

News for Hypnotherapists

Good News about the Recession

Hello from the PHPA

We hope this newsletter finds you in good health and that you are ready for the run-up to the holiday season.

There has been a lot of gloom and doom recently about the so called recession but along with every negative there is a positive aspect to life.

Although the economy is important, history has proved that times of crisis can actually bring people closer together and help us to become more grounded in reality.

For example, whilst food prices are soaring in the supermarkets, many people are turning to growing their own crops (where they are in a position to do so) and discovering a lot of enjoyment in experimenting and appreciating the superior taste of home grown vegetables.

Maybe you are wondering what all this

has to do with hypnosis. Well, it's all about changing your mindset. Anyone can do it – it just takes a trigger to make us determine to improve our life in some way.

The PHPA is improving rapidly. We are now able to offer our members free web space on the site to advertise their practice. This can link to your own website if you wish and can include photos, testimonials, background history, your ethos, directions and anything else that you think is relevant.

We have a Members Only section which can be accessed via a special password. If you haven't already received yours then please email Sales@phpa-online.org and we will send it to you.

As a special bonus to help you to promote your practice I hope you enjoyed reading the Marketing for Hypnotherapists booklet



which was included with this newsletter, courtesy of Hypnotic World Ltd.

There are some useful suggestions on promoting your business in order to gain more clients—which is, after all, which many of us would like.

And—don't forget, if you are a paying member of the PHPA you are entitled to a discounted subscription to the Hypnotic World 'script service, which contains over 600+ original hypnotherapy scripts, articles, case histories and much more.

For information about the excellent resources that are available on this site, visit:

www.hypnoticworld.com

Hypnotherapy for Sport Improvement

Athletics and other sports personalities have been using hypnosis for a long time in order to help them to improve their performance.

If you have ever studied sport psychology you will notice a strong similarity to the term used—i.e. mind set, in the zone, motivation, positive thinking,

affirmations, etc.

If you are interested in helping your clients to be the best they can be then you could offer your services to football associations, golf clubs and other related organizations.

Hypnotic World has released their Sport Script Compilation eBook for a competitive

price of £15. As a member of the PHPA you are entitled to your usual 10% discount, making it only £13.50 for you. If you would like to take advantage of this offer then please send your payment via PayPal to Sales@phpa-online.org and the eBook will be emailed to you.

Hypnosis in the News

Hypnosis Reduces Menopausal Symptoms

New research suggests that women using hypnotherapy suffer from fewer menopausal symptoms than those who don't. Hot flushes, lack of sleep, anxiety, depression and impaired social interaction are also reduced, according to a study by Baylor University. The study is expected to take about 5 years to complete.

IVF

BBC News reports that women can double their chances of conceiving whilst using hypnotherapy. Stress and anxiety are factors that can interfere with the treatment. As hypnosis involves helping women to feel more relaxed and at ease during the process their chances of success are heightened.

Paediatric Hypnosis

Studies with children suffering from pulmonary problems showed a marked improvement when hypnotherapy was used. Children are naturally good subjects owing to their rich imaginations.

Out of the 303 participants who undertook this experiment, 53 needed one additional session, and out of those 53, 22 needed a third session to work on hypnosis.

The study concluded that hypnotherapy is a successful complementary treatment to use on children with pulmonary problems.

The study also encourages paediatricians to use a positive approach in treating patients and using hypnotherapy on children is highly encouraged by the researcher

Do you have News for Us?

Send your case histories, success stories or failures—(failures are often more important than success stories if we understand and can share our theories on why therapy didn't work).