

HypnoPerth
Prospectus
For
Hypnotherapy Practitioner Level Training

and obtain indemnity and public liability insurance as a practising professional.

Welcome and thank you for your interest in the HypnoPerth professional practitioner level training in hypnotherapy.

My name is John Moonie, and I am the owner and Course Director for HypnoPerth which was established in 2002. Whether or not you elect to become a practising hypnotherapist following this course, my intention is to give you a life-changing interest and enthusiasm for using hypnosis for the great benefit of your clients, your friends and your family.

My belief is that this course affords you the best chance of

- Learning proven and effective techniques from trainers with practical daily experience of helping clients successfully with many different problems and opportunities.
- Focusing on specific main problems clients present you with from smoking to weight control to anxiety and depression. How to deal with them and how to offer your solution to the public.
- Using a wide variety of hypnotherapy techniques – not just suggestion therapy. Other Trainers may advertise Introductory and Advanced courses. This one covers both.
- Gaining experience of advanced, analytical techniques to keep therapy both short and powerful, using psychotherapy, Ericksonian approaches, guided imagery, age regression and revelation processes.
- Keeping a practical balance with the theoretical, with a high emphasis on actual clinical ability and involvement.
- Acquiring working NLP skills to enhance your dealings with clients and the effectiveness of your hypnosis.
- Learning the part other courses can miss out – selling and marketing. Apart from being technically competent and being a great therapist it's all for nothing if no one knows about you and no one pays for your services. Where therapists fail, it's mainly in this department. We want you to win in therapy and in business.
- Good advice about setting up in business – maybe for the first time. Learn from our mistakes, not yours.
- Acquiring a respected qualification, which you can use in your correspondence and advertising. Gaining recognition by the General Hypnotherapy Standards Council and becoming a registered therapist with opportunities to advertise

"The **Practitioner Level Course** offered by **HypnoPerth** has been **Assessed and Validated** at **Practitioner Level** by **The General Hypnotherapy Standards Council (UK)**. Graduates from the course are eligible for professional registration with **The General Hypnotherapy Register** (the GHSC's registering agency), together with the acquisition of the industry-based award - **The General Qualification in Hypnotherapy Practice (GQHP)**."

GHSC

Practitioner Level

VALIDATED TRAINING

General Hypnotherapy Standards Council

Trainer

Name: John Moonie

Hypnotherapy Qualifications:

- Successful completion of certificated course in Clinical Hypnotherapy and Hypnoanalysis on 17 July 2002.
- **HPD** – Hypnotherapy Practitioner Diploma - a National Council for Education (Ncfe) award under the auspices of the National Council for Hypnotherapy (NCH).
- **SQHP** – Senior Qualification in Hypnotherapy Practice issued and validated by the General Hypnotherapy Standards Council.
- **GHR(Reg.)** Registered with the General Hypnotherapy register – No. 690.
- **NHR** - Registered with the National Hypnotherapy Register.

Practice:

John has been in successful full-time hypnotherapy practice for 9 years and has helped a wide variety of people and their presenting problems. This has ranged from fairly simple habits like smoking and overeating to more complex issues such as depression, insomnia, anxiety and phobias. He has also handled the more positive aspects like improving performance in sports or business with a combination of hypnotherapy and life coaching.

John has a strong commercial background as a senior IT project and personnel manager from which he brings a variety of skills and resources. He is aware of the stresses of working life and how these affect people in business. This broad experience also includes a good knowledge of how computers and the internet can help with marketing and selling.

He has received referrals from Perth Royal Infirmary and local GPs for smoking, weight, pain control and a variety of issues including anxieties and depression. John carries out voluntary work for Perth Association for Mental Health at regular intervals and has been appointed as a peer support group facilitator for Perth and Kinross area for the General Hypnotherapy Standards Council.

Outline Course Programme.

The course consists of modules which build confidence and knowledge successively by balancing theory and practice.

Home study

Prior to starting the practical course and its modules, the student is given advice on reading and audio CD assignments to gain understanding of hypnosis and hypnotherapy in advance, if needed. This is pitched at the appropriate level given lack of practical experience at this stage. At regular intervals throughout the duration of the course, including the practical element students are expected to balance their practical intake and experience with the theory. Time shown reflects the total expected number of hours needed to do this overall.

Estimate 120 hours

Classroom/Personal Tuition

Week 1 – note that in all modules practical examples and demonstrations will be in use, where appropriate, to balance theory.

Module 1 - Introduction

Contents

- General Review and discussion of pre-course study assignments.
- What is Hypnosis? What is Hypnotherapy?
- Overview of the history of hypnosis and mesmerism.
- Susceptibility to hypnosis and measurement of depth symptoms.
- Your motivation for being a therapist
- Basic hypnosis – practical session
- Legal implications.

Module 2- Session Structure and Practice

Contents

- First contact form – client background. Computer considerations; Data protection
- Listening skills
- Actual vs presenting symptoms; the “Columbo moment”
- Diagnostic trance
- Testing for susceptibility – informal and formal
- Estimating numbers of sessions
- Induction, deepening, ego enhancement, therapy and alerting.
- Post-hypnotic suggestions in therapy.

Module 3- Induction and Deepening – the Power of Suggestion

Contents

- Gaining client rapport and trust, matching and mirroring; first session considerations
- NLP - Eye movement and internal unconscious input
- VAKOG (Visual, Auditory, Kinaesthetic, Olfactory and Gustatory) – the senses
- Conscious output vs unconscious input.
- Hypnotic induction by suggestion. Eye roll, breathing, progressive relaxation, imagery
- Role of scripts
- Matching client’s primary VAK system to induction
- Alerting the client. Complications.
- Post-session feedback. Preparing client for next session.
- When to use these techniques
- Feedback forms

Week 1 continued...../

Module 4 - Distraction, Overload, Indirect Suggestion and Ericksonian Hypnotherapy

Contents

- The role of belief, distraction and conscious overload in hypnosis
- Confusional method
- Therapist confidence
- How clients are already hypnotised by their problems
- Ericksonian hypnotherapy
- Ericksonian - basic induction and practical

Module 5 – Direct versus Indirect Methods; Gynaecological and Sexual Problems

Contents

- Ericksonian principles – how this fits with previous methods and NLP
- Goal of therapy. Conscious and unconscious minds revisited.
- Direct and indirect suggestion.
- Waking hypnosis
- Metaphor and story-telling. Ericksonian scripts and pitfalls. How to avoid sounding like you grew up somewhere else (unless it was America!)
- Guest speaker - Gynaecological and sexual problems.

Module 6 – More Advanced Techniques; Psychotherapy with Hypnosis

Contents

- Role of psychotherapy with hypnosis
- Psychodynamic therapy – ideomotor signalling
- Sensory focusing and age regression/progression
- Past Life Regression - how to do it - is it useful?
- Resolving problematic unconscious memories; expression of blocked emotion
- Conditioned Reflex – helping the client move from puzzlement to solution
- Self hypnosis – key skill for recovery and result stability

End of week 1 - 70 hours

Module 7 – Addictions and appetite disorders

Contents

- The psychology of addiction. Understanding basic personality types
- Smoking cessation – “single session wonders” – when is it misleading? Why smokers fail in their intentions. Post session support
- Weight loss or control – appetite disorders – typical underlying reasons
- Gastric band and aversion hypnosis for overeating and snacking (important)
- Alcohol and drug addiction – who to treat and who needs other types of assistance

Module 8 – Anxiety, Depression, Fears and Phobias

Contents

- Anxiety, Phobia Defined. What is a phobia? How did it get there?
- Work-related Stress. From “rust-out” to “burn-out”.
- Specific phobias, social phobias and agoraphobia
- Depression – care in approaches and treatment. Contra-indications
- OCD and PTSD
- Dreams – interpretation and therapeutic interventions
- Typical successful therapy programme for anxiety based problems
- Insomnia – relation to anxiety and stress

Module 9 – CBT, Pain and Healing

Contents

- Cognitive Behavioural Therapy (CBT)
- General approach to pain and medical conditions. Medical and dental personnel liaison
- Hypnotic analgesia and anaesthesia
- Dentistry. Help for dental fears, phobia and pain.
- Medical and Surgical applications. Obstetrics and gynaecology. Injuries. Miscellaneous illnesses and complaints.
- Imagery, Relaxation, Distraction, Time distortion, Dissociation, Suggestion
- Self-hypnosis role in pain reduction or elimination.
- Importance of follow-up, monitoring and tracking progress.

Module 10 – Other problems and Performance Issues

Contents

- Hypnotherapy for children. Professional and legal obligations
- Psychosexual problems, jealousy and relationships
- Speech and language – stammering and stuttering
- Nervous habits and tics
- Exam anxiety
- Sports performance improvement
- Business skills and performance
- Course review to date and instructions for next period.

Module 11 – Marketing, Selling, Insurance, Running a Business

Contents

- Review of practical and other work set since Week 2.
- Where to run your practice – from home, mobile or somewhere else?
- Public Liability and Indemnity Insurance
- Packaging your services and what to charge
- Brochures, Business Cards, Leaflets, Newsletters
- Presentations and Lectures
- Advertising – Yellow Pages, Newspapers, Magazines, Specialist Publications, Radio, TV. Free advertising – write an article. What works and what doesn't
- Referrals
- Using your own website to generate up to 60% of your income. Selling (E-commerce) online. Why this can be one of your cheapest and best sources of clients and income.
- Creating your own CDs for sale or for use with clients.
- Advertising on vehicles
- Guest expert speaker

Module 12 – Advanced techniques and NLP

Contents

- Parts therapy
- Fast Induction stop smoking example and practical.
- Practical Sessions - addressing 'sides of the body'.
- Briefing re Case Studies, Dissertations and Final Exam.

End of week 2 - 70 hours

Case Studies

(Elapsed time 1 month)

Students use knowledge gained on course to do a minimum of 8 case studies, fully documented with case histories on friends or family and other volunteers. Estimated average 3 sessions each, requiring 1 hour for admin, 1 hour preparation, 2 hours for the session and a further 1 hour for documentation.

120 hours

Dissertation

Student completes a dissertation of not less than 2000 words (around 4 pages of A4 text) on what motivates them to become a professional hypnotherapist, what aspects of the course have interested them most and what they feel they can uniquely offer to prospective clients. From case studies what they found to be successful and how they can reinforce these skills. Also what was less successful and what avenues of research they can take to redress the balance.

20 hours

Final Exam

Preparation for and answering of the final exam (open book exam) paper.

50 hours

Total course time – 450 hours

What you learn and what skills you acquire on this course.

- Hypnosis and hypnotherapy defined. Historical background and present day situation.
- The purpose of hypnotherapy. How to identify what clients need and want.
- Practice set-up and marketing. Selling the services you offer through personal contact, telephone, website and other media. Get clients to come to you in the first place. Making a success of your business and your therapy.
- Continuing Professional Development (CDP)
- Hypnotherapy and Regulation – what this may entail in future.
- The law and hypnosis.
- Therapy room set-up.
- How to set up a credible treatment plan for each client. Knowing what clients really want vs. what they may say they want. Client goal-setting and measurement. Case notes – how to take and format.
- Counselling and coaching skills – it's not all about hypnosis.
- Various means of helping clients enter a useful state of hypnosis (induction).
- How to deepen an initial state of hypnosis. Depth testing – signs and symptoms.
- Scripts – publicly available, course-specific and how to write your own.
- Ego enhancement and confidence building in your client.
- The role of NLP (Neuro-Linguistic Programming) with hypnotherapy –
 - o Eye movement interpretation (unconscious input) – use in diagnosis and treatment. Gaining rapport quickly and effectively.
 - o What/how is the client trying to tell you? Conscious output speech patterns
 - o Mirroring/matching client behaviour – increase rapport and your effectiveness
 - o Use of Milton and Meta Models to achieve trance state – direct and indirect suggestion
 - o Ericksonian scripts and approach relative to NLP
 - o Use of anchors
 - o Parts therapy
 - o Dissociation
 - o Meta mirror useful in social anxiety and other states
 - o The “fast phobia cure” – the rewind technique. Uses and limitations.
 - o Waking hypnosis
 - o Use of metaphors in induction and treatments
 - o Diagnostic trance technique - invaluable.
- Advanced techniques of hypnotherapy –
 - o Age regression (various methods) to get to the root cause of the problem. False memory syndrome.
 - o Past Life Regression. Fact or Fiction? Does it matter?
 - o Ideomotor signalling and how to use it to analyse a problem.
 - o Use of some Cognitive Behavioural (CBT) techniques for anxiety and depression, etc.
 - o Revelation techniques and guided imagery.
 - o Handling abreactions (abnormal emotional reactions).
 - o How to deal with problems of ending the session.
 - o Pain and a number of different techniques to banish or alleviate it.
 - o Resistance and transference.
 - o Hypnotherapy and psychotherapy
 - o Teaching self-hypnosis and handouts for clients.

Deal with specific client problems and applications of hypnotherapy

- Habits, dependencies
 - o Stop Smoking
 - o Weight Control & Appetite disorders e.g. bulimia, anorexia nervosa
 - o Alcohol and Drugs
 - o Nail-biting
 - o Cheek-biting
 - o Hair-pulling (trichotillomania)
- Psychosomatic problems
 - o Asthma, dermatological complaints, IBS, headaches, hypertension, tinnitus, urinary incontinence.
- Pain – chronic and acute. Various methods of relief and monitoring/controlling
 - o Use of self-hypnosis in pain control, handouts for clients.
 - o Hypnosis and cancer

- Obstetrics and gynaecology
 - o Pregnancy
 - o Preparation for labour and delivery
 - o Gynaecological conditions, e.g. PMT, dysmenorrhoea
- Dental Hypnosis
 - o Pain control
 - o Control of bleeding
 - o Bruxism (teeth-grinding)
 - o Gagging
 - o TMJ (temporo-mandibular joint) problems
 - o Needle phobia
 - o Anxiety and phobia of dental treatments
- Anxiety, fears, panic attacks, phobias
 - o Recognition and treatment of various types of anxiety
 - o Obsessive-Compulsive Disorder
 - o Insomnia
 - o Post-Traumatic Stress Disorder
 - o 3 main classifications of phobias and their treatments
- Depression, Psychosexual problems, Stuttering and Stammering, Tics
- Hypnosis in Personal, Sports and Business Performance
- Children's hypnosis

Qualification obtained. Membership entitlements.

On successful completion of the course, the graduate is

- Awarded a diploma certifying successful completion, signed by the course director
- Is entitled to use the letters Dip.AH (Diploma in Analytical Hypnotherapy)
- Is entitled to apply to the General Hypnotherapy Standards Council which will award a General Qualification in Hypnotherapy practice (GQHP), provided certain conditions are met. You may register with the General Hypnotherapy Register.
- Guaranteed 6 months' post-graduate support via e-mail or telephone in dealing with clients
- Will be eligible for practitioner insurance for Professional Indemnity, Public Liability and Legal Defence Costs.

Code of Ethics.

Graduates and practitioners are expected to abide by the GHSC code of ethics to maintain a professional image of hypnotherapy, the training school and the GHSC.

Diplomates who fail to adhere to this Code may have their qualification rescinded and will also be subject to GHSC disciplinary action. The school's philosophy on this subject is that standards must be maintained at a very high level to gain and keep public confidence in hypnotherapy and that practitioners observe the Code of Ethics as a matter of first priority.

Complaints procedure

This is precisely the same as the GHR procedure, as documented on the website at

<http://www.general-hypnotherapy-register.com/>

If complaints are made about a therapist, depending on the severity they may be dealt with locally by the training school, but if beyond relatively minor may be referred to the GHR for further consideration and/or action.

Reading List

Recommended

Title	Author(s)	Publisher	ISBN
"Hartlands Medical and Dental Hypnosis"	Michael Heap and Kottiyattil K. Aravind	Churchill Livingstone	0-443-07217-5
"Hypnotherapy Scripts – A Neo-Ericksonian Approach to Persuasive Healing"	Ronald A. Havens and Catherine Walters	Brunner-Routledge	1-583-91365-3
"NLP Workbook"	Joseph O'Connor	Thorsons	0-00-710003-5
"Monsters and Magical Sticks" (There's No Such Thing As Hypnosis?)	Steve Heller, Ph.D. & Terry Steele	New Falcon	1-56184-026-2
"Marketing for Complementary Therapists"	Steven A. Harold	howtobooks	1-85703-806-1

Optional.....

Title	Author(s)	Publisher	ISBN
"My Voice Will Go With You" – The Teaching Tales of Milton H. Erickson	Edited by Sidney Rosen	W. W. Norton	0-393-30135-4
Scripts Strategies in Hypnotherapy	Roger P. Allen Dp Hyp PsyV	Crownhouse Publishing Limited	978 - 190442421-5
"Fear Busting"	Pete Cohen	Element	0-00-715109-8
"Feel the Fear and Do It Anyway"	Dr. Susan Jeffers	Arrow	0-09-974100-8
"You Can heal Your Life"	Louise L. Hay	Eden Grove	1-870845-21-8

Assessment

Is by –

- Continuous assessment on the classroom/practical element of the course
- Marked dissertation post-course
- Assessed case studies
- Marked final examination

Admissions Criteria

- The main qualifications are a genuine desire to help others and willingness to learn
- If you already possess a professional qualification in the field of medicine, psychology, dentistry, nursing care, complementary therapy, etc., this will enrich your existing experience and knowledge
- Where there is any doubt that a candidate will not be able to cope with the theoretical or practical demands of the course, the course director reserves the right to select or reject applications accordingly
- The course is open on an equal basis.

Admissions Procedure

1. Please complete and return the Course Application Form (online or via post).
2. Subject to admissions criteria, you will be informed of your suitability for the course.
3. At the discretion of the Course Director you may be interviewed by telephone or in person.
4. If accepted, you will be informed and notified of the next available course date along with request for booking deposit.

Costs

The course fee includes:-

- Delivery of the practical element of the course; lectures, supervision and any guest lecturer's time.
- Course handouts and CDs. Stationery required during the practical element of the course.
- Coffee, tea, lunch (note special dietary requirements are catered for).

The course fee does **not** include:-

- Membership fee for the General Hypnotherapy Register or other professional bodies, since you may elect to practise professionally, or not.
- Practitioner Insurance premium required if you decide to offer hypnotherapy services to the public.
- Transport or accommodation.
- Cancellation insurance should you elect to take this.