someone buy your service? Time your advertising. Hook onto special opportunities such as “Quit Smoking Day”, New Year’s resolutions, upcoming events such as golf tournaments, marathons, tennis matches.

Consumer & Trade shows: Health fairs, networking at meetings such as NGH

Public Relations = unpaid media. Who is your customer? Now look at the big picture – who do we as a group need to impress if we want to create awareness and credibility? Public speaking. Free
press and articles. Contributions to the community – as a group. Run educational workshops.

Direct Marketing: Send your message to targeted consumers.

Sponsorship: Donation of money to a charity, donating gift certificates to silent auctions.

PACKAGING:

What will your promotion piece look like? Your brochure, business card, stationery, signage, name? Does it reflect your service? Does it carry over into your Promotion?

What about the other packages? Your office - does it welcome? Are your phones answered professionally? Do you accept credit cards?

Now for the most important package – You! Do you reflect your services? Trust, professionalism, consistency, walk the talk. You are the product!
Basics of Developing a Mission Statement, Vision, and Values Statements

Developing a Mission Statement

1. At its most basic, the mission statement describes the overall purpose of the organization.

2. If the organization elects to develop a vision statement before developing the mission statement ask “Why does the image, the vision exist - what is it's purpose?” This Purpose is often the same as the mission.

3. Developing a mission statement can be quick culture-specific, i.e., participants may use methods ranging from highly analytical and rational to highly creative and divergent, e.g., focused discussions, divergent experiences around daydreams, sharing stories, etc. Therefore, visit with the participants how they might like to arrive at description of their organizational mission.

4. When wording the mission statement consider the organization's products, services, markets, values, and concern for public image, and maybe priorities of activities for survival.

5. Consider any changes that may be needed in wording of the mission statement because of any new suggested strategies during a recent strategic planning process.

6. Ensure that wording of the mission is to the extent that management and employees can infer some order of priorities in how products and services are delivered.

7. When refining the mission, a useful exercise is to add or delete a word from the mission to realize the change in scope of the mission statement and assess how concise is its wording.

8. Does the mission statement include sufficient description that the statement clearly separates the mission of the organization from other organizations?

Developing a Vision Statement

1. The vision statement includes vivid description of the organization as it effectively carries out its operations.

2. Developing a vision statement can be quick culture-specific, i.e., participants may use methods ranging from highly analytical and rational to highly creative and divergent. E.g., focused discussions, divergent experiences around daydreams, sharing stories, etc. Therefore, visit with the participants how they might like to arrive at description of their organizational vision.

3. Developing a vision can be the most enjoyable part of planning, but the part where time easily gets away from you.

4. Note that originally, the vision was a compelling description of the state and function of the
organization once it had implemented the strategic plan, i.e., a very attractive image toward which
the organization was attracted and guided by the strategic plan. Recently, the vision has become
more of a motivational tool, too often including highly idealistic phrasing and activities which the
organization cannot realistically aspire.

Developing a Values Statement

1. Values represent the core priorities in the organization’s culture, including what drives members’
   priorities and how they truly act in the organization, etc. Values are increasingly important in
   strategic planning. They often drive the intent and direction for “organic” planners.

2. Developing a values statement can be quick culture-specific, i.e., participants may use methods
   ranging from highly analytical and rational to highly creative and divergent, e.g., focused
   discussions, divergent experiences around daydreams, sharing stories, etc. Therefore, visit with the
   participants how they might like to arrive at description of their organizational values.

3. Establish four to six core values from which the organization would like to operate. Consider
   values of customers, shareholders, employees, and the community.

4. Notice any difference between the organization’s preferred values and its true values (the values
   actually reflected by members’ behavior in the organization). Record each preferred value on a flash
   card, then have each member “rank” the values with 1, 2, or 3 in terms of the priority needed by the
   organization with 3 indicating the value is very important to the organization and 1 is least
   important. Then go through the cards again to rank how people think the values are actually being
   enacted in the organization with 3 indicating the value fully enacted and 1 indicating the value is
   hardly reflected at all. Then address discrepancies where a value is highly preferred (ranked with a
   3), but hardly enacted (ranked with a 1).

5. Incorporate into the strategic plan, actions to align actual behavior with preferred behavior.
Product Options

• Make Money with your message right away;

• Create $$$ Making Ancillary Products BEFORE you publish your book;

• Create a:
  - Workbook
  - Ebook
  - Book
  - Journal
  - Audio Program
  - Coaching Program
  - Online Events
  - Live Events

• Learn where to market your products;

• Learn strategies for marketing your products;

• Create a compelling sales letter that gets results.
YOU CAN WRITE.

There are a million reasons why you “can’t” write.

So what’s your reason?

It’s not your job. You don’t like it. You haven’t done it forever. It’s hard. You’re more of a math person.

Those are all bullshit.

They may be true, but they’re still bullshit. There’s no reason you can’t write – no matter how “unqualified” you are for the task. This pocket guide is something to keep with you to remind you of that.

There are a million courses you could take, books you could read, and experts you could talk to that would make you more “qualified” to write. But there’s no bigger step to take than simply getting the inspiration and the confidence you need to get started.

Keep this guide with you, and flip through to whatever section you need that day to get the small daily reminders you need that writing gooder – sorry, weller – is within your grasp.

It’s not easy. But you can write.

Part 1: Getting Over the Fear.

“I’M NOT A WRITER.”

“It’s none of their business that you have to learn to write. Let them think you were born that way.”

–Ernest Hemingway

What makes you a writer is that you’ve written something. What other sign are you waiting for? A book deal? For the Queen to appoint you Poet Laureate? A LinkedIn Skills endorsement? No one
needs to know that you “are” or “are not” a writer; it’s of no consequence. Write something. And then write something else.

“I HAVEN’T WRITTEN SINCE COLLEGE.”

“Everywhere I go I’m asked if I think the university stifles writers. My opinion is that they don’t stifle enough of them. There’s many a best-seller that could have been prevented by a good teacher”  
–Flannery O’Connor

University education has no bearing on your ability to write. If you need proof, just pull an old term paper. You’d be astounded how ridiculous spending $40,000 a year makes you sound.

“I’M NOT GOOD ENOUGH.”

“This is how you do it: You sit down at the keyboard and you put one word after another until it’s done. It’s that easy, and that hard.” –Neil Gaiman

You might be right – perhaps you’re not very good. But to get good, you’ll need to sit down and just do it already. (Have faith. Most people won’t even get this far. So you’re already better at writing than them.)

“WRITING TAKES FOREVER.”

“If you want to be a writer, you must do two things above all others: Read a lot and write a lot.” – Stephen King

The more you do it, the less time it will take – because you’ll be over the fear. (Or at least you’ll have learned to suppress it deep, deep down.)

“I DON’T HAVE ANYTHING TO SAY.”

“What really knocks me out is a book that, when you’re all done reading it, you wish the author that wrote it was a terrific friend of yours and you could call him up on the phone whenever you felt like it.” –J.D. Salinger

You have value in just being you. Let that show through in your writing – very few others will have

“I ALWAYS GET WRITERS BLOCK.”

“The scariest moment is always just before you start.” - Stephen King

Writer’s block is an annoyance, but it’s not a reason not to write. Force yourself to get started wherever it’s easiest – jotting down an outline, pulling quotes, conceiving storyline – just for the sake of making a blank screen less intimidating.

“WORDS ARE HARD FOR ME.”

“Get it down. Take chances. It may be bad, but it’s the only way you can do anything really good.” – William Faulkner

Just start. Begin writing, even if you have to delete it later. Putting words on paper – brilliant words, stupid words, any words – is the only way you have a chance at creating something worthwhile.

Part 2: Becoming a Writer.

HAVE YOUR OWN VOICE.

“Be yourself; everyone else is already taken.” – Oscar Wilde

You may have to change your tone, or your language, or your format, or a million other things to make a piece of writing better. But none of that should inhibit the inherent “you-ness” of what you write. Don’t try to adopt someone else’s voice. (Even if it sounds really, really good.) They’re better at being them than you are, anyway.

WRITE FOR YOUR AUDIENCE.

“You can wear what you like linguistically or sartorially when you’re at home or with friends, but most people accept the need to smarten up under some circumstances.” – Stephen Fry

If a tree falls in a forest and there’s no one there to hear it, does it make a sound? If you write something no one understands, does it have any merit? While some might argue it does, writing
should meet the needs of your audience if you’d like it to meet any practical end.

DETERMINE YOUR ‘SO WHAT?’

If there’s a book that you want to read, but it hasn’t been written yet, then you must write it.” – Toni Morrison

Your “so what?”: is the reason you’re writing a piece. If you have the urge to write something, there must be some purpose. Take the time to articulate to yourself exactly what that reason is so you can articulate that reason to your readers, and create a purposeful piece of writing.

BE DELIBERATE ABOUT FORMAT.

“Prose is architecture, not interior decoration.” – Ernest Hemingway

There are poems and short stories. Tweets and feature-length films. Articles and cartoons. One-acts and puppet shows. Which one are you writing? Choose a format that can support what you’re building, or your story will collapse.

Part 3: Writing and Words.

CHOOSE THE RIGHT WORDS.

“The difference between the right word and the almost right word is the difference between lightening and a listening bug.” – Mark Twain

Lazy writers fart out words. Actually, no – most writers fart out words; lazy writers don’t re-read to swap out the vague words for clear ones. Time spent thinking of the word that best describes what you’re trying to say is time well spent.

FOCUS ON SUBSTANCE, NOT ART.

“I am so clever that sometimes I don’t understand a single word of what I am saying.” – Oscar Wilde

Don’t sacrifice clarity to show off a big vocabulary. As Kerouac said “One day I will find the right
words, and they will be simple.”

WRITE WITH EMPATHY.

“A writer without interest or sympathy for the foibles of his fellow man is not conceivable as a writer.” – Joseph Conrad

Use empathy to guide your editorial decisions. Empathy will tell you what to write or when to make a joke. It’ll tell you to delete a comma, then to add it back in, and that even though only a few readers will get a reference, they’ll enjoy the delicious high of being “in on something” enough to forgive you for how long this sentence has gone on. 😊
MARKETING FOR YOUR HYPNOSIS PRACTICE

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The following is provided to students of HII to support you in having a successful business. Test these marketing styles and tweak them for yourself. Keep learning marketing skills – read about marketing, attend marketing seminars, pay attention to what marketing is doing in many arenas (look outside your field for fresh ideas).

1. Yellow Pages ads vs Internet (Google Keyword Tool)

2. A hypnotic telephone script that closes sales like crazy:

**Telephone Script of Process:** *How did you hear about us? [great market research] How can we help you today? LISTEN CAREFULLY TO THEIR NEEDS. Hear how they relate their core desire. BUILDING RAPPORT.*

"Who referred you to me? __________ Most of my clients come from referrals and we will appreciate referrals from you, too.

How can I help you? __________

I can help you with you with your issue(s). I'll work with you in four different ways: with hypnosis and hypnotherapy, as well as education, and a little bit of coaching.

At the first visit, I'll be interviewing you because I need to know whom I'm dealing with and what I'm dealing with. I'll teach you more about hypnosis at that time, but I'll be happy to send you some information now. We'll end that first session with hypnosis, beginning with helping you to start getting reconditioned by learning to relax and giving your subconscious mind permission to release those old patterns and to help condition you for some of the other important hypnosis that you'll be experiencing later on as we get to the root of the problem.

I'll record some hypnosis sessions for you so that you can take them home to reinforce the new. So, there is homework, supporting you to get to your goal much faster, long term, and save lots of money. It is very important to reinforce the work we'll be doing.
This is why it generally only takes most clients anywhere from 3 to 5 visits to achieve their therapeutic goal. The first two visits will be two (2) hours each, for efficiency sake putting you on a fast track to freedom. After that, most visits will be two and a half (1 1/2) hours long. I am committed to having you get results asap.

Therefore, you save money and you get to your goal faster. Occasionally, some clients may require less than 3 visits, a few others more than 5. I'll work as quickly and efficiently as possible. I'll treat you like I'd want to be treated. I'll do my part, but you must do your part and remember that doing your homework, like listening to a CD, helps speed up the process for everyone.

With a client’s participation, I have a ____% success rate and the other ____% are greatly improved. The fee is $____ per hour; we also offer an option to save money: if you purchase 5 hours (not 5 visits), 5 hours up front, you get a discount (ex:10%) and save $____. Many people like to take advantage of this, and some just pay as they go. Either is fine with us. [You may pay by credit card, check or cash, of course.]

Would you like to receive our free brochure? Please give me your mailing address (email address and phone number, too) and we'll send it out right away for you to review. If you decide you want to come in, just call us to make an appointment or I can help you with that now if you want to do it now. Our office hours are from ____ am to ____ pm Monday through Friday. Is there anything else I can answer for you at this time?

3. Empire building sales letters that will have your phone ringing off the hook with hot prospects who are predisposed to come to you!

Select your market to send these Direct Mail Lead Generation letters to, then till in the blanks in these three templates sent out to make a specific offer:

EXAMPLE Letter #1: "As you can see, I've attached __________ to the top of this letter. There are two reasons for sending you this letter. Number one, I have something important to tell you and I want to make sure I've got your attention. Number two, (you explain the tie-in. There's got to be some tie-in with the grabber) what I have to share with you is about how to make your life (benefits)________________. I thought this little eye-catcher was appropriate. [Whatever you use
as a grabber, it's going to be your opening.]

Then you go on to explain that you are a hypnotherapist who specializes in helping people ________
__________________________ [whatever you wish to focus on].

Then you list the different types of services you offer.

Then you offer your prospect a free information kit for a specific offer that is happening during a
pre-determined time period.

The P.S. reads "Just for requesting an information kit, I'll also send you a free copy of a CD of
______________________________. Call or fill out the form right now."

[You can give them whatever gift you want, but make sure it has to do with your services.]

EXAMPLE Letter #2 (if they don't respond to letter number one, 2 to 3 weeks later send letter no. 2)
"Discover how my ________________ and then you just list all of the main benefits of your service
will make your ________________ guaranteed. Plus, get a free (just reiterate the gift that you are
going to offer in the little sub-headline).

The first paragraph refers to the first letter, reminds them of the (thing) you sent.

Then you are going to include a testimonial [one of the strongest testimonials you have right in the
middle of the letter.

Then you have the call to action, "To get your free information kit, call..."

Then the P.S. is exactly the same as in the first letter.

EXAMPLE Letter #3: (if they don't respond to letter #2, 2 to 3 weeks later they get number 3, which
says) "Final notice!" at the top. This is your last chance to discover how to make __________ and
get a free ________________.

"Over the past few weeks, I've written to you twice." [And then you talk about the past 2 letters you
sent, then you say, "Since I haven't heard from you yet, I thought I'd write to you one last time."
The you've got you call to action and the P.S. is exactly the same as the previous letters.

4. Three business cards that actually generate referrals and white hot pre-qualified leads for you (This is a NEW concept in business cards that will blow your mind and blow your competition out of the water!)

5. A dynamite client survey form that automatically gets you KILLER testimonials and a constant stream of high quality referrals.

The "Client Survey" form works great on three levels:

you get some referrals.

you will get great quotes you can immediately use as testimonials and to create testimonial-type ads.

you will learn what concerns your clients had before they hired you, what they liked about what they did and why they hired you. [Great market research.]

Create the following "Client Survey" questionnaire and send out right after the work you do with them (include a pre-stamped return envelope):

1. Space for their name and the date at the top.

2. I am very interested in getting your thoughts about my service. Any feedback about specific things that I could do to change or improve my service would be appreciated.

3. How would you rate the program: excellent, good, fair, below average?

4. Why did you decide to seek help from a hypnotherapist?

5. Please list the 3 biggest concerns you had before you hired me. Please describe in detail.

6. What did you like best about my service?
7. Be honest and don't worry about hurting my feelings, and tell me what specific things I can do to change or improve my service?

8. If you were talking to someone else who was thinking about hiring me, what would you say to him or her?

9. May we use your comment for promotional purposes?

10. NOW, at the bottom of the page, you want to thank them for completing the survey, give them instructions on mailing it back to you or faxing it in and promise them a gift (CD or something else) for doing so.

6. GETTING REFERRALS: Anytime you get a compliment from a client, ask them if you can use them as a reference and if they will write a sentence or two for you, or record a video. Put the testimonial – written or video – on your website and in your office.

7. A "top secret" single piece of paper that could be worth $10,000 or more to you every single year (99% of business owners don't have a clue about this strategy this piece of paper uses.)

8. Newspaper, yellow page and magazine ads that will get noticed and flood your business with more new leads, clients and sales than you can handle.
Example Business Cards

I guarantee to make your back pain disappear fast and forever

John Smith
World Class
Hypnotherapist

(CONTACT INFO HERE)

Back of Referral Business Cards

We love referrals!

We are fortunate to get the majority of our new clients from referrals. This card has been given to you by one of our very special clients.

THIS CARD IS GOOD FOR $50.00 OFF OUR SERVICES

Call: (xxx)-xxx-xxxx

Back of Prospect Business Cards

Free report reveals...

“The 7 Biggest Mistakes Clients Make When Hiring A Hypnotist or Hypnotherapist”

Don’t Hire Any One Until You Read This Free Report

Call our 24 Hour Free Recorded Message
1-800-xxx-xxxx or visit us at www.XXX.com

(Free Recorded Message Business Cards)

Free consumer awareness hotline reveals...

“How To Choose A Hypnotherapist”

Don’t Call Any Hypnotherapist Until You Listen To This FREE Recorded Message!

Discover how to choose a Hypnotherapist who will help make you amazingly successful. The 5 things to ask any Hypnotherapist before you hire them.

24 Hour Free Recorded Message
Call 1-800-xxx-xxxx

Free Recorded Message Hotlines!
1-888-xxx-xxxx

“How To Choose A Hypnotherapist” ext. 1

“How To Make Your Anxiety Melt Away for Success” ext. 2

“How To Create Inner Peace that Guarantees An Improved Life Outcome” ext. 3

“How To Make Your Company Sales Soar & Hassle Free” ext. 4

“The Secret To Making Your Life Amazingly Successful” ext. 5
Example Document: Top Secret

Here is the free report you requested!

“The 7 Biggest Mistakes Clients Make When Hiring Hypnotists and Hypnotherapists… And How To Avoid Them!”

It is very, very, very rare for a professional hypnotherapist to write this kind of report. Many other hypnotherapists and hypnosis schools do NOT want you to know this information. Please take the time to read it carefully. In fact, if you are – as I hope – very interested in making sure that your choices are successful, then I urge you to get comfortable, ask not to be disturbed, and STUDY this report – it IS that important! It reveals vital information that you need to know!

Dear friend,

It’s shocking but true.

Every day, individuals and companies hire hypnotherapists that they should not be hiring. Hypnotists and hypnotherapists, and even hypnosis certification schools often lie about their qualifications, charge you a LOT more than they should, end up turning your important attempt at helping yourself or your employees’ experience into an embarrassment and put your reputation on the line by presenting sub-par results.

Individually, asking for help may be a completely NEW, DIFFICULT and STRESSFUL experience. Most of us are taught that we should just take care of things on our own.

Organizing corporate sponsored access to an effective hypnotherapist can even be a DIFFICULT and STRESSFUL job. There are so many details that must be attended to. But here is the undeniable truth:

THE OVERALL SUCCESS HINGES ON
YOU HIRING THE RIGHT HYPNOTHERAPIST

I realize that you might not believe that right now but think about it for a minute. When is the last time you remembered the dinner you had at a corporate event? Did the centerpieces make the event memorable and successful? When is the last time you attended a corporate event when the band or the DJ made it successful?

Probably never.

The speaker or hypnotherapists is the “key” to a successful event, but there’s the problem…

Hire the wrong person and your event will be a flop. Hire someone who offends members of your audience and it is your reputation on the line. Overpay for an entertainer who delivers a sub-par performance and all eyes will be looking at you.

This report is going to give you the inside scoop on what some entertainers and agencies do to unsuspecting event planners. You’ll be armed with the knowledge you need so you won’t be “taken” by these people.

In just a minute, I’m going to reveal what the 7 Biggest Mistakes are and how you can avoid them, but first let me answer a couple of questions that are probably on your mind:

Who Are You And Why Are You Revealing This Information?

My name is ___________ and I’m a certified hypnotherapist and speaker. For the past 15 years my unique presentations consisting of education, motivation, comedy and audience participation have helped event planners at companies including __________, __________, __________, __________, __________, __________, and __________ make their events unforgettable, successful and fun.

I’m revealing information that the entertainment industry doesn’t want you to know for two main reasons:

REASON #1: If you end up hiring a lousy entertainer or speaker, this closes the field not only to me but to other competent professionals. Odds are, if the person you hire stinks, you’ll be very reluctant
to hire a similar type of presenter in the future.

REASON #2: I HATE to see bad performers rip people off and make event planners look bad. It puts a black eye on my profession.

Okay, now that you know who I am and why I’m doing this, let’s talk about the 7 Biggest Mistakes Event Planners Make When Hiring Entertainers and Speakers…And How To Avoid Them!

BIG MISTAKE #1: Assuming That Going Through An Entertainment Agency Or Speakers Bureau Is The Best Way To Go

Many event planners feel that they are better off hiring performers from a “reputable” agency or production house as opposed to hiring performers on their own.

While it is true that making one phone call to an agency and letting them do the work is a lot easier than doing it yourself, there is not assurance that you are going to get the performer or speaker that is perfect for your event.

Dirty little secret #1 agencies don’t want you to know.

Agencies have a list of performers / speakers in different price ranges. Their first concern is booking the highest priced performer so they’ll get a nice fat commission. It’s for this reason that they always ask what your budget is.

If you tell them that you have a $5,000 budget they will look to book an entertainer in that price range. This may not be the best person for your event but because they can gobble up every dollar you have to spend if the agency books them.

Dirty little secret #2 agencies don’t want you to know.

If you have a very substantial budget, an agency will almost always book way more performers than are necessary.

For example, I performed at a very small corporate event where an agency had booked two magicians, an artist, a juggler, and me. This was OVERKILL to the maximum. The agency didn’t
care about what was best for the client, they only cared about spending every dime that company had available.

Dirty little secret #3 agencies don’t want you to know.

This is going to blow you away and maybe even anger you. Did you know that many agencies mark up their talent by 100% to 300% or more?

That’s right! If a performer normally charges $500 for a show, an agency will charge you up to $1,000 for the same performer!!! Are you getting a $1,500 performer? No! You’re getting a $500 performer but paying twice what you should!

The agency practice of charging you DOUBLE what you would have paid if you hired the performer on your own is quite common. In fact, in the best-selling training manual for entertainment agencies, “The Secrets Agents Life,” the author boasts about this practice and has charts to show agents the “obscene” amount of money they can make by doing this.

Of course, there are some agencies that do NOT do this. There are some very reputable agencies that really care about their clients. Instead, they require that their talent discount their fees to them so that they can charge their clients the same amount they would have paid if they hired the performer directly. Or they charge add a nominal fee service fee on top of the talents fee. These are the types of agencies you want to deal with.

Bottom Line: Remember that an agency’s first concern is about the amount of money they can make. Your needs come in a distant second. Take charge and be in control!

BIG MISTAKE #2:

Basing Your Decision Primarily On Price

Wow! This is a biggie.

Of course, price is a factor when hiring a performer. If you only have a $250 budget, you’re not going to be able to hire a major star to come and entertain your group! However, many event planners place too much emphasis on price and not enough emphasis on the overall impact the
entertainer will have on their event.

Is the highest priced performer always the best? Absolutely not! In fact, in a marketing course put out for entertainers, the author tells his readers to dramatically raise their fees because a lot of event planners equate the value of a performer by how much they charge. He says that it is all “perception.”

Well, it certainly won’t be just “perception” if you hire someone who charges you thousands of dollars for a show that is, in reality, only worth a few hundred dollars and they “bomb!”

On the other hand, hiring the least expensive entertainer is not always the best way to go either.

Magicians, motivational speakers, hypnotists and other performers are perceived as a dime a dozen – a commodity – by many event planners, and because of this they try to find the lowest priced performer.

The fact is that each performer is unique and, like in any other professions, there are entertainers who are great, some who are good, some mediocre, and some who should never be allowed on stage!

You need to base your decision on the performer who will best fulfill your needs and help you achieve your desired outcomes.

One way you can know whether an entertainer is going to meet your needs is whether or not he or she asks what your needs are and what outcomes you want to achieve with your event. When you call them, do they just tell you how great their show is without finding out what you want and need?

How would you feel if you went to a doctor because you weren’t feeling well and the doctor instantly prescribed some medicine without first finding out what was wrong with you? It’s the same with entertainers. They should find out what you want and need first and see if they have a program that can fulfill those needs.
BEWARE!

Many performers are so desperate for work that they will say anything to get hired. They will tell you that hey do things they don’t, won’t, or can’t do. We’ll be talking about how to spot out these phonies and avoid ’em like the plague in just a few minutes.

Bottom Line: Decide what your budget range is, check out a number of performers in that budget range, and choose the best person regardless of price. If your budget is so small that you cannot find an excellent performer, DO NOT HIRE ANYONE. It is far, far better to have no entertainer than it is to hire someone who is not good. Save your money and wait until you can afford someone who is outstanding.

BIG MISTAKE #3

Believing Testimonial Claims

Testimonials are of the utmost importance when hiring any entertainer / speaker. In fact, they are of paramount importance. If a performer does not have a TON of great testimonials it means one of two things.

First, the performer is inexperienced and hasn't worked professionally long enough to get testimonials. Second, the performer isn't very good and can't get any testimonials from his customers. In either case, this is a performer you probably don't want to hire.

Yes, testimonials are critical. In fact, I have an arsenal that I use in my marketing. What people say about a performer is infinitely more important than what a performer says about himself or herself.

The sad fact is that many entertainers and speakers make up their testimonials and totally lie about their credentials. In fact in a best-selling videotape program for entertainers a budding performer asks the "expert" what to do if you don't have any testimonials. The answer was, "Oh, just make them up. Do what ever it takes." As disgusting as this sound, it is unfortunately common practice.
Another scam that entertainers pull on unsuspecting event planners is to claim that they have performed for people and at places they never really have. For example, one sleazy entertainer, who will remain anonymous, claims on his website that he has performed on the Tonight Show and The Late Show with David Letterman. He then shows a picture of himself outside the Tonight Show Studio and one of him inside the Letterman studio. Please note that David Letterman and Jay Leno are nowhere to be seen!

Discovering the truth is very easy. Ask the performer to give you copies of some of the actual testimonial letters they received and not just the quotes from these letters. (I have a whole book of them that I send to my prospects upon request.) If the entertainer/performer can't produce at least some of the actual letters, you've caught 'em! If a performer claims to have performed on a well-known television program, simply ask for a copy of the tape. If they don't have it... well, you know.

Bottom Line: You should put a lot of weight on performer's testimonials when making your decision. Just make sure you are dealing with someone who is honest and ethical.

BIG MISTAKE #4

Relying Solely On A Demo Video

A performer's testimonials are more important than their demo video, much more important. The problem with basing your decision solely on someone's video is the fact that anyone can make themselves look good on video through editing and retake after retake.

Three quick, true stories that will graphically illustrate this point:

HORROR STORY#1

I recently did a program for a major German automobile company. The event planner told me the year before she had hired a comedy juggler. She said his demo video was great and that he did some amazing things on video. But when he did his show live, he "Couldn't do anything... Dropped everything on the floor... Was totally embarrassing."

HORROR STORY #2
A Fortune 500 company paid a fairly famous magician to perform strolling magic at the tune of $50,000 for the evening. The president of the company say this magician make himself float on television in front of a crowd of people on the street and asked him to make himself float for his group. "I can't do that here," the magician informed the very disgruntled client.

HORROR STORY #3

A local teacher's association hired a hypnotist based on the great demo video he sent them. In the words of the event planner, "It was a disaster. He literally couldn't hypnotize anyone. People started leaving the event. Other's starting talking amongst themselves. And the hypnotist started yelling at all of us." Yikes!

So what should you look out for in a demo video? If the video is over-produced and too slick, beware. The performer may be trying to hide behind special effects. The video should give you a feel for what the performer does, how he interacts with the audience, and what the audience response is. (The audience's response to the performer is in reality more important than what the performer actually does.) Ideally, the video should consist of clips from more than one show.

Bottom Line: A demo video can be a useful tool in helping you decide whether a performer is right for you but it should be one the factors that contributes to your decision.

BIG MISTAKE#5

Booking Too Long Of A Presentation

Scheduling too long of a program is a mistake many event planners make. It's important to remember that it is not like people are going to a theatre or to the movies and want to see a two-hour program. In many cases, attendees will have been in meetings all day will be tired.

Even if your event is "dinner only", your guests will have been sitting for at least 45 minutes before the show starts. If you add a cocktail hour, an awards presentation, and/or a speech from the company president the length of the event increases dramatically.

Bottom Line: The ideal length for the entertainment portion of your program is 35 minutes
with a maximum of 45 minutes. This will keep your event moving along at a nice pace and keep everyone energized.

BIG MISTAKE #6

Not Getting 100% Reassurance That The Presentation Is Squeaky Clean

This is sooooo important especially in today's day and age when people are offended by the least little thin. It is vital that you make sure that the performer's material is absolutely clean or trouble brews for you on the horizon.

I recently did a program for a Fortune 500 company who had also hired a comedian. The comedian was hilarious and the audience loved him but then he let a few very minor swear words slip out. In fact, I didn't even catch them... but the wife of one of the company's bigwig dealers did. She stormed out of the program and dragged her husband with her. This executive shot an extremely upset look at the poor event planner.

The event planner came up to me and said, "Oh great, now I have to spend tomorrow smoothing all this out. That's just what I need." He had asked the comedian if his material was clean and the comedian told him that it was. It wasn't.

Bottom Line: You need to not only ask whether the performer's material is clean, you have to *insist* and *emphasize* that it MUST be clean.

BIG MISTAKE#7

Not Getting A Money Back Guarantee

In most cases, you can avoid falling prey to a bad speaker, entertainer, or entertainment agency by insisting that they give you a 100% money back guarantee if you are not satisfied with their presentation.

This is the ultimate test as to whether someone really believes in what they are offering or if they are just full of hot air. If a performer really believes in the quality of their program, they shouldn't hesitate to guarantee it.
Bottom Line: Some performers may argue that people will take advantage of them if they offer a guarantee. This is a bunch of bunk.

In the past 15 years that I have offered a money back guarantee and over the thousands of performances, no one has EVER requested their money back. In fact many companies have me back year after year.

If the performer you're considering for your event won't back up their presentation with a guarantee... WATCH OUT!

Well, there you have it. Obviously, if you're a seasoned event planner you may have already known some of the secrets revealed in this report But, I hope you found a few gems that applause, accolades, and acknowledgement that you richly deserve.

If I can help you or you want to contact me, please call (XXX) XXX-XXXX.

Best,

_____________________
Certified Clinical Hypnotherapist

http://www.________________________.com

P.S. For more details about my programs go to www.______________________.com or call me at (xxx) xxx-xxxx.
Who else wants to have the <your service>?

“How To Make Your <your service> Easy and Successful ... Guaranteed”
<short description of one of your packages>

By <your name>

If you want to make <your service> easy and successful, this is the most important message you will read all year. Here’s why...

Let’s face it, having the right <your product> is one of the major keys to making your life a little bit easier. Yes, you can hire another <your title>, but here’s why you need to hire me.

Your best bet is to hire a professional <your title>. But, there are big problems with that too. The sad truth is that there are a LOT of people who buy some equipment and then claim that they are professional <your title>. WARNING: These amateurs can ruin your prom!

I’ve been a professional <your title> for over <x> years and in that time have helped hundreds of people make their <your service> easy and successful. In fact, I put money where my mother is. I guarantee my services.

I’ll tell you more about my astonishing guarantee in a minute, but first...

Here Are 3 Powerful Reasons You Should Let Me Help You...

Power Reason #1: <compelling reason & explanation why it is important>.

Power Reason #2: <another compelling reason & explanation why it is important>.

Power Reason #3: <another compelling reason & why it is important>.

Three Packages For You To Choose From

Because I want to make sure your <your service> turns out to be exactly like you want it to be all the while staying within your budget, I have three different packages to suit your needs.

The Silver Package

This amazing package includes <some services you offer>.

The Gold Package

This amazing package includes everything in the “Silver Package” PLUS <some additional services you offer>. The Gold package is guaranteed to make your <your service> so easy and successful you’ll wonder why you didn’t call us sooner.

Speaking of guarantees, here is my exclusive...

Tear Up Your Check Guarantee!

If you are not completely satisfied with my services, I will instantly tear up your check and you get the <your service> for free. I can tell you that in my <x> years as a <your service>, not one person has EVER asked for their money back. Why? Because my clients are thrilled with the job I do. You will be too... guaranteed!

Okay, <your name>. Everything Sounds Great.
What Do We Do Next?

It’s simple. Pick up the phone right now and call me at XXX-XXX-XXXX. We can talk about your needs in detail, I’ll answer any questions you might have, and we will see how I can help you make your <your service> easy and successful.

Please call me immediately. I am the busiest <your title> in the area so consultation times fill up quickly and I don’t want you to be disappointed. Call XXX-XXX-XXXX, NOW!
### Advertorial newspaper ad example

"I Had The Best Wedding Ever And Now My Secret Can Be Yours..."

<table>
<thead>
<tr>
<th>Every woman dreams of having the perfect wedding. Nancy Smith of Roswell, GA claims she knows the secret to making your wedding the event of the year.</th>
</tr>
</thead>
<tbody>
<tr>
<td>&quot;Like every bride-to-be, I wanted my wedding day to come off without a hitch and be really memorable and fun for me and all my guests. Well, one decision I made, made my special day better than I ever dreamed possible.&quot;</td>
</tr>
<tr>
<td>Nancy called DJ Dave Dee after hearing wonderful stories about him from friends. &quot;Dave was so professional and easy to work with. His selection of music was incredible too. He had music that everyone could enjoy. Plus he made my reception so much fun by getting everyone dancing, laughing, and having a great time! I recommend DJ Dave Dee!&quot;</td>
</tr>
<tr>
<td>Picture of smiling bride at her reception</td>
</tr>
<tr>
<td>Nancy Smith, thrilled with her reception</td>
</tr>
</tbody>
</table>

If YOU want to make your wedding reception memorable, fun, and one of the most talked about events of the year, Call DJ Dave Dee at XXX-XXX-XXX and he will give you a FREE, no obligation wedding reception consultation. Plus, when you call, he will send you his FREE "Successful Wedding Tool Kit". Dee, is one of the most popular DJs in the area so call today. XXX-XXX-XXX
"You'll be saying... "We just had the help ever!"

"How To Create Great Personal Change
For Yourself or Your Employees That Will
Make A Positive, Lasting Effect... Forever!

Free Recorded
Message Hotlinks
-Or-
Go to
www.YOURWEBSITE.com
for instant access to this
FREE information!

“How To Choose A Hypnotist
To Absolutely Get The Help
You Need Now”
1-800-XXX-XXXX ext. 1

“How To Make Your
Anxiety Melt Away for
Success & Inner Peace”
1-800-XXX-XXXX ext. 2

“How To Create The Inner
Change That Guarantees
An Improved Life Outcome”
1-800-XXX-XXXX ext. 3

“How To Make Your
Company Sales Soar &
Hassle Free”
1-800-XXX-XXXX ext. 4

“The Secret To Making
Your Life Amazingly
Successful”
1-800-XXX-XXXX ext. 5

My Personal
Guarantee To
You...

If all you want is the
cheapest hypnosis,
please call someone else.
My services will make your
experience
unforgettable, fun, and
amazingly successful. I will
help you Stop Smoking
painlessly and quicker than
you would ever experience
with other methods.
Guaranteed.

Your Name
World Class Hypnotist

7 Outstanding Reasons To Choose
Your Name, Certified Hypnotherapist

1. ___ Years of amazing results
2. Private, Confidential
3. Certified, Experienced
4. Customized programs
5. Reasonable prices
6. Huge choice of options (Stop
Smoking, Weight Loss, Confidence,
and more!)
7. He will make your transformation a
hassle free success-guaranteed!

Call (XXX) XXX-XXX
Your Company Name
1244 Able Drive, Alpharetta, Ga 30302
WARNING: Do NOT Call Any <your Service> Until You Read This

Did you know that all <your title>s are not the same?

Yes, it’s true. There are people who go out and buy some equipment and call themselves “<your title>s”. This is like someone buying a stethoscope and calling himself a doctor!

Do you want to make sure that your <your service> is done right? That it comes off without a hitch?

If so, you should call a <your title> who is a full-time <your business> and guarantees his work.

Why? The answer is simple: You can relax and rest assured that your <your title> will do what it takes.

That’s the good news. The bad news is that there are very few <your title>s who will guarantee their work and there is only one here in <your city>.

So, if you want to make <your service> successful, you should call (XXX) XXX-XXXX and speak with <your name> who is the only full-time professional <your title> who guarantees you will be thrilled with his service.

Call right now for a free consultation. (XXX) XXX-XXXX. There’s no obligation. Call now.
Ad Example, also written like an article; shared by permission of Jem Pope)

Announcing A New System To Help You Stop Smoking Easily!

Decisions Hypnosis Can Make You a Non-Smoker in One Session

Do you really want to quit smoking?  If you're like so many others who have tried in the past and failed, don’t give up. There is hope for you. Hypnosis has helped countless numbers of people stop smoking when other remedies failed. And with the advances in hypnotherapy that are now being used, the numbers keep climbing.

Jem Pope, a local hypnotherapist, has helped many clients achieve success when other methods have failed. And he is so sure he can help you become smoke-free – and do it in just one session – that he guarantees it. Sound too good to be true?

“I hear that a lot,” says Pope, “but that’s my job. Giving people back control of their lives, their time, and their money. Many people don’t realize the money they will save. At just a pack a day, you’re spending about $100 a month on cigarettes. It’s like giving yourself a $1200 a year raise. And that’s if you only smoke one pack a day.”

Many people want to stop smoking but can’t seem to become non-smokers permanently. As a certified hypnotherapist, Pope has experience in helping people stop smoking, lose weight, and making many other life improvements. Since opening 3 years ago Decisions Hypnosis has helped hundreds of clients make real and lasting change in their lives. Pope cites individual sessions as a big reason for success, saying that, “We can give the client the kind of individual attention that just can’t be done in a group setting.”

What about cravings and withdrawals? “There are none,” Pope says emphatically. “That’s the point of using hypnosis to stop – to do something you couldn’t do for yourself, and do it without drugs. In fact, I warranty my work. In the unlikely event that someone does feel the need for a follow-up within the first 2 years, it will be absolutely free.” Pope says that the mind is powerful and amazing, and capable of making the kind of permanent change that people are seeking. And it can simply reject symptoms of withdrawal such as cravings and weight gain. “One of the most common questions I have about quitting is whether or not there will be weight gain. I tell them that will only
happen if they want it to. But to please let me know in advance of the session, because I usually make sure they won’t gain.”

Jem Pope is certified by the American Board of Hypnotherapy, as well as the International Hypnosis Federation. His methods have proven to be over 95% successful in getting his clients off of cigarettes for good. “Really the only people who may not succeed are the ones who feel pressured into it by family members or friends,” he says, “But those are rare – we can help just about everyone who calls. They just have to want it for themselves, not for someone else.”

The next step is to build a doctors’ referral network. The American Medical Association recognized the value of hypnosis nearly 50 years ago. And doctors and dentists are taking more and more advantage of it all the time. For pain management, smoking cessation, lifestyle and habit changes, doctors and dentists are finding it more and more important to build alliances with hypnotherapists to give their patients a greater level of care and promote healthy lifestyles.

Jeremy Pope, CHt, may be reached at Decisions Hypnosis, 128 North Street, Thomas, GA  866-678-FREE (3733)

Since my appointment, I have never once had the urge to go buy another pack. Now, at times I would have smoked, I think to myself, “This is when I normally would have had a cigarette, but I don’t smoke anymore.”

-Alice J., Thomas, GA

“I went to see Jeremy at Decisions, and I was pleased with how professional he was. He made stopping the habit easy for me, and I haven’t been irritable or gained weight, either. For several days, I actually got a buzz from NOT smoking, and I haven’t touched a cigarette since! I was also impressed that he records every session on video.”

-Audrey L., Thomas, GA
Can Entrepreneurship Be Taught?

Excerpts from Fortune Small Business Magazine, March 2006

Wally Amos
Famous Amos Cookies
Founder
“You can’t teach someone not to be afraid when he is almost out of money or to believe in his idea no matter what.”

David Neeleman
JetBlue
CEO & Chairman
“I can’t think of a single person who doesn’t have the entrepreneurial spirit. Education – from the classroom to learning through experience – separates the successes from the failures.”

Michael Dell
Dell
Founder & Chairman
“Most of entrepreneurship for me is about instinct and intuition. Many times I have been asked by someone considering a new venture if he should go for it. But an entrepreneur knows instinctively when to go for it.”

Vivienne Tam
East Wing Code
Founder & CEO
“If you’re passionate about what you’re doing, you don’t need to go to school. From the time I was 8 years old, I loved making clothes.”

Craig Newmark
Craigslist
Founder
“As a nerd, I could have used more course work in how to communicate and also a good course in organizational behavior.”
3 Deadly Myths: Three Commonplaces That Could Doom Your Business To Failure

By Joe John Duran. An excerpt from Arrivals Magazine, unknown date.

We all love the idea of running our own business. We dream of creating our own work environment, making unlimited amounts of money for ourselves and those we love, and working on our own terms. That’s why more than one million new businesses are formed every year in the United States. But the sad reality is that half of those businesses will fail within two years. They will collapse for a variety of reasons – most often because the founder held some misguided beliefs.

We interviewed dozens of successful entrepreneurs for Start it, Sell it, and Make a Mint (John Wiley & Sons), and found three common misconceptions that proved to be deadly to independent businesses:

Deadly Myth #1: If You Build It, They Will Come.

The old movie “Field of Dreams,” starring Kevin Costner, illustrates one of the biggest business killing myths. …The movie showed all of the frustrations he encountered in building his field, and yet once he had it built, people began to appear magically. Similarly, many business owners believe that customers will simply pour in. This typically doesn’t happen, though. If you do not market and sell your services, not only will they not come, they won’t even notice.

While many business owners spend countless hours designing brochures or working on the look of their logo, they spend remarkably little time identifying how they will reach their potential customers, and how they will get these prospects to buy their products or services.

Deadly Myth #2: Doing What You Love Is The Key To Success.

There’s a huge difference between making great bread and running a great bakery. Most successful entrepreneurs enjoy running the business more than they enjoy what their business does.

Maria is a middle aged woman who love designing dresses. She had slowly grown her dress business out of her home. After a couple of years she had six employees and spent more of her time on operational and administrative issues. She hated being taken away from designing, and suspected
there were many things she didn’t know about running the business, but she simply ignored several of the brewing challenges. She had turned her hobby into a business, but the company eventually failed because she never ran it like a business.

**Deadly Myth #3: A Profitable Business Is A Successful Business.**

Tomorrow’s profits won’t pay today’s bills. Sadly, countless entrepreneurs find at the last minute that they don’t have enough cash in their account to make payroll or pay their rent. Many businesses would be saved if their owners understood that cash flow is all that really matters for any independent business. It’s easy to design a spreadsheet that creates an illusion of profits. However, many a business goes bankrupt while waiting for those profits to arrive.

**Final Thoughts**

The lesson here is simple: Concentrate on cash flow. Ensure you understand the timing of payments, both in and out. Make sure you build a buffer, because money takes longer to come in than to leave. Remember that cash is the lifeblood of your business. Profits are not.

Succeeding in business is hard enough; don’t let these three commonplace myths trip you up.

*Excerpt from an article written by Joe John Duran CFA, author of “Start it, Sell it, & Make a Mint, 20 wealth creating secrets for business owners” (John Wiley & Sons). For more free entrepreneurial tips and tools visit www.startitsellit.com.*
Creating a Brochure...DON’T, CREATE A PALM CARD INSTEAD

1. Brochures are out of date! A PALM CARD or PUSH CARD is more effective.
   A. Introduce your business / service / product to potential clients.
   B. Provide information to existing clients about changes in business, new services, or updated products.

2. Who should be receiving this Palm Card?
   A. Existing clients.
   B. New clients and Inquiries.
   C. New contacts (doctors, offices, chiropractors, etc.)

3. What type of action do you want the reader to take when he / she gets your Palm Card?
   A. To know about my business and services.
   B. To go out and try my product or services immediately.

4. Fill out only what is relevant.
   A. Name of company / product / services:
   B. Services offered / product sold:
   C. Primary contact name:
   D. Business address:
   E. Business phone number:
   F. Email and Website:
   I. E-mail address

5. Tone / Slant: What kind of impression do I want to make? Who will be reading this Palm Card?

6. Special information: What is so special or different about my business / product / service? What should customers remember about my business?

7. Other things I want to say, if space and budget permit:
Creating a Postcard

They are inexpensive to print, easy to mail, and have a higher chance of being viewed by recipients since they aren’t hiding in envelopes. But often postcards cross into brochure territory.

Turn a boring postcard into a list of top ten tips and watch how recipients respond. You can also tuck them into packages that you mail out, hand them out at events, or send them just as you would with any direct mail campaign.

1. Business Name
2. Picture
3. Contact Information
4. Testimonials
Starting Your Own Website
The not so easy way.

Choose a Domain Name
- Search Engine Optimization (SEO): You’re going to start hearing this term a lot — it is the process of making your website more likely to be found on search engines like Google, Yahoo, and Bing. For domain names, it is smart to include a keyword that people might search to find your site. For example, if your site is about waffle recipes, a domain like JordanWaffleRecipes.com would be good for SEO.
- Google Adwords Keyword Planner: Free AdWords tool that helps you build Search Network campaigns by finding keyword ideas and estimating how they may perform. This can help you figure out what people are searching for and will help you in determining your domain name.
- Keep it simple, short and catchy.

Purchase Hosting
The job of a hosting company is to store your website content on their servers and make sure it is constantly available for download.

There are different kinds of hosting for different sized sites, but for your first site a shared hosting account will work just fine. It is called a shared account because you share the server bandwidth with other accounts based on moment-to-moment needs. You can easily upgrade to a faster, dedicated account later when your site attracts more traffic. This will run you $8-15 per month and most cheap providers will ask you to buy a year of service upfront.

Purchase Hosting
We currently use SynHosting, but I would also recommend DreamHost. DreamHost lets you register your domain names through them and their backend system is very user friendly.

Do some research and read reviews. Customer service is very important when it comes to hosting so make sure you choose a service that has excellent customer service.
Get to know your cPanel or backend system

It depends on the hosting company as to what your backend system will look like. Several use the cPanel interface. Others use their own interface.

When you log into your hosting account, it should take you to your cPanel or backend automatically. This is where you can create email addresses, change settings, etc.

This is where things get complicated. cPanel is not easy to use, but there are lots of websites that offer cPanel trainings that you can learn from. Also, if you selected a good hosting company, they will be able to help you as well.

Install your CMS

In the old days, web designers had to create websites using pages and pages of code. Luckily for you there are now content management systems (CMS) out there that have made it so you can create a beautiful site without ever touching a line of code.

WordPress - The most popular and easy to use CMS available. It is relatively easy to use, and it is very customizable. It is helpful to know a little bit of HTML code but it isn’t necessary.

There are other CMS systems out there (Drupal and Joomla) but I have no experience with them.

Pick a Design

WordPress, Drupal and Joomla all work with themes, or templates that dictate how your site will look. There are literally thousands upon thousands of themes on the internet for you to choose from.

If you’re tight on cash, there are plenty of free, beautiful themes. However if you have an extra $20, it’s definitely worth it to buy a premium theme. The advantage is premium themes usually come with a whole bunch of custom settings that make them more customizable than free themes. Some premium themes even come with free support so you can go in and ask the developers how to change certain things.

Pick a Design

Premium Theme Companies to check out:
ThemeForest | WooThemes | StudioPress

Free Theme Options:
WordPress Theme Directory | Drupal Theme Directory | WPRea
A few things to consider

• Making your site mobile ready.
• Google Webmaster Tools - Free web service. It allows webmasters to check indexing status and optimize visibility of their websites. It allows you to submit attempts which allows search engines to crawl the content on your site which helps your search engine optimization and ranking.
• Google Analytics - Free Web service. Allows you to calculate page views, avg. time spent on your site, location of visitors.
• SEO - Search Engine Optimization - Has to be constantly monitored and updated. WordPress developers make plugins to aid in this never ending process.
• Blogging - Helps increase the amount of content on your site which will help with your SEO. Also helps your clients learn more about you and what you do.
• Google Plus and Places for Business - It’s free to submit your business information and helps your SEO. Yahoo and Bing offer similar free services.

Google is Your Best Friend

• If this is the route you decide to take, then you will definitely have millions of questions. There are people out there that have already asked these questions. All you have to do is search and you will find the answers.

Starting Your Own Website

The Easy Way

Choose a Service

• There are several companies out there that do ALL of the hard work for you. All you have to do is pick a theme and add your content.
Welcome to Squarespace

Squarespace

• Everything you need all in one place.
• 24/7 Customer Service that is not outsourced.
• Mobile Ready
• Service includes domain registration (with yearly pricing), hosting, analytics, SEO, social media integration, logo design, modern templates, blogging platform and more. Visit http://squarespace.com/feature-index/ to see more of the features.

Other Website Services

• wix.com
• weebly.com
• yola.com
• and many many more
Associations

American Council of Hypnotist Examiners
3435 Camino del Rio S. Ste. 316
San Diego, CA 92108
Phone and Fax (619) 280-7200
hypnotistexaminers@gmail.com

International Medical and Dental Hypnotherapy Association
8852 SR 3001
Laceyville, PA 18623
(570) 869-1021

American Association of Behavioral Therapists
PO Box 1737
Ormond Beach, FL 32175-1737
(386) 248-0508

Hypnosis Education Association
7900 Dunstable Circle
Orlando, FL 32817
(561) 603-6463

National Guild of Hypnotists
Po Box 308
Merrimack, NH 03054-0308
(603) 429-9438 Fax (603) 424-8066

International Association of Counselors & Therapists (IACT)
8852 SR 3001
Laceyville, PA 18623
570-869-1021
1-800-553-6886
A.C.H.E. Continuing Education Requirements

The American Council of Hypnotherapist Examiners requires continuing education for re-certification in a manner similar to other groups in the Healing Arts and Counseling Professions. These new guidelines are effective for the next renewal period ending 12/31/15.

ACHE Registrants are required to have 30 hours CE/CPE in every 2-year registration period.

• A minimum of 10 hours must be in formal classroom or personal tuition setting. (Exemptions may be granted for those in remote geographical locations, please supply details.)

• A maximum of 15 hours may be in online settings.

• A maximum of 10 hours may be in the form of home study with printed, audio or film materials. The content and curriculum of study must be relevant to the advancement of your skills and understanding of hypnotherapy. Instructors and teaching bodies must be certified and accredited to provide training equivalent to ACHE approved institutes. Attach copies of certificates, and receipts for course fees and home study materials.

• Continuing Education Requirements shall be met by attendance at any seminar, workshop or training course in which the content of the program is deemed appropriate to advance the specialized education of the hypnotherapist. The ACHE Conference meets the requirement for 30 CE hours.

• Submit copies of diplomas or certificates of completion along with your A.C.H.E. Certification renewal. Include the name of the instructor, the school or sponsoring organization and number of CE hours.
Continuing Education Requirements

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These new guidelines are effective for the next renewal period ending 12/31/15.

Guidance for Continuing Education

ACHE registrants are required to engage in a minimum of 30 hours CE in each two-year registration period. ACHE seeks to encourage registrants to engage in diverse educational activities to keep their knowledge and skills updated and to continue their development as hypnotherapists and growing individuals. Suitable CE activities are:

1. Attending as a student at training courses in topics relevant to practice as a hypnotherapist. A training course is differentiated from a lecture or information imparting as in 2. below, by including a facility for synchronous interaction between student and trainer, such as coaching, feedback and live demonstration and practice. Such courses may be online or in-person attendance.

2. Attending as a student at lectures/information imparting formats in subjects relevant to practice as a hypnotherapist. Relevant subjects may include but are not limited to: hypnotic techniques; practical and theoretical knowledge relevant to understanding human thinking, feeling and behaviour; ethics and legal matters; marketing and presentation of hypnotherapy practice. Such courses may be online or in-person attendance.

3. Attending as a student at conferences and seminars on topics relevant to the practice of hypnotherapy. These may be online or in-person attendance.

4. Home study of audio, film, books and manuals relevant to practice as a hypnotherapist. These may be either in traditional format, or downloaded/accessed via the internet.
5. Delivering information about hypnotherapy by writing published articles, books or research papers. These may be online or in print.

6. Preparing and delivering training courses, lectures, conference presentations and seminars on hypnotherapy. These may be online or in-person attendance.

7. Participating in groups with other therapists for peer review and practice reflection. Such groups may communicate in-person or online or in a blended format.

8. Contributing to the hypnotherapy profession by activities such as providing voluntary services to professional bodies.

It is recommended that registrants engage in CE activities over a minimum of four categories. If there are particular circumstances where this may prove difficult, please provide a brief account of the circumstances when renewing registration.
What the World Needs Now

Written by Burt Bacharach, Performed by Dionne Warwick

What the world needs now is love, sweet love
It’s the only thing that there’s just too little of
What the world needs now is love, sweet love

No not just for some but for everyone
Lord, we don’t need another mountain,

There are mountains and hillsides enough to climb.
There are oceans and rivers enough to cross,

Enough to last till the end of time.
What the world needs now is love, sweet love
It’s the only thing that there’s just too little of
What the world needs now is love, sweet love

No not just for some but for everyone
Lord, we don’t need another meadow

There are corn fields and wheat fields enough to grow
There are sunbeams and moonbeams enough to shine

Oh listen, Lord, if you want to know
What the world needs now is love, sweet love
It’s the only thing that there’s just too little of
What the world needs now is love, sweet love

No not just for some but for everyone
What the world needs now is love, sweet love
What the world needs now is love, sweet love
What the world needs now is love, sweet love
Thinker Toys

Your Subconscious Power – Simmons

Stress Without Distress – Selye

The Psychology of Winning – Waitley

The Power of The Subconscious Mind – Murphy

Psychic Discoveries Behind the Iron Curtain – Ostrander & Schroeder

The Magic of Thinking Big – Schwartz

The Magic of Believing – Bristol

Life Is Tremendous – Jones

See You At The Top – Zigler

How to Win Friends and Influence People – Carnegie

The Science of Being and the Art of Loving – Maharishi

Methods and Uses of Hypnosis and Self-Hypnosis – Hollander

The Dynamic Laws of Prosperity – Ponder

Tough Times Never Last But Tough People Do – Schuller

Peace of Mind Through Possibility Thinking – Schuller

The Magic In Your Mind – Anderson

Three Magic Words – Anderson

The Power of Positive Thinking – Peale

Why Am I Afraid to Tell You Who I Am – Powell

The Power of The Subconscious Mind – Williams

Psycho-Cybernetics – Maltz

Self-Hypnotism – LeCron

How to Sell Yourself – Joe Girard
Think and Grow Rich – Hill

Love – Buscaglia

How to Be Your Own Best Friend – Newman & Berkowitz

I Can – Ben Sweetland

The Greatest Salesman In The World – Mandino

Jonathan Livingston Seagull – Bach

The Language of Feelings – Viscott

Your Thoughts Can Change Your Life – Custis

Sports Psyching – Tutko & Tosi

Supermind – Barbara B. Brown

Emotional Intelligence – Daniel Goleman

Social Intelligence – Daniel Goleman

Molecules of Emotions: The Science Behind Mind-Body Medicine – Candace Pert

There Are No Incurable Diseases – Dr. Richard Shulz

The Wisdom of Menopause – Christian Northrup

Deceptively Delicious – Jessica Seinfeld

American Grown – Michelle Obama
For a New Beginning

by John O’Donohue

In out-of-the-way places of the heart,
Where your thoughts never think to wander,
This beginning has been quietly forming,
Waiting until you were ready to emerge.

For a long time it has watched your desire,
Feeling the emptiness growing inside you,
Noticing how you willed yourself on,
Still unable to leave what you had outgrown.

It watched you play with the seduction of safety
And the gray promises that sameness whispered,
Heard the waves of turmoil rise and relent,
Wondered would you always live like this.

Then the delight, when your courage kindled,
And out you stepped onto new ground,
Your eyes young again with energy and dream,
A path of plentitude opening before you.

Though your destination is not yet clear
You can trust the promise of this opening;
Unfurl yourself into the grace of beginning
That is one with your life’s desire.

Awaken your spirit to adventure;
Hold nothing back, learn to find ease in risk;
Soon you will be home in a new rhythm,
For your soul senses the world that awaits you.

- from To Bless the Space Between Us: A Book of Blessings, by John O’Donohue