HYPNOSIS OREGON

September 2007

Official Publication of the Oregon Hypnotherapy Association www.hypnosis-oregon.com

OHA Journal Gets New Look

Joseph Bennette, MRET, CHt

Volume 9, Issue 3

The Oregon Hypnotherapy Association Journal is now Hypnosis Oregon, the Official Publication of the Oregon Hypnotherapy Association. It was time for a change – which includes changes in design, layout, and name. You'll see many more articles, too, as the emphasis is on sharing and connecting.

As the editor of Hypnosis Oregon, I express my appreciation to all those who have stepped up and offered articles, advice, suggestions, and lots of encouragement.

The goals of this newsletter are to further the purposes and objectives of the organization and its members; and to educate the public about our profession and those who practice it.

It is my desire to include more members in the creation of each issue. In this issue you'll receive marketing and practice tips, some 'how to's', a case story, a community outreach story, and more.

I'm so excited to be involved with the Oregon Hypnotherapy Association's newsletter. Our members represent the cream of the profession. If you have something to contribute, please email me at journal@hypnosis-oregon.com.

IN THIS ISSUE

OHA Journal Gets New Look1
The Hard Luck Rock1
Oregon State Health Fair
Susceptibility Testing
Marketing Tip4
Practice Tip4
Meeting Registration Form5
More at www.hypnosis-oregon.com

The Hard Luck Rock

Robert D. Reid CLRC, CI, CHt.

Katherine, my client, and I were just about to finish up our session when she asked to speak with me for a few more minutes. It was August 1999.

"My husband Carl is having some difficulty lately and he has been pretty upset. Would you be able to see him if he would come?" "What seems to be the problem?" "He won't say" Katherine replied, "but it sure is bothering him."

"Well, have him give me a call and I'll speak with him." About a week later, Carl called and he wouldn't reveal to me over the phone what the problem had been for him. He wanted a private session to deal with his concern.

I made an appointment with him for the next Thursday at 8:30 in the morning.

I got to the office a little later than usual because of traffic and Carl was waiting there. He looked a bit nervous but stated he was glad I was there.

I offered him some tea or water, which he declined, and invited him to take a comfortable seat.

He filled out my brief "new client form" which took a few minutes and then I asked him what was troubling him and what brought him here.

Continued on next page

Next Meeting

Oregon Hypnotherapy Association
Saturday, Sept 22, 2007
Fairfield Inn, 6100 SW Meadows Road
Lake Oswego, Oregon
11:30 AM to 5:30 PM 5 CEU hours
Members \$45, Non-Members \$55, Students \$35
See registration form on page 5
or register by phone at 503-635-1900

The Hard Luck Rock

Continued from page 1

Carl said, "I am having some very troubling thoughts and I didn't want to talk about them on the phone because I was at home." "What kind of thoughts?" I asked.

He said, "It is really strange, I only have two thoughts that keep repeating and they won't stop. One is 'Hard Luck Rock' and the other is 'Patricia.""

"Honestly, Robert, this is driving me crazy. I have no idea what Hard Luck Rock means and I don't know any Patricia. I really love my wife Katherine and I have never been unfaithful so I don't know what is going on."

"How long have these thoughts been going on Carl?" "For about two years," he said. "Have you seen anyone about the possible cause?" "No. I have been too embarrassed."

"What can I do? Katherine loved being a student of yours and highly recommends you. Can you help me?" "Well, I think I can Carl. Have you ever been hypnotized?" "Well, Katherine put me into a deep relaxation while she was a student of yours. The children and friends too were hypnotized. No one escaped." We both had a little laugh at that.

In our pre-talk Carl asked few questions. I asked him if he needed to use the restroom and he declined. I asked him if it would be all right if I were to touch him on the knee or the shoulder or the middle of the forehead during the session. He agreed to that.

I told Carl that I was going to use a technique I called "Your Source Is Your Guide" with him and explained that he, the client, was the one with all the power and that I would act as his guide in his journey.

We talked a little bit more and then I asked him if he was ready to be hypnotized. He said he was.

I let Carl know that he would be able to communicate with me by talking when he was in trance.

I used a relaxation technique he had already experienced with his wife. Carl quickly achieved a very deep state when I used some deepening techniques. I asked Carl to go deep within himself to a place where he felt completely at home and centered and to let me know when he was there by saying, "I am there."

I paused to let him center and then he said, "I am there."

"You are in the place of source for yourself. This is where you are connected to everything that you want to know. Allow your source self to take you to the very place that you need to be to answer all your questions and when you are there say 'I am there."

Carl didn't answer for a while and I asked, "What is happening?" He said, "I am standing in front of what looks to be a big dark wall." "Is there anything about the wall that is

different?" He said, "There is a dark spot."

"You might want to walk closer to the dark spot," I said, "and see what is there." He didn't respond again.

"What is happening?" I asked again. "There is a hole in the wall."

"You might want to go into the hole," I suggested to him.

After Carl stepped through the hole he started to become lively in his affect.

He said, "I am in a tunnel and I am stooping over to go toward some sound I am hearing. It is jack and Frank and I can see the lamp light. I grab up my pick and begin digging."

"Describe your surroundings." "We are in the Mine." "Do you know what year it is?" "1830." "What are your friends doing now?" "We are all digging." Carl then shouted "Oh no, hard luck rock, hard luck rock." "Gas, gas" his voice level increasing, "the bird is dead."

I calmed Carl down and had him tell me as an observer what else had happened there in the mine. He was very calm and said there had been an explosion and that they had all been killed. He expressed his sorrow that that had happened and acknowledged that he had carried a burden of guilt from that event.

I told him that in a few moments I would bring him back to the present, but before I did I asked him, "What was the name of the bird you had in the mine. Carl began laughing uproariously. "It was 'Patricia!" he exclaimed.

We did a little cleanup work to take care of any residual energy from the traumatic event and then came back to the present time.

Carl was completely resolved in one session and has been able to share with his wife, Katherine, the whole story.

He has been totally free of the intrusive thoughts for more than five years now.

Robert is a certified Quantum Hypnotherapy Instructor, Trainer and Teacher of various models of consciousness, and Certified Life and Relationship Coach. He is also a certified instructor for the National Guild of Hypnotists, a member of the Oregon Hypnotherapy Association (OHA), and an elected lifetime member of the Business Leader's Organization Who's Who Worldwide. Robert is Co-Owner and CEO of Life Works which includes the School of Hypnosis. He has a degree in theoretical physics with minors in Mathematics and Chemistry and had a 35 year career in the Aerospace industry.

Susceptibility Testing

By Howard Hamilton

Falling Back Test

The person is standing in normal awareness, feet close together, arms hanging loosely by his/her sides and facing away from any light source, with head tilted back in an upward position with eyes closed. You are standing behind, with your hands placed on the upper-most part of each of his/her shoulders.

Script:

"In a moment, I will ask you to imagine how it feels to fall back; and when you fall back I will catch you. I want you now to imagine it is night time and you are looking up into the sky... into outer space... as you do this ... imagine how it feels to fall back; you are falling back... falling back... (keep repeating)... you are falling back... (Release your hands from his/her shoulders and catch him/her. Allow subject to fall only 8 to 10 inches. Be sure to properly brace yourself to catch the weight)

If they do not respond, place your hands back on the uppermost part of their shoulders and say:

"Keep looking up into the sky.... and as you do... practice rocking from the ankles" (Begin rocking them gently back and forth several times and then stand them back up, leaning backwards, slightly off balance) and continue with "You are falling back... falling back... falling back" Release your hands and catch him/her.

Note: If the person is wearing high-heel shoes or boots, they need to be removed.

Contracting Fingers Test

Clasp your hands together... Raise the thumb on top and focus your eyes on that thumbnail. Extend your two index fingers, holding them approximately a half inch apart... Imagine there is a magnetic force pulling your fingers together... Getting closer and closer... closer and closer as that magnetic force becomes stronger and stronger... (when they touch)... Okay, look up... (Continue with an induction/deepener)

These tests were demonstrated by Howard Hamilton at the June 2007 OHA meeting in Lake Oswego, OR.

Oregon State Health Fair

Patrick Glancy, CHt

A couple months ago, I was invited to participate in the Oregon Human Services Health Fair organized by Healthworks. I had never heard of it and didn't know anything about it. The spot was exposure to several hundred state employees with health questions at no cost to me.

I have done shows before but was not sure what to expect for a free table at a state office. What I did get was wonderful. From start to finish my contact with Healthworks was professional and attentive. They were willing to help in any way to make the vendors happy and comfortable.

There were maybe 40 other vendors, ranging from local gyms, YMCA, ODOT, Salem Hospital, Health insurance companies, chiropractors, health food stores and more. There was a nice sense of supportive camaraderie with the vendors and I made some good business contacts. I was right next to Weight Watchers and was not very excited about that. By the end of the health fair, their representative was asking me questions about how hypnosis might address cravings and increase the Weight Watchers long term success rate. I gave myself a pat on the back.

At the very end of the fair, the person on the other side of me, from ODOT told me she learned hypnosis at a Christian retreat several years ago and currently uses it to help her children. What a neat story! I wish I was able to hear more about that.

During the health fair there was a nice flow of people. Of course there were a few people who saw my hypnosis

Continued on next page



Marketing Tip

Four "Secrets" to Successful Advertising

By Janie Martin, C.Ht | www.hypnosisforhealing.net

PUT YOUR BEST FOOT FORWARD

First, get the best haircut, the best makeover and head for the professional photography studio. Forget your friend's digital photo of you. No matter how cute, go professional. Your image is primary!

Next go to the best printing company you can find; let them do your brochure and cards, Keep your hand in it; don't just give them free reign. Your image is primary!

People will always go toward a human face on an ad and screen out all the written material. This is human nature. Your service is personal; they want to see who they will be coming to. Keep the written material to a minimum and some space; it will best be noticed.

TELL THE TRUTH

Don't lose your personal integrity by exaggeration of the facts or inflating the facts in your advertising. If the public doesn't see through it, the Universe will!

When advertising in the newspaper, instead of just having your credentials and everything hypnosis does, appeal to emotions that address their problems.

KEEP IT SIMPLE

A simple ad that says something like:

ARE YOU SUFFERING FROM SHOPPING ADDICTION AND CAN'T SLEEP FOR THE DEBT YOU ARE NOW IN?

HYPNOSIS CAN HELP.

Then just put your name and contact information. **Keep it short! Tell the truth!**

Advertising is about them - not about you. Put your credentials in but let the first thing they see be about what you can do for them!

Most people don't really care to read too much information in this day of overload. Keep it simple and give them, "Just the facts Ma'am".

DISPEL THE MYTHS

Another thing most people don't do in a newspaper ad is to dispel the fears and myths about hypnosis. This is the very thing that worries most people, and keeps them from your door. Address the misconceptions about hypnosis first, and then watch them call!

information and crossed to the other side of the room. A couple of those I was able to talk to and hand a brochure (which they probably burned as soon as they got home). But the number of people receptive to hypnosis and its potential was refreshing. A handful had used hypnosis in the past and more knew someone who knew someone that used hypnosis. You know the routine. Employees of OSHA and the Treasury department were very respectful and interesting to talk with.

I made some session and consultation appointments from the fair, which is always a good thing. I also created new long term contacts in the community that will be mutually beneficial - spreading the word and informing the public. A couple weeks after the fair Healthworks sent a Thank You letter saying the employees appreciated my information and professionalism. They plan to keep me on their list for other state employee health fairs. It was an enjoyable and productive use of time. I hope to be back.

Patrick Glancy, CHt, a graduate of the Howard Hamilton School of Hypnosis, has been practicing hypnotherapy in Salem for 5 years with a focus on behaviors, including smoking cessation and weight management. He became NGH Board Certified February 2007and is a member of the Oregon Hypnotherapy Association.

Practice Tip

Simple Things - Done Consistently - Produce Results Julie Sorick, CHt

When I see a new client, I have their file at my office. My intake form asks for email addresses. Since my practice is part time, I write their name, address phone number and email address in my daytimer, so I have easy access to phone numbers if I should need to call prior to an appointment wherever I am.

Since my main computer is at home rather than my office, I can then use the information to enter the email address into my client group. This will save time if you do it every few days rather than wait until you have 20 or more to add. I keep groups by year, such as clients 2006, clients 2007.

It's a good idea to stay in touch with your clients, by sending a brief email on a news topic, health or practice item. Use these emails to offer a special for treating a specific condition or to try out a new technique. This will allow you to practice in a specific area that you might not be able to more than a few times per year.

You may want to see clients to practice EFT or some other modality you would like more experience in to expand your practice. If you have a website, you can just link to a specific page on it and get more exposure to your website.

Meeting Registration Form

Fairfield Inn, 6100 SW Meadows Rd, Lake Oswego (Off I-5) Fees: Members \$45, Non-Members \$55, Students \$35

Name	Address				
City	State	Zip	Tel:		
Numbers I wish to	register:Me	mbers, and/or	Non-Members, and/or	Students	
I am enclosing my check for total amount due: \$					
	Send this	registration a	nd fees to:		
	Oregon F	Hypnotherapy A	ssociation		

Inquiries: Tel: 503 635-1900 Fax 503 635-4346

16869 SW 65th Ave. PMB 357 Lake Oswego, OR 97035

OREGON HYPNOTHERAPY ASSOCIATION

Preserving Professionalism in Hypnotherapy PMB 357 16869 SW 65th Ave.

Lake Oswego, OR 97035 Telephone: 503 635-1900

Fax: 503 635-4346

www.hypnosis-oregon.com Journal Editor: Joseph Bennette

Board of Directors

Horace Simmons, BA, CHt Julie Sorick, CHt, M.NLP Patricia E Peterson, MD Clare Katner, CHt Debbie Vaughan, BA, CHt Howard Hamilton, CHt



Georgia put her advanced hypnotherapy skills to good use.

Oregon Hypnotherapy Association PMB 357 16869 SW 65th Ave. Lake Oswego, OR 97035

ADDRESS CORRECTION REQUESTED

Mailing Address Street Number and Name City, State 98765-4321