

# Mind Motivations™& The Australian Academy of Hypnosis™ Newsletter

## October 2010



Has it really been two months since the last edition of this Newsletter? Where has that time gone? A few days ago someone took some

delight in telling me exactly how many days to go before Christmas and it really seems that this has been a very short year! George Burns once commented that every day is a good day because he was still here to see it and I suppose that the same can be said of years as well.

I have taken a much needed break at the start of October and taken a week off from seeing clients. Having returned to normal now (as I sit here and write this), I am grateful for the opportunity to have some time off. I am also very much refreshed and this has given me a chance to review just how tired I had become. Even though I didn't actually realise it at the time, I can now see that I was beginning to suffer some level of fatigue. This has given me an understanding of how easy it is to fall into the trap of working without a break and believing that everything will be just fine. Having had a break, I feel much more motivated, much more focussed and much more able to better service the needs of clients - and this is a good thing. I would encourage everyone to be conscious of the fact that you do need time for yourself, time for your batteries to recharge and time to bring everything back into balance.

Recently, while trawling through the internet and allowing fateful 'clicks' to take me where they may, I stumbled upon a number of links to advertisements for hypnosis encouraging people to 'enrol' or 'purchase' information on such subjects as 'conversational hypnosis' - how to get people to do what you want them to do without them knowing, 'meeting women' how to attract and win women etc. etc. etc. The internet provides literally a plethora of links to 'courses', books, pamphlets and information, all at a price, to these types of sales material. Interestingly, they are mostly from 'notable and famous' hypnotists (that I have never heard of) who have proved these practices in real life. My initial reaction to these is disgust that individuals so readily take advantage of others with false advertising and erroneous information but that initial reaction is quickly replaced with anger. These people do nothing for our profession, make (in many instances) outrageous claims and mislead the readers with false claims, stupid 'testimonials' of successful results and overpriced products. They prey on the hopes of others and damage both the profession's and our reputations. Anyway, enough of this soap-box rant on here - there is every possibility that an article could be in the brewing so I will leave anything further to that.

I hope that everyone has had a good two months since the last edition and has an even better two months till the next. Take good care, be well, be healthy and be good!

Michael Werts Editor MM\_Newsletter



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#### In Brief:

Next WA Monthly
Training is happening
on 23<sup>rd</sup> October Subject is:
Successful Induction
and Subconscious
Compliance

November's monthly training in WA is being held on 13<sup>th</sup> and the subject is Hypnosis for Addiction and Substance Abuse

Next Power
Hypnosis Course SYDNEY
25<sup>th</sup>, 26<sup>th</sup>, 27<sup>th</sup>, 28<sup>th</sup>,
29<sup>th</sup> October 2010.

PERTH - PART III
of the last Clinical
Hypnosis Certificate
course being

course being conducted on 26<sup>th</sup>, 27<sup>th</sup>, 28<sup>th</sup> November

PERTH - Certificate of Clinical Hypnosis -PART I - 19<sup>th</sup>, 20<sup>th</sup>, 21<sup>st</sup> November and. PART II - 26<sup>th</sup>, 27<sup>th</sup>, 28<sup>th</sup> November

Next PHWA Meeting - 17<sup>th</sup> October. See: www.phwa.com.au



## Foreigners arrested for hypnosis robbery

http://www.thejakartapost.com/news/2010/08/27/foreigners-arrested-hypnosis-robbery.html

As reports abound of people being lulled, allegedly through a mass-hypnosis technique, to hand valuables or cash to strangers, police arrested suspects after they viewed CCTV footage from a supermarket in Lampung, which caught robbers in the act.

"Thanks to the recording, we managed to identify and arrest [the suspects]," Jakarta Police Crime and Violence Division chief Adj. Sr. Comr. Nico Afinta said Thursday.

"We also confiscated the clothing they wore when committing their offense as seen in the footage," Nico said.

The CCTV recording was first broadcast by television on Wednesday after it had spread on the Internet.

The footage shows two men in dark-colored shirts and two women wearing head scarfs who, without force, took money from the cash drawer in front of the cashiers and other shopkeepers at a minimarket.

The footage is reportedly from the minimarket's CCTV in Bandarlampung, recorded on Aug. 11.

The police said the suspects, who are Turkish nationals, were arrested Thursday at about 1 a.m. separately at a restaurant on Jl. Sabang and at the NAM Center Hotel in Central Jakarta.

A Malaysian woman who was found with one of the suspects in the hotel was brought for questioning but was released later due to lack of evidence.

The first suspect, Yaman Alper aka Saeed Heidarrirad, 32, initially told police that he was Iranian while the second suspect, Mehmet Sahin, 19, claimed he was Syrian.

"Arriving in Jakarta from Turkey on Feb. 19, each of them owned two different passports — one fake," Nico said.

The police examined the CCTV recording and investigated the case after watching a TV reporter interviewing a car rental owner in the city, who identified the suspects as his customers. He had earlier called the TV station after he recognized them on the recording.

The CCTV recording, which lasts for approximately two minutes, also shows another woman going to the staff room and ordering a female staff member to open a safe deposit box and empty the cash.

The 2008 Information and Electronic Transactions Law stipulates that all kinds of recording can be used as evidence in court.

The use of hypnosis has been widely reported among residents, but few have been arrested since most victims could not recount the ordeal. On April 23 in East Makassar, South Sulawesi, local media reported that police arrested two of five suspects, posing as a minivan driver and passengers. The group attempted to use hypnosis but the victim became aware of what was happening and immediately called police.

Earlier in January, the Jakarta Police also arrested three suspects, who allegedly hypnotized their victims to withdraw cash at ATMs after undercover detectives trapped them in the act.

"People should stay vigilant and focused should they meet strangers.

"Hypnosis suspects often commit their act through casual chitchat with their victims," Boy said.

"We also found that [the arrested suspects] might have operated in several areas in the country, such as Sumatra, Kalimantan, Greater Jakarta and West Java," he said.

Boy said police were still tracking down two other female suspects viewed in the recording. (rch)

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# Hypnosis for dental work

http://www.news24.com/SciTech/News/Hypnosis-for-dental-work-20100823

Stuttgart - Many people dread dentist visits and feel a shiver go down their spine just thinking about the sound of the drill. They are afraid of pain and insist on anaesthesia, which often has unpleasant side effects such as a swollen cheek and strong pain afterward.

Some patients cannot tolerate the anaesthetic. Dental treatment under hypnosis is a possible alternative in such cases.

A fearful patient unconsciously transmits his or her tension to the dentist, senses the dentist's growing tension and reacts by becoming even more tense, according to the German Society of Dental Hypnosis (DGZH). The result, it said, is a vicious circle detrimental to the patient, the dentist and the treatment itself.

There are patients with a pronounced dental phobia, a hypersensitive gag reflex or an allergy to local anaesthetics. Often they can be treated only under general anaesthesia, the DGZH said. Or they can allow themselves to be hypnotised.

As the DGZH describes it, the aim of dental hypnosis is to put the patient in a relaxed "trance state" for the procedure.



#### **Shutdown**

"It's a state of relaxation in which the patient's attention isn't directed outward, but rather inward - the patient shuts down a little, as it were," noted Stephan Eitner, a dentist and president of the German Society of Hypnosis and Hypnotherapy (DGH).

In this relaxed state, he said, external perception is "switched off".

The patient blocks out unpleasant sensations during the dental procedure and feels good, which the DGZH said manifested itself physically in a calm heart rate, low blood pressure, deep abdominal respiration and relaxed muscles.

The hypnotic state can be achieved by suggestion, induced relaxation -with the help of hypnosis CDs underlaid with relaxing music, for example - as well as by distraction, the DGZH said.

"Concentration is the first thing we do," Eitner remarked. The dentist speaks with the patient in a way that diverts the patient's thoughts from anxieties and focuses them inward, he said, comparing the mental state with "daydreaming".

Eitner said fears of suddenly awakening from hypnosis during the dental procedure and feeling intense pain were groundless.

"We work with a 'net' and 'double bottom'," he said. To be on the safe side, he explained, hypnotised patients are also given a local anaesthetic if they tolerate it. Thanks to the hypnosis, they need only about a quarter of the usual dosage to feel no pain, he said.

#### Unpredictable

Eitner said dental hypnosis was not performed on "patients with a history of mental illness". People who either are or were in psychotherapy are unacceptable, he said, because their behaviour under hypnosis is unpredictable.

Georg Duenzl, a dentist and executive board member of the Munich- based Milton Erickson Society for Clinical Hypnosis (MEG), said interest in hypnosis treatments was generally high, although there are no precise figures for Germany.

Duenzl said he personally performed one or two formal hypnosis treatments a week in his own dental practice. But he added that he employed elements of hypnosis in every treatment - by calming his patients and trying to get them to picture relaxing images.

## **Hypnotist training**

http://www.lonad.com/2010/08/16/hypnotist-training/

As the 21st Century unfurled, hypnotherapy is making over various features of the health vocation and also is really transforming the therapy work. The National College of Hypnosis and Psychotherapy in Europe has been contributing respected, proof based and autonomously qualified Hypnotherapy Training, Hypnosis Training and Psychotherapy Training ever since 1977. This crafts the National College one most the best recognized and respected hypnotherapy/hypno-psychotherapy training institutes in the world. It is our strategy that we will only support ourselves with institutes which have significant and supportable means of certification. The profession has many alliances which will give you a certificate for a fee. We, as one of the oldest schools of specialist hypnosis and psychotherapy, think that we should take a management place with this and not support those which have only been formed to give out insignificant identification and to turn a profit for its owners. We are honored to have a major role in this, in top the technique for three decades with powerful, modern therapy methods and in using the insights and therapy modalities of ourselves and others to coach many of the privileged in the field. As we carry on to form new instructions in an rising subject, people walk to our classes from several countries each semester to study hypnosis through our complete curriculum. New National Certification Programs initiates four times a year, as well as step up arrangement for people from around the world of 50 hours per week.

The importance of Hypnotherapy Training: The quickly growing field of modern hypnotherapy has an immense diversity of safe, powerful applications. Hypnosis can severely help with improving implementation, health, self-assurance, relations, sports, meditation, evoke and creativeness; constant or sharp

pain control; sweeping away habits, addictions, fears and phobias; self-discovery, tension reduction, obesity, and therapy for past disturbance. Corresponding to conventional therapeutic modalities, the results of a comparatively brief succession of hypnotherapy sessions are often faster and more effective and permanent. No wonder why so many professionals already in curing arts are applying hypnosis within their practices. For those intending to pursue a career in hypnotherapy, this exciting profession is recognized by the United States Department. Professional hypnotherapists may highlight private session or classes or both. They may focus or have a broad practice. Hypnosis is a very effectual addition to any therapeutic field. Many professionals in the healthiness and counseling subject have taken training and fruitfully included hypnotism into their work. Examples consist of: physicians, dentists, chiropractors, psychologists, social workers, counselors, nurses, massage practitioners, electrologists and physical therapists. The courses have also confirmed to be helpful for the ministerial and educating professions, child welfare, optometry, and coaching, and for students organizing for a job in the "helping professions". As well, the classes are open to those who desire to learn hypnosis for other intention for example improving business skills, personal therapy or research, or developing an avocation or a part-time or retirement career.

Hypnosis is essential to get to the unconsciousness while awake. Hypnosis is a faint state beyond normal consciousness, but a natural state that can occur impulsively. There are a several ways hypnosis can be produce and become deeper. Once in hypnosis during therapy, there is a marvelous range of



healing treatment in controlling and making over the

subconscious.

## Surfers in Saltburn given hypnotic boost

http://news.bbc.co.uk/local/tees/hi/people\_and\_places/newsid\_8912000/8912230.stm

A sports psychologist in Saltburn is looking for people who want to use his research skills to become super surfers.

Saltburn has attracted surfers since 1963 when John Smith brought the sport to the Victorian town.

Due to sea conditions, many beginners come to Saltburn, as well as more experienced surfers.

Craig Watson wants to meet people who have reached a plateau and help them as part of his masters research.

#### Mental block

He is based in the town and spoke to BBC Tees' Steve Mackey about the project: "I'm looking for five people who already surf, who may be struggling getting to the next level and need help with removing a mental block.

"I'm doing a masters in sports psychology and the research involves cognitive behavioural hypnotherapy techniques and is about looking at issues and blocks and dealing with them so you can improve."

Gary Rogers who runs a surf shop on the beach at Saltburn thinks the idea sounds good.

He said: "A lot of surfers do reach a mental block and can't go any further despite how physically able you are.

"I am a believer in this sort of thing and if you want to do more technical manoeuvres and can't get it, this may help to visualise what you do out on the surf and do it quicker."

## Cleanse your emotional junk with hypnotherapy

http://timesofindia.indiatimes.com/city/chandigarh/Cleanse-your-emotional-junk-with-hypnotherapy/articleshow/6290093.cms

CHANDIGARH: In today's tensionridden world, everyone experiences some sort of stress or fear.

Whatever one thinks has direct affect on the body. Many of us struggle in life in some or the other way, it could be anything from taking a competitive examination to facing an interview, struggling to give up smoking or drug addiction.

Is there any way out? Yes, hypnotherapy workshops can be one such tools to help get rid of these problems.

"Hypnotherapy is harmless method with no side effects. I call it confluence of alternative healing," said Mumbai-based Indonesia-born hypnotherapist Dr Sajan Galani, who was here to conduct a series of workshops.

He said, "There are many ways of cleansing your emotional junk; hypnotherapy is one of the easiest way. Today's lifestyle and social structure in

the urban context does generate a lot of avoidable stress."

"As the word suggests it is nothing but a therapy, where <a href="https://hypnosis">hypnosis</a> is used as a powerful tool. The word conjures up a lot of misconceptions, as the chief sources of information are unauthentic tracing to folklores and myths," said Galani.

Explaining the difference between hypnotherapy and hypnosis, he said, "Hypnotic state is an altered state of awareness where body is completely relaxed and mind is focused inwards and senses are in a dream-like state."

He said, "The sessions are conducted in two stages. The patient comes and describes the behaviour, which he wants to be altered. Root cause analysis is done and the problem is disassociated in the altered state. To illustrate it in a metaphor, it is like dealing with specific files in the hard disc of your personal computer."

"It can help by resolving noncommunicated anger, resentment or any negative feeling against an event, individual or even self. Most important, it has the ability to resolve your conditioning from the past experience, to enable you to be free to create a new future, claims Galani. Can a hypnotist control patient's mind?

"It's a myth Unfortunately, the TV programmes, have further exaggerated it

"The truth is that a hypnotised subject is more alert than a normal person. He is completely conscious of his surroundings."

"The subject has complete control over himself and will not reveal any secrets until he wishes to." he said.

"My tips to young professionals? Sit back, identify and prioritise your values and goals. After that it is like a guided missile locked on to the target. At the end of it, life is about choices," Galani stated.



### How hypnotherapy can heal you

http://www.hindustantimes.com/How-hypnotherapy-can-heal-you/Article1-576600.aspx

"There's nothing much to photograph you know," jokes Dr Vanit Nalwa, when asked if she could be photographed in the chamber where she conducts her hypnotherapy sessions. "No candles or swinging pendulums!" Dr Nalwa, well-known Delhi-based hypnotherapist and neuropsychologist, isn't far off the

mark. For many people, the word hypnosis conjures images that have more to do with magic than medicine.

But the truth is that hypnotherapy is a scientifically-acknowledged discipline that can be used by itself or in combination with other types of therapies to help patients achieve their goals, says Reema Shah, Mumbai-based psychologist and hypnotherapist. Approved by the American and British Medical Associations, hypnosis is "scientifically researched and can even be seen on a brain scan," claims Dr Dayal Mirchandani, a Mumbai-based psychiatrist.



#### Using the subconscious

According to Shah, hypnotherapy is very effective with anxiety disorders, phobias and traumas. Addictions like smoking and drinking and even kleptomania can also be cured effectively through hypnotherapy, though results may vary from person to person. Dr Nalwa, who trained in the UK and has had patients ranging in ages from six to 60, says that generally people come for various phobias as well as marital and work-related problems. She encourages people to try hypnotherapy only if they have an open mind about it and says that often, people approach hypnotherapy as a last resort due to lack of awareness.

Dr Mirchandani says that hypnotherapy can work very well for pain control. "It has been used during labour and works very well," he says. He mainly uses hypnotherapy for medical conditions like asthma, painful arthritis, Irritable Bowel Syndrome, etc. "It could also be used on people who are grossly overweight to help them lose their appetite," he adds. Shah says it's also an effective therapy for insomnia.

Hypnosis is a state of relaxation. "It's the state between being fast asleep and being alert," Dr Nalwa says. Shah tries to explain it. "It's like a daydream, where you are conscious and aware, yet you are oblivious to external distractions."

A daydream-like state may sound magical but most hypnotherapists would suggest it only if required. "If clients specifically ask for hypnotherapy, the first session is spent assessing whether they really need it," says Shah. Therapists usually decide if hypnosis is required depending on the kind of problem, the extent of it and also their assessment of the client's personality.

It doesn't always work, says Dr Nalwa who restricts her sessions to six. "If it's not working with six sessions, then it is not the therapy the client needs," she believes. Shah says hypnotherapy can take anything from three sessions to 10 to be effective, particularly if it's a deep addiction.

#### Working it

Hypnotherapy works with the subconscious mind. According to Shah, the brain operates on four measurable frequency cycles: Delta, Theta, Alpha and Beta. Theta is the subconscious part where all emotional experiences are recorded, while Alpha is where dreaming and daydreaming takes place. Beta is the conscious region for reasoning and daily activities. When we sleep, the brain automatically cycles down from Beta to Alpha and hypnosis takes advantage of this natural phenomenon. "It causes the brain to cycle down into Alpha without going to sleep. The subconscious mind is open to suggestive input and unlike the conscious mind, it doesn't think or reason and responds to what it is told. Suggestions are then made into real behaviour changes by the mind," Shah says.

Dr Nalwa says hypnotherapy goes into stored memories in the brain. "It's like accessing your database in the brain and making changes at that level." Dr Mirchandani thinks that most people go into a naturally occurring state of trance without realising it, while reading a book or watching an interesting movie. He teaches self-hypnosis to people with chronic painful conditions or those with anxiety disorders, an area where hypnosis is very effective. "It helps them calm down, whether before a meeting or an interview," he says.

Bangalore girl Subha Narayan would sweat before interviews and group discussions and be anxious to the extent of walking out rather than go through the ordeal. "Hypnotherapy helped me to deal with my fears and techniques I learnt from my counsellor helped me calm down before an interview session," says Narayan, who now works for a pharmaceutical company and is comfortable giving a presentation to a roomful of people, a fearsome prospect earlier.

#### The mythbuster

But misconceptions still abound when it comes to hypnotherapy. One of the biggest myths is that people can be hypnotised and made to do things against their will, perpetuated largely thanks to stage hypnosis and B-grade movies. "No one can be hypnotised against their will," says Shah. "The subject must be hundred per cent cooperative." No person gets 'stuck' in a hypnotic state either.

And this is what all hypnotherapists tell you. No person can be made to do anything under hypnosis that they wouldn't normally do in a completely alert state. In other words, you wouldn't go against your normal value system even under hypnosis. "The subject can choose to accept or reject the suggestions given even when under hypnosis," asserts Shah. "You exercise your personal free will even in that state," says Dr Nalwa. "There's always a small percentage of highly susceptible people, but most people would not do anything under hypnosis they wouldn't do normally."



There's also the general impression that strong-willed people cannot be hypnotised. Those who practice hypnotherapy will tell you it's actually the opposite! "Strong-willed people have fewer fears and more confidence and they usually find it easier to go into a trance-like state," says Dr Mirchandani. Dr Nalwa concurs, "People who respond best are usually intelligent and articulate."

But some people do not respond to hypnotherapy very well. "That's because their defences are very strong and they don't allow themselves to relax easily," says Shah. So if it isn't mumbo jumbo why isn't hypnotherapy used more extensively? In the last few years, though attitudes have been changing, it is still not as widely known as counselling.

One reason could be the lack of proper regulation. It has resulted in the number of lay hypnotists far outweighing certified therapeutic hypnotists. Shah and Dr Mirchandani agree that many debatable institutes now offer short-term courses in hypnotherapy. "People become counsellors but do not have proper psychological knowledge," says Shah.

So if you're wondering how to select a good hypnotherapist, the answer would be to visit someone who is qualified, preferably with a degree in psychology or a related branch.

But Dr Nalwa, who started practicing hypnotherapy in Delhi in 1996 thinks there's a positive shift. "People are more open and forthcoming and certain techniques are even becoming part of corporate training."

#### **Session lessons**

Everyone's curious. What happens in a hypnotherapy session? Well, if it's a first session, the hypnotherapist will usually give you an introduction to the therapy, and also tell you about other available options for treatment (e.g., cognitive therapy or medication), as well as find out about your background, the problems you face and other issues that may be related.

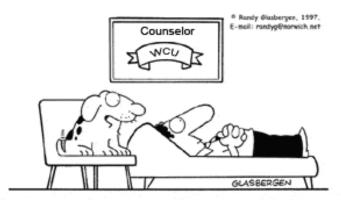
Once hypnosis begins, the hypnotherapist helps you relax. This could be by talking to you in a particular manner, by storytelling, by asking you to focus on something particular, by using a mental image that's soothing or even by chanting mantras. Basically, you are guided to a hypnotic state using whatever you are comfortable with. Once you have achieved a state of true relaxation, the

hypnotherapist uses different techniques to address the subconscious and find the root of the problem. Suggestion therapy, visualisation, age regression and neuro-linguistic programming are commonly used. "It's difficult to describe but overall, hypnosis is a pleasant sensation," says Bangalore girl Subha Narayan who was cured of her fear of public speaking through hypnotherapy. "My limbs felt numb but I was aware of my therapist speaking."

Depending on your personality and the depth of your problem, a session can last between 10 minutes to half an hour. Once you're brought out of hypnosis, you may or may not be able to recall what went on.

#### True life story

From solving marital problems to curing phobias, addictions and chronic pains, hypnotherapy has proved effective in many cases. Dr Vanit Nalwa mentions a man who came to her with a serious marital conflict. The couple had a small daughter and therefore, her patient did not want a divorce as it would disrupt the daughter's life. Dr Nalwa was the only professional who offered to help him even if his wife was not ready to participate in the process.



"My therapy is quite simple: I wag my tail and lick your face until you feel good about yourself again."

"I helped him change his attitude towards his wife, so that he did not feel the need to react to all she said or did," explains Dr Nalwa. The couple remained married and raised their daughter, despite living in different cities for a period of time.

# Men go sick because of work related stress

http://www.thetherapylounge.com/hypnotherapy-news/c-5682/men-go-sick-because-of-work-related-stress/#ixzz0wuXDTJirror and the stress of the

New research has showed that men are four times more likely than women to phone in sick because of work-related stress.

The survey conducted by healthcare cash plan provider Medicash found that of the 3,000 workers surveyed, 20 per cent of men admitted that they had taken two days off sick in the past month because of stress.

The male participants also revealed that workplace stress and anxiety was causing one in five men to need a drink after work most days.

Despite the figures, both men and women are suffering from work related stress. The figures even reveal that more women than men - thirty one per cent of women and 24 per cent of men - said they often felt stressed. However, people from different genders appear to react and deal with their feelings quite differently.

Women revealed that dealing with difficult customers was one of the most common triggers, whereas their male colleagues said a heavy workload was the cause of their problems.



Those employees seeking anxiety treatment should try hypnotherapy. During sessions, the clients conscious and unconscious parts of their minds are retrained simultaneously. Clients are asked to discuss the situations in which they usually experience anxiety, to discover exactly what it is that causes the anxious feelings.

Medicash chief executive Sue Weir, told *HR Magazine*: "Small amounts of pressure at work can enhance our performance but, if that pressure becomes unremitting, it can seriously affect our health.

"Workplace stress can be damaging on any level, affecting both the employee and employer. Bosses have a duty of care and responsibility to look after their workforce and have systems in place to address stress at work," she added.

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## Hypnosis is more than a mind game to athletes

http://www.standard.net/topics/sports/2010/08/29/hypnosis-more-mind-game-athletes

FORT WORTH, Texas -- Vicky was intimidated every time she stepped on the basketball court, a place that had previously been her domain. Any time the ball wound up in her hands, her first priority was to get rid of it. Don't dribble. Don't shoot. Doing either was an invitation to error.

Despite her talent, her size and her ambition to play basketball, Vicky had grown so spooked and demoralized by the other players that her goal had devolved from being the best to not embarrassing herself.

After repeated pleas from her parents and her coaches to just play and not to be anxious, Vicky's mother took her to see someone to help: a hypnotist.

Vicky is 12. She begins the seventh grade soon.

"(My mother) didn't convince me, she just made me go. I didn't want to go. I was afraid," Vicky said. "I didn't know what it was going to be like. I thought it wasn't going to be me. It was going to be somebody else."

After one session Vicky changed her mind about hypnotism.

"I dribbled the ball a lot more. I shot the ball a lot more. I stole a pass and dribbled the whole way and scored a layup," she said. "I score 12 points a game now, which is good for me. I drive to the basket. Everything works out the way it's supposed to."

Over the past 20 years, the field of sports psychology has grown to where a subject that once carried a stigma is now openly discussed. And as increasing numbers of teen athletes compete in the widening specialized world of amateur athletics, parents are taking their children to hypnotists in hopes that it will help performance.

It's no different than a pro having a personal trainer, swing coach or therapist. But seeing a hypnotist does not carry universal acceptance, and hypnosis remains a mystery shrouded in hard-to-break stereotypes.

Before visiting John Dawson at 360 MedSpa and Wellness Center in

Southlake, the 5-foot-9 Vicky was like most people when it came to hypnosis. Vicky only knew her mother had used it successfully to battle her desire to eat sweets; her mother said she lost 50 pounds through hypnosis.

"People believe the stage shows, that it's a mind-control thing -- people are barking like dogs," said Dawson, who has practiced hypnotism since the mid-'80s. "Or people aren't doing what they would normally do. It doesn't work that way. People think it's the occult."

Dawson said he's worked with basketball players, tennis players and cheerleaders; the latter want to conquer the fear of a back flip.

Vicky's mother learned of hypnosis when Oprah Winfrey discussed it for weight loss. That's what most people know about hypnosis: It can be useful in weight loss, trying to quit smoking or pain management.

Even in 2010, when a deluge of information is readily available by the click of a button on a computer, hypnosis remains firmly stuck in the stereotype phase of self-improvement.

"Just because of TV and any kind of stereotype, it's been viewed as someone else controls you," TCU sports psychologist Dr. Matt Johnson said. "It's no different than having stereotypes of other cultures. A lack of education still persists."

As does the stigma.

An Olympic athlete today can easily discuss visiting a sports psychologist and no one thinks anything of it. Society isn't quite there with hypnotists.

Vicky said she has told only her best friend of her sessions with a hypnotist, and she did not want her last name to appear in this story. Her mother asked not to have her name printed at all.

Unlike talking to a counselor, therapist or psychologist, where the client or patient has a back-and-forth dialogue with the professional, a session with a hypnotist is one-sided.

The client is taken through a series of exercises that includes deep breaths, closed eyes, etc. The design is to reach a state of deep relaxation, but stopping at the point of sleep.

"You're conscious the whole time," Dawson said. "You're in control the whole time."

As the person remains relaxed, the hypnotist begins with what sounds very similar to a series of self-help tips and a heavy dose of visualization to address whatever the issue it is, whether it is confidence, food choices or anything else. The concept is that when the client is confronted with the issue, they will subconsciously remember certain triggers -- such as the color red -- to conquer the problem.

When Vicky sees or thinks of the color red, she thinks of positive, reassuring thoughts to remain calm and confident.

The practice is not for everyone, and works only if you think it works. Thus, results vary and are unpredictable.

It's worked for major league players such as Rod Carew and George Brett, according to a Sept. 26, 1983, edition of "People" magazine.

"It's the ones who are highly motivated and commit to the program.... who are the most successful," Dawson said. "They get results."

Vicky got the results she wanted.

"Before, I was intimidated," she said. "I'm not intimidated anymore."

TCU football coach Gary Patterson may be an X's and O's guy, but like most coaches, he's part psychologist.

"I do think it's a good thing, he said.

But not so much on hypnosis.

"I'm very sensitive about this kind of stuff. I just think you can do it other ways," Patterson said.

He's not the only one.

Norman Smith has coached the boys and girls tennis teams at Southlake Carroll for the past five seasons. On Aug. 16, the school had Doug MacCraw, a corporate entertainer who uses hypnotism



and comedy, speak to the entire staff, including Smith.

"I don't really think there is a place at this level for that," Smith said of hypnotists for high school athletes. "I think as you climb the ladder and get to the high Division I level or the professional level, it may be better suited."

Smith is like a lot of youth coaches who believe a teen visiting a hypnotist or other specialists is another example of kids feeling too much pressure to hit a jump shot or a baseline winner, all in the name of getting drafted, turning pro or earning a scholarship.

"I did feel like there was too much pressure," Vicky said of her pre-hypnosis perspective. "But I want to play in high school. I want to play in college. I just want to keep playing."

Smith is like every other coach in that he is powerless to stop the trend.

What student-athletes do away from their spheres of allotted influence is up to them, whether it's working with a personal trainer, seeing a psychologist or listening to a hypnotist.

"I played basketball in high school and I really wish I had kept playing; if I could play for Vicky I totally would," Vicky's mother said. "I know how good Vicky is and I just want her to be as good as she can be."

#### 

# Hypnotherapy in Bangalore: Hypnosis can bring positive change

http://www.mybangalore.com/article/0810/hypnotherapy-in-bangalore-hypnosis-can-bring-positive-change.html

Hypnotherapy is putting a person in a trance like state where he/she becomes more open to suggestions; learn how it can help you overcome those little obstacles that are holding you back from reaching you goals.

Hypnotherapy and its true nature of hypnosis in recent times has seen a revivial as an alternative healing as it has gained prominence as alternative or holistic medication and it has been noted that hypnosis can actually help overcome many problems that people suffer from. Derived from the Greek word, "sleep" the hypnotic state is a state where in the conscious mind is aware of the things happening around while at the same time providing access to the subconscious mind. Hypnotherapy can effectively help people overcome many problems that act as a hindrance in their lives.

#### Hypnotherapy

The term "Hypnotism" was actually coined by a Scottish Surgeon called James Braid; he was the one who presented hypnotism as an alternative, as opposed to Mesmerism. When in 1990 a successful psychiatrist called Milton H. Erickson used hypnotism in his practice, it helped hypnotism get back in the limelight. Finally in the year 1958, hypnotism was recognized as an effective medical procedure by the American Psychological Association and American Medical Association.

#### Hypnosis in Bangalore

Prof. Jacob Raju a certified Clinical Hypnotherapist and uses the method of hypnotherapy to modify various kinds of kind of behavioural issues like depression, insomnia, anger management, mental blocks hampering growth etc He also conducts relationship counselling, through hypnosis - to help couples overcome marital, pre-marital, compatibility, and other issues.

#### How hypnotherapy works?

The sub-conscious mind is a lot more powerful than the conscious mind, it is the store-house of all your values, morals, habits, beliefs, thoughts, memories and fears. The hypnotherapist through a series of instructions and the calm monotone of his voice helps you relax your body and mind which would slowly enter into a trance like state. Once the

conscious mind is subdued and the sub-conscious made is made accessible, you become more susceptible to changes and suggestions.

Here the hypnotherapist would provide some suggestions as regards to bring about some changes in your habits and behavior. Once these suggestions enter the sub-conscious mind, they are filtered in the conscious mind. During the session you will be conscious and aware of what you are saying, at the same time being open to suggestions. This particular kind of therapy can help people overcome problems by removing all kinds of obstacles in their sub-conscious mind.

#### When you can opt for hypnotherapy?

There are several cases where in hypnotherapy can provide an effective solution, here are some

Alcoholism and smoking

Allergies

Stammering

Pain management

**Phobias** 

**Anxieties** 

Anger management

Depression

Relationship issues

#### Why should one try hypnotherapy?

It is completely safe and there are no side-effects. You are in a state of relaxation and concentration. You never lose control; you simply follow the suggestions made by the therapist. Also if you feel like, you may end the therapy before time.

# Hypnotherapy in not intrusive as one would imagine

In modern hypnotherapy, the client is engaged in a normal conversation on a therapeutic theme. There are no



embarrassing questions; nether will the therapist ask any



threatening questions that may make the session uncomfortable. By inducing a trance inside the conversation, the therapist is able to access the subconscious emotions and images that play a big part in the life of every human being. Thereafter he suggests the best possible solutions that would be acceptable to the subconscious mind of the client which in turn can help bring about positive changes.

Prof. Jacob,he does individual Competency Assessment and has also been trained in the NLP approach. Neuro-Linguistic Programming is now a new trend in psychotherapy which encourages organizational change in individuals. This change is based on an individuals relationships with his peers, and his

surroundings. This approach seeks to encourage people towards self realization and analysing and assessing who they are and what their likes, dislikes, perspective etc is based on their personality and not based on what the society per-se dictates. This has been known to have a change on individuals and their mental and emotional state.

His timings are from 9:30 in the morning to 6 in the evening for six days a week. But you would need to fix an appointment beforehand. Costing about Rs 1000, one session may last for 2-3 hours depending on the mental disposition and issues of the client.

#### 

## **Montreal Companies Seeking to Increase Sales with Hypnosis**

http://www.webwire.com/ViewPressRel.asp?aId=123794

MONTREAL, Quebec (September 23, 2010) - Do the secrets to buying psychology lie in the unconscious?

In the quest to get buyers to say "Yes!" Montreal companies are turning to the power of hypnosis to help them win customer's hearts and make more sales.

David Kynan has been training sales teams in Montreal with hypnotic techniques and the results are promising. "Top communicators use subtle and indirect forms of hypnosis to influence listeners," says Kynan. "They are able to get inside their client's mind, understand what hidden drives and impulses motivate them and use that to influence them. It is not something strange and mystical. It is the science of effective communication and influence."

Drawing on principles of Freud's psychoanalysis, Neuro Linguistic Programming (NLP) and hypnotic methods to access the unconscious, the premise of his approach, the only sales training in Montreal of its kind, is that people buy for reasons they are not aware of. We are driven by unconscious desires and motivations. If you try sell with logic and your results will be limited. Sell to the unconscious and the gains will be incremental.

"The most successful advertising doesn't rely on logic. It creates powerful associations, plants suggestions and stirs the emotions," says Kynan.

But forget the pendulum and sleepy eyes. The methods of sales hypnosis don't put people to sleep. They aim to mesmerize and entrance listeners, heighten suggestibility and build motivation and desire.

Is it possible that with these techniques, the struggling salesperson can learn to win trust?, focus attention and stir desire in prospects and clients?

"The greatest leaders and influencers have almost hypnotic effect on their listeners." says Kynan. "When they speak, people are drawn in, they become more receptive and their emotions are stirred. What we have done is break down what they are doing into an explicit model that can be taught. The techniques of the 'natural-born salesman' can be learned."

Kynan shares his insights about sales, marketing and influence through his blog: http://hypnoticselling.net/blog

But is it manipulation? According to Kynan, the answer is no. "This approach is based on gaining a deep understanding of how your client thinks, his unconscious values and motivations. When you understand your client at the deepest level, you can help them get what they want. The results is thrilled clients and long-term profitable win-win relationships. You know you've mastered the skills of Hypnotic Selling when your clients keep coming back for more and the referrals pour in."

Check out Kynan's Hypnotic Selling YouTube channel here:

#### http://www.youtube.com/user/HypnoticSellingwww.youtube.com/user/HypnoticSelling

But Kynan says he doesn't train salespeople. His aim is to transform sales teams. First he trains them in the secrets to unconscious influence, then he focuses on enhancing their "inner game."

Kynan works with salesreps one-on-one using cutting-edge coaching methods to eliminate fears, doubts and inner obstacles and "reprogram their minds" for confidence, motivation and sales success.

"An olympic athlete knows that to win the gold, he's got to train his mind. Sales is no different. A top-performing salesperson has won the inner game of sales"





## The Power of Conversational Hypnosis - Revealed?

http://pressmediawire.com/22048/The-Power-of-Conversational-Hypnosis-Revealed.html

Are you feeling no one has any respect for you? Do some people ignore you or don't seem to understand what you think? Even if your life is okay, you can certainly want it even better. You have found the secrets to wealth! This is a new technique which, if learned properly, can transform your whole life. This method is known as "conversational hypnosis." You may be baffled by the term "conversational hypnosis."

"In essence, this kind of hypnotism lets you make people do and say anything you'd like them to. Better still, they won't even know that they are under hypnosis. Just attempt to envision the power! It is really possible to improve your life! Reform ill-mannered kids or find a way to keep your lover with you always. It is possible for you to make people agree with you, influence others to follow and respect you, and also get customers to purchase your products. There are, of course, some nefarious purposes for which this power can be used. But I believe you're sane and moral, someone who wouldn't abuse these powers. Your next question is likely how to harness this power for yourself. There is a simple answer. Buying the "Power of Conversational Hypnosis" system will give you all the tools to launch your new ability to influence people! Never allow imitators to fool you. Some people say that they can teach you to hypnotize people. Not understanding it these individuals are reputable or fake it the issue.

In addition, people who allege to be able to instruct you how to hypnotize others generally have high fees. The "Power of Conversational Hypnosis," is reasonably priced and can be depended upon. The lessons taught in this training manual have been invaluable for a lot of people. There are also DVDs you can watch to learn more about specific concepts like getting into people's minds and interpreting gestures that they make. It informs us in detail about the three main constituents involved in the conversational hypnosis. You'll learn how to tell when someone is really hypnotized; what the four-stage hypnosis formula is all about; and some common myths about hypnosis. There are a lot of features other than these. visit ofconversationalhypnosis.com for more..

## Flashing glasses may offer hope for trauma survivors

By Katie Alcock

http://www.bbc.co.uk/news/science-environment-11373280

Psychologists say they might be able to prevent or treat post-traumatic stress disorder using glasses with a pair of flashing lights.

Dr Peter Naish of the Open University said that sufferers process the lights in their brains in the same way as people in a hypnotic state.

Sometimes they can believe that their flashbacks are real, and that real life is just a dream

And this is echoed in how they use their brains to see the lights.

Dr Naish said that some trauma survivors seem to be in a hypnotic state most of the time, and can suffer from extreme hallucinations.

In the case of one of the survivors of the London tube bombings of 2005, he said: "In her flashbacks, she thought she was in one of the trains still and was going to die, and in the much longer moments of lucidity, she thought she was lapsing into unconsciousness and her brain was playing tricks."

For this woman, this state of confusion went on for a few days, and for at least a year clear flashbacks of the trauma continued.



The equipment uses lights at either side of the glasses

#### Glasses

Dr Naish and his colleague Dr Ksenja da Silva have developed a piece of equipment that may be able to work out who is at risk of the disorder.

They use an ordinary pair of sunglasses, with a light at each side, on the outside corner of the lens.

People put on the glasses and the lights are flashed one after another. The subject is then asked to tell the person running the experiment which light came on first.

The brain is divided into right and left hemispheres which carry out different functions. The psychologists were able to tell which side of the brain people were using most to tell which light came on first.

Normal subjects were using both hemispheres of the brain to tell which light flashed first. When there was a strong difference, it tended to be that people were using the left side of their brains to process the information.

But when some subjects were hypnotised, they tended to use the right sides of their brains to tell which light flashed first.

Prevention



After a traumatic event, debriefing by psychologists can prevent post-traumatic stress disorder, or PTSD, but only 30% of people who have been in a disaster suffer from the disorder.

"Post-event, you don't want to rush in and treat everybody," said Dr Naish. He added that for people who are not likely to go on to suffer from PTSD, it may make things worse.

Dr da Silva tested 20 PTSD sufferers who were refugees in Slovenia, and found that they appeared to have brains that worked as if they were hypnotised all of the time.

They saw the light on the glasses first with the right sides of their brain, even though they were not under hypnosis.

The right half, or hemisphere, of the brain is believed to deal with overall or "global" information, rather than small details.

It is this side of the brain that Dr Naish thinks PTSD sufferers are relying on. He said: "It's the sense that, I'm stressed out in my mind, don't fuss me with details."

Another group of Slovenian refugees who did not have post-traumatic stress disorder had brains that worked as normal - not using their right brains, as if they were not hypnotised.

#### Therapy

The researchers hope that they may be able to use these brain patterns to help groups of people after a traumatic event, as well as improving therapy for individuals with PTSD.

Dr Naish said that it might be possible to use the flashing lights to try and "drag people back" if they were using their right brains too much. "There would also be other ways of encouraging the use of the other hemisphere," he added.

The researchers presented their findings at the British Science Association Festival at Aston University in Birmingham. Together with colleagues, they are looking at hallucinations in people who do not have schizophrenia.

Professor Richard Abadi, of the University of Manchester, said that another group that commonly hallucinate are people with severe age-related blindness. These people see objects in their blind patches but they are very confident the objects are not real.

Many people who hallucinate think that the "visions" or the voices they hear are actually real, but the people he has talked to are pretty clear they are just "seeing something".

Now he is particularly interested in talking to people who have severe visual problems but are quite young, under 30 years old, to see if they too experience hallucinations.

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## Selling and buying under the hypnosis spell

http://www.thejakartapost.com/news/2010/09/07/selling-and-buying-under-hypnosis-spell.html

Ika Krismantari, The Jakarta Post, Jakarta | Tue, 09/07/2010 10:25 AM | City

Many have discovered the benefits hypnosis can bring to people's lives, but some dubious characters have also employed the technique to take advantage of people.

For millennia, people have used the technique, which plants suggestion into people's minds and triggers certain mental states and beliefs, for healing purposes.

Hypnosis today is used in medical treatments including psychological therapies, weight loss programs, overcoming trauma and addiction and even assisting women during labor.

However, having control, albeit tenuously, over a person's state of mind can be used for good or bad, depending on the person in control.

The recent incident in Lampung that showed the use of mass-hypnosis to rob a store is one blatant example of the kind of people that use hypnosis to their own criminal advantage.

Unfortunately, the list of crimes committed with the help of hypnosis goes on, ranging from robbery to fraud.

Aside from the obvious good and bad aspects of hypnosis, there is also a grey area, where the use of hypnosis is still debatable like in sales and marketing.

Some marketing experts have acknowledged the use of hypnosis to help improving sales, while a number of companies in the capital have also included their employees in hypnosis programs in an effort to improve their own figures.

Daning Ekawati, 35, works as an accountant for a property developer in the city.

The company once enlisted her to participate in a hypnosis class aimed at increasing the property sales.

"The company's performance was very bad at the time, so the management decided all divisions would take part in the training to support our sales," she said.

Daning said the training was more on how to improve self-confidence to help overcome difficulties in the workplace.

"It had nothing to do with blindly persuading or hypnotizing people.



"It was more about hypnotizing ourselves so we could be more positive in doing our work," she said, adding that employee self-belief can send out positive signals to encourage customers to buy the products.

Such belief has promoted the wide use of hypnosis in marketing. A number of companies use hypnosis to market their products despite ongoing debates over the ethics of its use in marketing.

An expert in forensic psychology, Reza Indragiri Amriel, said it was acceptable to use hypnosis in business as long as it does not prevent clients from making rational decisions.

"It would be unethical if we used hypnosis to exploit customers' feelings, preventing them from 'smart shopping'," Reza said.

Marketing expert from the University of Indonesia Febrina Rosinta, however, holds a firmer stance on the issue,

believing that it is absolutely unethical to use hypnosis in marketing.

"The point of good business is also how to make people make rational decisions by getting the truth about products. How can consumers get the truth when they are being hypnotized," said Febrina, who claimed she was once hypnotized by a group of salespersons to buy a set of pans worth Rp 5 million (US\$555).

Ethical questions over the use of hypnosis in marketing remain unanswered. So far, there are no marketing guidelines on the use of the technique to sell products.

The Indonesian Consumers Foundation (YLKI) has called on authorities to clarify the issue to assure protection for consumers' rights.

"The law on cases where consumers have been conned by hypnosis is unclear, making it difficult for victims to report cases to the police," YLKI chairman Sudaryatmo says.

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## Gastric Band Operations carry a risk says Weight Loss expert

http://www.in2town.co.uk/weight-loss-hypnotherapy/Gastric-Band-Operations-carry-a-risk-says-Weight-Loss-expert

According to the Department of Health and Hypnotherapy Weight Loss expert Claire Hegarty, Gastric Band Operations where you have a Gastric Band fitted to help you lose weight does carry a risk and should only be done as a last resort. The NHS has announce that more and more people are now approaching their NHS doctor to see if they qualify for the operation to help them lose weight.

A large number of people have been turned down for a Gastric Band operation due to the strict guidelines that have been put in place where The NHS are only willing to help the more serious Obese Patients leaving overweight people struggling to fight their weight problems on their own.

Weight Loss expert Claire Hegarty has explained that the Gastric Band Operation is not a quick fix and people should not expect it to be a quick fix and according to one of the leading Weight Loss Hypnotherapy experts, Claire revealed that Gastric Band operations have cost people their lives as well as causing a large number of patients a great deal of pain through complications.

Claire Hegarty said:" I would like to echo what The Department of Health have said. Gastric Band Operations can be dangerous and have cost a number of lives as well as causing a lot of pain for patients who have had the procedure done."

"A Gastric Band operation does not teach you about food and does not allow you to keep the weight off if you are not prepared to understand about food."

If you are unable to have the Gastric Band operation done on the NHS then you can still have the operation done but you will have to go private and this would cost

you around £8,500. Unfortunately at this price they do not offer you a guarantee that the operation will be a success in your battle to lose weight which one patient recently found out who had to have the Gastric Band taken out due to the problems it caused her.

Claire Hegarty would like people to do more research before thinking about having a Gastric Band fitted and to look at other ways they can lose weight which includes using Hypnotherapy for Weight Loss as well as going to the gym although Claire admits that most diets do not work long term and that is why Weight Loss Hypnotherapy has proven to be so successful.

A recent report revealed that woman who had a Gastric Band fitted caused her a lot of pain as well as costing her, her marriage. The woman in question admitted that she did not do enough research into the operation and did not look into alternative ways to lose weight.

There is a range of post-operative problems reported with gastric bands, and according to research over 80% of patients will experience one or more of the following symptoms:

- Nausea and vomiting (50%)
- Reflux or regurgitation of food (35%)
- Slipped band (25%)
- Obstruction or blockage (15%)
- Constipation
- Diarrhoea
- Difficulty swallowing

If these complications cause you serious discomfort your band may need to be adjusted or removed. This involves further surgery, exposing you to all the associated risks once again.



Joanna McDermott who paid £8,500 to have a Gastric Band fitted to lose weight explained that she has regretted having the operation done and explained how unhappy it has made her.

Joanna who had never heard of Weight Loss Hypnosis, weighed more than 20 stone and wanted to be slim so she turned to having a Gastric Band fitted because she thought the operation was like a magic wand that would change her life forever, but three years on and she regrets having the operation which has left her constantly ill and has even resulted in her gaining weight instead of losing weight.

"Having the gastric band fitted has ruined my life," says Joanna. "Not only has it been a waste of money, but I've never felt so sick in my life. I wish I'd never had it done."

"Since the Gastric Band operation, I've never had a full week when I've been able to keep every meal down," she says. "And there have been times when I could not even drink anything because it would all come straight back up."

Joanna became stressed and as a result of all the stress that resulted from having the Gastric Band Bypass, sadly her marriage to her husband ended.

"I used to be a happy-golucky person. Now I'm a prisoner in my own home. I don't even like driving as I feel the stomach pains are so bad they make me unsafe."

"Ironically, the only food I can eat without being sick is chocolate," she says. "And I can only keep that down if I melt it first. The problem is that it's very high in calories."

Joanna has now arranged to have another operation to have the Gastric Band removed.

There are other ways to lose weight, which includes Weight Loss Hypnotherapy where a Weight Loss Hypnosis expert will make you believe you have had a

Gastric Band fitted without having the actual operation.

A leading Journalist Ellen Arnison who writes for The Scottish Daily Record, which is a leading publication in Scotland, decided to try Weight Loss Hypnotherapy for her to find out the real reason why this weight loss technique has become popular.

Ellen a 43 year old woman with three children decided she wanted to try Weight Loss Hypnotherapy after finding that her maternity dresses still fit her 'snugly' and decided it was time for drastic action in her bid to lose weight

"I'm really not very good at diets, they just make me hungry and obsessed," says Arnison. "Exercise is all very well but with a crawling baby, two older sons and a job, it's not easy to find the time or energy."

Ellen decided that she did not want to take the risk of having an operation to have a Gastric Band fitted which carries a number of risks and decided she would go with the safer option of weight loss hypnotherapy.

Weight Loss Hypnotherapy convinces patients that they have had a Gastric Band fitted to help them lose weight-allowing people even

with no self-control to lose weight.



Three weeks after having Weight Loss Hypnotherapy, Arnison says that she feels thinner; "My scales tell me I've lost seven pounds. I see myself in the mirror and think, 'it doesn't matter about the extra bits, they'll be gone soon," she says. "Almost every meal I've had, I've not finished and I have certainly not fancied sweets or cake."

#### 





## What is in a Name?....

I have recently had an enquiry from a prospective client and during the enquiry call, the client asked some very good questions. I am always happy when people ask questions as it provides me with a chance to address their concerns and provide information. In this case though, some of the questions started me to thinking.

I already know that hypnotherapy is a very powerful change facilitator and can provide substantial benefit to individuals seeking to make a positive change in their lives. This is the underlying message that I provide whenever I speak to someone about the treatment and hypnosis as a tool for achieving desired outcomes. I also know that there are different forms of hypnotherapy offered by practitioners. Though I don't practice a 'range' of hypnosis methods and favour traditional hypnosis techniques, I am open to other forms and attempt to never criticise or disparage other forms of hypnosis as practiced by others. To do so would be unreasonable as I know a number of people who have achieved very positive results from these other methods.

It is true to say that hypnosis and hypnotherapy is gaining enhanced prominence in certain areas and this is due to the good work, efforts and dedication of the majority of the profession. Practitioners should be congratulated for their contributions in raising the profile and the success rate of hypnosis.

I do have one or two issues though...and so back to the potential client enquiry...

This client enquiry was related to quitting smoking and during the telephone call the potential client, I will call her Wendy (not her real name), mentioned that she had talked to several people and the last one that she spoke to had convinced her that he was the right person to provide the treatment. Indeed, she had only called me as an after-thought because her brother had seen me to quit smoking and had very good results. At the time of her enquiry with me, she had already made an appointment and her call to me specifically addressed the reason that she made an appointment with the other person and wanted to confirm if I had the same qualifications.

The reason that the previous therapist had convinced her that he was the 'best person for the job' was due to two factors; firstly, he was a 'Licensed Quit Smoking Practitioner' and secondly, he offered a 100% guarantee. In fact, he had gone to pains to explain to her that he was one of the ONLY Licensed Quit Smoking Practitioners operating in the region and had pointed out that this meant that she could have confidence in his training and skills. Wendy was duly impressed!

In answer to her question I told her that I was not a 'Licensed Quit Smoking Practitioner' and I also told her that I offered no guarantees - in fact, I went to pains to explain to her that there were no guarantees. I then took the opportunity to ask her what she thought being a Licensed

Quit Smoking Practitioner and having a guarantee actually meant. Her answers were of no surprise to me.

Firstly, she assumed that he had been licensed by the State "medical association or something". I think that this is a reasonable assumption - if someone wants to conduct a business, they have to be licensed by the state entity to run that business. If someone wishes to drive a motor vehicle, they have to hold a valid drivers license issued by the state. If someone wants to sell alcohol they must hold a liquor licence issued by a state. If someone wants to fly an aircraft, they must hold a Pilots licence, own a firearm - a gun license, etc. So why would it be different for a 'Licensed' Quit Smoking Practitioner? It is understandable that a member of the public would draw this conclusion.

Secondly, she had assumed that the guarantee meant that she would be able to obtain a full refund if the treatment failed to achieve its promised outcome. I suggested that she confirm this with the practitioner because it had been my experience that most of these guarantees were for a second treatment at no additional cost and not a refund. At this point we went on to discuss why I do not think that any guarantee regarding treatment is appropriate and pointed out that even traditional western medicine did not offer a guarantee.

At the end of this discussion, I suggested that she contact her practitioner and confirm the license and what it meant and also clarify what the guarantee covered, thanked her for her enquiry and wished her every success with her quit smoking.

This did prompt me to consider these forms of advertising and what they actually meant to the unsuspecting members of the public. All forms of alternative or allied medical practices have an issue with public perception and it is true to say that there has been some notable examples of 'snake oil salesmen' and people lacking qualifications to render appropriate assistance through treatment. It concerns me that if one person is misled by a form of advertising, then that reflects badly on the profession.

After this phone call, I did do some research to find out more about 'Licensed Quit Smoking Practitioners'. I note that online, in just about every instance, the qualification is written with a Trade Mark sign at the end - Licensed Quit Smoking Practitioner™. I am sure that this is meant to indicate that this is a trademarked application or qualification and therefore that it is used as a business function as opposed to an authorised and approved 'license' - but I do not think that this is transparent to the individual or the public at large. If this is the case and people are misled by this statement, then I think that it is unethical to use it without providing a clarification statement. Having said all of this, I believe that most people who are offering this service and using their qualification in advertising are not doing it to mislead people. I feel confident that they are operating with the very best of intentions for their clients and with the



motivation to assist as many people as they can; and for this they should be congratulated.

During my research on this topic though, I also came across another related thing that 'gets under my skin'. The qualifications that people use to promote themselves and their professional abilities. In a ten-minute period, I came across seven people who use and promote their 'Doctor' status in online advertising. Having noted their names, I put some effort into identifying where their Doctorates were issued from - all with very limited success. Of the seven names, I managed to 'track down' only four qualifications and each one was from a 'Degree-Mill' from outside of Australia. None of the seven had a recognised PhD or doctoral degree from an Australian Institution.

Having worked in the University Sector as the Director of Student Admin and Registrar of an Australian University, I know exactly how much time, effort, angst and energy goes into achieving a Doctoral qualification. I also know that it is not illegal for someone to purchase (in some cases for as little as USD\$225) a 'degree' from overseas and then call themselves 'Doctor'. My preference would be to see it legislated that only person's who have a recognised degree of doctorate be permitted to use the term in conjunction with their name - but that is never going to happen...and I know it

In my opinion though, any hypnotherapist or alternative health provider who uses the title of 'Doctor' or the postnominals 'PhD' without having undertaken the study, provision of a peer and supervisor reviewed Thesis, topic presentation and appraisal etc. is a complete charlatan, a liar and has no ethical premise in which to conduct their business. By all means, pay a pittance and get a 'novelty degree' from overseas, but make doubly certain that it is highlighted in every forum that you have no recognised degree issued by an Australian institution or an institution recognised by the Australian Government. Some people do this and have this information attached and freely available and I appreciate that they are providing open and honest information; those who don't though are ultimately lying to the public.

I have written to each of the seven people who I found using the title "Dr" and indicating that they hold a PhD questioning their qualifications and the institution of issue. Not one has responded (and this is most unusual - every PhD candidate and recipient that I have met while at and since leaving the University is more than willing to talk about themselves and their doctoral subject!).

From a personal perspective it does bother me when others use academic qualification for which they are not entitled. I know how hard I had to work for my Post Graduate qualifications and I don't want to see those diluted in any way. More importantly, it is the deceptive, duplicitous and intentional misleading of the public that angers me. We have any number of notable (and real) "Doctors" providing



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advice and assistance to people - Dr Phil (TV and Books), Dr Wayne Dyer (Books), Dr Joe Vitale (Books and Media) etc. These people are trusted and have earned their reputations. Pretend Doctors just don't qualify!

The title of this article is "What is in a name" and my initial outline favoured a 'sometimes very little' answer. I confess that since starting this article, my perspective has changed on that. I now believe that the answer to the question is \*everything\*! For the people who have earned the qualifications, the titles, the degrees and the licenses - the use of the abbreviations and the pre and post nominals highlights their knowledge, expertise and stands as evidence of their dedication. For those who use them without the appropriate background or to mislead others - the use of the abbreviations, pre and post nominals provide stark indication of someone who is not to be trusted and has a very low ethical boundary. The trick is in spotting which is which.

As a footnote, I did hear back from Wendy. She made the enquiries as suggested and was told that the guarantee was in place for six weeks and would entitle her to a second session if she continued to smoke. It was interesting that, according to Wendy, the person she spoke with became rather abrupt and defensive when she enquired about the Licensed Quit Smoking Practitioner qualification but finally admitted that it was a licence issued by a training business and not a state authorised or approved 'licence'. Happily, Wendy had a very successful outcome as a result of her treatments with me....

Michael Werts October 2010



## Pushy parents and school exams leave children stressed

http://www.thetherapylounge.com/hypnotherapy-news/c-7085/pushy-parents-and-school-exams-leave-children-stressed/school-e

Worries about school exams and pressure from parents is creating a generation of 11 year olds that are 'stressed and nervous'.

According to a study conducted by researchers at Queen's University Belfast, many children believe the years spent at primary school are spoilt by feelings of anxiety brought on by exams and the expectations of their parents.

The research commissioned by the Wellcome Trust analysed the views of more than 1,000 children on the testing system used in schools. Eleven and 12 year olds living in England and Wales

were questioned about their science assessments. The science SATs were abolished last year in England and all SATs were axed in Wales in 2004.

Those questioned for the study were among the last to sit the exams and results found that most children were in favour of being tested with many admitting it helped them learn.

However, the study also raised concerns about the effects such exams could be having on children's mental health. As reported by the *Daily Mail*, one child told researchers: "My parents put pressure on me so much that I have a headache," with another stating: "It

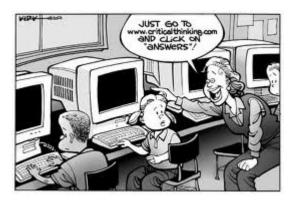
affects my home life if I get a bad mark in a test as my parents are angry."

Those parents with children who may be suffering stress and anxiety should consider hypnotherapy as a possible treatment method. Anxiety treatment would teach their child how to overcome the negative feelings of pressure and be taught relaxation techniques that they can use to become calm before exams.

Researchers concluded that teachers, parents and the Government "must acknowledge that assessment regimes can affect the personal development and confidence of children."

Savage Chickens







## Lack of willpower not to blame for obesity

http://www.thetherapylounge.com/hypnotherapy-news/c-6588/lack-of-will power-not-to-blame-for-obesity/www.thetherapylounge.com/hypnotherapy-news/c-6588/lack-of-will power-not-to-blame-for-obesity/www.thetherapylounge.com/hypnot

A lack of willpower is not to blame for obesity, an international study claims.



Researchers say they have discovered why some people who eat a high-fat diet remain slim, whilst other pile on the weight. The study which was carried out by a team from Monash University, Australia found that in some people, a high fat diet causes the brain cells to become

insulated from the body.

The insulation prevents the vital signals which tell the body to stop eating and to burn calories through exercising, from reaching the brain. Researchers believe the findings are a critical to dealing with the current obesity epidemic.

Professor Michael Cowley, lead author told *The Daily Mail*: "These neuronal circuits regulate eating behaviours and energy expenditure and are a naturally occurring process in the brain. The circuits begin to form early in life so that people may have a tendency towards obesity before they eat their first meal."

"Obese people are not necessarily lacking willpower. Their brains do not know how full or how much fat they have stored, so the brain does not tell the body to stop refuelling. Subsequently, their body's ability to lose weight is significantly reduced," he added.

Anybody struggling to lose weight should consider using an aide like <a href="https://example.com/hypnotherapy">hypnotherapy</a>. Weight loss can be difficult, especially if people are predisposed to obesity like this study suggests. Hypnotherapy can be used to change a person's thoughts and beliefs about food which can influence the type of foods they eat leading to a healthier diet - key to effective weight loss.

#### 





## **Inclusion from Alyn Davies**

(Alan has submitted the below upon request of one of his clients. The gentleman wanted to provide his impressions of hypnosis and hypnotherapy. It is good to get a clients perspective – Ed.)



I'd been suggested to see Alyn Davies for Hypnotherapy by a friend for my chronic headaches and panic attacks. I'd had the headaches for years, and various other treatments; medication, physiotherapy, changing my diet completely, and still nothing worked.

Stereotypically, I was sceptic of Hypnotherapy; how could talking help my anxiety and headaches? I'd already met Alyn through friends, so wasn't too uncomfortable going. I did like the fact that throughout my experience with the Hypnotherapy, he did keep saying that I was obviously intelligent, hence why it was so easy to 'put me under' as such.

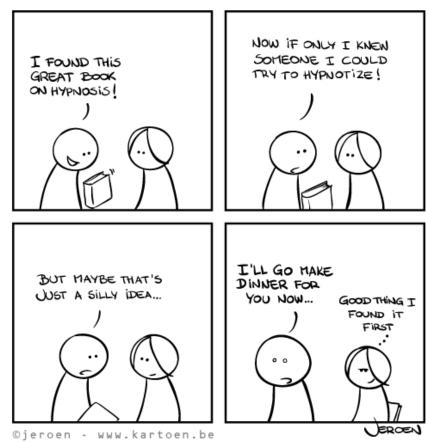
As for the actual experiences, I love them! Every time I've been its felt new and different, yet similar and comforting. I, probably like most people, was determined to see if I could keep my eyes open...but within seconds, the desire to shut them was too strong. It felt warming and nice though, and at no point did I feel that I had no control, I liked the feeling, so went along with it; visualising everything that Alyn was describing. I still remember vividly everything that I was asked to visualise.

When my first session came to an end, my eyes opened, and I could not help but smile, which is rather unusual and normally awkward for me, so I was shocked, which in turn made me laugh and smile even more. The conversation with Alyn that always follows a session is always so relaxed, calming and helps me come to, because I feel tired, but invigorated afterwards.

I can honestly say that leaving my session feels like I'm skipping down the yellow brick road. I become incredibly happy (and I'm normally in a bad mood due to the headaches), and I seem to notice things I wouldn't normally.

The main sessions have really helped me with my problems, and I've had some major relief, not only from my headaches, but also from my bad moods, which many people have noticed and commented on. I've recommended quite a few of my friends and family to see Alyn to help with their problems, as I feel that it is such a viable therapy that works. It's not chemical or expensive either, so that really adds to the charm.

I would recommend Hypnotherapy to anyone suffering with problems that have had no luck elsewhere so far. And would definitely like to thank Alyn for the help he's provided. He is most certainly talented in what he does.





# A Word from Rick....

Dear Student, welcome to October.

Thank you Michael for another great newsletter and congratulations to PHWA for conducting the first meeting under the stewardship of the newly elected committee. To their great credit and tenacity, all of the work the past committee did has begun to pay off and ensure that WA has a place in new National Peak Body that has seen all of the significant hypnosis associations and other interested and relevant parties come together in an effort to give the profession a stronger more harmonious voice and closer unity. It was great to attend the inaugural PHWA meeting with the new committee and to catch up with members and give a short demonstration of Mesmerism.



Well this year has been as eventful as what it has been fast, and now Christmas and 2011 are clearly in sight. Personally I have had some significant health challenges during the past three months which really disrupted a lot of organised training dates and threw many other plans awry; anyway as they say "What doesn't kill you just makes you stronger', and I'm happy to report I am 100% back on track. The 3 day WA September training that was cancelled because of my health issues will be rescheduled for late January 2011, whilst the scheduled upcoming November Melbourne three day AMD training has also been rescheduled for late January 2011.

The on line training and resource centre is now running on the new mindmotivations.com website. As a student of the academy you have complimentary password access into this section where there are forums, articles DVDs, information and hypnosis scripts. Any articles for contribution are most welcome, if you have something please email it to me and I will have it put up or you can go into the Practitioner Forums and begin any topic you want. If you don't have a student password please email Ryan at <a href="mailto:sales@resonanzrecordings.com">sales@resonanzrecordings.com</a> and ask him for one or contact him through the links on the contact us page of the site.

In closing I trust that you have a happy and prosperous time in the weeks leading up to the end of 2010, enjoy this edition of the newsletter.

Kind Regards
Rick Collingwood

Kind Regards Rick Collingwood





# A Note from John....

As many of you know, I went to NZ recently and not surprisingly had a great time. Snowboarding, boat cruise around Milford Sound and plenty of countryside to remind me of Footrot Flats.

Realising that I'm no longer 20, I took it a little easier than others advised. Remaining uninjured was good justice to stick it to my advisors who all came home with limps. I got my fair share of bruises still.

We experienced all sorts of snow conditions, from blizzard through to 'blue bird' days (warm, clear, sunny day - everyone down to t-shirts), sticky snow to fluffy powder. Even got some on the ground in Queenstown. I still think snow is over rated, fun for a while, but mostly a hassle... give me the tropics, cocktails and girls in bikinis any day.

My presence in Christchurch was enough to cause an earthquake (about 12 hrs after we left) and watching the Aust v All Blacks Rugby Grand Final in a Wallabies jumper could have proved more hazardous to my health than it did (fortunately for me Aust lost).

We did some 4wdriving through some of the most amazing mountains and mud roads, river crossings, ghost towns and old chinese settlements. If you ever get to Arrowtown, check out the range of pies at the bakery!

The only road kill you see in NZ are Australian possums (70 million strong plague) and they make everything from hats to belly button warmers out of them. Got some gloves and socks. The scenery to drive around is amazing, many of the roads are winding with spectacular views and not stop greenery. The Alpine Rain Forest seems weird, cold yet tropical, I guess its only because it's not what I'm used to.

Having snow ball fights with my nieces and friends was one of the highlights, and being followed by a Kia (Alpine Parrot) was also pretty funny, it followed like a dog for over 600 metres to a waterfall we were looking at.

From Queenstown to Queensland I got the cocktails I was craving, but the defrost time wasn't long enough. Cairns has a different 'speed', one needs to slow down a little more than I'm used to, but I'd like to get used to it.

Again taking a 4wd into the mud, this time between cane plantations and rain forest covered rivers. They have a term there called 'taking the short cut' which means going the long way around so you don't get bogged, made sense in a round about way.

4 dogs and 5 people in one car in the tropics can be surprisingly fun and social as long as you can handle the smell. Building fires and cooking sausages, throwing sticks for the dogs (not that they returned them) and swimming in rivers was just what I needed.

Being able to lie in fresh water rapids and watch the birds fly by reminded me of Mesmer getting back to nature on a regular basis, I feel it was very refreshing to my personal magnetism and suspect sanity. Something I and others should do more often.

Back to Perth and I hit the ground running.

I was very glad for my break nevertheless.



"Johnson here has devised a way to help you stop thinking about smoking."

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## **Script of the Month**

## **Accepting Yourself**

For a long time now you've been striving to do your very best in everything you do - always seeking perfection in every way. It's as though whatever you did was never good enough and you felt you had to do more - and more. Sometimes this caused you to feel frustrated and stressed - but now - in this wonderful state of hypnosis you can realize how nice it is to do nothing at all.

Nothing at all for you to do - except relax - and let go, and really enjoy these peaceful feelings. And you are beginning to feel more and more at peace with yourself - not just now - in hypnosis - but each and every day you notice these changes.

You are feeling much calmer than you have felt for a long, long time - calmer, more relaxed and much more at peace with yourself. Because you now accept yourself for the wonderful human being that you are. A person with high ideals - high aspirations and the potential to exceed the limitations that you set for yourself. And because you're finally beginning to realize this - you know that your best is always good enough - you really don't need to prove to anyone that you can do better - because you've always done your very best - in everything you do.

Much more than this - you accept yourself for what you are. Even your best is good enough - why keep striving for more when it only causes frustration and despair? For the most important thing in life is you - for to succeed in the way that you want to succeed means balancing work with rest - not just physical rest but deep, creative, hypnotic rest - for in this wonderful state of mind you can access all those wonderful inner resources that you naturally have - and arouse - knowing only that you're good enough - you've always been more than good enough - you love yourself - you accept yourself - for the unique human being that you are. You trust yourself.

Trust in your creative subconscious mind - know now that you're good enough - you've always been more than that - but finally you're beginning to accept this idea as one of your own.

And from now on - you feel so much calmer and more relaxed and more comfortable about yourself than you have felt - for a long, long time. Because you really do accept yourself - you really do.

Not because I say so - but because this idea is yours - it is a feeling that you now have, deep, deep inside you. You trust yourself - you really do.

You now realize that you don't have to prove anything to anyone. The most important thing in your life is you. And only by loving and accepting yourself can you finally begin to accept and to love others And you do - you really do.

And these suggestions are now firmly embedded in your subconscious mind - and each and every day you feel better and happier about yourself. Each and every day these suggestions grow stronger and stronger - you feel better and happier and more and more at ease with yourself.

And it's such a wonderful feeling to feel this way. And in a moment I'm going to count up from one to five and at the count of five you'll be wide awake - bringing back with you these wonderful new feelings that you now have.

One, two, three, four, five.



## **Up Coming Dates:**

Monthly Ongoing Trainings (WA Only)

Lesson Ten:	
Successful Induction and	Saturday, 23 <sup>rd</sup> October, 2010
<b>Subconscious Compliance</b>	
Lesson Eleven:	
Hypnosis for Addiction and	Saturday, 13 <sup>th</sup> November, 2010
Substance Abuse	

Certificate of Clinical Hypnosis PERTH

Part 3 (Previous Trg) - 26th, 27th, 28th of November, 2010
Part 1 – 19th, 20th, 21st of November, 2010
Part 2 – 26th, 27th, 28th of November, 2010

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## **Future Articles**

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