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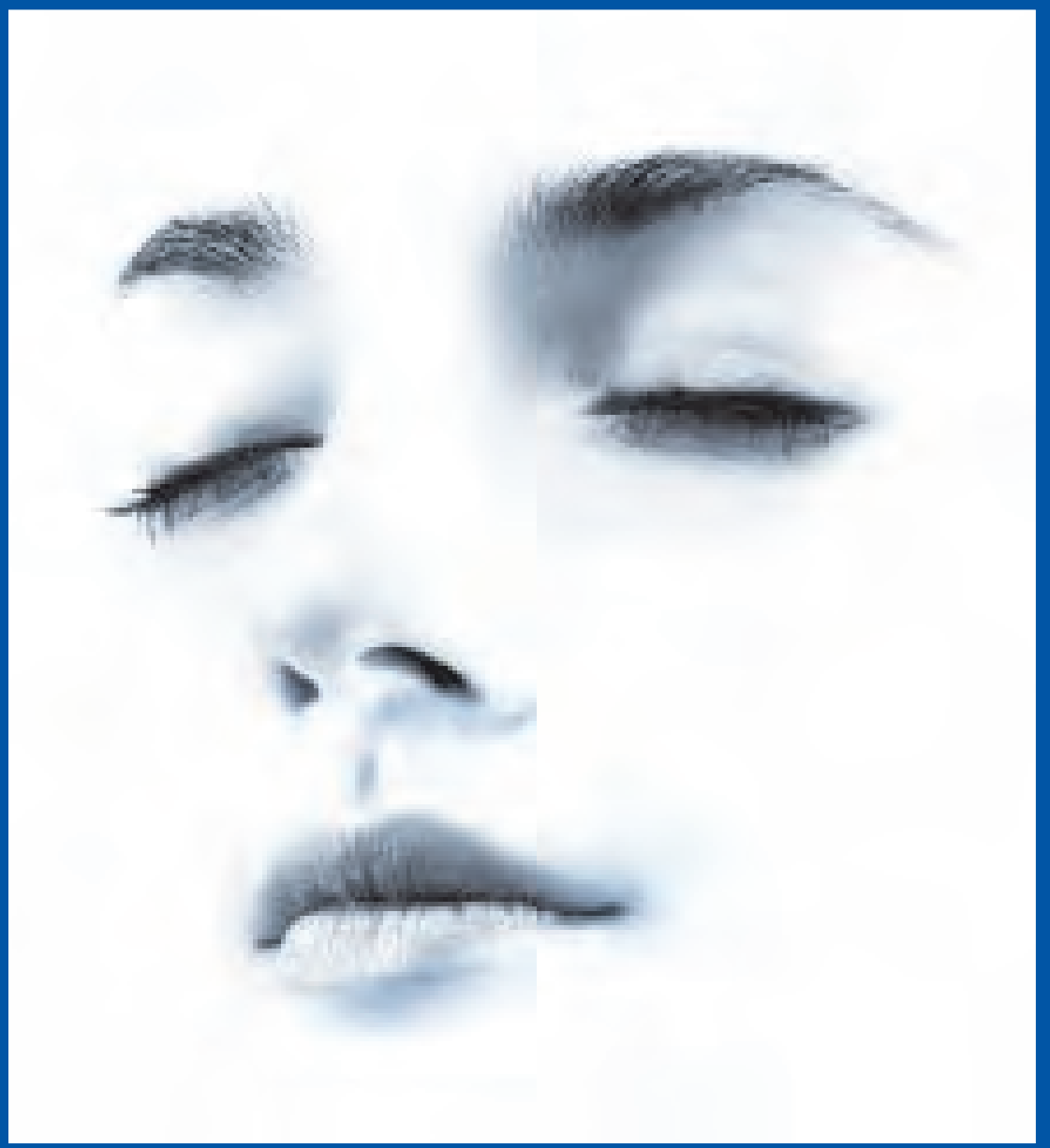
of the IACT and IMDHA

Unlimited HUMAN!

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MESSAGE FROM ROBERT OTTO, CEO

Hello and Welcome!

As I move into the fifth year as CEO of this wonderful organization, I look back in awe at the journey and what we've accomplished in such a short period of time. Without question, we've made significant progress in raising the bar of our profession by investing in avenues of higher learning and continued education.

I am humbled by the outpouring of support of those who recognize our goals and embrace the ideals we support. As we look for better ways to improve member benefits and cost-effective ways of providing learning opportunities, we do so with a commitment to maintain the highest level of integrity and professionalism within the organization, without compromise.

While I could share a laundry list of things that don't fit within that structure, I'd rather focus on what does. Here are some of the ways your organization maintains those values.

We will always...

- Exemplify professionalism in our words and actions
- Give you the best value for your membership dollar
- Validate the training of any impending member
- Refer questionable activity to our Ethics Committee for review
- Prefer to be an 'inclusive' rather than 'exclusive' organization
- Maintain confidentiality with your personal information
- Search for new and improved means of networking
- Provide excellent educational opportunities
- Strive to maintain the highest standards of competence in our service to you
- Seek to promote integrity in the teaching and practice of hypnosis

With this commitment to service, it's easy to see why our membership is growing exponentially. The tremendous progress we've witnessed thus far, is an excellent testament of our ability to achieve notable improvements that, in turn create new opportunities for you. Yet, we recognize there is so much more we can do. As we move forward, you can expect to see more improvements, opportunities and benefits surface in the near future.

My good friend George Bien once said, "The 'Law of Belief' tells us that whatever one believes with feeling or emotion becomes their reality. The 'Law of Expectation' tells us that whatever one expects with confidence becomes a self-fulfilling prophecy. The 'Law of Attraction' teaches us that we inevitably attract into our lives people and situations in harmony with our dominant thoughts. Hence everything that is in our lives we have attracted because of who and what we are." I tend to believe this explains why we have come to be known as the most progressive hypnosis organization in the world.

I call your attention to a new procedure recently implemented here in the corporate office. Previously, access to the Virtual Library was issued only upon request. Now, upon the renewal of your membership, access to the member login area is automatic. If you haven't yet received a username and password, one will be created and emailed to you. If you've already established a profile, your account will remain intact.

In addition to having complete access to the articles, scripts, passages, excerpts, abstracts, history, professional forms and letters, and newspaper stories, the website application allows you to keep track of CEUs, register for classes, renew your membership and update your profile - all in the comfort and privacy of your home and at your convenience.

Many thanks to our esteemed panel of authors for their generous contributions to this issue of Unlimited Human! As you browse the pages of this magazine, notice the conviction in their words, the creativity in their style and their passion for the profession. For it is through them that we continue to learn, explore and flourish in our chosen field of study.

Warmest and most sincere regards,

Robert

"Our destiny changes with our thought; we shall become what we wish to become, do what we wish to do, when our habitual thought corresponds with our desire." – Orison Swett Marden

DEALING WITH TROUBLESOME SEMINAR ATTENDEES

By: George Bien, Ph.D.

George Bien has inspired and changed the lives of hundreds of thousands of people worldwide. He is the principal trainer for the International Association of Counselors and Therapists, a Lifetime member of IACT and conducts Hypnosis Certification Seminars and Training Programs around the world.



I'm often asked the following questions: "Do I ever get hecklers or trouble-makers in my talks or seminars? And if so, how do I handle them?"

I feel blessed that I haven't had a real trouble-maker or major problem person in my seminars for longer than I can remember. I've happily been attracting people of great quality and character. Occasionally, there are a few who really need more therapy than training, but a display of compassion and a little "tough love" usually takes care of any issues. Yet something happened a few years ago at a conference that was quite the contrary.

I was excited about giving my talk on "Celebrating Opportunity," yet the equipment problems and a disruptive table in the back of the room were enough to dampen any speaker's sparkle. The wireless microphone had a popping and buzzing sound, so I had to use a hand-held, wired one, with a short cord, no less. To top things off, a table in the back of the room was getting more attention than my speech, due to the loud conversation of one of the attendees. Normally, I would have simply walked up to the table and do my best to win over the talker by engaging in the conversation, but the short mike cable didn't allow for much mobility. I tried a "dramatic momentary silence," but that only opened the door for the person's even louder conversation. In hopes of disarming the talker, I was about to bring the obviously needed attention to the table by acknowledging its "wonderful celebrity," when a sudden hush took over the room and the attention was back on my talk. It was smooth sailing from that moment on, and I enjoyed delivering the message in a passionate and fun way. I found out the next day that a conference attendee actually walked up to the table (out of my view) and scolded the loud-mouth perpetrator. She said to the loud-talking woman, "We paid to come here and hear George speak. You are a presenter at this conference. You should know better!" Pretty strong words, don't you agree? There's no need to tell you who the "attention-seeking-talker" was. I'll just say this, "She must have needed more attention than she was getting!" How sad.

In this case, I don't deserve the credit for defusing the disruptive individual. The talker was put in her place by a conference attendee – an even better scenario.

There are basically four types of people that you will have in an audience. The concept of four temperaments is centuries

old, and can be traced back over 5,000 years to the traditions of the Egyptian and Mesopotamian civilizations. Dr. Carl Jung described four behavioral styles – the Intuitor, Thinker, Feeler, and Sensor.

In their book, "The Platinum Rule: Discover the Four Basic Business Personalities and How They Can Lead You to Success," Dr. Tony Alessandra and Dr. Michael J. O'Connor, discuss four basic business personalities, the "Dominant Director," the "Interacting Socializer," the "Steady Relater" and the "Cautious Thinker."

Another popular business model is that of the "Emotive," the "Director," the "Reflective" and the "Supportive." More proof that there's really "nothing new under the sun." Let's use this model for its simplicity.

"Emotives," as the name implies, are people who are emotionally-driven. They are "people-people, who are usually well-liked and are fun to be around. They don't like details, and can see the "big picture." They are process-oriented and enjoy interaction. They are extroverts who smile and gesture enthusiastically, and like getting attention.

"Directors" deal specifically with facts. These people are process-oriented, and are very good at separating business from personal relationships. Their gestures are forceful. They take command, and often come across as being aggressive, insistent and pushy. They might say something like, "We'll do it with you, without you, or through you, but we'll get it done!"

"Reflectives" are precise, calculating, exact, methodical and scientific. They do a lot of study and research and are very detail oriented. They often get bogged down with specifics. If they have a weak point, it would be "Analysis-Paralysis." Their work often defines who they are. Be careful with "Reflectives." If you tactlessly insult their work, it's like killing their children!

Finally, "Supportives" are light-hearted, well-liked, laid back, and may not speak a lot in seminars, workshops, meetings or gatherings. They are superb listeners, and like to know the ground rules and policies, and take great pleasure in having things spelled out.

As long as your seminar, workshop or talk reaches each of the above personalities, you'll most likely do a great job. For example, to reach all four of these types in your program, you

DEALING, Continues on page 4 ...

could say something like, “This is what we are going to cover in the next two hours ... I know that it's important to have the facts, so here are the important points ... Now let's look at the big picture, so I can fine tune each segment in detail ... I will then put its usage in your hands with a few exercises ...”, etc.

Let me now address problem attendees. As I mentioned above, it's been years since I had a really challenging situation in a workshop or talk (I was once actually physically attacked by a seminar attendee) but as the old saying goes, “Never say never!” And sure enough, that conference I mentioned is a reminder that helps keep me on my toes.

First of all, understand that attacks are opportunities to see what heights our development, as speakers/presenters, has reached. The personification of presenting is when we are able to turn the repartee into a win-win situation. When you are doing your welcome and introductory portion of your presentation, consider creating a specific spot (area of the room) for answering questions. This will help you to more easily maintain control if an attack comes. If you are faced with an attack, the first thing is to try to preserve the presentation location. So if you see an attack coming, do your best to move away from the presentation location. A good idea would be to tell your group, in the beginning of your seminar, to raise their hands when they want to ask a question or make a statement. This way you can see the question coming and, if necessary, move away from the presentation location. If the attack happens when you are in the presentation location and you cannot get out of the area, then stay there. Just remember that the negativity was anchored to that location, so when the exchange is over, consider moving to a fresh, new location for the continuation of your delivery.

It's difficult not to take an attack personally, so do your best to mentally distance yourself, dissociate (go into third person/position), to decrease the intensity of your internal feelings. If you haven't attained enough flexibility to switch back and forth between the five basic perceptual positions, practice the skill of dissociating ahead of time. When the aggressor is talking do your best to be still and tranquil, look intelligent, and breathe deeply. If the group senses that you, as the presenter, are calm and in control, they are more apt to also be calm and in control. Remember: it's typically not the content of the attack that is disturbing but the delivery of the attack, and especially the group's reaction to the delivery. Does the group perceive the attacker as inappropriate and different from them or are they siding with him/her? Your job is to protect the group and yourself. Remember, it's YOUR room!

There are a number of basic things that you can do with the irritants. The “Excessive Talker” is a common one. He/she talks non-stop to you or someone else and ignores what you're saying while talking with you. Get this kind of person involved as quickly as possible. You can occasionally ask for his/her view about the topic, and quickly move on. Ask for

opinion occasionally and never prolong it. You can also cut them off in the interest of time, and suggest that they follow up with you during a break. If all else fails, stop talking and stare at them. As I said above, it's YOUR room!

The “Co-dependent” is very needy and dependent, does not participate and displays low self-confidence and self-esteem. Do what you can to help open this person up. Occasionally, ask him/her easy questions (which you are certain that they can answer without difficulty). Repeat the questioning every so often to keep them involved.

Then there's the “Egomaniac,” one of the most annoying in any group. This is a wretched, pathetic individual who constantly challenges and contradicts what you are saying and offers opinions that differ from yours every opportunity he/she gets. Call on this dismal individual early in your seminar/workshop. They desperately, and frantically, need the attention. Acknowledge that they made a good point yet make it clear that others may differ. One more time, “It's YOUR room!” If they continue to be disruptive you might need to have them escorted out!

Then you have the arrogant, self-important, “Pretentious Irritant” who arrives late, appears restless and irritated, looks busy, enjoys interruptions and often tunes out. Wow! Don't you wish that these types would just stay home? Tactfully talk to him/her during a break and ask for their help. Do your best to involve this “joker” in a task that requires their help and their follow-up as soon as they come back in the room after lunch, dinner and breaks.

Then there's the “Unvarying Complainer” or “Grouch” who focuses on the negative, complains repeatedly and habitually, and expresses displeasure about everything. Remain patient and tactful with this nuisance. Take the initiative first. If feasible, recognize, address and handle possible problems such as, room temperature, breaks, lunch, etc., before they get a chance to find them.

And here's one of my favorites, NOT! Mr./Ms. “Know-It-All.” This person emphasizes his/her position of power, authority and influence, by telling everyone how significant he/she is. “Know-It-Alls” need to have the last word on every matter, and may even confront you. Use care with this pathetic, feeble soul. He/she evidently has extremely low self-esteem, so acknowledge his/her status and position, and express gratitude to them for attending. Find opportunities to ask them to share their opinions and/or experiences.

The above will give you a jump-start on dealing with situations that all speakers/presenters dread, but may experience some time in their careers. I've personally survived some scary moments, and close calls, during my first years of presenting. So according to Friedrich Nietzsche's famous quote, since they didn't kill me, I've certainly become stronger. And so can YOU!

Thank you! This is the best organization in the world!

– Lynn Whitmire, Pacific Beach, CA

HOW BECOMING A COACH CAN ENHANCE YOUR CURRENT HOLISTIC PRACTICE

By: Marianna Lead, Ph.D., Founder of IACT Coach Training

Marianna Lead, PhD, PCC is the founder of Goal Imagery® Institute – a provider of personal and professional development. Hypnotherapy instructor since 1996 and Transformational Coach, she is frequently featured on national TV and radio, in magazines (Fitness, Natural Health, and Time Out) and documentaries. Dr. Lead is the president of International Association of Counselors and Therapists (IACT) - NYC Chapter and the past president of an award-winning International Coach Federation (ICF) - NYC Chapter.



Coaching isn't just a fad. It's one of the country's fastest growing professions and it's here to stay. I am frequently contacted by people who are drawn to the idea of being coached in addition to receiving hypnotherapy. The number of sessions I provided for my hypnosis clients changed from 1-3 hypnosis sessions to 1-3 hypnosis sessions PLUS 3-9 months of coaching follow-up! Also, some people only want coaching -- as many individuals still feel uncomfortable with the idea of hypnosis. Sometimes, I start with coaching and then we move on to hypnosis, after our relationship and trust has been established. Clients love the concrete, goal-oriented coaching techniques that I assign them as their weekly coaching "homework" in combination with the deeper work that is done either through hypnosis or other forms of subconscious training. Even those who are reluctant to try hypnosis are never opposed to using their own imagination and emotions through my Goal Imagery® Coaching techniques. So...What is coaching? According to the International Coach Federation (ICF), the leading resource and governing body for professional coaches worldwide: "Coaching is partnering with clients in a thought-provoking and creative process that inspires them to maximize their personal and professional potential." The ICF, which maintains an industry-wide code of professional standards and training requirements, states: "Since coaching is a new profession, and certification and licensure are not yet required in most states in the U.S. or in other countries, there are many individuals who are calling themselves coaches today. Many who call themselves coaches have not been formally trained in specific coaching skills and are transferring skill sets from other professions into their coaching. Often this results in an inadequate or ineffective coaching experience for clients."

As an ICF examiner, I give oral exams to coaches who wish to get ICF accreditation. I can quickly tell the difference between someone who went through a professional coach training from someone who just learned to apply a few coaching techniques and to use a few coaching forms. Coaching is very different from any other modality. Of course, some coaching tools could be used in conjunction with other modalities. However, if you want to call yourself a coach and to start charging for your coaching

services, you must learn coaching as a separate modality that it is. Even more than a separate modality, coaching is a profession. ICF has over 15,000 professional coaches in 92 countries with an increase of about 500 coaches each month. And despite challenging economic times, there is always a need for coaches - especially coaches with skills and techniques that set them apart.

Adding coaching to my hypnosis practice greatly enhanced and expanded my ability to help my clients, opening up new markets and many new kinds of clients. The kinds of clients I never would have attracted before and it can do the same for you. By becoming a Life/Career Coach you'll be able to offer a very unique service to your clients. It will be easier to "sell" your services, get new clients, serve them better, and get more quality referrals.

The next IACT-sponsored 7-month coach training starts in June. It certifies you through both IACT and Goal Imagery Institute as a Life and Career Coach. E-mail info@iact.org to find out more about this program and how you can enroll.



2010 Graduating Class from San Jacinto College, with Instructor Shannon Feather. Students: Theresa Beringer, James Terry, Fayrousa Alayach, Gregory Morales, Sofia Barski



HUMAN HARDWARE

By: William D. Horton, Ph.D.

William D. Horton, is a licensed Psychologist, an alcohol and drug counselor, a Master Trainer of Neuro Linguistic Programming, a Certified Hypnotherapist and trained through the Red Cross program for Critical Incident Stress Debriefing. He has been trained in crisis/hostage negotiation by the FBI at the FBI Academy in Quantico, VA. A veteran of the Army and Naval Reserve, Dr. Horton is considered one of the leading experts in subconscious communications. He is an accomplished author of several books and the founder of the National Federation of Neurolinguistic Psychology, NFNLP

Throughout history a perplexing question of mankind has been “why are some people more successful than others?” While the complex explanation involves the interplay between genes, physical environment, socioeconomic and cultural indicators, the simple explanation involves programming.

In the early 1970s, a team of scientists at the University of California at Santa Cruz set out to answer the question of why people with similar backgrounds of education, training, and experience were not similarly successful. They wanted to explore what they called “the secrets of effective people” and wanted to “model human excellence.” What they discovered between people is that, while backgrounds were similar, the brain wiring or programming – was distinctly different. What developed out of this research was the field of neurolinguistic programming. The word “neurolinguistic” is

actually a combination of three words:

- neuro: referring to the brain
- linguistic: referring to content (verbal and non-verbal)
- programming: manipulation of content

Neurolinguistic programming rests on the premise that thought patterns (programming) are largely responsible for an individual's success or failure; that preconceived thoughts and mental conditioning effect our social interactions and accomplishments. The theory is that if you remodel your negative thoughts, you can change your personal situation. This “remodeling” of thoughts requires a process called neurogenesis.

Neurogenesis

Simply described, neurogenesis is the creation of new nerve connections in the brain. These nerve connections are somewhat similar to the hardwiring of a computer. While the computer relies on hardware composed of digital circuitry, the human brain relies on hardware composed of neural circuitry composed of billions of neurons (nerve cells) forming a complex neurological system (nervous system). These neurons assess the human environment and react accordingly by sending chemical messages to each other through electrical impulses. These messages form the basis of our learning, productivity, behavior, and very survival.

Neurogenesis is essential to success in humans. As we often look to scientific studies of other species to explain processes in humans, let me share a fascinating study of canaries. Frederick Nottebohm's studies performed in the early 1990s illustrate the importance of neurogenesis in songbirds. The songbird depends on its beautiful melodies to attract a mate and produce offspring, ensuring its lineage. In his studies, Nottenbohm discovered that in order to sing these complex melodies, the male birds continually generated new brain cells in their song center. In fact, approximately one percent new neurons are created in the song center daily. Because human behavior is so individually varied, we cannot assess the daily potential of new neural connections, but just compare the canary brain capacity to that of a human and imagine the possibilities!



**Are You Interested In
Forming a Chapter
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**Contact Hypnosis Headquarters
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(570) 869-1021

*(Visit our website at www.iact.org
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While you may have heard the statement that humans use only 10 percent of their brains, this is not exactly true. The correct statement is that humans use only 10 percent of their neurons at any given time (due to the sheer volume and task specifications). However, this means that the more new neural connections you build the greater productivity you can expect from your active 10 percent.

The Brain as Computer

We previously compared the brain's neural circuitry to the hardwiring of a computer. Let us further explore this comparison. Both the computer and the human brain have massive information processing ability that is based on the transmission of electrical signals, and both have a memory that can grow and learn to accommodate changing needs. However, both can also become damaged with faulty programming information. For a computer this faulty information comes in the form of viruses; for the human brain it is negativity. Fortunately, both systems can be changed and modified to correct this damage.

However, there is a fundamental difference between computer hardware and the human neurological system. The difference is that while computing hardware may vastly vary from person to person, every person possesses the same neural hardware. There is a common basic physical neurology with billions of neurons processing approximately 40,000 bits of information per second, aiding the brain in reasoning, learning, and memory. In the absence of a disease process, or physical damage or defect, we all possess the same neural hardware. Consider this carefully: every human being shares the same neural hardware. So, if we all share the same hardware, then we all share the same potential!

If we all have the same potential shouldn't we all be equally successful? Again, programming is the underlying answer to why some people are more successful than others. Most of us have heard the old axiom of "it is not what you have but how you use it." In brain neurology, this rings true. The actual wiring of your brain – the number of neural connections – depends on your individual programming. Too often, mental resources are underutilized and the wiring is subsequently damaged through faulty programming. Chemical abuse can also damage the wiring. Proper programming involves positive nurturing input. Until the last decade, the prevailing scientific theory of neurology was that the human brain could not establish new neural connections. In other words, what you are born with is what you have and as you age they will die. It is now known that the more than one hundred billion neurons of the brain are geared to reinvest in themselves. Positive, enriched environments stimulate the brain to create more neural connections. The more you learn, the more you become capable of learning. You can actually rewire, or reprogram, your brain! You can do this at any age, the more you stimulate it, the more it grows!

Negative Programming

While positive programming stimulates neurogenesis, negative programming halts neurogenesis. Negative programming includes feedback which acts as a stressor. A stressor, whether internal or external, produces a biochemical stress response. Following, we will discuss stressors and the stress response process.

The stress response process was first described by Hans Selye in the 1930s as "the rate of wear and tear on the body." Broadly, the term describes the biochemical reaction to a threat to biological balance (also known as homeostasis). While researchers agree on the physiological and psychological effects of stress on the human body, the term itself remains somewhat of an abstract concept because it is dependent on human perception. In other words, the occurrence of stressors as well as the degree of stress response depends on individual situational analysis. This means that it is not set in stone and it can be altered!

Stressors can be either external (coming from someone else) or internal (coming from yourself). Stressors fall into categories of

- positive (eustress) or negative (distress)
- acute or chronic
- mental or physical

From these categories, many combinations can occur, and not all are bad. Acute stress is actually helpful, temporarily flooding the body with hormones to assist in regaining homeostasis. For example, positive-acute-mental stress could be exemplified by the exuberation of winning a Nobel Prize. Certainly no one could call this a bad thing, but the body still gets a little overwhelmed and needs to regain balance! Alternatively, chronic stress is damaging, continually flooding the body with hormones, which over time can damage mental functions. As an example, negative-chronic-mental stress could come in the form of everyday worries such as low self-esteem. Low self-esteem is an example of negative programming. It also becomes self-reinforcing.

Regardless of the source, the effect of continued stress from negative programming is neurologically toxic. What this means is that when the brain is constantly exposed to worry and negativity, homeostasis (balance) becomes the priority and all other neural functioning suffers. In this situation, existing neurons are preoccupied with survival and the brain does not exert effort on creating new neurons.

Again looking to another species to explain human processes, Elizabeth Gould's studies have documented this chronic stress effect in primates. These studies show that when a primate is under chronic stress "its brain begins to starve. It stops creating new cells. The cells it already has retreat inwards. The mind is disfigured."

Broken Windows Theory

"Broken Windows" is a social theory relating to urban



WE ARE ALL HEALERS

By: Martin Brofman

Martin Brofman, Ph.D., is a former Wall Street computer expert and a student of psychology and comparative religion. As an author and practitioner now residing in Denmark, Martin has been teaching around the world for more than a quarter century. His books have been published in ten languages. Martin holds a Lifetime membership in the International Association of Counselors and Therapists since 1993 and is an active contributor of the IACT forum.

We define healing as “returning to the experience of balance (harmony) and wellness.” One who heals another is helping the other return to the experience of wellness. Those healing themselves, or involved in self-healing, are returning themselves to the experience of wellness.

The word “healing” is used to describe the process that has as its intention the return to wellness of the subject, the person receiving the healing. It is also the name we give to the end result when the process is successful. We say that the person has had a healing, and is healed.

The degree of success of the healing may be partial or total. When it is partial, the person has experienced some kind of improvement. We say that they have experienced a healing, with partial results (so far). When the effects are total, we say that the person has been healed.

A “healer” is someone participating in the process of healing, having the intention of helping the subject return to the experience of wellness. We also use the same name to describe someone who has had successful results in this role in the past. Since only healers can heal, anyone who has successfully performed a healing must be a healer.

What is implied is that those we call healers have the ability to have successful results with the process. We believe that everyone is born with this ability and only needs to learn how to use the tools they already have. To this degree, we believe that we are all healers, either latent or accomplished.

As with medicine, results of healings may not be guaranteed. When the process is successful, however, it is

because of a combination of conditions that have been met, and which can be quantified. These include the degree of skill of the healer in using the tools available to him or her; the degree to which the one needing the healing is open to it, and to the process of change that necessarily accompanies it; and also the dynamics of interaction between the healer and the healee, the subject of the healing.

Obviously, many levels of healing are possible, including physical, mental, emotional, and spiritual, and also many categories of healers. Some healers work with energy from God and feel they are only channels for the work being done by God. Others work with more of a sense of personal involvement in the healing, feeling it is they who are doing something, and they may not even believe in God. Either way, people are being healed.

There is no reason for anyone to continue to suffer if a means of relief is available, as a humanitarian gesture freely offered by someone with different beliefs and having the appropriate tools and skills.

Some healers work with ideas of maintaining the purity of the vehicle through which the healing energy must pass, their body, and others work with the idea that the love that heals is pure, regardless of the individual fuel requirements or the condition of the vehicle they call their body. Some healers eat meat, while others are vegetarians. Some shamanic techniques involve the use of drugs, while other healers avoid them. Some healers use substances such as herbs and various

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vandalism. The theory states that if windows are broken and left unrepaired in an abandoned building, the community will believe that this vandalism is acceptable. Further, if left unaddressed, the vandalism will spread into other parts of the community. However, immediate repair of the broken windows and steps to prevent future incident sends the message that vandalism is not acceptable and will not be tolerated. The same theory has been expanded to graffiti, thus the push to “clean up the environment.”

This same theory could be applied to negative programming of the human brain. If the brain is exposed to

negative programming without intervention, the individual will believe that this is acceptable. The same can be applied to failure, if accepted, it becomes the norm. If left unaddressed, this will develop into chronic mental stress, affecting the structure of the brain and reducing the success potential of the individual. However, introduction of positive programming will rewire the brain, producing new neural connections and increasing individual success potential.

Thank you for another excellent and interesting Unlimited Human! publication. I look forward to each copy.

– Maryanne Everett, Keystone Heights, FL



From the archives of the Virtual Library

The archives of the Virtual Library collects, preserves, and makes available to members written and graphic information concerning hypnosis, hypnotherapy and adjunct modalities. It is the designated repository for articles and research of educational value. The Library catalogs printed material for the express use of it's members. The mission of the Library and it's Archives is to preserve, secure and make accessible historically significant records and other valuable resources, to meet the reading needs of members, to build and encourage advancements in education, to improve membership services, and to enhance the capacity for achievement of wellness practitioners.

ALLEVIATING STUTTERING WITH HYPNOSIS: A CASE HISTORY:

by: Robert Freeman Subconsciously Speaking: 1991 Vol 6 No 6

I have found this case to be of great interest to me and to those I related it to. I sincerely hope that many of you will find it helpful. It is about a young man named Jim, 8 years of age, whose mother had asked if I could help with his problem of stuttering. He had already had a thorough examination by a qualified physician and also a throat specialist. They had determined that there was nothing physically wrong with the young man. The mother then was interested in the use of hypnosis to correct this problem.

She further stated that he had been working with speech therapists since kindergarten, each therapist working with him for about 2 ½ years. During that time, Jim showed no improvement of any consequence. The mother indicated that there must have been something that had happened in his life, prior to starting school, since he could speak quite clearly and quite plainly until that time.

I indicated to the mother that, through hypnosis, there might be a possibility of discovering a reason or some particular event that had happened in the boy's life which caused him to speak in a manner that was not normal for him, although we did not follow this route. During my interview with Jim, at which his mother was present, I asked him about a variety of things in his life that might have created a kind of mystique; something that I might be able to utilize in the

normal hypnosis with him. He indicated to me a movie that he had just recently seen, E.T. In discussing the movie he stated that the boy in the movie was healed by the extra terrestrial being by placing the boy's cut finger against his own finger and allowing the energy forces to enter the boy's finger and effect a healing.

I then decided that I could effectively utilize this technique in helping Jim to overcome his stuttering problem. I then had him imagine that he was E.T. I asked him to close his eyes and to imagine that he was approaching earth from outer space in his space capsule. He was to nod his head when he landed on earth. I told him I was going to play the role of Jim. The purpose of this was to tell Jim, who was imagining himself to be E.T., that he had infinite powers of curing and that I, Jim, have a problem with speaking clearly and the energy from E.T. would be utilized as a curing power to create the necessary change in the behavior that I (Jim) have had and I would then speak clearly and correctly.

Jim indicated by nodding his head that he had landed on earth. I proceeded to talk to him and asked him to continue being E.T. and to extend his finger. I then raised my hand, extended my finger and placed it against his finger. I then

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kinds of medicines, while others work only with the power of consciousness. Some healers feel good to be around, while others are best loved from a distance. What all have in common is that they have the ability to help another Being return to the experience of wholeness. They all serve the community around them by doing something that helps the members of that community.

When we consider all this, it is evident that there is no way that you must change your way of being in order to enter the community of healers. The first rule is just to be yourself and to do whatever works best for you, even if you do it differently from everyone else around you.

It doesn't matter what your personal habits are, or your eating habits, sexual habits, or social skills. Your value to the community is your ability to heal others.

When you are successful with that, you are a healer, and that is something that can never be taken away from you, or invalidated by any other person, whatever their limiting ideas may be.

When functioning as a healer, you are a member of a community of healers that extends into every segment of our population, fitting in with the milieu in which it functions. Healers are in every part of society where healing is needed, and until now, no segment of our society has been exempt. Even healers sometimes need healing.

Some healers work in the scientific community, others in the spiritual community, the military, and in politics. Healers are found in the well-respected and socially acceptable circles of society, as well as in subcultures and countercultures such as motorcycle clubs, punks, prostitutes, and members of the drug communities.

Being able to use a set of tools effectively to heal another does not make one inherently more powerful or better than another, any more than knowing how to read makes one more powerful or better than another. Both are valuable skills that anyone can learn, and that are, in fact, taught to children. How can we inflate ourselves over our ability to use tools that can be learned by six-year-old children?

The tools that are used by us in the Body Mirror System of Healing include feeling and directing energy, and reading the body as a map of the consciousness within, in order to understand the inner cause to symptoms, so that the tensions representing the inner cause can be released, along with the symptoms of those tensions.

It's important to understand that what we are working with is the consciousness of the individual who has been affected, since we understand that all symptoms begin there.

It's true that symptoms manifest through physical cause-and-effect reality, but it is important to understand that this only happens when the conditions for the symptom exist in the consciousness of the person affected.

Our natural state is balance, and health, and wholeness. When there is tension in a person's consciousness about

something happening in their life, the person is out of their natural state of balance, and if that tension reaches a certain level of intensity, it manifests on the physical level as a symptom. The symptom speaks a language that reflects the idea that we each create our reality, and when it is described from that point of view, the metaphor of the symptom becomes apparent.

If the effect of the symptom is to not walk, for example, we can say that the person has been keeping themselves from walking away from a situation in which they are not happy. If they have difficulty with their vision, we can say that there is something they don't want to see, or that they have avoided looking at. The person's body is saying, "This is what you have been doing to yourself."

This dynamic is what we understand as the Human Directional System. The first level of communication with our Higher Self is our intuition. If we don't listen at that level, we get the louder message in our emotions, feeling more and more resistance in our emotions as we move in the direction that is not good for us, representing resistance on our path. If we still don't listen, we are guided to an experience to create a symptom on the physical level, in order for us to understand what has been happening in our consciousness about something going on in our life.

If a symptom exists and we do something different than we have been doing, the symptom has no further reason for being there, and it can be released, according to whatever we can allow ourselves to believe is possible.

The healing happens when the tensions, the inner cause, are released from the consciousness of the person affected. We can achieve this with whatever we use and understand as healing tools, or with energy work, or in fact, with anything that can have the same effect of bringing about a change in the consciousness of the person affected. Thus, even a simple conversation can be considered a healing if it has that effect.

Anyone can learn to use the healing tools we use.

Anyone caring enough for someone can have a conversation with them that can bring about a healing change in their consciousness, perhaps even saving their life if the conversation gives them a new reason to face life.

Anyone can heal.

Thus, we are all healers, and we believe that anything can be healed.

One of the largest and most credible Hypnosis organizations is in part responsible for this massive movement. The International Medical and Dental Hypnotherapy Association (IMDHA), and its sister organization The International Association of Counselors and Therapists (IACT) has worked hard to recruit only the finest and most extensively trained therapists and provided them with the strongest organizational representation to date.

I am not only proud to be a part of the IMDHA and its vision, I am proud to be holding the IMDHA Hypnotherapy Certification Course at Mount San Jacinto College in San Jacinto,

– Shannon Feather, Murrietta, CA

OPENING DOORS

(Generative Hypnotists and the Games They Play)

By: Michael Watson



Michael Watson, an international trainer and consultant, has been practicing hypnotherapy for over 25 years. A former president of the Hypnosis Education Association and a certified trainer of hypnosis and NLP. Known for his lighthearted and caring style, his trainings are as enjoyable as they are practical. Michael's developmental work in Generative Hypnosis is "cutting edge" and offers a new skill set to hypnotists in contemporary practice. He is the IACT "Educator of the Year" 2009.

There was once a monastery in ancient Siam. In the center of the place there was a great plaster statue of the Buddha, which was the center of the devotional life of the monks. The statue had been there as long as anyone could remember and was believed to have been in place since the 13th century. In the 1950s, when a new road was being built, the monastery was to be closed and the enormous statute was to be moved to Bangkok. In the process, the statue slipped from a crane, and cracks began to appear in the plaster. Then it began to rain, so the monks covered it with a tarp for the night, not sure how they would proceed in the morning. During the night, one of the monks went out with a flashlight to check on the Buddha. As he shined his light on one of the growing cracks, he noticed a glint of yellow reflecting back from beneath the plaster. Curious about this, he got a small chisel and began to chip away a few bits of the material, eventually revealing that just underneath the simple surface was a solid gold Buddha 15 ft tall and weighing 5 tons. It was later discovered that centuries earlier during a Burmese invasion, the statue had been covered up to hide its true value and as the years went by no one realized how precious it really was.

As hypnotherapists, our clients are sometimes like that statue and we are like the monk. Shining our flashlight and working with a chisel to reveal the secret treasure that lies just beneath the surface.

Virginia Satir, considered by many to be originator of family therapy and one of the greatest influences on NLP's Bandler and Grinder, has told us that clients have all the resources that they need in order to make the change that they're seeking. In some cases, however, those resources aren't immediately apparent to us or to our client. Our job is to bring them to light and make them available in the service of the client's requested outcome.

This is where professional hypnosis shifts from its remedial traditions and expands its territory in a more generative direction. If our client wants to use the experience as a catalyst to still further growth, we are in a position to assist by finding additional applications for those newly uncovered resources. Generative change work places an additional focus is on expansion beyond the presenting issue, so "What else is this resource good for?" is always an implied question.

A popular song from the '70s reminds us, "Oz never did give nothin' to the tin man that he didn't already have." In hypnosis, we can retrieve and reactivate those dormant qualities ... we can make our clients aware of "what they already have" and empower them to meet challenges and overcome limitations as we facilitate the process of evolution with the assistance of the unconscious mind.

Many of our clients are actively engaged in the process of personal development and they are attracted to teachers, trainers and coaches who will offer them ongoing support in the process. They often attend weekly classes or multiple gym sessions with a personal trainer ... or a regular, ongoing study group. They've come to an appreciation that what they really want will be accomplished over time rather than in a single session of remedial ("fix-it") therapy. And they want to get on with it. They're not just looking for solutions; they're developing a lifestyle based around the notion of making some kind of regular, steady progress. Personal evolution. And the ongoing practice of generative hypnosis, facilitated by an inviting and encouraging practitioner can be a powerful component in a personal growth plan.

We can serve our growth-seeking clients (and expand our practices) by offering a variety of services and utilizing hypnosis skills that we already have in a more creative way. As we move from "What seems to be the problem?" to "What's next for you?" or, "What do you really want?"

Of course there is always benefit to be had from establishing a good communication system between the conscious and unconscious mind. Generative Process offers a voice to the unconscious mind. Typically, it speaks to us in a language of symbol and metaphor or through ideomotor responses or sensory signals ... in hypnosis, we can create a state of receptivity ... of availability ... for communication with our deeper selves ... and as practitioners we can help our clients learn and develop these abilities.

Hypnosis can be used to incubate dreams or to facilitate guided processes that offer insight into the deeper self. For example, in a guided process the client is relaxed and wandering through a pleasurable environment and at some

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BEING AND TIME – A REVISIT (PART II)

By: Dennis K. Chong & Jennifer K. Smith Chong ©

Dennis K. Chong & Jennifer K. Chong, have become known as leading authorities in the art of communication, Hypnotherapy, Psychotherapy, Neuro-Semantic Programming and Neuro-Linguistic Programming. They have co-authored several books, video and audio programs and produced seminars on various topics. Their presentations have been well-received by forums around the world

including the U.K, Malaysia, Spain, Australia, Germany, Italy, the USA and in their home country of Canada. Many of their papers have been published in leading journals.

In this paper, the male pronoun will apply to either gender. The nominal pronoun will apply to the first author. The plural pronoun will apply to both authors. Spelling is in British English.

We would like to begin this paper by reiterating this quote from Part I of this article:

From my reading of Being and Time, I did get one singular gem.

It is the explication of the phenomenon as to how it is that

Medicine and especially Psychiatry and certainly Psychology have no interest in Ontology. When one seriously reflects on this, it is truly amazing that these disciplines simply do not see the need to explore the fabric or structure of human subjective reality.

Heidegger pointed out the questions about human ontology seemed to have been answered by the Christian Theological stance that man is not just a thinking lump of living flesh. He is a transcendental being. Given the power of the Church, it seemed there was no warrant for anyone to question this canon, certainly if one did not wish to suffer the same fate as Galileo Galilei. The second was Renee Descartes assertion, cogito ergo sum¹. With this assertion, the matter about possible questions concerning human ontology all seemed to dissipate into a void.

Finally, came the assertion from out of nowhere, that the phenomena of Being were self-evident? We believe that Medicine, Psychiatry and Psychology are hooked onto this belief. The result is that when a person comes to a doctor with a set of psychological complaints his condition is immediately and intuitively deemed self-evident. This means that without examination by any objective scientific criteria the clinician declares his diagnosis.

There is significant evidence that not a few psychotherapist and hypnotherapist also hold this same view that Being is self-evident. We showed in Part I of this paper how this position is simply untenable and unbelievable. Any Being, anywhere and any time has a fabric or structure; and more critically it has a meta structure and meta-meta structure to it. The meta and/or meta-meta structure for a given ontology determines:

1. the form the ontology or Being is to take
2. when the ontology is to be manifest.

However, in spite all this that we have indexed that:

Being is NOT self-evident the FANTAST BELIEF that it is, is a very powerful semantic anchor. It is so powerful² that the clinician who is able to see and acknowledge this truth that Being is not self-evident, will in next moment, act on the unquestioned assumption that: Being IS SELF-EVIDENT.

What is also NOT true is that, under normal conditions we are in control of our ontology and our expressions of it. Every cigarette smoker, pot smoker, alcoholic, nail biter, road rager, obsessive compulsive, tricholomaniac, chronic depressive, flight phobic, social phobic will confirm that they have no will over their ongoing ontology and their expressions of it. They have no control over the critical domain of their life that most concerns.

From the above examples, we conclude that it is an illusion that we live fully in control over all domains of our lives. We say, that it only appears that we have control. It only appears so because we are happy and in accord with the ontologies that are served to us by the embedded structures in us. The problem unfolds when our embedded structures serves us an ontology and its concordant expression that we do not want. Then we grasp how powerless we are. We feel that we can assume that you have never had such an experience. All your life, you have you always had thoughts and feelings that were in accord with your values, societal norms, ethics, morality, sense of Law and Culture. So you probably may not know

what we are writing about and what we mean.

Well, think on this. I had a very finely suited middle class young man in his mid-twenties who came to see me. His problem was that every morning when he was shaving in front of the mirror, he could see an image of the act of fellatio. No matter what he tried to do, he could not override this thought. As you may have noticed it never happened at any other time of the day. It was always in the morning when he was shaving³.

Then I had this very successful businessman. He came to us in distress because he was plagued with thoughts of killing his entire family. It was very offensive and distressing to him because he loved his wife and children. He tried every manoeuvre he could think of and read every book he could find on the subject. However, he remained stuck with this problem⁴.

The evidence is that whilst we think that in life we are always saying what we want to say, this is clearly is an illusion too. We say what we say because we are in automatic accord with what is served up to us to say. It is only on those rare occasions when just as we are about to say the words served up to us and are now at the very tip of our tongues that we suddenly realize that if we were to utter them that there would be horrendous consequences. Now, under this condition we have to jam on the brakes, bite our tongue and finally think and decide what we really need to say and then to utter it. It is the

only time we have to take control of our bus⁵.

Finally, have you ever fell head over heels for someone? You pursued and wooed her. However, she would have none of it. Then, a moment comes when the ontology is served up to you: Pull back. Do nothing. Give her some space.

Do you remember how killing it was to fight doing nothing when, all you wanted to do was to continue to woo and court her. You were barely able to be in charge of your ontology.

So, for the last time we repeat: Being is NOT self-evident⁶.

In fact it has always been a traditional and standing position held by everyone that Being is an unfathomable mystery. If this true, then how is it that, suddenly, it is a self-evident phenomenon. And for some mythic and mystical basis it is self-evident only to doctors of psychiatry and psychology and to those in the therapies and social work.

Today 2009, in Psychotherapy and Hypnotherapy, the clinician is best to have the know-how to unravel:

1. what is the structure of a given ontology
2. what is its meta-structure and meta-meta structure.

If the clinician can do this he can:

1. infract across the ontology and end it
2. end the possibility of its recrudescence.

We shall explore these very critical and interesting considerations in Part III.

In doing so we shall introduce you to the field of: Neuro-Semantic Programming, NSP.

NOTES:

¹ cogito ergo sum is Latin for, I think, therefore, I am.

² its semantic anchor is so powerful that it entails the consequences that hardly anyone after reading what we have indexed here will bother to research NSP. They will not even think if there is any merit to find out if NSP truly offers new and powerful ways to understand the fabric of human subjective reality and how to modify an ontology that is ill-formed. For this, therefore, Psychiatrist will go on prescribing their pills for their labels to the continuing enrichment of drug companies into their \$billionsN and Psychologists go on with testing and testing their clients and talking and talking to them.

³ It was always in the morning when he was shaving can only mean that the event is a function of some internal embedded structure that operates only under the conditions as cited. Recently we had a case of premature ejaculation that only occurred about 2 minutes following intromission.

⁴ stuck with this problem:

Clearly, Medicine and the pharmaceutical industry, today2009, do NOT have a pill to "cure" this person of this problem. In fact, we know that Medicine and the pharmaceutical industry is bereft of an untold number of chemicals to undo an incredibly vast number of thinking anomalies that human kind is replete with. The pharmaceutical industry has an incredible opportunity to generate not trillions but quadrillions of dollars if NSP indexed to it the deviant ontologies that it could chemical against.

⁵ take control of the bus was turn of language that was first put to us by Richard Bandler. It referred to the way people are. Each is like a bus and as the owner we are never in the driver's seat. We leave it to the bus to take us wherever it sees and feels fit to do. In our languaging and being we are never in charge. We just leave it to the embedded structure to determine what and how things are to be.

⁶ Being is NOT self-evident.

In saying this we know it will cut you. Now you will have to accept that you do not have any legitimacy of logic to conclude what a diagnosis of a case is just from what linguists describe as - the surface structures of language. The surface structures of language are the sounds of language that are articulated to you by a client.

If the student accepts this, the question that he now has is:

Where and what books am I best to read to learn how to explore the issues relating to the nature of Being?

Where do I go to learn how to unravel the mystery of Being?

We now know that the premier field that will give the answers to these questions is the field study of Neuro-Semantic Programming. This field study is so named because all ontology is about:

1. its semantics, cognitive and analogical.
2. the neurology by which it unfolds.

We commend the reader to visit the site: <http://www.neuro-semanticprogramming.com/>.



EMOTIONS OF MONEY

By: Kweethai Neill, PhD, CHES, FASHA, CHT, and
Steve Stork, EdD, CHES, CHT

Dr. Kweethai is founder and president of iHealth Center for Integrated Wellness. Her iChange Therapy™ combines hypnotherapy, Life Enhancement Training™ and Feng Shui to produce health and happiness inside and out.

Steve Stork is Director of Education and Programs at iHealth Center. He is a specialist in early childhood education.

To be successful, you have to believe in your own abilities and convey that belief to potential clients. Hypnotherapy is not religion and it certainly is not charity. Few hypnotherapists get wealthy, but those who have developed competence and expertise deserve to make a reasonable living at it. Ask, and ye shall receive.

How you feel about money determines whether you attract it or push it away. If you fear money, you push it away. If you love money ... well, loving may not be enough. Loving can lead to hoarding, a fear that you will lose what you have. Loving can lead to greed, fearing that others have more than you. Loving can lead to wanting, a fear of somehow being deprived, that you are not living as well as you should.

We deal with such fears every day in hypnotherapy. The challenge is to identify similar fears in yourself.

Money reflects the energy that attracts it. If you are miserly and poor in spirit no amount of money will ever produce happiness. In contrast, a generally positive outlook can see that basic Needs are met with relatively little money.

What does it really mean to be rich? If you have a healthy relationship with money, you are rich when you have as much as you need, and some to share. Money is just a number.

Money is just a number? How can that be? The value represented by any given amount of money is highly personal.

While at the University, I became aware that many students lacked basic financial skills. They overextended themselves and were stressed by money. So I introduced the concept of financial health in one of my courses. I began one day by asking students how much money they really needed to be happy. One student said, "I need \$100,000." I asked in return, "And if you had \$100,000 what would you do with it?"

"I would pay my bills and have some left over for myself."

"And that would make you happy?"

"Yes, that would make me very happy."

"And what if God intended for you to have \$1 million? Would you still be happy with the \$100,000?"

Sadly, most people aspire to an arbitrary measure of wealth without considering how they might earn it and what it would mean should they actually acquire it. Few realize that money creates as many problems as it solves.

Objectively, money is a medium of exchange. It represents value, but has no value in itself. In fact, the rising cost of copper means that the cost of producing a single penny is more than one cent. And in the modern world of credit cards, money is being reduced to a series of 0's and 1's in a computer, with no physical transaction.

Subjectively, money is a measure of status, self-worth, and success. Money allows for valuation (price, cost, fees, etc.), but also influences values ("I want that because the real or assumed cost confers status"). In other words, the cost of a Jaguar or Mercedes is justified due to advanced engineering and more costly materials, but the real value for most owners is the opportunity to show off their good fortune.

Money itself has no power. Yes, the expression "money is power" reflects the ability of money to exert influence; but that power is a reflection of the individual. People predisposed to placing Wants ahead of Needs can be more easily manipulated into bad choices. The result is economic stress and impoverished spirit; but money is not to blame, Wanting is.

To say one places Needs ahead of Wants is not to say one wants nothing. Accurate discernment determines Needs to be real necessities, without which one might experience a diminished state of health – physical, mental or spiritual. Wants refer to desires that exceed basic Needs. For example, one needs air, water and food to survive. One further needs shelter, a sense of belonging, love and hope to thrive.

Placing Needs first makes it easier to appreciate any Wants that are acquired. But there is no security in placing Wants first, if it means that basic Needs go unmet.

There is no harm in Wanting a Mercedes-Benz car. But its designation as a "luxury vehicle" means it exceeds a Need for basic transportation that can be just as easily met with a Chevy Malibu. Both cars get you from point A to point B.

Someone predisposed to placing Wants ahead of Needs will justify their Mercedes, despite the considerable debt it incurs. On the other hand, if you actually have the means, owning such a vehicle simply reflects your effort or good fortune.

Money can be vested with either positive or negative energy. The difficulty is in striking a balance between real and perceived economic needs.

Wishing for more than basic Needs raises the question of what you are willing and capable of doing to achieve what you Want, without sacrificing those Needs. Your feelings about money determine the values, importance, priorities, and urgency you exercise in seeking it. Investing positive energy in your financial affairs makes it easier to justify the accumulation of training, experience, and credentials that contribute to eventual success. Success, in this case, refers to the ability to achieve your Wants without sacrificing your Needs.

Let's bring the conversation back to the practice of hypnotherapy. This article began with the suggestion that hypnotherapists deserve to make a good living. The definition of "good" is highly personal, but is directly related to your relationship with money. Keep in mind, though, that the way you price your services influences others in the field as well. To be sure, medical doctors seem to charge high fees; and there is some justification due to the high cost of medical school and years of internship; but there is also de facto collusion within that field to maintain high fees for everyone.

That is not to suggest that hypnotherapy should follow suit. But, when there are hypnotherapists who virtually give their services away, it makes it harder for others to charge reasonable fees. And that is what this article is really about. Hypnotherapy requires training and expertise, and clients should expect to pay for the benefit of that expertise. Hypnotherapists who charge minimal fees are, in essence, saying, "I am not worthy of more" when, in reality, they are.

Professional preparation places you in a position to price your services according to your competency. Pricing is also influenced by location, facilities, & position; but do not underestimate the importance of personal credibility. You have to believe in yourself before potential clients can believe in you. That requires a willingness and ability to convey your competency via effective self-promotion.

That is particularly important in a field like hypnotherapy. Marketing hypnotherapy is not just about your professional competency. Potential clients must be convinced that they are in need of and will benefit from your services. That may determine whether you as a hypnotherapist price your services by the hour or by results. Either way, the potential client needs to be assured of some return on their investment.

"Selling" infers that a client is subtly coerced into making an unnecessary purchase, for the benefit of the Seller, you. This is a sticky point for many alternative healers. One, that there is subtle coercion. Two, that the service is interpreted as risky, unproven, or voodoo, and therefore either unnecessary or a waste of money.

A more generous interpretation of "selling" is to subtly convince a client that a purchase is in their best interest. Again, in order to be convincing, you have to believe in it yourself. If you have convinced yourself that no one will pay what your services are worth, then it could be that your service is worth exactly what you receive.

Be realistic. Examine your abilities. What level of benefit can you really provide to clients? Then do some market research to find out what other modalities cost. They are your competition. But cost is only one element of that competition. Compare and contrast hypnotherapy with those modalities. In most cases, hypnotherapy is quicker, less inconvenient, and more flexible. If you establish those as multiple, positive points of value, money becomes less of an issue. At that point, the issue is trust.

The budding trust relationship between a hypnotherapist and client requires that a client be guided to "buy" into hypnotherapy. That makes the discussion less about money and more about the importance and urgency of changes the client can anticipate. Stated another way, it is better that you create an opportunity for a client to buy, than for you to sell. Make it a matter of value.

Don't sell yourself short. But don't sell a client a bill of goods. Confidence and competence allow you to charge a fee consistent with the service you provide, and to convince potential clients they are worthy of deriving benefit from that service.

Once you establish a positive relationship with money yourself, you will be better prepared to deal with your clients' money relationships. The time spent selling your services is an opportunity to give value to potential clients. One way to do that is to examine the client's relationship with money, providing some education along the way.

Every client's definition of Value is different, but there are commonalities you can use to make a convincing case for your hypnotherapy services.

Make hypnotherapy relevant to the client's issues. Do not do any therapy until you get paid; but, let's say a potential client has called to inquire about your services. Let them do the talking. Get an initial idea of what issues they may be facing. Then speak directly to those issues. Resist the temptation to claim that hypnotherapy can solve all manner of ills. This client is interested only in their own issues. If you address those issues, and have a couple stories that support the efficacy of hypnotherapy in dealing with those issues, that is the beginning of a trust relationship.

Assure the client of your best work (without making guarantees). This may be a good time to mention your training and credentials, or direct them to your web page or other promotional materials. Testimonials are also helpful.

Enlist the client's cooperation and collaboration in the change process. This is in direct contrast to most medical science, but contributes to the trust relationship by sharing responsibility for success or failure of the process. It is also a good time to educate the client about how hypnosis works, and what they can experience after their work with you.

Listen to, validate and address client questions, concerns, etc. For many, hypnotherapy will be an entirely new experience. They need to know that their concerns are not



Intuition and Propaganda By: Fr. Marty Patton

Rev. Fr. Martin J. Patton, CHt., is Executive Director of Attitudes For Wellness in Cincinnati, OH. He is a noted clinical hypnotherapist, lecturer, spiritual counselor, bereavement specialist, healing facilitator and metaphysical teacher. He teaches psychotherapists advanced courses in hypnosis at colleges and schools of hypnosis nationwide. He was awarded the 2000 "Therapist of the Year" and in 2004 "The President's Award" for contributions to Hypnotherapy from International Association of Counselors and Therapists. He is a Diplomate of the International Medical and Dental Hypnotherapy Association in 2001. Fr. Marty is a Past President of IMDHA. He is the author of many articles and booklets to guide hypnotherapists in their practice and in the uses of non-directive and directive hypnosis when working with the critically and chronically ill with altered states of consciousness.

Gathering information about any task or situation before us is mandatory for a good mentalist. We should never be afraid of knowing every reason we feel the way we do in every situation.

The right ways of thinking determine how we become intuitive human beings. It takes a combination of thinking and action. The ability to think, to reflect, to plan ahead, may be the features that most define us as intuitive humans. Thinking is not an absolute blessing, people get stuck in it. They are often consumed with the past, thinking about events and reviewing them over and over. Others get paralyzed thinking about what lies ahead. These forms of over thinking consume the brain's limited capacity for attention. Brings the mind to a complete halt, compromises mental health and it causes anxiety and depression.

Intuition can be thought of as almost the complete opposite of either. It is a reliable way of knowing, and valuable in many circumstances.

There are many ways to define intuition. Intuition is your brain on autopilot, performing its actions of processing information outside of your awareness that it's operating. Can you trust intuition? You experience it all the time! It is the automatic information processing that underlies your perceptions. It's often safe to rely on the automatic processes for rote tasks, but what about more complex situations?

Intuition operates all the time in complex decision-making. Often enough, we just don't give it credit. Often, we cite rational criteria for our actions and feelings and do not disclose the spontaneous subjective preferences of our feelings.

Sometimes we override our intuitive instinctive reactions altogether, ignoring our innate responses in favor of ways we think for reasons outside of ourselves e.g. such as to coincide with the judgments of others, of how we should react. Studies have shown that we are capable of making sound judgments about people based on our intuitive processes, but if we deliberately think about our preferences and decisions we can actually make them worse. The truth is that all of the factors that influence our decisions just aren't available to our conscious selves.

There is no substitute for gathering information about any

task or situation. Neither should we be afraid of not knowing every reason why we feel the way we do in every situation. Gathering information is now more important than ever in our history, we are in an atmosphere of misinformation. So much so, that your intuition and logic are totally challenged. In this information era, lies, untruths, half-truths and just plain misinformation are rampant in every aspect of living. As hypnosis professionals, it is our duty to keep informed of the brainwashing and propaganda, so that we can inform and counsel our clients of their mis-perceptions and fears.

A few years ago when Bob Dole was running for President, I was giving classes at a local Senior Center. The receptionist ask me to talk to some ladies that were crying and consoling each other because they believed that Senator Dole was going to do away with their Social Security checks. A serious untruth, it took me 25 minutes to convince them it was misinformation and if Dole was elected, it was not going to affect them in anyway. The propaganda is now greater and scarier than in any recent point in history going back to the German Reich of the 1930's.

Fr. Marty will be facilitating a seminar on Brainwashing and Propaganda at the May 2010 meeting in Daytona.

EMOTIONS OF MONEY, Continues from page 15 ...

unreasonable or unfounded, and that you will work with compassion and understanding. Your answers and explanations also contribute to a sense of your expertise.

Throughout the initial conversation, continuously remind yourself that your service can be of benefit to the client, but they have to ask. They have to be convinced that not only are you skilled, but that you are skilled in the way that can address their needs. They have to be convinced that hypnotherapy will work for them.

Create value and give them a chance to buy. It can be a simple, "From what I have told you, do you think hypnotherapy is the right thing for you?" Then ask if they are ready to book an appointment.

If they begin to express concerns about money, which is common upon hearing the fee, be prepared to advocate for

EMOTIONS OF MONEY, Continues on page 25 ...

point in the process, a mystery is presented ... for instance, there is a locked chest ... and they know that it contains something of value ... something their unconscious mind wants to bring into their awareness ... The opening of the chest is delayed for a time in order to increase response potential. Anticipation sends the unconscious on a search in the background ... and when the contents of the chest are revealed, they will be a contribution from the unconscious mind. It may offer a solution to something that they've been concerned with, or it could be an omen of some meaning to them. Or perhaps it's the herald of great esoteric wisdom. Or it may be an evolutionary "urge" to change and grow in new ways. Whatever it is, it was brought there by the client, it came from their unconscious mind. And the task of the hypnotist is simply to serve as the facilitator of the connection.

Parts work has a special place in generative therapy as it invites an inner dialogue and helps us to discover what we really want and need. Like peeling an onion, discovering the need behind the need ... the desire behind the desire ... clients can often learn what they've really been up to all along and use that information to guide them more easily into a fulfilling future.

A favorite technique that supports the acquisition of "hidden" qualities is Deep Trance Identification (DTI). In this practice, the client is invited to "become" another person that he has selected ... trance is used to encourage a deep degree of associated engagement so that the experience can be explored from the inside - first hand - and valuable resources and skills can be uncovered and integrated. While this process looks somewhat like channeling, the information obtained really comes from the mind of the client. Clients typically select a model that they feel can offer them some desirable qualities. If possible they may want to do a bit of research about the person to gather as much information as possible. In hypnosis, the creative computing power of the unconscious mind adds to the mix by drawing implications and inferences from the data and "fleshing it out" in a way that serves the experiential needs of the client. The process gives them access to useful skills and is a means of building new resources and integrating new understandings. The idea of re-inventing the Self becomes a real possibility when one can use DTI to access the new self. One of the most powerful hypnotic experiences that I've ever had came from doing an identification process with Milton Erickson as my target. I had read widely about Erickson and had lots of information, but its embodiment revealed him to me/through me in the form of a transformational experience that has forever changed the way I work with clients in hypnosis. Erickson had once said that when he looked at the world, he realized that everyone was already in a trance. And though it was an interesting concept, I'd never quite appreciated how brilliant it was. And in front of a seminar room, having gone deep into hypnosis and having opened myself to the presence of Dr Erickson, I opened my eyes to

look at the seminar participants and experienced that it was as he'd said. And so I began to talk to them like you might talk to someone in a trance ... and they went deeper. And I discovered that day that I don't need to think about what to do or what to say, because it's all inside ... and that I don't even need to hypnotize anyone ... but that I can invite the presence of master. The results in my life and work have been amazing.

Of course there are countless techniques that can be used for generative purpose and probably one or two for every client you'll ever see. I'm sure most hypnotherapists can come up with a variety of their own. In an article such as this I can only share a couple with you as an invitation that you continue to explore the concept more fully.

I have had the good fortune of teaching and exploring generative hypnosis for the past 15 years or so, and each client and each seminar contribute something new to my understanding. Generative hypnosis isn't a specific set of tools, but rather an understanding about human unfoldment, a deep respect for the wisdom and uniqueness of your clients, a willingness to keep yourself and your agenda out of the process, and a commitment to creating new paths and making new discoveries each and every time.

FROM THE ARCHIVES, Continues from page 9 ...

asked Jim to extend those healing powers in his body through his arm, through his finger tip to my finger tip while I played Jim; allowing all those powers to flow until the boy (E.T.) acknowledged that I (Jim) was healed.

We sat for what seemed a long time but was, in reality, only about 5 minutes. The boy (E.T.) then nodded his head, indicating that he had cured Jim who would now be able to speak clearly and correctly. I thanked E.T. for the cure.

When I removed my fingertip, Jim's hand remained extended in the air, as though he was still touching something and he was in a deep, deep trance. I then suggested that he remain in any position in which he was comfortable while I talked with his mother.

I indicated to the boy's mother that he would have no further problems with stuttering (she remained in the room throughout the entire session) and that he would speak correctly and clearly. I also stated that it was important for Jim to continue his speech therapy in order to fully utilize the mechanics of proper speech, to reinforce the psychological aspects and enable him to continue to speak clearly.

I then turned my attention back to the boy, noticing that his hand was beginning to return to his lap. I suggested to E.T. (Jim) that he may return home now that his mission on earth was completed, asking him to nod his head when he was safe at home. In just a few minutes he nodded his head and smiled.

I then said to Jim that he should take a deep breath, let it out slowly, opening his eyes as himself. As he did so, his mother spoke to him and he responded clearly and correctly.

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INFLUENCES UPON CHILDREN TODAY

By: Del Hunter Morrill, M.S., B.C.C.H.

Del is the author of the GREAT ESCAPES volumes of therapeutic hypnosis scripts and the "New Beginnings" recordings. Her books, now being translated into Spanish, French, Chinese and Danish, are being used in over 20 countries. Del's curriculum for working with children is used in doctoral programs in the US and Canada; and her course on Hypnosis with Children is being taught in China by a former student.

Many people seem aware of just how the environment around a child is influencing them currently and possibly for life. The assumption that children do not hear from others or from television the news of what is happening to the world, especially to children, is a very naïve point of view. There are many influences affecting our children's lives which must be taken into account by anyone working with children and their problems. It is important, in the initial visit with the parent and child to find out what currently is going on in the family, school, etc., any recent events, and what is most disturbing to the child. Besides acquiring data helpful in determining how to work with the child, it helps establish rapport and trust. The child is with you not only to conquer what the "parent" thinks he or she needs, but to conquer what is really the child's own current fears and desire for change.

School and Learning Influences

In school, common problems for many children are the loss of a friend who moves away, being shamed or frightened by a teacher or principal, the death or serious illness of a school peer or teacher, boredom with school and having to make new friends. Unfamiliarity with schoolwork, or falling behind in a subject can cause excessive stress. The insistence upon "correct" performance in front of others in a classroom can be extremely hard on a shy child. Threats or bullying by other children, and the general fear and pressure of drugs and guns, in many schools, are serious concerns and add tremendous stress for certain children.

Societal Influences

The Media - Our modern century provides an enormous spread of negative influences on our children. Television and movies regularly present violence, sex and innuendo as the norm. The news shows children involved in or witness to criminal activity and violence against others, often with seeming callousness. Shallowness and self-centeredness are projected by sit-coms on TV by unmarried 30 year olds who are totally wrapped up in themselves. Advertising and acquisition are other primary images, as parents go crazy trying to get the child whatever the child wants. Pre-teens understand that being very thin or buff are the models they

must follow or they'll not be acceptable to their peers. Young girls, especially, begin worrying about their weight at any earlier and earlier age.

News events on TV - War and the resulting migration of homeless families, famine and other tragedies within countries, kidnappings, abuse and other mayhem against children, and the latest disease or other terrors are projected on the screen, nightly, inundating our children, just as it does adults. And children are just as impacted as their parents by this constant onslaught of negative messaging.

What adults consider important in life - Millionaires seem barely out of diapers. A car at age 16 is a must. Slimness for women and powerful "pecs" for men are major images projected by television, movies and magazines. Fear of retirement, ill health and the desire for youthfulness remind us, "For god's sake, don't get old or your life will be over." Millions are spent every year in keeping us beautiful forever, and in staving off eventual death. Children receive this information by words or inferences from the time they are born, unless they have parents who find ways to help them keep a balanced approach to life and living.

Family Influences

When children are brought to a counselor's office, they come with their parents. And those parents may reflect the other factors that contribute to a child's problem. Parents often lose sight of the impact of major events or stress in the

CHILDREN, Continues on page 24 ...

FROM THE ARCHIVES, Continued from page 17 ...

Whatever the mysteries of the mind are, whether they come from earth, from outer space, or from the imagination of a young boy's mind, experiences that he brought to my office with him let him make the correction under my direction. According to my last contact with Jim's mother he had experienced no recurrence of the problem and continues to speak clearly. In our search for techniques to effectively help our clients, I have found one that works and am privileged to have this opportunity to share it with you.

THERAPEUTIC TOOLS

By: Chaplain Paul Durbin

Paul Durbin, is a retired Army Chaplain (Brigadier General), author and retired director of Pastoral Care and Clinical Hypnotherapy - Methodist Hospital in New Orleans, LA. He is a past president of the International Medical and Dental Hypnotherapy Association and a Lifetime member of the International Association of Counselors and Therapists



EXCERPTS FROM CHAPTER 9: THERAPEUTIC TOOLS: "HYPNOTHERAPY FOR BODY, MIND AND SPIRIT": Paul G. Durbin, Ph.D.

(1) Hand to Face for Therapy: (Client is in the hypnotic state.) In a few moments, I'm going to ask you to open your eyes and put your dominate hand up in front of your face with the palm toward your face so that you will be able to look at your fingers and the palm of your hand. As I talk to you, you will continue to go deeper and deeper.

Open your eyes now and lift your hand up a little above eye level and press your fingers tightly together. You become aware of the feelings and sensations in your fingers and hand. Your fingers feel like they want to start spreading apart. Your fingers are jerking, spreading, separating, pulling a part. The harder you try to keep them together, the more they are jerking, spreading, separating, pulling a part. As your fingers are spreading apart, you notice that your eyes start feeling heavy and your eyes keep feeling heavier and heavier. Your eye lids are getting heavy, droopy, drowsier, closing down, down. As your eyes close, you drift deeper into this calm, peaceful, hypnotic state of relaxation.

In a moment, your (right-left) hand and arm will move toward your face and you keep drifting into an even deeper hypnotic state... Your hand and arm move toward your face, but your subconscious mind will not permit your hand to touch your face until your mind has worked out a solution to this problem ...

You have been having difficulty with (name problem) and consciously you haven't been able to resolve it ... I don't know what is causing the problem, but the subconscious part of your mind does have the information ... so your subconscious mind can review, examine, and explore the information in your mind and find out what has been causing that problem ...

Your subconscious mind can review all the imprints, all the impressions, all the thoughts and ideas in your mind that have been causing that problem...and your mind can assess, evaluate, and understand that information now from a more knowledgeable, more relaxed, more calm, more mature point of view... and can work out a solution and resolve that problem rapidly and completely ...

Your subconscious mind is reviewing that information thoroughly and understanding that it is okay to resolve that

problem now and forever ... and when your mind has resolved that problem, then your mind causes your hand to touch your face ...

Your mind is cooperating ... and is reviewing that information and is working out a very pleasant solution to that problem ...

Your subconscious mind is causing your hand to move toward your face, but your hand will not touch your face until your subconscious mind understands the causes and effects of what has been causing that problem and knows that it is okay for that problem to be resolved completely ...

When your mind knows it is okay for this problem to be resolved then your hand will touch your face as a signal that the problem has been resolved ... and you are really be pleased

... You're doing good ... It feels good to continue relaxing... and later, when you come out of the hypnotic state your whole body feels good from the top of your head all the way down to the bottom of your feet ... and you feel confident and happy ...

You are continuing to learn more and more that your own subconscious mind is working out the solution to this problem ... Your subconscious mind knows what to do ... and is doing it in just the right way to resolve the problem completely ... You may not consciously be aware of the cause of the problem, but your subconscious mind is and is working to overcome this problem.

Past experiences that have been misunderstood subconsciously can now be understood from a different point of view and your mind can work out the solution to that problem in ways you do not consciously understand ... Your subconscious mind is causing your hand and arm to move toward your face as it is reviewing, examining and exploring the information that has been causing this problem and is working out the solution ...

(Continue on if hand has not touched face.) Right now it may seem like you are experiencing some kind of a dilemma ... You may not be consciously aware of what needs to be done to work out the solution to that problem, but that's one of the amazingly wonderful things about your subconscious mind ... because, even though you do not consciously know what to do, your subconscious mind has all the knowledge it needs to

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work out the solution in a very pleasant way ... and your subconscious mind is resolving that problem now and forever ...

In the past there was something keeping that problem from being resolved ... What ever it was that had been causing this problem is soon changed ... Your subconscious mind is understanding it from a more knowledgeable, more mature point of view and knows that it is okay for that problem to be resolved completely and permanently ...

That decision has got to come from you ... and from your own mind ... You know that your mind is the only part of you that can cause the changes that are needed to resolve that problem ... and your mind can cause those changes as you go about the activities of your daily life ...

You can trust your own mind to do what is needed to overcome this problem and that's what you are doing now... Your mind is receiving the proper guidance needed to work out the solution ... and you notice pleasant changes taking place ... (As your hand touches your face and you feel great. You can now allow your hand to gently return to your lap and you experience a deep sense of peace.

(If hand does not touch the client's face by this time, use "Therapy Between Sessions." If hand does touch face go to "Waterfall for Cleansing" which follows "Therapy Between Sessions")

(2) Therapy Between Sessions: One of the amazing facts I have learned over the years is that your subconscious mind can continue reviewing, examining, and exploring the storehouse of your mind and work out solutions to problems even after you come out of the hypnotic state ... As you proceed with your daily activities, your mind can be assessing information that is contained in the storehouse of your mind and can understand that information from a completely different point of view than you had when the information went into your mind. Your subconscious can work out the solution to that problem from a more knowledgeable, more mature point of view.

Even after you come out of this hypnotic state, your subconscious mind can continue reviewing all imprints, impressions, thoughts, ideas and other information that has gone into your mind and had anything to do with causing that problem ... By the time you come back for the next session, your mind can have a pleasant solution all worked out in a way that easily enables you to overcome this problem ... You mind is receiving the guidance, suggestions, instructions I'm giving to you and is enabling you to be released from this problem ...

In the past you may have had some doubts ... but now those doubts are leaving and all those doubts are soon gone completely ... Those doubts are being replaced with a strong sense of confidence and sureness ... You can be surprised at the way your confidence keeps improving more and more each day ...

You know that we are having these sessions because you

are determined to overcome this problem ... It has controlled your way of life long enough and you are determined to take control ... Your subconscious mind understands that now, and realizes that you are serious about overcoming that problem ... You have decided that you want your subconscious mind to understand that you are ready to get that problem resolved now and forever ... You want the solution to be worked out in a way that is pleasing and acceptable to your conscious mind ... So you are letting your subconscious mind work it out ... You don't need to be thinking about it consciously anymore ... From now on your conscious mind thinks about things that are pleasant and enjoyable to you, because your subconscious mind knows exactly what needs to be done to work out the solution to that problem in a very calm, peaceful way ... When you come back for your next session, you find that you quickly go into a deep hypnotic trance soon after you sit down in the recliner here in my office ... In the meantime, you notice some very pleasant changes taking place in your life as your subconscious mind works out the solution to your problem. Now you are ready to come out from the hypnotic state. (When issues is resolved go to "Waterfall for Cleansing")

(12) Waterfall for Cleansing: Imagine that you are taking a walk in the woods. You are walking along a beautiful path through the woods. As you walk, you may experience a number of things. Possibly you are aware of tall trees and short trees; small trees and large trees. It is a warm but comfortable day. Perhaps you feel a comfortable breeze ... just enough to keep you comfortable. Maybe you can hear the rustling of the leaves and the crunch of the leaves, twigs, and grass beneath your feet. As you look up through the leaves of the trees, you see a sparkling of sunlight, dancing to time with the breeze.

You come to an open area with a small pond. At one end of the pond is a beautiful waterfall. At the other end is a stream which runs as far as the eye can see. You look up and see a beautiful blue sky, with a few white fluffy clouds lazily drifting by. You sit down by the pond and enjoy the sounds of birds singing, the frogs croaking and the water falling.

As you sit there, you sense that there is something special about the waterfall. It seems to be inviting you to come over to it and indeed you do ... You reach out and touch the water and the temperature is just right so you walk under the falls... You feel its cleansing flow and you realize that it is not only cleansing your body, but it is also cleansing you. It is cleansing your body, mind and spirit. You feel that any anger, bitterness, feeling of rejection, grief, guilt, abuse or any other negative emotions which contributes to your problem are being cleansed out of your system.

You look down toward your feet and you notice that the water coming from your body is a murky brown and it is flowing across the pond and down the stream at the other end. The more negativity that you release the murkier the water

DOING GROUP HYPNOSIS

IT CAN BE PROFITABLE, FUN & BENEFICIAL

(PART ONE) By: James and Patricia Sievert

James and Patricia became the new IMDHA Mentor Chairmen in March 2009. When the formal Mentoring program was developed, Patricia was one of the first to volunteer as Mentor. After becoming an IMDHA Certified Hypnotherapist in 1999, James joined his wife in what evolved into a life-long passion. One will most likely find this couple working together on just about every project. James and Patricia maintain dual membership in IACT and IMDHA.



Are you looking for a way to expand your practice? If you haven't already, you may want to consider including group hypnosis sessions in your professional offering. In the curriculum of our hypnosis school, we included a section dealing with this topic. Many students assumed that their practice would only include individual sessions. Maybe, up until now, this has been how you view your practice. Like everything else, group hypnosis has advantages and disadvantages. Let's explore both and then you can decide if doing group hypnosis sessions is for you.

Let's start with the advantages:

Doing group hypnosis sessions is profitable for you and cost effective for your clients.

When you do group sessions, you will be earning more money in a shorter period of time. That money can be used to pay the monthly expenses of your practice. If you also see individual clients, this can provide the freedom to take additional time that is sometimes needed with those clients. For example, you may charge \$100 for a two-hour stop smoking program for one person. Seeing 50 individuals would earn you a total of \$5000. That is also a total of 100 hours of your time distributed over how long it would take you to book those 50 individuals. With a group session, you can do the same two-hour program for 50 people at the same rate and earn \$5000. The difference is two hours of your time instead of 100 hours, leaving you 98 hours to dedicate to individual clients. On a 40 hour week, that is almost two and a half weeks of time available to be put to use in other areas.

Your clients might be able to save money. Since you would be earning a greater amount for the same amount as an individual session, you may decide to give those attending your group hypnosis session with a discounted rate. That discount may be just the incentive some folks need to take the first step in seeking help to move in the direction of a better quality of life. So, instead you might charge \$50 per person for your group which in the above case would earn you \$2500. Put on just two group sessions, for a grand total of four hours, and you have your \$5000.

Another advantage for you, the Hypnotherapist, is the difference in the wear and tear on your voice speaking to 50 individual clients, as opposed to one or two group sessions

with 50 attendees.

In addition, the amount of preparation for each individual client is another time factor to be considered. If you see 50 individual clients (even if they are not new clients), and give them one hour sessions, you are looking at seeing potentially 10 clients per day. You may find that your day is at, or in excess of, 12 hours. That is based on a five day week. Even those of us that love our profession and love hypnosis might not stand the test of time on that schedule. Consider the quality of service you would be providing those individuals. Are they really getting quality individual hypnosis sessions? Please remember that you will be doing potentially 50 pre-talks, 50 suggestibility tests, 50 individual hypnosis sessions.

To put it another way, group hypnosis sessions allow you to work smarter not harder. By allowing you to leverage your time, as described in the above example, the pressures on you and your business will be decreased. What do we mean by this? Consider that in addition to seeing your clients you still need to: return calls, market yourself, make client notes, prepare for the next client or even eat a meal. Keep in mind your own stress level and the demands of your profession.

With regard to your business, when you see 50 individual clients each week, you most likely will need someone to answer your incoming calls and book your appointments. You will need an office with enough room to provide for staff needs, and a waiting area for clients waiting for their appointment with you; all adding to the square foot cost of your office space. Of course, there is the cost of office equipment and furniture to add into the mix.

When you do group sessions, you have lower overhead expenses. There may not even be the need for an office or an office staff. You can arrange your group sessions from your cell phone or home phone. You can promote yourself in the morning and work in the afternoon or evening. You can travel light when you do group hypnosis sessions. You may need only a stereo and music for your equipment. Bring along your business cards, hand-outs (paper and/or CD) and yourself! That's it!

Perhaps you are a Hypnotherapist who doesn't want an office or the cost and concerns that go with a private practice.

What a great part time extra income job group sessions can be.

We have found that it is personally rewarding and can be a fun time for everyone in a group hypnosis program. When we do a group session, we are “performing” in front of that group of individuals. These are people looking for guidance to help them make a change from unhealthy life behaviors or make improvements to their daily life. They are looking for a way to overcome obstacles and improve the quality of their life. We perform with the same intensity, dedication and commitment in group sessions as individual sessions. The only difference is that we do it one time. It was difficult to hold to that same enthusiasm intensity doing 50 individual clients as one group session with 50 in attendance.

Now to the disadvantages:

The first consideration is that all the people attending your group hypnosis session need to have a common goal. You will not be addressing a variety of topics at one time. You may do different group sessions, but only one topic per session. You would not mix your stop smoking with a golf improvement program for example. Many times we had folks that wanted to stop smoking and take off weight. We encouraged them to stop smoking first, and then they could address the weight after the body adjusted. You can choose to do them separately or combine in one program.

When you do group sessions, you can not customize your suggestions to meet each individual's needs. This is really an advantage. What a great opportunity for you to learn to word your hypnosis suggestions in such way as to affect many people on many levels. Group inductions are created so that everyone can enter into trance and at the appropriate time for them. We choose to use the Dr. Flowers Induction and Robert Otto's Confusion Induction for our group sessions.

Some things to consider about doing a group session:

What types of subjects can be done in a group session? Of course, the most popular and most known would be Stop Smoking and Weight Loss. However, consider group hypnosis sessions for Sports Enhancement whether it is multiple or single sessions. Think about Sports Enhancement for golf, tennis, wrestling or bowling just to name a few. They can easily be converted from individual sessions into group sessions with the proper script wording. Group sessions can be done for sales improvement or other corporate focus points. How about working with a health club or gym for general motivation of their clientele? Students at all levels of education can benefit for testing and study hypnosis sessions. These only just touch the surface of possible topics.

Stay tuned for Part Two. We will focus on:

* How do I know when and where to put on a group session?

* Can deep hypnosis be achieved in a group setting?

* Things to consider when doing group sessions?

– How do I control the environment?

- How do I get paid?
- How do I organize registration?
- Don't I need hundreds of people to have a group session?

appears to be. As you feel these negative emotions being cleansed from your system, the water around your feet began to clear, but you can see the murky brown water flowing further and further down the stream.

As the murky water flows down the stream, further and further away, you feel more and more comfortable, more at peace with yourself ... Your feelings of calmness increases ... You feel more at ease ... It gives you a strong feeling of peace. You are feeling yourself being cleansed of all those negative feelings that contribute to your problem. The anger, bitterness, feeling of rejection, grief, guilt, abuse or any other negative emotions that contributes to your problem are being cleansed from your system ... Notice the feeling of comfort and peace increase as the murky brown water flows down the stream further and further away. As the murky brown water flows further and further away, you feel your problems dissolving. You feel a sense of release and relief ... You are getting rid of those problems.

The murky brown water is following further and further away. It is now beyond your eye sight and you can breathe deeper and exhale slowly a few times and really enjoy the freedom, the relief and powerfulness of being free of those problems... The relief, the calmness, the peacefulness are flowing through you and have replaced all those negative feelings that were washed away. These feelings of comfort, serenity and well-being remain with you even after you come out of the hypnotic state... [www.durbinhypnosis.com with over 100 articles on hypnosis and related subjects.]

(“Human Trinity Hypnotherapy”: www.durbinhypnosis.com Paul Durbin's book: “Hypnotherapy for Body, Mind and Spirit” can be purchased at Access Service of Gordon Boyd <http://www.tranceaccess.com> or you can email taccess3@hotmail.com Cost is \$27.95 plus \$3.00 for shipping and handling per book (international \$8.00). For wholesale price of 10 or more books contact Access Service.)

I received my hard copy of Unlimited Human! yesterday - it just gets better and better! Thank you and your staff for the new information, articles and keeping us up to date.

Looking forward to May!

*– Nancy Hiebert
Delray Beach, FL*

ANNIE'S STORY

By: Ron Glassman

Ron Glassman, Ph.D., M.P.H., C.Ht., was educated at Harvard, Columbia and Rutgers. He's a full-time hypnotherapist in Mountainside, NJ and Manhattan, as well as a visiting scientist at Columbia Medical School. The recipient of the 2005 Researcher of the Year Award from The International Association of Counselors and Therapists, Dr. Glassman is the author of The Alpha Solution to For Permanent Weight Loss (Random House Publishers - 2007) and Witness to the Pain (iUniverse - 2000). Dr. Glassman can be contacted at 908-301-0039.



A year ago, Annie, a beautiful nineteen-year-old woman, walked into my office devastated by her freshman year of college. Instead of gaining the usual 'freshman 15,' she put on 40 pounds.

An active athlete in high school, Annie had never had trouble with her weight. She had always been able to eat what she wanted, so this intense weight gain was a terrifying shock. She thought there was something truly wrong with her thyroid, diabetes, maybe even cancer. She called her mother and they went to see several doctors. Each doctor told Annie that she was obese and should just work on losing that weight. One doctor went so far as to say, "A girl your age shouldn't be dealing with this kind of weight." These words devastated Annie. She was humiliated and terrified. Fortunately, Annie's mother had a friend who was also a client of mine, so she got my number and told Annie to call.

When Annie came in, we talked about what, after years of health and no weight struggle, could cause this kind of sudden gain. After talking some more, Annie and I identified her two key problems. One, for the first time in her life, Annie was not playing on a team. After years of exercising two to three hours a day for a sport, Annie wasn't doing any physical activity! Unfortunately, while Annie's body has stopped, her brain had not. It was programmed to eat for an athlete and was continuing to tell her to eat oatmeal, three eggs, and two slice of toast at breakfast. In the past, this kind of calorie loading would be fine, as Annie would be burning it off. But without running around for three hours, it had no place to go but to her hips.

The second problem was the obvious stress of a new school and college life. But what was interesting about this was that Annie had found just one food to use as her stress reliever: peanut butter. While she had eaten peanut butter her entire life, Annie said that she felt as if she had discovered peanut butter for the first time in college. Apparently, her school's refectory had a bread bar that featured peanut butter, jelly and Marshmallow Fluff, and Annie had developed a serious affection for peanut butter on bread. This was in addition to whatever entrée was being served. Annie told me that she included at least three slices of bread with peanut butter at most meals. Considering the fact that just two tablespoons of peanut butter is 188 calories with 15.9 grams of fat and 150 milligrams of sodium, I calculated that Annie

was consuming about 2,400 extra calories a day in peanut butter and bread alone!

She also told me that by spring semester, she had a jar of peanut butter in her room "just in case" and that this need to have a jar around at all times scared her. She had never emotionally depended on food before. She told me that when she was around peanut butter, she felt helpless and out of control.

I explained that we all have different responses to the stress that change can bring and that without the emotional and physical release of exercise, her body had told her to use food. Then we talked about her new food blueprint. She asked me to make her feel averse to peanut butter, I told her that if we did this, peanut butter might make her gag or feel sick from now on. She said, "I don't care. I will do anything to stop this weight gain." I also suggested making bread have less of a draw. Annie was concerned because she didn't want to stop enjoying bread entirely, but I explained to her that re-framing foods does not change the taste. It just reduces the magnetic pull. Once she understood this, she heartily agreed to limit bread. We also talked about her getting back into sports, as stopping something that had been a huge source of joy for her in high school was obviously a big loss for her emotionally and physically.

Annie saw me for two sessions. Through having a new blueprint and exercising again, she lost 40 pounds and continues to take action to improve her health and well-being. But more importantly, she feels in control and at ease with peanut butter, bread and herself.

Did you know? Nurses can now receive continuing education in hypnosis. After much research and hours of preparation, Alpha University is now an approved provider for continuing education to teach nurses hypnosis nationwide. IACT/IMDHA qualified educators are invited to become a part of this opportunity! This is your chance to add new students to your training by teaching hypnosis to nurses for continuing education, while getting you in the door to other professionals such as MDs, physical therapists, medical technicians, etc. If you have a desire to help your profession in this project, we'd like to hear from you. Contacting Hypnosis Headquarters is the first step 570-869-1021 staff@iact.org and staff@imdha.com

family upon the children. Often, adults make the mistake of believing that children are resilient. They don't speak to them about difficult situations, yet will speak "around," or in front of them, as if they weren't there or wouldn't understand. Many times they don't bother to ask the question of "why," when a child is troubled. Often, parents perceive their children's problems as rather unimportant, in the light of their own difficulties.

Problems many children face, in family life, are dissatisfied parents who can never be pleased, being compared to a sibling, an older sibling leaving for school without them, a death in the family, divorce or other separation, loss of a parent or favorite grandparent, and moving away from friends or members of the family. A depressed, anxious or highly-strung parent, family members who are chronic worriers, and otherwise negative influences affect the outlook of children. High stress is created by an abusive sibling who teases or shames, arguments or violence between parents, threats of harm, an addictive parent or step-parent, physical, sexual or verbal abuse of the children, a parent or sibling who is physically ill much of the time. These must be considered when dealing with the child's presenting symptoms.

Influence of Peers

Although possibly more strongly felt once children reach pre-teens, even smaller children are affected by their friend's choices and experiences. Moving to a new school, having to make new friends, handling bullies, unfamiliarity with schoolwork, as well as falling behind in a subject or being "behind" the other kids, and other comparisons, are common problems for many children. Being teased for being the "wrong" height or weight, or for not fitting the status quo embarrasses some children. The struggle to belong and rejection by groups become especially hard on pre-teens and teenagers.

TIP: One of the most effective ways to deal with school and other problems, I've found, is spinning stories. A problem can be cleared up, often within a single session, through such means as taking a child on an adventure where they meet someone or something who helps them solve a problem or gives them the courage they need; having them become a particular animal who is able to express the feelings or actions that they wish they had; placing them in a "winning" environment where they experience their powerfulness; calling on their hero or heroine to be with them in their adventure; or finding other ways to distract them from the worry they have over their inability to perform adequately in school or handle other situations. The child's intake, especially their "favorites", becomes an important reference in creating the story that's right for them.

Adapted from a larger essay, copyrighted © 2002, by Del Hunter Morrill (253) 383-5757, <http://www.hypnocenter.com>
Del Hunter Morrill, M.S., N.B.C.C.H.

Personal Guide & Hypnotherapist, Teacher and Lecturer
And Author of the GREAT ESCAPES Script Volumes

TRANSITIONS, a Center for Personal Guidance & Hypnosis and home of NEW BEGINNINGS PUBLISHING
See web site at: www.hypnocenter.com; E-mail address: del@hypnocenter.com

Del's GREAT ESCAPES volumes of scripts and other hypnotic resources currently are in use in at least 27 countries: Australia, Canada, Colombia, Denmark, England, France, Germany, Ireland, Indonesia, Israel, Italy, Mauritius, Mexico, New Zealand, Norway, People's Republic of China, Qatar, Republic of China (Taiwan), Republic of Ireland, Romania, Singapore, South Africa, Sri Lanka, Sweden, Switzerland, Thailand and the United States.

The GREAT ESCAPES scripts, at this time, are being translated into Danish, Chinese, French and Spanish. Del's course on Hypnosis with Children is taught in China by a former student, and is included in the curriculum of doctoral programs in schools of Canada and the United States.



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your services based on Needs as opposed to Wants. In other words, if hypnotherapy is something they really need, you have to help them discriminate it from what they want. Actually, that is the basis of this entire conversation, to emphasize the client's Needs. If they cannot get past what they Want, hypnotherapy cannot work for them.

For example, a common response is, "I can't afford it." That is a misleading statement. What they really mean is that they choose to spend their money on other things. Many feel unworthy of spending money on themselves, on their Needs. So your task is to convince them that they are worthy and that, for them, hypnotherapy is a Need that supersedes other things they merely Want.

Education continues as you explain how getting what they Need will put them in a better position to subsequently strive toward what they Want.

If the client persists in insisting they can't afford it, it simply means they are not ready. In that case, you have to bless them and let them go; with the hope that you have presented a sufficiently convincing case that when they are ready they will return.

What this really means is putting your own Needs first. Anyone who is unwilling to sacrifice some portion of their own relative treasure is not ready and cannot be helped. To sacrifice your own Needs to serve their Wants is a waste of their money and your time.

If you have a Need to be a successful hypnotherapist you should charge a reasonable fee that attracts serious clients who are ready for change. Work only with clients who are ready for change, who sacrifice Wants in order to pay for your services. As they experience significant change, your reputation will grow, and it will be time to raise your fees commensurately.

Do not push money away by being professionally timid. A healthy relationship with money attracts it, and allows you to be the professional you.

GIL BOYNE
1924-2010

On May 5, 2010 we mourned the passing of a hypnosis giant. Gil Boyne made great contributions to our profession. He left his mark in hypnosis history with tremendous passion, talent and dedication to his work. As a result, his legacy will live on through the teachings of his students for many generations to come.

Respectfully,
Robert & Linda Otto

Certified Master Trainer Class



Dr. George Bien's Certified Master Trainer class, taught in New York this January: A warm welcome to our new IACT Certified Master Trainer graduates

HABIT

**How shall I a habit break?
As you did that habit make
As you gathered you must lose
As you yielded, now refuse.
Thread by thread the strands we twist
'Till they bind us neck and wrist
Thread by thread the patient hand
Must untwine ere free we stand.**

– John Boyle O'Reilly

*Dear Linda and Robert,
The Expo issue arrived yesterday and it looks grand! What I had imagined is happening. You are taking IMDHA to the next level. Keep up the excellence.*

*Carpe Diem,
Anne Spencer
IMDHA Founder, Royal Oak, MI*



GENDER DIFFERENCES AND HYPNOTHERAPY

By: Philip Holder Ph.D.

Philip Holder is president of Master's Center for personal Development, an IMDHA Approved School Director and offers certification courses in the Philadelphia vicinity. Philip is a college professor and teaches Hypnotherapy courses at Bucks College

PROCESSING INFORMATION

Nature has given men and women their unique physical differences to assure the continuation of the human race. This is equally true of our psychological and emotional development. Through centuries of evolution, men acquired the ability to focus intensely on one objective (a trait valuable when hunting, waging war, etc.) while women developed the complementary ability of multitasking (a trait valuable when simultaneously caring for children while cooking, cleaning, etc.). It would be foolish to assume that modern pop-culture could suddenly erase what evolved naturally over hundreds of thousands of years.

Everyone knows (unless they grew up under an eggplant) that men and women process information differently. The "pop-psychology" of the last few decades would have us believe that most male/female differences are primarily acquired through socialization. The fact is that there are social, biological, and evolutionary reasons why men and women process information differently. To attribute these vast differences to socialization alone is pure nonsense. The idea that male/female, behavior is primarily a result of socialization is usually a prospective advocated by people who have a particular political and social agenda they wish to promote. The fact is ... In great part these traits are "hard-wired in."

Anyone who is or has been married knows what I'm talking about. For most men, give us one thing at a time to do and we'll do it well. We tend to stay focused and on track (most of the time). We generally do not do as well working with multiple tasks simultaneously. Women on the other hand can cook dinner, balance the checkbook, watch the kids, put on makeup and talk on the phone at the same time. They, however, usually find it more difficult to focus on one thing without interjecting peripheral or unrelated subjects. Neither one is better. Men and women are simply wired differently.

Here is an example of that I mean. Let's say that a husband stays out too late with his buddies. When he comes home his wife is furious. He says, "Listen, I'm not that late. I just lost track of time." She says, "You're so selfish. I guess you just lost track of time last year when you forgot our anniversary."

To the female mind the husband being late was tied to more than just that one late night out. The guy, however, is now

scratching his head wondering how they got from tonight to last year's anniversary (focus on one issue at a time).

Through evolutionary process the brain function of men and women has evolved differently. Generally speaking, the difference is this ... women use both hemispheres of the brain at the same time. Men on the other hand use only one hemisphere of the brain at a time. This is what gives women the greater ability to multitask. It is also what sometimes keeps them from staying on subject. Men on the other hand usually have greater focus on one issue.

COMUNICATION SKILLS

Women also tend to be more communicative and take greater interest in peripheral information. If you put two women who have never met together on a train from Philadelphia to New York, by the time the two get to New York they will likely know each others entire life story. By the same token you can have two men working in the same office for ten years who may not even know the names of each other's spouse or kids. An understanding of the differences between men and women and the way in which they each process information can make a world of differences when structuring productive sessions.

INTHERAPY

Many times over the years I have had students and fellow practitioners alike ask me if I could figure out why they were having success with some clients/patients and not with others, even while using basically the same therapeutic model. I frequently suggest that they check to see if there is a correlation between their successes, and the gender of the clients/patients that they have had success with. I find more often than not the therapist is having good results with one gender and not as good with the other. This occurs because the therapist has not taken into consideration the differences in how the male and female clients/patients process information differently.

MEN AND HYPNOTHERAPY

As a general rule of thumb you will get better results with male clients/patients by keeping things simple and more specific. It is usually better to select a limited number of suggestions that have been carefully prioritized, and then

compound, compound, compound. With men, less is often more. It is not the length of the session or the number of suggestions that will bring success but rather the quality and relevance of the suggestions made.

Remember, the subconscious mind is like the little kid in us. If you were to sit with a little boy, and make dozens of complex statements to him, it would not take long before he would be squirming in his seat. He would quickly reach a saturation point and be looking for a door out. The way out will usually be to bring himself out of hypnosis, or to simply begin rejecting the over-saturation of suggestions. As well, you can reach a point of diminishing return simply keeping someone in hypnosis too long (especially males). More is not always better. With men, keep it simple, direct, and focused on the suggestions that have a high level of immediate relevance.

WOMEN

Women seem to respond favorably, to more intricate suggestions than do men. Again remember, in hypnosis you are talking to the little kid within the person. In most cases, a young girl would be more willing to sit quietly and enjoy more intricate tasks or stories than would a young boy of similar age. Women may also respond to metaphor in a more positive and significant way than men. As well, women seem to have a longer duration period before reaching a saturation point with the hypnotic process. Because of their ability to multitask suggestions that mix practical and emotional components are more appropriate for women than with men.

THE RIGHT TOOL

In hypnosis/hypnotherapy one size does not fit all. There are many things that must be considered in designing a therapy for your client/patient. The person's personality type, their age, and their perception of the world around them (based on the individual's life experience) are but a few of the important considerations. Gender is always an important issue because it has significance in ways that surpass that of life experience and socialization. There are biological, and evolutionary factors at work.

If you are working with a woman you must also work with the little girl within her. Ask yourself what things a little girl might relate and respond best to. If you are working with a man, you are also working with the little boy within him. Ask yourself what things a little boy might best relate and respond to. By following this format you can use the power of human nature to increase the impact of your sessions and to empower your client/patient.

I just got my latest journal from the IMDHA. Good job, with lots of good and useful material in it. It's nice to have an association that actually gives something back to its members. So many offer nothing at all.

– Del Hunter Morrill, Tacoma, WA

Unlimited Human!

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CAN WE HAVE TWO MEMORIES OF THE SAME EVENT?

By C. Roy Hunter, Ph.D.

Roy Hunter, is an IMDHA member and practices hypnotherapy near Seattle, in the Pacific Northwest region of the USA. His experience includes providing hypnotherapy part time for terminal patients of the Franciscan Hospice from 2001 thru 2008, and 21 years teaching a 9-month professional hypnotherapy training course based on the teaching of Charles Tebbetts. Roy is the recipient of numerous awards, including awards from three different organizations for lifetime achievement in the hypnosis profession. His workshops are in demand worldwide.

Hopefully the above title caught your eye more than just another article discussing the benefits and pitfalls of regression therapy. The reason for my choice is that my own experience answers the above question in the affirmative - yes!

A number of credible teachers and authors have warned hypnotherapists about the risk of false memories resulting from inappropriate leading during regression therapy. Likewise, I warn my own students – both in the classroom and in my text, *The Art of Hypnotherapy*. However, this article will go where few have gone before: by sharing my own personal experience with a mishandled regression. This journey started in the early 1990's ...

After a local speaking engagement, a hypnotist from the audience approached me. She claimed that she was doing extensive research into explanations of the so-called "out of body" experiences that occur to children. She asked me to have lunch with her so that she could discuss her theories at length with me. Although I listened with an open mind, she raised my skepticism. Nonetheless, being an adventurous soul, I agreed to allow her to hypnotize me as a participant in her research project. Let's call her Linda (not her real name).

Before the hypnotic regression, I told her about my own O.B.E. at age six after stepping on a scorpion. The closest doctor was 23 miles away, so he gave my parents instructions by telephone. (I'll spare you those details.) By the time I went to bed, the excruciating and spreading pain caused by the poisonous sting made my entire leg feel like it could explode any minute.

Later that night, my leg went totally numb; and then I saw a brilliant white globe of light hovering above my bed that appeared to be about the size of a basketball. Even at that young age, I marveled that the rest of the room was dark, reflecting none of the bright light. Then the numbness spread through my entire body, and I was now unable to feel anything or move anything. Furthermore, I could not look away from the light – so I tried to yell out to my sister who was sleeping nearby.

Not only was I unable to open my mouth, I realized that I was no longer breathing! Then I started to float upwards ... and knew I was dying. With mental awareness only, I cried out to God reminding Him that I was only six years old, and

was too young to die just yet. Following that short silent prayer came a sensation of being slammed back into my body – and I cried out to my sister who told me that I was dreaming.

The next night, a similar globe of light hovered above my foot, but it was only the size of a baseball. This time the Light did not frighten me, because I was able to move. Also, whatever this was somehow gave me a mental or telepathic feeling that it was my guardian angel, and that it was there to look in on me. Within minutes I fell asleep, and my foot was better the next morning.

Armed with only the information about the first night (but not the second night), Linda hypnotized me to medium depth, and employed regression to specific event – taking me back to the moment when I first saw the bright light. She asked me to describe the room and my feelings, which I did. She then said, "I want you to go through the light and tell me if you are taken into a spaceship." (I've often told my students that the only thing missing was X-Files background music!) She proceeded to ask me one leading question after another, inappropriately leading me into "validating" her preconceived opinions, with me allegedly orbiting the earth for an hour or more having a UFO abduction experience.

When the session was completed, I told her that it was fantasy. Linda's response was to tell me that my mind had repressed those memories, and that most of her subjects reported similar experiences. Does anyone wonder why?

As an experienced hypnotherapy instructor, it is very easy for me to assume that what emerged during the regression is false memory – especially in light of the blatant leading. For the next two years I simply accepted the experience as false memory (other than what was remembered by me at a conscious level prior to the regression). Eventually a competent hypnotherapist (whom we will call Carol) regressed me back to the same childhood event. Here is a summary of how that second regression unfolded:

When my body was paralyzed and I prayed inside my mind, the bright light told me that it was the death angel – but that it was not my time to die, because I had something important to do. That is when my body jerked and I cried out to my sister. There was nothing that apparently happened between the time I felt myself starting to float up, and the time that I was slammed back into my body. The next day my leg

was still swollen and in pain. That next night, however, when the globe of light hovered above my foot, it apparently spoke to me and said, "I am your guardian angel, and I'm here to complete the healing of your foot." I awoke the next day healed.

Here is what I tell my students about the above conflicting regressions ...

They both seem equally true, and they both seem equally fantasized – except for what I remembered prior to the first regression. Professionally speaking, I believe that the mishandled regression gave me false memories. However, the second regression may be just as fictional as the first one – because a client can create his or her own false memories in order to "prove" a point to someone!

Please note the importance of my last statement in the above paragraph. My own spiritual beliefs could easily have resulted in my own subconscious mind creating false memories on the second regression – in order to disprove the first regression.

Since both of these perceptions of the same event cannot be true, perhaps the truth might be a combination of the two regressions. Many hypnotherapists sitting in my workshops have offered to facilitate another regression to help me identify the real memories; but there is a gift in my having two sets of memories for the same event. I can look my students straight in the eye and teach something emphatically from my own experience:

If you are on the receiving end of a mishandled regression, you may not be able to distinguish fact from fantasy.

Can I discover the truth of that O.B.E. that happened when I was only six? In my opinion, the answer is yes – but this experience serves as a constant reminder for me to emphasize the important difference between leading and guiding what facilitating hypnotic regressions.

If you have opinions about the cause(s) of someone's problems while facilitating regressions, please set aside all those preconceived opinions. Whether those opinions are based on professional analytical skills, spiritual beliefs, intuition, or "psychic" awareness, you may drive your client farther from resolution if those opinions are in error. Ask open-ended questions that do not lead the client, and be prepared to deal with what emerges. Also be prepared to handle abreactions when clients remember emotional experiences.

While there is much more that I could write regarding regression therapy, my primary purpose in this article was to share my personal experience so that others may read and heed. Merely reading about regression isn't enough.

Competent regression therapy can be far more valuable than suggestion alone in helping clients release the causes of problems – and can help bring permanent resolutions. For me personally, all of the hypnotic regressions that I've experienced as a client have helped me – except for the one that I wrote about in this article.

My recommendation is that hypnotherapy students should receive actual training before facilitating regressions ... and if you are not yet comfortable with regression therapy, add some width and depth to your training when possible.

You might also consider attending Paul Durbin's presentation on false memories at the IMDHA conference ... or get a CD if you are unable to attend.

* * *

You may purchase Roy's books online by going to the following link:

http://www.royhunter.com/hypnosis_books.htm

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IMDHA has a listing on MySpace – Join now and be a part of the MySpace community. Joining allows you to view profiles, connect with friends, blog, and much more! You can find the IMDHA MySpace page at:

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http://www.facebook.com/r.php?page_id=120667928509&r=111&locale=en_US

IAC T has a listing on Twitter! The New York Times calls Twitter "one of the fastest-growing phenomena on the Internet." You can find IAC T at IACTNEWS! Come join our group of friends.

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I am always impressed with the excellent customer service that you and the other staff members provide. Coming from a customer service background, I am always pleased to see the 'walk' and not just the 'talk'.

I do enjoy the library, and have put it to great use.

Sincerely,

– Joan Broadhurst, Victoria, British Columbia, Canada



WORDS FROM THE FIELD: MY ADVENTURES IN THE WORLD OF HYPNOSIS

By Michael Ellner

*Michael Ellner, an internationally prominent medical hypnosis educator and practitioner is a major force in educating healthcare professionals. Based on his extensive training and experience, he teaches a wide range of behavioral techniques that utilize language, metaphor, and imagery that heal at the most personal and biological levels. His blog can be found on the multi-award-winning web site TherapyTimes.com and his column can be read in *Hospital Newspaper*, a leading trade journal for doctors, nurses and hospital administrators.*

At the start of the year, "The" Peter Blum and I started talking about revamping, updating and co-teaching our Medical NLP and NeuroLinguistic Healing Trainings and that really excites me – it been about 10 years since we taught the workshop. We are looking at dates and locations for this one-of-a-kind training.

JANUARY 2010

In Mid-January, I submitted a proposal to present a lecture on mind-body pain reduction at the 92nd Street Y in NYC. January 29, 2010, I was a guest on a nationwide radio program and had the opportunity to discuss hypnotic pain relief and my recently published peer reviewed paper, co-written with IMDHA member Bob Aurbach. A big *Thank You* to Earl Caldwell. If you'd like to hear the interview, go to:http://archive.wbai.org/files/mp3/100129_150001caldwellc.MP3 Let the player load and then, to go directly to my interview, slide the time marker to just beyond the midway point (my segment starts 1 hr 11 min into the 2-hour show):

FEBRUARY 2010

In early February, after a very serious vetting process, my lecture was accepted and added to the 92nd Street Y's world-renowned "To Your Health" lecture series and I am delighted to be speaking at this very prestigious venue on Dec. 7th, 2010 at 6:30pm.

In mid-February, I spent a very moving day with a few hundred clinicians and academics honoring The Life and Work of Herbert Spiegel, M.D. as a representative of the IMDHA. Thank you Robert and Linda! The New York State Psychiatric Institute/Columbia U. hosted the memorial. It was held in the same auditorium where the late Dr. Spiegel often taught. The memorial was followed by a very insightful and visually exciting lecture by Richard J. Davidson, Ph.D., University of Wisconsin. Some may be familiar with Dr. Davidson's earlier research on "Mindfulness Meditation" using Tibetan monks provided to his lab by the Dalai Lama. In this lecture, Dr. Davison showed fMRI scans of brains viewing positive, neutral and negative imagery – amazing to see the actual scans of the same brains reacting to different stimuli ... He also demonstrated how positive and negative emotions can impact our heart function. Dr. Davidson and I

briefly discussed including hypno-meditative techniques like quantum focusing in possible future research that examines and compares the different kinds of meditation. He was very open to the idea of hypno-meditation.

Imagine how cool it was to be rubbing shoulders with past and current executives and members of the American Society of Clinical Hypnosis and the Society for Clinical and Experimental Hypnosis: two organizations that actively speak out against the practice of hypnosis by non-medical or non-mental health professionals. Now imagine being able to hold my head up and respectfully remind this very distinguished group that the late Dr. Herbert Spiegel disagreed with, and actively challenged their organization's policy of trying to inhibit our practices and refusing to train us and/or learn from us. In short, the good doctor said, "... If we have any special knowledge about hypnosis, it is our ethical obligation to share this knowledge with others who, in their own field, are diligently pursuing their own work. By sharing we can very likely learn from them as well. To presumptuously claim that only we can utilize this knowledge inflates our role, invites ridicule and undermines our own credibility."

–American Journal of Clinical Hypnosis (Vol.. 23, No. 2)
Considering Dr. Spiegel's opinion on this matter, it was a thrilling experience to frame the discussion about how to honor his memory by re-thinking the established position on hypnosis professionals who are not licensed health care practitioners. Hopefully it will open some minds and doors for us.

MARCH 2010

Okka Holthuis gave a stunning talk for the March 2010 Transformation All-stars teleconference. She focused on how her personal experience coping and living with breast cancer made her a better therapist and counselor. This moving and informative presentation was recorded, and I highly recommend that any one helping people with cancer and other life-threatening diseases and conditions listen to it. I will be presenting a program on Hypnosis and Mind-Body Healing for the April 12, 2010 teleconference.

On Wednesday March 31, 2010 I will be (and by the time you read this I 'was') the guest on WBAI's Global Medicine

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September 12, 2010, dates.

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at www.painweek.org



China ceremony photo includes: Robert Otto (second from right), Conrad Adams (third from right) and Rong Seng Chang (third from left) at the grand opening of the new IACT facility in Fujian Province, China

Thanks for the great service and community. I am very excited about the new changes and look forward to being a part of it all. As always, my best regards.

Sincerely – Matthew Tartaglia, Perkasie, PA

WORDS, Continues from page 30 ...

Review, hosted by Kamau Kokayi, M.D. and Faybiene Miranda. I plan to discuss integrating certified hypnosis into Pain Management settings. If interested visit the WBAI.org archives and listen to the show.

Which brings me to PAINWeek 2010 and the IMDHA/IACT HYPNOSIS Expo in beautiful Daytona Beach.

This is the fourth year in a row that Dan Cleary and I will be teaching at the PAINWeek Conference for frontline Pain practitioners and we still get quite a thrill helping them help their patients take the unnecessary suffering out of their pain. We are also thrilled to be ambassadors of the IMDHA and educate these professionals about the benefits and advantages of recommending and integrating certified IMDHA members with special training in hypnotic pain relief into their Pain practices. As Dan and I organize and prepare our presentations for this distinguished group of doctors, we are also updating and revamping our Two-Day Post-Conference Hypnotic Pain Relief Workshop in Daytona (May 31st - June 1st, 2010) Our advanced training is ideal for newly certified hypnosis professionals who want to assist the tens of millions of people living with chronic pain. Even seasoned pros and people who have studied with us before will benefit from this workshop, as Dan and I are learning and growing and continuously up-dating our training. We are confident that if you join us in 2010 you will leave our workshop with usable tools and concepts for assisting your clients with structural,

pathological or mysterious pain reduce their suffering.

Before closing I am going to add a copy of the abstract of my recent peer reviewed article co-authored with Robert Aurbach and published in the :

Fall 2009 Journal of International Association of Industrial Accident Boards & Commissions.

Abstract:

Hypnosis is an excellent intervention tool for the treatment of injured and ill workers with respect to learned helplessness, disability behavior and many of the physical and emotional symptoms experienced by injured workers. Assistance with stress and coping with external stressors, chronic pain, insomnia, depression and fostering a positive mental attitude are all well documented applications of hypnosis. A self-hypnosis training regimen offered by properly trained and certified hypnosis professionals offers an opportunity for a brief and measurable intervention, resulting in a likelihood of positive impact on the injured or ill worker, with none of the risks traditionally associated with psychological intervention in workers' compensation cases.

The citation for our article is: Hypnosis in Disability Settings.

Ellner M, Aurbach R. IAIABC (International Association of Industrial Accident Boards & Commissions Journal). 2009(fall);46(2):57-70. If you wish, you can purchase the full article via the Journal's website:

<http://www.iaibc.org/i4a/pages/index.cfm?pageid=3616>



MEMBERS ON THE MOVE ...

Sherri Hood has recently received confirmation on an abstract that she and Dr. Fred Janke, MD have done. Re: Intensive Single-Session Hypnotherapy For Smoking Cessation has been accepted for poster presentation at the Alberta College of Family Physicians Annual Scientific Assembly on Thursday February 25th 2010 in Banff, Alberta. Our 3'x4' poster lists Sherri's intervention and all of the statistics gathered by independent researchers from the University of Alberta. The poster will be presented to attending physicians.

More news ... The article entitled Hypnotherapy: an effective therapeutic tool for the modern medicine cabinet by Fred H Janke B.Sc., M.Sc., M.D., F.C.F.P., F.R.R.M.S., Sherry M. Hood M.H., C.Cht. has been accepted for publication in the Family Health magazine August edition. This publication goes to every physician in Canada as well as pharmacies across Canada. We are very excited as the readership for this magazine is incredibly large and it is another step towards hypnotherapy becoming an accepted therapeutic tool among physicians. The Family Health Magazine is sponsored by the College of Family Physicians of Canada.

* * *

IMDHA member **Molly Ferguson** was recently jailed in an effort to help Jerry's Kids© and MDA through the Metairie Executive Lock Up in Louisiana. Donations to the cause help families living in the community and helped guarantee Molly and early release!

* * *

Love is in the air for IACT members **Paul Aurand** and **Sophia Kramer**. The couple will exchange marriage vows on July 3rd in Lueneburger Heide, Germany. Best wishes to the bride and groom for a long and happy union.

* * *

Michael Ellner and **Robert Aurbach** recently had their paper, 'Hypnosis in Disability Settings' published in the International Association of Industrial Accident Boards & Commissions Journal. Great job gentlemen!

* * *

Congratulations to **Lindy-Lee Shepherd** as she joins the team of excellent instructors who are teaching to the IMDHA educational standards. Lindy-Lee hails from the beautiful location of Cape Town, South Africa.

* * *

James Duncan has joined the ranks of the All-Stars Team as the new director! We wish him much success in his new role. Information on the All-stars lineup of guests and topics

can be found in our monthly newsletter. Check it out! You'll be glad you did.

* * *

Mary Ellen Otto is part of the leadership team of Indigo Connection's Lakeside Women's Retreat. She is slated to speak on "Time to Nurture U: Guided Relaxation, Reflection & Rejuvenation. Dates for the event are May 14-16 right on beautiful Lake Erie.

* * *

Franka Fiala was recently interviewed on Wole TV Channel 12 PR (Spanish language) in 3 parts. I am certain you'll find them quite educational about hypnosis:

Entrevista con Franka Fiala sobre Hipnosis part1
<http://www.youtube.com/watch?v=IpaZaGuw5sc>

Entrevista con Franka Fiala sobre la hipnosis part 2
<http://www.youtube.com/watch?v=1U0u8KF0oZw&NR=>

Entrevista con Franka Fiala sobre la hipnosis part 3
<http://www.youtube.com/watch?v=wqQZNtNBj9Q&NR=1>



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