

Mind Motivations™ & The Australian Academy of Hypnosis™ Newsletter

March 2010

Welcome one and all to the March edition of the Newsletter. Things have been going well in all quarters here with Rick back in the USA and progressing the release of the Mind Shift program, John conducting a Certificate of Hypnosis Course in WA and my (very) recent completion of the Quit Smoking and Weight Loss training well attended in Melbourne.

We have an inclusion from across the Tasman in this edition with Gaye McBride submitting an article – thank you Gaye! I have also received some positive feedback regarding the newsletter and as I have said before, it is nice to know that the effort is appreciated!

One hidden cost of advertising....

Recently, I was sitting at home enjoying the peace and quiet that evening sometimes brings, when my mobile alerted me to the receipt of an SMS message. Thinking it could possibly be family, friends or even a client contacting me, I reached for the phone to be greeted by the unsolicited message below. What follows is my reply and then the individual's reply to me. I guess this is one of the hidden costs of advertising – the 'nutters' have a point of contact.....

SMS received.....

Dear michael, have you ever read the book "dianetics? If so you will know that hypnosis makes a being a slave and a puppet who is controlled by others (you!) dianetics makes anyone a free individual a self-determined being rather than a puppet slave. do you want to know the connection and 2000 year history between hypnosis and assassins?

Reply Sent...

Dear Adam. Firstly thank you for identifying yourself in your ridiculous SMS msg to me. You appear to be one of the few people around who subscribe to ludicrous conspiracy theories and unsubstantiated fear mongering. I have no interest in your theories or errant claims and respectfully

request you refrain from contacting me again.

SMS received in reply to my sms....

Scientology will eventually wipe you sick and twisted damaging to society barstards out. i support them all the way and when they win, we all win, even you my lost and uneducated spiritual friend.

A quick Google search of the mobile telephone number that the message was sent from revealed that a plethora of 'hits' – all identifying the number to be located in Melbourne.

Interestingly, to the time I received these SMS messages, I had been ambivalent (to say the least) about the Church of Scientology and their belief systems. I always thought to myself "to each their own" however this one spurious contact has now left me with a wholly negative opinion of the organisation, the people, their beliefs and their strategies. One bad apple and all that!

Mind you, I am a little taken with romantic aspect of being a 2000 year old assassin.... Me thinks that 'Adam' will probably not be enrolling on any of courses in the near future, though if he would like to make an appointment to see me, I am sure that hypnosis could help him overcome these issues!

'Nuff said!

On with the Newsletter.....

Michael Werts
Editor MM_Newsletter

In Brief:

Next WA Monthly Training is happening on 27 March - Subject is: Hypnosis for Pain Management

Quit Smoking and Weight Loss Two Day Course - PERTH.

17 & 18 April.

For further information please contact John Vernes - contact details on last page of the newsletter. Information and Enrolment form at the end of the Newsletter

Next Power Hypnosis Course - SYDNEY
5, 6, 7, 8 April 2010.

Next Four Day Power Hypnosis Course - MELBOURNE
30 April & 1, 2, 3 May 2010.

Next Four Day Power Hypnosis Course - PERTH Part One
Saturday, Sunday, 12th, 13th of June, 2010

Part Two
Saturday 19th & Sunday 20th of June, 2010.

Professional Feedback – Beneficial for All

The following article was provided from across the Tasman and is submitted by Gaye McBride. Thank you to Gaye for taking the initiative and providing this article to everyone!

Ed

Being a Reiki Master/Teacher for many years and enjoying the knowledge and confidence in the importance of self-healing and well-being, relatively new to practising clinical hypnotherapy, I go from feeling totally confident in helping people to achieve their true potential in self-healing through Hypnosis, to the very occasional (and lessening all the time feeling of doubt not so much in self, but in the process) quickly followed by a knowing that you can lead a horse to water but you cannot make it drink!

So it has been so very fulfilling and wonderfully interesting in watching positive change in individuals, so humbling and blessed to be a part of that process and also challenging when that self-healing doesn't take place.

It is paramount for a fledgling hypnotherapist to have support from other more experienced professional hypnotists to guide them along, at least until they are past that self-doubt of very new learning in the great profession of hypnotherapy.

And being really happy and excited when you see a person have great change (doesn't have to be having a big ego) but it does help the with self-confidence for working with the next client and certainly goes along way to help the next potential client (confidence can be catchy) so I have found when starting out that giving an evaluation form along with the complimentary CD has been great for ongoing professionalism and my confidence in this fantastic modality.

A formula, I use after I have explained it and have permission from my client's (which may not for everyone, as some may feel just addressing the specific issue is a better way and I would love your feedback on this!) is A typical Session takes up to an hour and a half and client's are recommended to commit to at least two sessions of hypnosis, although most achieve their goal in one, and some clients have taken advantage of up to four beneficial hypnosis sessions, it is very individual.

Having studied Hypnotherapy with six very professional and world renowned Hypnotists in their fields from America, Australia and here in New Zealand, I have taken on and use what I consider to be the best of their knowledge and experience and mixed it up with my own knowledge and experience of balance and well-being in life to create a quite comprehensive and unique session.

A session involves very beneficial and deep trance relaxation, (always a positive for the mind and body in self-healing), a gentle guided release/healing and specifically addressing whatever an issue might be. All sessions are backed up with a tailored audio CD which is also recommended to be listened to for about three weeks following.

Here are just a couple examples of the feedback received ...

Weight-loss 2010 -Hello Gaye - well after my visit to you last Tuesday I have been happy and relaxed. My god, I have so much food in my fridge - all good stuff - but not eating it. Went grocery shopping and stocked up on all the right things - usually they would all be eaten by now. Thought yesterday - when am I going to eat those

strawberries, blueberries, tomatoes, cold chicken etc. etc. - why do I have so much food left - usually it is all gone by now. I am seriously not even thinking of food, and have to think I had better have lunch. Something must have clicked - long may it last - thanks anyway for the experience - loved it and listening to your CD each day - reckon I will be able to give the spiel myself after 21 days. Enjoy this lovely sunny day - school starts tomorrow - that will keep me busy and looking forward to it. Lois

I had done the exact same session with another lass who went quite deep, quite fast (great I thought) good session then I received a text which said ...

When I got home my partner asked if I remembered the session I said yes & he said it mustn't have worked! A bit disappointed. I thought I would feel different.

Of course I immediately phoned her and asked if her partner was a qualified hypnotherapist and how it wouldn't have been that helpful for her conscious mind not to have heard and remembered, going so far as to remind her I had given that very suggestion, hopefully explained the process enough again, while being careful to mention another underlying issue (we didn't look at), thankfully this rare.

And more evaluations like these are great to look back at:

Evaluation of session 09

Found this good, very weird (in a good way) Gaye you are an amazing lady with lots of good calming qualities, **Unexpected bonus you found after the session** The want for food has gone, I have a totally different focus on eating now, its awesome!

Just want to say a big thanks, I will be Back Alias

Stop-Smoking Session 08

I went to Gaye McBride on January 31st 2008 for one hypnotherapy session to stop-smoking. I found her thorough, caring and professional. I have not had a smoke since that day, I wish her well in furthering her commitment to help people. Alias

Bonus to session 08

Letting go of negative thoughts etc. We both felt we had a weight lifted off our shoulders when we walked out of there excellent, Thank-you. I have already recommended Gaye to friends. Smoking rarely enters my thoughts and if it does, it is just a flying thought, don't crave it. Brilliant Thank-you!

Evaluation of session 09

Gaye is a calm, professional person, easy to engage with, promoted the benefits and possible outcomes of the session.

Bonus to session

Increased energy, more positive attitude, a different outlook on the world.

Gaye is totally into what she does, promotes herself and service gently without being too pushy. I would recommend anyone to see Gaye with the utmost confidence, Shane.

The Evaluations are not only great for ongoing professional development but also great to use as testimonials on websites. Anyone wishing to get a copy of one to up-date for their use contact gayemcbride@xtra.co.nz love to hear from you.

Your Business heading

EVALUATION FORM

PRIVATE AND CONFIDENTIAL

Date

Name

In the interest of ongoing professional development, you are asked to evaluate and critique your hypnotherapy session.

The quality of your experience is very important and your comments are an integral part of quality control. Please take a moment to provide your observations and comments, Thank- You.

	Very satisfied			Dissatisfied	
	1	2	3	4	5
Therapists professionalism					
Ambiance of venue					
Success in overcoming a particular problem					
Cost of session					

Have you been hypnotised before? YES / NO

Did you feel you may need more than one session? YES / NO

You are invited to give an evaluation of your session

.....

What were the unexpected bonus's you found after your session?

.....

Any suggestions or recommendations?

.....

You are invited to add a testimonial if you wish

.....

Please indicate

YES / NO	I publicly give a recommendation for Gaye McBride
YES / NO	If you would like your Evaluation to be Confidential
YES / NO	If you would like to give a testimonial with an Alias name
Alias name	

Thank-you for your time and in-put today

Kind Regards (Name and Address)

The Bluffer's Guide to hypnosis

Everything you need to know for a dinner conversation about ... Hypnosis and the unconscious mind

<http://www.montrealgazette.com/news/saturday-extra/Bluffer+Guide+hypnosis/2402895/story.html>

So what's happening? You're getting sleepy. Verryyy sleepppppyyy. ...

No I'm not. Well I failed in my attempt to hypnotize you. I got carried away because today is World Hypnotism Day.

Oh you and your World days. Why should I care that some people decided to use a day to promote some obscure cause? Testy are we? Well hypnosis is more than just asking people to watch a dangling clock and making them cluck like a chicken. It has practical uses like allowing people to quit smoking, sleep better or overcoming phobias. And it's not so obscure.

You seem a little testy too. Why don't you just get it off your chest and tell me about hypnosis. Thanks. I will. Hypnosis has been practiced for centuries, and scientists still don't quite understand how it works. But according to Montreal hypnotherapist Reuben Pecarvé, hypnosis is an altered state of consciousness, where the subconscious mind becomes highly suggestible, and the conscious mind fades to the background. In essence, people who are hypnotized are lulled into a kind of sleep. But they usually report remembering everything about the trance, including doing everything that the hypnotist told them to do, but not knowing why. Pecarvé says hypnosis can persuade the subconscious mind to do powerful things like block out pain during surgery or childbirth labour.

Say what you will, I don't really believe in all this voodoo mumbo jumbo. That's up to you, but scientists have accepted that hypnosis can be a useful tool, even if it's not fully understood. Neuroscientists at Stanford University have been examining what happens to the brain when it is hypnotized. Another study examined why some people are particularly susceptible to hypnotic suggestion, while others are not. The Canadian Hypnosis Centre says everyone can be hypnotized so long as they are willing, and have the ability to concentrate.



You talked about using hypnosis to allow people to get over allergies. How does that work? Well some hypnotherapists claim it's as easy as convincing your subconscious mind not to sneeze when you see a cat. But it's not always an easy process. Sometimes you have to undergo many hypnotherapy sessions to come to a result.

Therapy through hypnosis. That sounds like a crock. Aren't you better off seeing a real professional, like a psychologist?

Well, therapy through hypnosis is becoming more common thanks in part to well-known motivational speaker Anthony Robbins. You might know him from numerous infomercials on TV, or from his self-help books, the most popular of which is *Awaken the Giant Within*. He popularized neuro-linguistic programming, based on hypnosis and psychology. NLP brings the unconscious memory and submerged beliefs into consciousness. You are taught to reconstruct an event and replace feelings of anxiety that accompany it with more positive and empowering emotions. It was developed out of the hypnosis work of Milton Erickson, a 20th-century U.S. psychotherapist. He devised a form of therapy that used trance states, or hypnotherapy, to help people gain access to the contents of their unconscious minds.

That sounds expensive.

It can be, but you don't have to shell out wads of cash to take advantage of hypnotherapy. You can do it by yourself in the comfort of your home. Self-hypnosis is a technique you can easily do to, for example, help you become more relaxed, not grind your teeth in your sleep, or sleep more soundly.

But getting back to clucking like a chicken - can you get tricked into doing something embarrassing, like peeing in your pants every time the phone rings? Truthfully, you are aware of everything you are doing when you are hypnotized, so you can only do embarrassing things if you allow yourself to. Hypnotists can't get you to do something that is against your morals, or something you truly don't want to do; otherwise, you'll wake out of your trance and the session will be over. When you're hypnotized, you are still aware of what you are doing.

You may say that, but I saw a hypnotist show once in Las Vegas. People were making total fools of themselves, and I'm sure they would be embarrassed if they truly knew what they were doing. Well that's stage hypnosis. It's a very different ball game. Most stage hypnotists ask for volunteers, and tell the audience beforehand that the exercise is purely for entertainment. So those who go up on stage expect to be entertaining an audience, so maybe they're already more willing than most to be embarrassed in front of a crowd of people.

A Quick (very quick) Word from Rick Collingwood

Hello all and welcome to mid March. Firstly I would like to thank Michael for another great newsletter and all the time he puts in to get it done to keep all and sundry up to speed and I trust that you are happy, well and busy. I have been out of the loop and in the US again preparing to launch my CDs into the market. If you want to know more about it you can click on the **mindswitch** icon at the top of the front RH page at mindmotivations.com. It was great to meet the new students and see some of the older hands at John's WA training in WA in February and I must say I am a bit disappointed that I won't be in Melb to help Michael with the Quit Smoking - Lose Weight weekend, but I will be there for training later in the year after the US business settles down. It is becoming obvious to me and many people I talk to that Hypnosis as a valid helping therapy is hitting a critical mass point and it's great to be at the forefront of the wave, over here in the USA its gone from a 4 footer to a tidal wave! There is not much more to say at this point in time which I know is unusual for me but there will be plenty to talk about next month. I hope the Melbourne students enjoy the training which I am sure you will and I look forward to catching up with you all soon.

Kind Regards

Rick Collingwood

And just a quick update on what Rick is doing.....

I've had several conversations (via email and telephone) with Rick while he is in the USA. To prove that he is working hard, constantly has his 'nose to the grindstone' and has not managed to anything relaxing, fun or enjoyable, Rick has sent me a photo. I thought that it would be worthwhile to share that photo with the readership so that you, like me, can commiserate with Rick about just how difficult it all must be at the moment.

Photo below is of the Director of the Lethal Weapon movies Richard Donnell (left), Mel Gibson, Rick and Danny Glover. This was taken at Richard Donnell's house in Beverley Hills and you can easily see the stress, strain and tension in Rick's eyes.....



Hang in there Rick.....

(Ed)

Kicking it.

Quitting cigarettes is hard. Staying clean is far more difficult.

By Matt Fountain

<http://www.newtimeslo.com/cover/3869/kicking-it/>

On my third night without a cigarette, I'd had about enough.

My mind was churning, I was grinding my teeth to nubs, I tossed back and forth cursing myself for taking up a habit so hard to kick. It was the third sleepless night in a row as I teetered on delirium.

The physical effects were just beginning. I could feel my lung capacity expanding with each breath and my sense of smell began to return just enough to realize how bad I smelled. My head ached and my throat swelled from the persistent cough that started earlier that day.

Still, all I could think about was I wanted a smoke.

There can't be anything good about something that can make you feel so horrible. That's why more than three million Americans try to end their nicotine addiction each year, according to the U.S. Department of Health. Nobody claims it's easy. But there are resources to improve the odds of success.

As a half-pack-a-day smoker for nearly ten years, there was no shortage of reasons for me to quit. This is not my first attempt. Yet I have a feeling this time will be different, because I really want to stop.

On the second day of 2010, I began weaning myself from cigarettes, eventually getting down to two or three a day. On Jan. 8, I passed my first full 24 hours without a cigarette in more than five years. I cleaned out my car, and threw away my lighters and ashtrays.

That's how my journey started. How it would end—would it ever end?—I was completely unsure.

Look at the loser

The many counselors and physicians I later consulted all said repeatedly, successful quitting depends upon environment. And

San Luis Obispo is hardly a fun place to be a smoker.

Aside from the daily looks of disgust from health-conscious, do-good joggers and bicyclists as I puffed away on the street corner, new city ordinances have created a downright hostile environment for smokers. SLO became the first city in the nation to ban smoking in public buildings in 1990. On Dec. 1, 2009, the city outlawed tobacco use in such outdoor public areas as parks, and made clear a city-wide public ban is just around the corner.

The American Lung Association, the leading national anti-tobacco organization, on Jan. 12 released "grades" for such anti-smoking efforts among cities within the county as Smokefree Outdoor Air, Smokefree Housing, and Reducing Sales of Tobacco. The study graded cities on an overall scale of one to 12 points: SLO and Arroyo Grande earned the highest scores—six and five, respectively—achieving C's. Grover Beach received a D with four points, and Atascadero, Morro Bay, Paso Robles and Pismo Beach all earned F's with just one or no points at all. SLO also scored the highest among the 10 most populous cities in the state's central region, next to Santa Barbara.

There isn't a smoker nationally who isn't aware smoking is the leading cause of preventable death in the U.S. According to the National Institute on Drug Abuse (NIDA), tobacco kills roughly 440,000 Americans every year and one in five U.S. deaths are the direct result of smoking. A 2007 NIDA study found an estimated 70.9 million Americans aged 12 or older admit to using tobacco—60.1 million of which, or 24.2 percent of the population at the time, are cigarette smokers. Sound high? According to the Centers for Disease Control, the percentage of the U.S. population that smokes has dropped more than 50 percent since 1965.

Smokers know well that smoking is on its way out. Relentless efforts by anti-tobacco forces have been very effective, especially since the Tobacco Master Settlement Agreement of 1998, which obligates tobacco companies to cough up \$206 billion for programs through 2025 to counter tobacco use among youths and educate consumers about preventing tobacco-related diseases. According to the NIDA's latest Monitoring the Future survey released in Dec. 2009, the number of young smokers—the industry's bread and butter—has dropped to the lowest point in the survey's history with 11.2 percent of high-school seniors claiming to smoke daily, less than half of the 24.6 percent reported in 1997.

Smoking is no longer cool. A colleague recently told me whenever he sees someone puffing away, he says to himself, "Look at that loser. What a poor loser." I don't know why, but those words haunt me. My daily mantra is "Don't be that poor loser."

I can quit you, baby

The day before that third night of agony and despair, foreseeing trouble, I decided to take advantage of my benefits as a taxpayer and explore the free help available to anyone struggling to break free of nicotine addiction.

A quick browse online yielded the SLO County Health Department Tobacco Control Program, which offers six-week smoking cessation classes at no cost. Though seriously jonesing for a smoke, I found sharing my thoughts with the counselor in a group wasn't as painful as I had feared. Sure, I was hoping to score the free nicotine patches or gum I heard they hand out like candy but it wasn't as easy as that. Nothing's easy when you're three days without a smoke.

They didn't let me leave my first session empty-handed, however.



Jumping into the course at week two, at which point many in the class were still a week away from their quit date, I figured I was ahead of the game. Unfortunately, the way the course works is you have to go through the regimen, all six weeks, and you don't actually quit until week three, when you can sign up to receive nicotine replacement products.

Bummed, chewing my cinnamon toothpick and clenching my clammy fists until sweat dripped from my palms as I squirmed uncomfortably in my chair, I sat in the room at the Health Dept. building in Grover Beach and focused on deep breathing.

According to Kitty Farhar, a health education specialist for the county and my new counselor, at week two it's essential that people in the program remind themselves why they are going through the torturous process and that no matter how long they've smoked, they can succeed with support.

The health benefits are instant, she said, noting that within 20 minutes, the blood pressure drops back to normal; within eight hours, carbon monoxide levels in the blood decrease and oxygen increases to normal; within 48 hours, damaged nerve endings start to regrow, and taste and smell begin to return; and bronchial tubes relax after 72 hours as the last traces of nicotine leave the body.

The upside of my joining at the second week is that Farhar discussed products proven to help through nicotine replacement therapy, which reduces the cravings roughly 80 percent of smokers say are the only reason for not quitting. For example, a well-advertised brand of gum that provides a controlled amount of nicotine to the system at a slower rate than a cigarette, more than doubles the chances of quitting (18 to 30 percent) compared to going cold turkey (10 percent), according to the manufacturer's website.

Same goes for patches. They release a steady stream of nicotine into the system through the skin and wean smokers from addiction in steps to lower doses over time. The Food and Drug Administration recommends using patches for three to five months. Nicotine lozenges are also available over the counter.

For heavier smokers, Farhar recommended such alternatives as nicotine nasal sprays, nicotine inhalers, and strong nicotine lozenges, available only by prescription. For the heaviest smokers, or addicts who've tried unsuccessfully to quit many times, Farhar said a relatively new product, Chantix, made by pharmaceutical manufacturer Pfizer, has a high success rate.

As I sat at a roundtable with my fellow quitters, the young woman next to me said she had gone weeks without a cigarette and credited that prescription product. Other than vivid dreams, she said she hadn't experienced anything she'd call a side effect.

A bump in the road

On my fourth day without a cigarette, the toothpicks weren't helping anymore. My head throbbed from laying off coffee—it always triggered the need for a cigarette, so I'd stopped drinking it—my jaw was swollen from four days of grinding teeth and chewing gum, and I just couldn't resist: I grabbed a stashed-away pack from my car and lit up. The rush was magnificent, instantly refreshing. Instantly I regretted it.

I glared at myself in my rear-view mirror. "Look at that poor loser," I muttered in disgust before sticking the half-smoked butt into an empty 7-Up can in the cup holder. So much for that new-car smell.

Without any gum or patches to tide me over the next time an urge to smoke hit, I called the state's smokers' helpline (1-800-NO-BUTTS). California provides a toll-free, over-the-phone counseling service made possible by funds from Prop. 99 and Prop. 10 tobacco taxes. The counselors I spoke with were friendly and informative, and assured me, despite my blubbering, I hadn't screwed up. Instead, said the first voice over the phone, this was a great opportunity to identify the trigger that had set me off the path: It was stress and the five-minute drive that provided an opportunity to spark one up without being noticed. She also advised—surprise, surprise—I toss the pack from the car.

The problem with the helpline was that my first call only scheduled an appointment for that evening. If I were jonesing really badly, I would have given in by then; fortunately,

the taste of the slip-up smoke lingered on my palate, hands, and conscience.

The half-hour telephone session later that night was helpful, however. Talking with my counselor, Dawn, was relaxing. Dawn, whose name I found ironic, provided me with answers to just about all of my queries, and I found talking anonymously over the phone to a stranger oddly refreshing. She seemed to be a regular person, leaving out the technical jargon for common sense suggestions.

Most important, she said, was to change my daily routine. You have to diffuse the spotlight from the missing cigarettes, she said. For example, many smokers don't eat breakfast, instead opting for coffee and a smoke. She also suggested I bite the bullet and invest in some anti-smoking medication.

I looked into that, but my health insurance doesn't cover such products. If talking with insurance agents isn't enough to make you need a smoke, I don't know what is. Bottom line: I can't afford Chantix, so what else is out there? That's when I talked to Nancy Walden.

Being fresh out of college, I figured someone at the local university would have some tips. Walden, a nurse practitioner at Cal Poly's Health Services Department and also a certified smoking cessation specialist, sat me down and gave me the skinny on Wellbutrin, also known as Zyban.

Wellbutrin, Walden said, is an inexpensive alternative to the pricey Chantix, and can be just as effective. First used as an antidepressant at V.A. clinics, physicians discovered it also helped patients readily quit smoking. Somehow, she said, it works on the neuro pathways to block cravings.

"It seems to work really well. I've helped a lot of people quit that way and it's just smooth," Walden said. "You're on it a week before your quit date and people tell me their cravings go way down and they're able to quit without even trying."

After telling Walden I was going cold turkey without the use of medication, she told me I was being too hard on myself by giving up coffee and tobacco at the same time and that my headaches were from the combined lack of nicotine and

caffeine. She recommended resuming coffee and using a common pain reliever to quench any further headaches.

If any smoker needs motivation to quit they should talk to a pulmonologist. According to Dr. Barry Feldman, a pulmonary specialist and director of intensive care at Marian Medical Center in Santa Maria, smokers are more than five times more likely to develop lung cancer than nonsmokers. Patients at the very first stage have a survival rate of about 80 percent after five years if treated, typically with radiation and surgery. With stage-four lung cancer, five to ten percent survive that long.

Feldman assured me my cough was natural and actually a good sign. When a person quits, he said, the cilia in the lungs, though matted in my case by 10 years of tar, begin to grow back and the body tries to rid itself of the gunk. Unfortunately, while the lungs may slowly heal themselves, a former smoker will always have a high risk of developing pulmonary illness.



I asked the doc straight up: At what point do you tell a patient that if they don't stop smoking, they will die? "I tell them the very day I meet them," Feldman gravely emphasized.

Unleashing the subconscious

Without cessation aids beyond the toothpicks to brace my fall, I found myself still craving a smoke at every sip of coffee, every workday commute. At two days without a cigarette, the physical cravings again began to subside, but getting the idea that I want a cigarette out of my head remained the biggest challenge. The body may kick the habit, but how do you get the mind to catch up?

Enter Harvey Hunt. Hunt has been a hypnotherapist more than 40 years and is a certified member of the National Guild of Hypnotists. The Templeton-based Hunt specializes in helping people overcome habits and problems from nicotine addiction to depression to nail-biting.

According to Hunt, hypnotism doesn't "put you under" like in the

movies. Instead, he said, hypnotism works by encouraging acceptance of a suggestion.

"The conscious and the subconscious mind don't communicate with each other," Hunt explained. "When you're learning to do something consciously you have to work on it. Once you've learned it comfortably, it goes into your subconscious. That's where things like smoking and other habits go and that's where many fears and phobias come from. But with hypnosis you can now communicate with that subconscious mind."

"No one ever took a second cigarette because the first one tasted good. That's an indication of how powerful the subconscious is," Hunt said. "It wants to fit in so badly that it will take the second cigarette no matter how bad it tastes. That's the reality of it. If we take the subconscious and turn it around to work for you, then that's a lot of power," he explained.

As I worked overtime to fathom what Hunt was saying, he suddenly shuffled the small stack of papers with his right hand in an overly exaggerated motion. Of course, my eyes instantly clung to the shuffling and he sat up and pointed to me and said with a grin, "See how easy it is to bypass your critical thinking, even for a moment?" I guess he had me there. But how does he keep your mind occupied for a prolonged period of time? "Well, maybe I should just show you," he said.

Standing with my eyes closed and arms at my sides, I became strangely relaxed, though I remained keenly aware I was in a New Times office being watched by coworkers. Hunt, standing at arm's length, and speaking slowly and coolly like David Carradine in Kung Fu, walked me through a number of mental scenarios, repeating in between, "I'm a nonsmoker. I am in control."

As the session progressed, the confidence in my voice while repeating this mantra grew stronger. I could hear it. Hunt had me imagine working hard, as I had done only days before, on thoroughly cleaning out the inside of my car. After I finished that imaginary task, Hunt told me to sit still and breathe in the new car smell I rediscovered. Then he had me imagine lighting up a smoke inside the car, obliterating all the work. I felt a little sick.

Another scenario he evoked was walking into the corporate headquarters of my cigarette brand and taking the elevator to the office of the CEO. There, I tell the pompous, cigar-sucking fat cat wearing a pin-striped suit that he'll never get another dime from me. Elated, I take the elevator to the lobby while repeating, "I'm a nonsmoker. I am in control."

After 20 minutes of such hypotheticals, Hunt snapped his fingers and I opened my eyes. For the first time since starting this whole process, I found the thought of smoking repellant. And I can't explain it but my lungs actually felt good. The last thing I wanted to do was smoke.

Asked how successful hypnotherapy is to kick smoking, Hunt said look at it two ways. When people leave his office, he said, it's 100 percent effective. Hunt said he's never had anyone tell him they still wanted a cigarette when they leave his office but when he checks up later, he figures 80 percent are still smoke-free.

I spent most of that day feeling uncharacteristically optimistic and believing I'd become a nonsmoker. Those feelings didn't last, but when cravings returned that evening, they seemed a little easier to ignore. The effectiveness of hypnotherapy varies from person to person, but Hunt maintained it could be the deal-sealer for anyone who truly wants to quit.

And for the kicker

Quitting was hard. Staying quit will be much harder.

There's no one resource, tip, or strategy to thank for my success so far, but my recommendation is, take in a bit of all that's out there and you're bound to find something that works. Above all, call the helpline. As Walden and Farhar both said, it's easy to get overwhelmed by the fact that quitting is a major lifestyle adjustment. Take the process one day at a time and the decision will last a lifetime.

So as I continue life as a former smoker, two days without a cigarette, I'm savoring my achievement knowing, though congratulations would be premature, that I am doing the best thing I can to improve my health and fitness.

Hypnosis not just stage magic; it can be used for many medical purposes

http://www.digitalburg.com/artman2/publish/Top_Story_74/Hypnosis_not_just_stage_magic_it_can_be_used_for_many_medical_purposes.shtml

WARRENSBURG, Mo.--A world of misconception surrounds one of today's increasingly popular practices in psychological medicine-- hypnosis.

Some people might liken it to voodoo or witchcraft; others may write it off as nonsense, ineffective or mythical.

Those who have seen stage hypnosis used for entertainment may think it is just a trip people take for fun, a state of subconsciousness, in which the hypnotized person can have a good time, then wake up, without remembering what happened.

In reality, however, hypnosis is a real tool in psychological therapy and behavior modification, and can be used to improve people's physical and emotional health, says Warrensburg hypnotherapist Linda Gentry.

"Hypnosis is not what you think it is, if you are like most people," Gentry wrote on her Web site, www.hypnosismo.com. "Hypnosis is the state of being in control."

Gentry uses hypnosis to help people overcome personal obstacles. Hypnosis is especially efficient in overcoming addictions, including smoking and other unhealthy habits, she said.

It's not voodoo or nonsense; it's medicine.

Gentry is a registered nurse, has a psychology degree from Central Missouri, and is a certified clinical and medical hypnotherapist. In 1996, she founded a statewide organization, the Missouri Institute of Hypnotherapy (MIH), to provide better regulation of the hypnotherapy field and a more professional certification and training process for students of hypnotherapy.

Founding an institute

Gentry has been a registered nurse since the late 1970s. Working in hospitals in Kansas City and later Warrensburg, she familiarized herself with various specialties over the years, a testament to her natural curiosity about the human body. She took a special interest in psychology, and specialized in that discipline for nine years.

While pursuing her bachelor's degree in psychology, she was inspired by one of her professors, who had used psychological techniques to overcome inoperable brain cancer. The professor told students that the human mind could overcome medical problems and be used to modify unhealthy behaviors.

Gentry, who was struggling with obesity at the time, was interested in psychology as a tool for weight loss. She researched mind and body control, and her searches kept leading to studies about hypnosis. She decided to take a chance and scheduled an appointment with the only hypnotherapist in Kansas City at the time.

"I went, but I didn't think the hypnosis did anything for me," Gentry said. But one day, she noticed her clothes were looser and she discovered she had lost 40 pounds without even realizing it. Amazed, she went back for another session and eventually lost about 150 pounds as a result of hypnosis. She decided to become a hypnotherapist, to help other people overcome weight issues, like she had.

Gentry was disappointed in the informality of her hypnosis training course, though, remembering that she was handed a card stating she was a certified "lay hypnotherapist" after just

two eight-hour days of classes. She resolved then and there to improve the professional standards of her discipline.

"At that time, there was no governing body for hypnosis," she said. "You could even get certification online."

A few organizations, such as the National Guild of Hypnosis, have loose guidelines, or "Standards of Care," but no licensing regulation. Some states have regulations for hypnotherapy, Gentry said, but it's very sporadic. Only the state of Indiana has a state licensing board.

"As a nurse, I have a Board of Nursing, with regulations I have to maintain, or I'll lose my license," Gentry pointed out. "Hypnotherapy doesn't have that. If you don't uphold professional standards, you can be 'kicked out of the club' [associations like the National Guild], but you can still practice."

Gentry is working to change that. "A bad hypnotherapist makes all of us look bad," she said. Her goal is for the MIH to provide quality education in hypnotherapy and a code of standards for hypnotists to uphold.

Missouri Institute of Hypnotherapy Training

The MIH is headquartered in Gentry's office in Warrensburg, where she operates her private hypnotherapy practice. Until recently, Gentry has traveled all over the country to teach training courses on the weekends.

Now, she tries to remain in Missouri and have her students travel here to receive their training.

Gentry says the majority of her hypnosis students come from a five-state radius. They are willing to travel all that way for her instruction because they've heard good things about her program, even though every state now has hypnotherapy instructors.

Gentry's training in basic hypnotherapy, which teaches hypnosis as a means of behavior modification, consists of 100 hours of "face time" in the classroom and 160 hours of homework. Students practice hypnosis on each other, and part of their final exam is to give a hypnotherapy session to a client, under Gentry's supervision.

Gentry is a certified instructor with the International Association of Counselors and Therapists, so pupils who successfully complete her curriculum therefore become certified with that organization, too.

Not everyone passes the curriculum, Gentry said, but a majority of the students do. She estimates she's certified about 500 people in the past 10 years. She limits her classes to 10 people or less; any more, she said, and it wouldn't be quality training.

Counselors, mental health professionals, nurses, physicians and even advertisers, dentists and massage therapists can use hypnosis to enhance what they do.

Professionals with a medical background are classified as "medical hypnotherapists" at the completion of the training; all others are referred to as "lay hypnotherapists." Although all hypnotherapists are qualified to hypnotize people for behavior modification, medical hypnotherapists are able to safely use hypnosis for things like pain control.

Gentry has seen many of her students go on to become very successful hypnotherapists. Students have been hired with

psychologists' firms to work in hypnotherapy, others have written books about hypnosis psychology, and several have started their own hypnotherapy practices.

Kansas City nurse Rachel Hill took Gentry's training six years ago, and is now CEO of her own holistic health practice, Metamorphosis Holistic and Integrative Therapies.

Hill said she uses hypnosis in almost everything she does, from simply relaxing patients on the table to helping patients control their pain with less medication, and she also incorporates acupuncture and touch therapy with her patients.

She even uses hypnosis on patients' caregivers to relax them and help them deal with the anxieties of taking care of their ill loved ones. Hill also uses self-hypnosis to help herself as a practitioner, and has written a book called "Nursing from Inside Out," to be released in January, that promotes self-hypnosis as a way for nurses to take care of themselves and to provide the ultimate care for their patients.

Hill was impressed with the thoroughness of Gentry's training, saying that she emerged from the training with a full knowledge of hypnotherapy. "You feel experienced at the end of the training," she said, "Even though you sort of learn as you go with hypnotherapy, you feel like you're ready to hypnotize people. You don't feel like you're experimenting."

Nurse Nancy Beck of Columbia, Mo., agrees. "I have attended many other training courses, and none of them compare to [Gentry's], because they do not have the in-depth understanding that she has," Beck said. "I have had many other hypnotherapy trainers say something was not possible, when I had already experienced the 'impossible' with [Gentry]."

Beck said Gentry's training allowed her to create scripts to use with patients in the hospital. She uses "progressive relaxation" to help patients relax, and also uses "guided imagery," in which she has patients visualize themselves healing, with their bodies functioning perfectly, to speed the recovery process.

She said she has found that by simply putting words together in the right sequence, she has been able to reduce morphine use with her patients, while yielding even better results without the drug.

Harley Sears, a hypnotist in Kansas City, Mo., underwent training with Gentry in 2001 and continues to receive support from her today. Sears has continued hypnotherapy training with the University of Central Missouri's Extended Campus, the Hypnosis Motivation Institute, the University of Massachusetts Medical School and the Mayo Clinic.

"I found [Gentry's] experience, both as a registered nurse and hypnotherapist, incredibly valuable," Sears said. "Her classes were entertaining and educational, and because of the small size of each class, each student received plenty of hands-on personal attention."

Gentry also teaches advanced training workshops and also holds conferences to speak about "the business side" of hypnosis with other holistic health practitioners once a month in Unity Village, Mo.

She also teaches weekly weight-loss and stop-smoking classes at State Fair Community College in Sedalia, Mo., that are open to the community. Gentry also sees clients in private hypnotherapy sessions and speaks at various public events about hypnosis.

Hypnosis for behavior modification

Gentry's clients are typically dealing with personal struggles or wish to change something about themselves. Although the majority come for behavior modification regarding weight loss, smoking and other bad habits, Gentry also helps clients deal with anxiety, sports performance, study habits, self-esteem and creativity.

In hypnotherapy sessions, Gentry first speaks to her clients like a regular psychiatrist would do, listening to the words they use and finding out what issues they are struggling with, she said. She then hypnotizes them, and puts the words they used – their conscious desires – into metaphors for their subconscious to understand.

"The subconscious is sort of like a 3-year-old," Gentry explained. "It is selfish and very irrational; it doesn't have the concept of reason, like the conscious mind does."

Since reason is associated with words, the unconscious mind doesn't respond to words. Rather, it works in metaphors and meanings.

Gentry likened people's problems with addictions like smoking and unhealthy or compulsive eating to the concept of computer programming. The reason a person has such a hard time overcoming addictions is because all he can do is simply tell his unconscious to change its learned program of behavior. He wishes to change the behavior, but he doesn't understand the code to change the program.

Without alternate coding, the unconscious reverts to its learned pattern of behavior, and the person gets frustrated because he can't seem to stop the behavior, even though he wants to and is consciously trying very hard to quit.

With the translation of her clients' conscious words into the more simplistic metaphors, she shares with their unconscious minds in hypnosis, Gentry helps her clients modify their behavior. The majority of her clients who want to stop smoking are able to stop cold-turkey with just one session, she said, without withdrawal symptoms, such as irritability and weight gain.

Such symptoms are learned symptoms, she added; they have no physiological origins, they only occur because people expect them to occur.

Although the majority of Gentry's clients enlist her services to stop smoking, a close second are clients who desire to lose weight.

Gentry says hypnosis works very well for weight loss because when she speaks to the unconscious mind, she reminds it that the human body doesn't need to eat so much, and what unhealthy foods are really made of, fat and sugar.

Weight-loss clients say that the buttery, sugary foods they always craved don't taste as good to them after hypnosis, because their unconscious minds remember what Gentry said about the raw ingredients.

"It's absolutely fascinating," Gentry said about what people's unconscious minds do with her words. She said she loves what she does; every case is different and challenging, and she enjoys helping people overcome their personal struggles.

"I get to give every one of my clients a present, every time," she said. "I show them where their power is, and they can use it the way they need it."

As she wrote on the MIH Web site, "The problem is inside, and the solution is inside."

A Word Or Two From John Vernes

I could talk about how busy I am, how well the academy is going or which courses are coming up. However this month I would like to write about something I've realised.

The use of American/European metaphors vs Topical/Local metaphors. As most of you should know, I'm a big fan of direct suggestion and going directly at the 'pattern' in question (is the subconscious aware of this pattern of 'depression? Is there an emotion attached to this pattern?) Now detach that emotion from the body mind, emotional mind and subconscious mind, let me know when that is done"). However the use of metaphors is both useful and important.

In Australia its very easy for us to imagine a beach or a clear blue sky, but do we really have lagoons, forests or fields? And how many of us have actually spent enough time in them to be able to imagine them clearly? We have bush, deserts, long hot roads, creeks, waterfalls and plenty of places of nature but a lot of the metaphors and most of the scripts we get and are familiar with, contain imagery that is really not that relevant. Now you should all know to modify your scripts to deal with the person and not the problem and to tailor it to their 'symptoms', but do we think to modify our metaphors and language in the imagery?

I support the idea that we should be creative with our metaphors and use archetypes (water for emotion, air for thought, earth for grounding/physical, fire for motivation) however we also need to be relevant to ourselves and our clients. Ask your clients what they like doing and what their hobbies are. If its camping or going to a beach then its easy, if its computer games then you can be even more creative. You wouldn't use an old fashioned phone switch room for a young person or take an 80 year old through a metaphor about adding more RAM to the computer in their head.

Its not hard to come up with stuff. Here are some examples: For locked up emotions use ice, take it to a hot roadway, let it melt and evaporate, blown away by the desert breeze never to be reformed. Use streams, waterfalls or rivers, but if you are up north, rivers have crocs, so remember to always tell the client that it is perfectly safe. Nature themes help the body balance and come back to 'in tune' better but nature is not necessary. Take them to a master control room where the master computer is and remove or adjust programs, a laundromat where there is a day spa for your body and/or organs, instead of washing powder, healing powder and flesh softener. Their own shower to wash and cleanse; the shoreline of their soul, shift the tide and remove the footprints of stress, or the sandcastles that are just more elaborate representations of the more elaborate stresses. For rubbish, throw it in a bin by the side of the road in the middle of nowhere, turn your back, get back in your car, pull back onto the highway of life and quickly accelerate back up to highway speed. Use the crap from their past to create fertile soil for their future.

Lets make them not so much Australian centric but relevant to things that we can identify easily with. Things we can imagine ourselves and that our clients can too. Be topical, local and light, a sense of humour can always go a long way when healing.

Till next time.

John Vernes

Herbert Spiegel, Doctor Who Popularized Hypnosis, Dies at 95

<http://www.nytimes.com/2010/01/10/health/10spiegel.html>

By BENEDICT CAREY

Dr. Herbert Spiegel treated pain, anxiety and addictions by putting people into a trance. Broadway actors sought his help to overcome stage fright, singers to quit smoking, politicians to overcome fear of flying. For years he had a regular table at Elaine's, as well as his own place on the national stage.



Duane Michals

Dr. Herbert Spiegel in 1974, working with a patient who wanted to stop smoking. Patients from near and far sought him out.



A New York psychiatrist, Dr. Spiegel, who died on Dec. 15 at the age of 95, was far and away the country's most visible and persuasive advocate for therapeutic hypnosis, having established it as a mainstream medical technique.

Beginning in the 1950s, he described the technique, both its uses and misuses, in magazine articles and in courtrooms. In the 1960s, he developed the first quick and practical test for individual susceptibility to hypnosis; it is still widely used. In later decades he appeared on television programs like "60 Minutes" and he helped treat the woman known as Sybil, whose controversial case became the subject of a book and inspired two television movies.



In a famous course at Columbia University, Dr. Spiegel taught generations of doctors the art and science of hypnosis — how concentrated relaxation and suggestion can have a powerful effect on thinking and behavior.



His son, Dr. David Spiegel, a psychiatrist at Stanford University, said his father had died in his sleep at his home on the Upper East Side of Manhattan, not far from Elaine's, where Dr. Herbert Spiegel's regular table was near Woody Allen's at what was a fixture of the New York intellectual and creative scene in the 1960s and '70s.



A trained Freudian analyst, Dr. Spiegel came to see traditional, open-ended psychoanalysis as too costly and meandering for many patients — and hypnosis as a way to accelerate healing, effecting change in some people even in a single session. As Dr. Spiegel's reputation grew, performers and politicians in New York and prominent people from around the world made their way to his office in Manhattan.

It was in the early '60s that he filled in for Dr. Cornelia B. Wilbur, the therapist who had been treating a troubled woman named Shirley Mason, who appeared to communicate through several distinct personalities. Her case became the basis for the popular 1973 book "Sybil," by Flora Rheta Schreiber, and two television adaptations,

one in 1976 with Joanne Woodward and Sally Field and the other in 2008 with Jessica Lange.

Critics later challenged Dr. Wilbur's methods, saying they had encouraged the woman's behavior. Dr. Spiegel agreed. He argued that Sybil had disassociation disorder, not multiple personalities, and he voiced his reservations when the book became part of a debate in recent years over the causes of such disorders.

Yet more than anything, it was Dr. Spiegel's rigorous studies of hypnosis, as well as his easygoing, matter-of-fact presence, that most impressed other doctors and patients.

"He wasn't Svengali-like; he didn't have this Mesmer voice," said Dr. Philip R. Muskin, a psychiatrist at Columbia. "He was a regular guy with this Midwestern accent who explained in a very straightforward way that hypnosis was something you could learn that's useful. He really took the techniques out of the dark alleys, out of Hollywood and the world of the circus, and moved them into mainstream medicine."

Many therapists now use hypnosis to aid treatment, and the National Institutes of Health have financed dozens of studies of the technique to reduce pain and accelerate healing.

Herbert Spiegel was born on June 29, 1914, in McKeesport, Pa., one of four children of Sam and Lena Spiegel. His father ran a successful wholesale grocery business; his mother, the household.

Their only son attended the University of Pittsburgh before enrolling in medical school at the University of Maryland, where he graduated in 1939. After completing his internship at St. Francis Hospital in Pittsburgh, he did a residency in psychiatry at St. Elizabeth's Hospital in Washington, where he first learned hypnosis.

But it was during World War II — Dr. Spiegel served as a battalion surgeon in North Africa from 1942 to 1946 — that the young doctor first witnessed the power of hypnosis. "I discovered that it was possible to use persuasion and suggestion to help the men return to previous levels of function" after severe combat stress, he later wrote. He used the same techniques on himself after suffering a shrapnel wound that earned him a Purple Heart.

Dr. Spiegel's first marriage, to Dr. Natalie Shainess, ended in divorce. In addition to his son, he is survived by a daughter, Dr. Ann Spiegel, a pediatrician in Phoenix; four grandchildren; and his wife, Marcia Greenleaf, a therapist who collaborated with him and who was with him at his death.

Dr. Spiegel received a long list of awards and held academic appointments at a number of institutions, including John Jay College of Criminal Justice, New York University and, for more than 20 years, Columbia. His book "Trance and Treatment: Clinical Uses of Hypnosis," written with his son, is a classic in the field.

But he was, until the end, a therapist. "He saw a patient a few days before he died," his son said.

Up Coming Dates:

Monthly Ongoing Trainings (WA Only)

Lesson Three: Hypnosis for Pain Management	Saturday, 27th of March, 2010	
One Day Weight Loss & One Day Quit Smoking Training PERTH	Saturday, Sunday, 17th, 18th of April, 2010	
Four Day Power Hypnosis Course MELBOURNE	30 April, 1, 2, 3 May 2010	
Four Day Power Hypnosis Course SYDNEY	5, 6, 7, 8 April 2010	
Four Day Power Hypnosis Course PERTH	Part One Saturday, Sunday, 12th, 13th of June, 2010	Part Two Saturday 19th & Sunday 20th of June, 2010

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Future Articles

The Mind Motivations™ Newsletter would welcome any articles or stories. Please submit any inclusions via email to the MM_Newsletter@iinet.net.au email address. The Editor reserves the right to amend any article to fit with size limitation requirements and to correct spelling, grammar or factual content.

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Cost \$645 inc. GST

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☐ **Cheque Enclosed** **Cheque Number:**

Bank details are:	Bank:	ANZ
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	BSB:	013011
	Account No:	757196519

Places are limited, so please enrol early or speak to **John Vernes** on **0403 839 641** or **9361 1564**. If you are direct debitting the fees, please reference your payment with your full name.

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- ☐ **5 Step Weight Loss on Sunday 18th April, cost \$395 incl. GST**
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Programs start 9.30am – 4pm.

Payment Method (please tick where applicable below)

- ☐ **Bank Deposit** *Date of Deposit:.....*
- ☐ **Cheque Enclosed**

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