



# Professional Hypnotherapy Practitioner Association

Volume 1, Issue 1

Summer 2006

## Inside this issue:

Members Website	1
Getting Started	2
Advertising	2
Slimming with Hypnosis	3
Support Groups	3
Hypnosis Recordings	3
About the PHPA	4
Researching Hypnosis	4
Fly with Hypnosis	4

## Welcome

Welcome to the Summer edition of the PHPA newsletter.

As usual, we welcome any contributions that are related to hypnotherapy, hypnosis and psychotherapy.

If you're not already a member and would like to join us, please fill in and return the attached application form to:

### PHPA

24 St David's Drive  
Scawsby  
Doncaster  
Yorkshire  
DN5 8NF

## Members Website Insurance

The PHPA has launched its new website, [www.phpa-online.org](http://www.phpa-online.org) where members can now list their details for visitors to search by county in the Members' Listing section.

If your details aren't yet there, please email [info@hypnoticworld.co.uk](mailto:info@hypnoticworld.co.uk) and we will add them for you.

As the site grows, we will be adding more resources and hypnosis related topics—as well as linking up with Hypnotic World and World Hypnosis Day to help members who wish to promote hypnotherapy to the general public.

If you aren't already covered for Professional Indemnity Insurance then the PHPA have negotiated a special discount with Balens Ltd for up to one million pounds in cover.

The PHPA are now regulated by the Financial Services Act and our registration number can be found at the top of this page.

Members must agree to abide by our Code of Ethics, which can be found by visiting our website, [www.phpa-online.org](http://www.phpa-online.org)—or telephone us on 01302 786977 and we'll post a copy out to you.

## Book of the Month

### The Definitive Book of Body Language

By Allan + Barbara Pease

An excellent book written with great humour and insight; you can learn the secrets of body language to give you more confidence and control in any situation—from negotiating a deal to finding the right partner.

Discover the techniques that will show you how to interpret gestures—read the underlying thoughts and emotions—and reach the right conclusions.

## Forthcoming Events

Hypnotic World's next seminar will be held in **September 2006 in Yorkshire.**

Topics covered will include:

- Age & Past Life Regression
- Introduction to EFT
- Progressive & Rapid Inductions
- Parts Therapy

This is a 2 day event. For details please contact [faith@hypnoticworld.co.uk](mailto:faith@hypnoticworld.co.uk)

The September 2006 event gives you a Certificate in Past Life Therapy (Cert.PLT) and a Certificate in Hypnotherapy

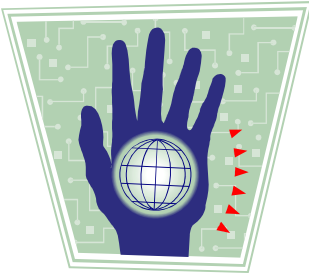
### March 2007

Enjoy a week in Spain with 4 days of practical hypnotherapy. Spend the rest of your holiday relaxing and socializing.

This leads to a Certificate in Practical Hypnotherapy. Techniques. (Cert.HT).

If you're interested in either event, please contact us early for a reservation form.

If you would like to suggest other topics to be covered then please send an email to [faith@hypnoticworld.co.uk](mailto:faith@hypnoticworld.co.uk) and we will consider it for a future seminar.



**There are many organizations out there ready to give you a helping hand with launching your business. They all want you to be successful.**

**Three things are certain in life:**

- **You will die:**
- **You will be taxed:**
- **If no-one knows about your business they won't do business with you.**

## Getting Started

So—you've gained your Diploma in Hypnotherapy and are eager to begin your career, but how do you actually attract clients and promote your business?

Well, one thing is for sure—if people don't know what you're doing they're not likely to come looking for you. So the first step is to spread the word about what you're doing now.

We hope this article will give you a few ideas—and if you're already seeing clients then how about increasing

your business?

We recently attended some seminars run by Business Link. These included becoming motivated, networking and competing in the world of business. The events were fun, informative and informal.

Probably the biggest advantage of this kind of meeting is the chance to network—to meet other people in business. More often than not you find that you can help each other out in some way. They might go

away (with your business card) and recommend you to their friends or family.

The Chamber of Commerce and the Federation of Small Businesses also offer lots of advice, support and opportunities to mix and spread the word about your business.

You can find out more about these organizations by visiting the following websites .

[www.businesslink.gov.uk](http://www.businesslink.gov.uk)  
[www.chamberonline.co.uk](http://www.chamberonline.co.uk)

## Advertising

The best form of advertising is recommendations, but the public need to know about you first.

You can publish inexpensive leaflets, flyers and business cards with software such as Publisher, or place ads in your local free newspaper. If you phone the editorial section up when their publishing deadline is drawing near, and ask if they have any spaces that they're they

need filling, quite often you can save yourself a few pounds.

Of course, let's not forget the big directories such as BT, Yell and Thomsons. If you're serious about promoting your business then it's essential that your listing shows up in one or more of these telephone books.

Or you can advertise online with Yell, however this can be an expensive option.

Place your leaflets in New Age or alternative health shops, GPs surgeries, beauty and hairdressing salons, or put a postcard sized ad in your local newsagents window. Often they won't charge you too much.

If you're feeling really adventurous you can offer to give free talks to groups such as WI, YWCA or support groups.

Remember to take leaflets and CDs (to sell) with you.

## More Ideas

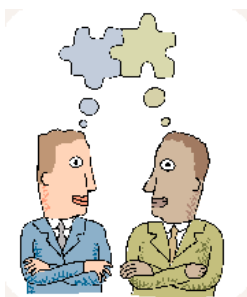
To get yourself known as an expert in your field, you could write articles for newspapers, magazines or online editorials. Sign up for Google News and request news alerts relating to hypnotherapy, or visit [www.americanchronicle.com/notices/submit\\_info.asp](http://www.americanchronicle.com/notices/submit_info.asp) and submit your article directly to the American Chronicle

Another form of advertising is to place flyers in local newspapers; rates for this are fairly reasonable and you can specify the area where you want your brochures delivering to.

Let's not forget that, if you're a member of Hypnotic World then you can list your practice in the Find a Therapist section,

and as a member of the PHPA you're automatically entitled to a free entry on [www.phpa-online.org](http://www.phpa-online.org)

Finally, remember that the best form of advertising is recommendations or 'word of mouth'. Don't be shy, talk to people about what you do, most people are fascinated by the subject.



**How can we get ourselves known?**

## Slimming with Hypnosis

One of the most popular issues that clients seek help with hypnotherapy for, is weight loss—but how successful is it?

The information gathering which takes place in the first session, is probably the most important factor in deciding how much progress will be made.

It is essential to get a full picture of your client's lifestyle. This will normally include their eating habits, exercise routine, any medication they're taking, weight history and motivation.

Many people claim to eat for comfort or because they're bored, in which case you need to discuss realistic alternatives

with them before treating with suggestion therapy.

They also need to 'tune into' their bodily needs, and this means asking themselves if they really are hungry or are they just not satisfied with some other aspect of their life.

There can also be psychological factors involved. One of our clients was doing almost everything correctly. She went to the gym 5 times a week, drank only water, ate healthily—until about 8 p.m. every night, after which she would binge eat for the rest of the night.

She also claimed to be very happy and stress-free—yet when she was inadvertently

addressed to in her full name (i.e. Jennifer instead of Jenny), she burst into a flood of tears.

It turned out that Jenny's mother, who had died when her daughter was just 14, was the only person to ever call her by that name.

Jenny recalled how her mother always treated her to sweets, cakes, crisps, etc. and by feeding herself with junk food, Jenny still felt close to her mother.

Once she realized the cause of her problem, Jenny's subconscious mind was able to work for her, rather than against. The emotional over-eating subsided and she eventually reached a healthy weight.



**They need to 'tune into their bodily needs'.**

## Support Groups

We heartily recommend Support Groups to Hypnotherapists, as we all know that this can be quite a lonely profession.

The easiest way to do this is to phone around other therapists and ask if they'd be interested in joining you in

this venture.

When you have enough people interested you can find a mutually convenient time to hold a meeting. If there are only 4 or 5 people interested you could consider holding it in each others' homes or, as a non-profit making organization, make enquiries

at your local library or with the Council.

This is an excellent way to get to know other like-minded people, discuss cases (remembering confidentiality, of course), share ideas and generate new ideas for ways to promote hypnotherapy to the general public.

**Supporting each other doesn't mean that you'll be creating more competition for yourself. What it will do is give you a stronger advantage.**

## Hypnosis Recordings

Once upon a time it was easy to make hypnosis recordings, simply by taping the session on a cassette recorder.

However, more and more people are using CDs now, so it's worth learning how to make recordings on your PC.

The easiest software that we've found is Wave Pad or Audacity. You will need a quality microphone and

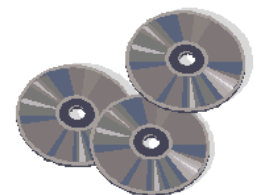
headphones to record and listen. We found the Plantronics ones good, from PC World, but you can probably get a cheaper set if you shop online or look around.

We mix the music by saving it as a separate file and selecting them both, then using the Paste Mix option on the Edit menu.

From there, you can convert your recording into an MP3 if you wish, again using Audacity, or simply save it and burn to a CD.

CD printers are useful for producing a professional looking finish.

Just a little bit of extra effort can impress your clients and make them feel special.



**Impress your clients with professional CD recordings**

## PHPA

24 St David's Drive  
Scawsby  
Doncaster  
Yorkshire

Phone: 01302 786977  
Web: [www.phpa-online.org](http://www.phpa-online.org)  
Email: [info@hypnoticworld.co.uk](mailto:info@hypnoticworld.co.uk)



### Bringing Hypnotherapists Together



**Alternative and Complementary medicine is now being taken seriously by the Government**

## Government to Research Hypnotherapy

Following the 2005 Government White Paper on Complementary Therapies and The Prince of Wales Foundation for Integrated Health article "Searching for Evidence Complementary Health Research" where hypnotherapy was recommended for certain mental health issues, the following excerpt reveals plans to research this subject in a broader sphere.

### NHS Library for Health

A Complementary and Alternative Medicine Specialist Library has been launched as part of the NHS Library for

Health. The overall aim is to make good quality, relevant information on Complementary and Alternative medicine (CAM) available for health professionals and patients and will be updated regularly.

The specific objectives are to identify relevant information on a regular basis, use appropriate evaluation tools to assess the quality of this information and to organize information that is of adequate quality in such a way that it is readily accessible.

The following topics will be covered at the first

stage of the Library's development: Acupuncture, Aromatherapy, Chiropractic, Herbal Medicine, Homeopathy, Hypnosis, Massage, Meditation, Osteopathy, Reflexology and Yoga.

In the future other therapies will be included in the systematic search for resources and the library eventually will provide information on a broader range of therapies. Visit [www.library.nhs.uk/cam](http://www.library.nhs.uk/cam).

**Source: Regulation Updates: June 2006**

See also: <http://www.fih.org.uk/NR/>

The PHPA is a non-profit making organization aimed at bringing hypnotherapists together and keeping them informed about developments in the world of hypnotherapy.

Membership is free for 2 years to graduates of Hypnotic World's Professional Hypnotherapy Course.

Other hypnotherapists may apply for membership at £50 a year. Paid membership offers discounts to seminars, subscription to Hypnotic World and other benefits, which you can view at [www.phpa-online.org/advantages.html](http://www.phpa-online.org/advantages.html)

Registration also allows members to take advantage of the discount for UK block Professional Indemnity Insurance with Balens Ltd.

### Be a High Flyer with Hypnosis

Now that summer is fast approaching, you will no doubt have clients phoning you for help with fear of flying.

This could be a good opportunity to place an advert in your local travel agents, offering help to would-be holidaymakers.

Three sessions are often all it needs to cure a client's phobia forever. The first session can be used to take them through an imaginary flight whilst feeling calm and relaxed. The second session can deal with any underlying issues to ensure the fear doesn't return and the third session is usually carried out the day before the actual flight, to reinforce the suggestions. We like to provide a recording for the client to take with them and listen, if necessary, although it is rarely needed. For all your script ideas why not have a look at [www.hypnoticworld.com](http://www.hypnoticworld.com)