

## Sounds Good - Adjust Your Inner Soundtrack

*to Increase Motivation & Release Negative Emotions*

By Connie Brannan, CHt. Music moves us, elevates us, stirs our emotions, in the direction of any emotion you can name. Think of a march by John Phillip Sousa, or how any stirring anthem activates our feelings of patriotism. Think how a quiet, beautiful orchestral piece of music calms and relaxes. Think of a horror movie soundtrack, full of tension and suspense. Sound is a huge part of our experience of our lives and key to our

memories and emotional states. Imagine a love movie with no soundtrack-- would it have the same emotional impact? No!

By altering the sounds we play in our minds in simple ways, we can experience life differently, more positively, and here are a few easy ideas to do so:

We've all had arguments, with a coworker, with a spouse, with a friend, and sometimes they "eat" at us. We play them over and over in our minds, and churn up even more negative emotions like anger and irritation. Here's something to do: as you think about that argument, create a new soundtrack. Let the voices fade and cue in the circus music. Clown music. Carnival music. Do do doodle-ooodle ut do do-dooo... Do do doodle-ooodle ut do do-dooo...Play that for awhile as the argument runs in your mind, and let it transform your experience of the argument. Done? Great! Now, think about it. That arguments

*(continued on page 5)*

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### **Next Meeting**

**Saturday, Sep 25, 2010**

Fairfield Inn, 6100 SW Meadows Rd,  
 Lake Oswego, Oregon

11:30 - 12:00 - Registration  
 12:00 - 1:00 - Catered Lunch  
 12:00 - 5:00 - General Meeting (5 CEUs)  
 5:00 - 5:30 - Membership Discussion

Members \$45, Non-Members \$65, Students \$35  
 Add \$10 if paid at the door

**See registration form on reverse side of this page**

— OR —

**Register ONLINE at [www.hypnosis-oregon.com](http://www.hypnosis-oregon.com)**

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More at [www.hypnosis-oregon.com](http://www.hypnosis-oregon.com)

## Using Your Whole Brain

There are obvious advantages to using both hemispheres when addressing a goal or project. When both “people” in your head work together on a common goal, magical things tend to happen. The reason those magical things don’t happen more often may be because your brains are in conflict with each other. Bringing them together in a common direction may be all you need to do to get things moving in your life – moving in the direction of your goals.

Quite basically, you have one brain hemisphere that thinks in a linear fashion and is great for organization. The other is great for spatial, non-concrete thinking – creativity. To avoid total confusion, we humans will assign one brain hemisphere or the other to be dominant for any given task. Usually the dominant one is the one that was dominant the last time you did the task – not because it is better suited to the task, but purely by the luck of the draw – that was the one that happened to be dominant at that time.

That’s pretty haphazard if you ask me.

What I’m writing about here is brain dominance. Contrary to what I was taught in college, we are not left or right brain dominant all the time. In other words, you are not “left brain dominant” or “right brain dominant.” Every two to three hours our brains subtly shift from right dominance to left dominance and back again.

The shift is very subtle and you probably won’t notice the shift. You might notice the shift if you are currently in your right brain dominance and suddenly are faced with a left brain task. Your brain will shift dominance to accommodate the task – according to the blueprint of the last time you did the task – or perhaps you’ve done the task repeatedly using that brain hemisphere and now have a habit of it – like tying your shoes or reading the Sunday comics.

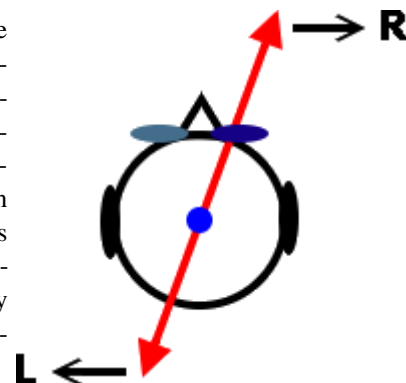
Shifting brain dominance at will can give you more control and bring your strongest assets to bear on whatever task you may be faced with at the time. Rather than relying upon the haphazard approach previously employed in which brain dominance for a task relied upon a chance occurrence in your past, we can now take charge of our own brain dominance and use that dominance to enhance our life experiences.

### Manually change brain dominance

Imagine a fulcrum (a teeter-totter is a fulcrum) in which the center of the fulcrum is in the center of your brain and the fulcrum is oriented side to side instead of up and down (as it is in a tee-

ter-totter). As you imagine swinging the fulcrum to the left in front of you, the rear of the fulcrum will swing to the right rear. To change brain dominance at will, simply imagine the fulcrum swinging from one side in front of you to the other side – with a corresponding opposite effect to the rear.

You do not have to move your eyes or head or body in any way. Simply imagine the fulcrum shifting from side to side with the opposite effect to the rear. This exercise will shift your underlying attention and focus to one side from the other. So, for example, as you begin to read, imagine shifting the fulcrum in your head to the other side and see if reading becomes any



easier – or that you begin to comprehend the material any better – or both.

Experiment with other tasks to see how things go for you. For most projects or activities, shifting back and forth from one side to the other and then back again – slowly – will cause additional brain assets to come into focus for a short time – usually long enough to engage them. It will also cause the Corpus Callosum to communicate quicker and more often between brain hemispheres – balancing out your resource and

compelling images as you go along.

Joseph Bennette currently serves on the Board of Directors of the Oregon Hypnotherapy Association. His blog is located online at [www.powerstates.com](http://www.powerstates.com).

### The “AHA” Brain Fix

Neuroscientists have proposed a simple explanation for the pleasure of grasping a new concept: The brain is getting its fix. The “AHA” of comprehension triggers a biochemical cascade that rewards the brain with a shot of natural opium-like substances, said Irving Biederman of the University of Southern California. He presents his theory in an invited article in the latest issue of *American Scientist*.

“While you’re trying to understand a difficult theorem, it’s not fun,” said Biederman, professor of neuroscience in the USC College of Letters, Arts and Sciences.

“But once you get it, you just feel fabulous.”

“The brain’s craving for a fix motivates humans to maximize the rate at which they absorb knowledge,” he said.

“I think we’re exquisitely tuned to this as if we’re junkies, second by second.”

Biederman hypothesized that knowledge addiction has strong evolutionary value because mate selection correlates closely with perceived intelligence.

## Meeting Advance Registration Form

Fairfield Inn, 6100 SW Meadows Rd, Lake Oswego (Off I-5)

Members \$45, Non-Members \$65, Students \$35

(Add \$10 if paid at the door)

Name \_\_\_\_\_ Address \_\_\_\_\_

City \_\_\_\_\_ State \_\_\_\_\_ Zip \_\_\_\_\_ Tel: \_\_\_\_\_

Numbers I wish to register: \_\_\_\_\_ Members, and/or \_\_\_\_\_ Non-Members, and/or \_\_\_\_\_ Students

I am enclosing my check for total amount due: \$ \_\_\_\_\_  
Please make checks payable to Oregon Hypnotherapy Association

### Send this registration and fees to:

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

### OREGON HYPNOTHERAPY ASSOCIATION

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## Scheduled Presenters

September 25, 2010

**Connie Brannan**—*Beyond Scripts: The Art of Hypnotic Power Speak*  
Learn to sculpt personalized interventions that are effective and pack a wallop—EASILY! Learn how to weave simple hypnotic language around any topic and specific details of your client’s situation. Create powerful suggestions for change to inspire and excite your client’s unconscious mind. Throw away those “one-size-intended-to-fit-all” scripts! Increase your influence in everyday communications, whether in relationships or business. Learn to power speak with Connie Brannan, CHt, Master Hypnotist and Licensed Trainer of NLP™ as she presents this simple hypnotic power speak method, with examples, demonstrations and hands-on audience participation.

### Patrick Glancy—*Keeping Your Business Legal*

Patrick will help us all understand better our legal standing as hypnotherapists in Oregon as well as sharing insights into protecting yourself from the possibility of financial ruin from cease and desist orders, law suits, or legal prosecution. Learn how you can safely practice hypnotherapy, and how you can insulate yourself from changes in the law. Audience participation.



## A Surprising Stabbing Back Pain Session

Robert D. Reid CI, CHt, CLC

Shelly called me in August of 2005. A mutual friend, who owned a massage and healthy living center, referred her to me. Shelly had been experiencing moderate to severe pain in her back, near the right scapula, for about 6 years, since 1998.

I asked her about her treatment history and she began a long story of medical and therapy visits of various kinds including MD's, DO's Chiropractors, Physical Therapists, MRI scans orthopedics, etc. There were details about each kind of specialist and the rise and fall of hopefulness that went with her journey. Nothing seems to work she said.

Can you help me she asked?

"Yes, I believe I can" I replied. I talked with Shelly for about 20 minutes and explained the concept of using hypnotherapy to get to the root cause of a traumatic ISE (Initial Sensitizing Event). Shelly said that she didn't remember such an event in her life but she agreed to "give it a try", I am really desperate she said.

I decided to use an Elman induction with her since we can, in most cases, achieve a good level of somnambulism with these techniques in a very reasonable time. I explained the elements of a good hypnosis session to her since this was her first time with hypnotherapy.

As I teach all of my students, I wrote out all of the elements of the session for Shelly since she was somewhat nervous at the time. I taught her the basics as follows: there would be,

- The induction (Elman)
- Deepening techniques
- Eye catalepsy
- Eyes opening/close
- Arm drops (with permission)
- Number fade
- The Root Cause Regression
- Exploring the ISE cognitively
- Time for cognitive integration and synthesis of the cause in the Subconscious Mind

- Count up and return

She asked questions as to what it would feel like and I explained the body sensations she might feel and that the conscious mind would always be aware of what was taking place. "Do you need to use the Rest Room? Are you ready to be hypnotized?"

We began the session and achieved a very nice level of somnambulism in less than 5 minutes with Shelly.

I instructed her to go to the root cause of her back pain upon my touching her forward on the count of three.

I asked her some clinically neutral questions, and when I asked her where she was she replied, "I am at work," she stated.

"What is going on?" "SOMEONE IS STABBING ME IN THE BACK" she replied. Wow was I surprised. I took a long pause and asked "How does that make you feel?" "I am devastated, people are talking about me behind my back and I have to quit work here"

"What year is this?" "1995" she said. Now it was my turn to be surprised again. Shelly had reported that she had been suffering with pain for six years, yet the ISE had occurred 3 years prior to the onset of the pain.

Yes, there was a three-year time lapse from ISE to onset of the physical pain symptoms. Another example of what pent up emotions can do to the physical body over time.

We did some more cleaning up of the energy associated with the trauma and brought Shelly back to the present time frame. Shelly was delighted with the session and has been pain free ever since.

*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.*

## Procrastination - What a Waste of Time!

By Connie Brannan, CHt

Turn the tables on time wasting, distractions, excuses which prevent you from doing what you need to do. Learn a simple technique to rev up enthusiasm and passion for your project. Convince your mind to "git 'er done!"

Mark Twain said: "Never put off 'til tomorrow what you can do the day after tomorrow."

We all know this feeling. "I'll do it later." Procrastination. Sometimes you get stuck in a mental loop: the delaying, dawdling, and debating loop. Nothing happens. No forward motion. You discover a multitude of distractions, excuses, and side trips, things to do FIRST before you can do what you need to do...if you get to it at all! This is very unproductive.

Wouldn't it be nice to have that motivation, that passion to succeed, to be willing and eager to take the steps necessary to reach your goals? Wouldn't it be nice to strike a perfect balance between work and play? You can!

Here are a few simple mind tips to get yourself into the flow of your project, whatever its nature, whether it's starting your own business, or writing an essay such as this, or cleaning out that closet, starting an exercise program, or...? That's the first step. Identify what it is you want to do, that you've been putting off. Or perhaps it's something you want to finish, something you have become stalled on. What is it?

This next step is fun! Ramp up your good feelings and motivation for the project with this simple time travel technique: Think about how fantastic you'll feel when it's done. Fast forward to the end of the task or goal in your mind, the successful, perfect completion of your task. And bask in all the good feelings generated and that sense of accomplishment.

How great does that feel now that it's all done, all taken care of, and it came together perfectly? Feel that now. How does having accomplished your goal improve your situation, your life? Success! Feel it, see it, taste it, hear it... Take those positive feelings of success into the next steps with you.

Now, you're excited about your project, because you know how good it's going to feel! Still wondering about how to proceed? Think about who can help. What do you need to know to accomplish this? If you're treading in unfamiliar waters, and if you know someone who has already done this thing--pick their brains. Ask for help! That's such a simple

idea, and so powerful.

Also, consulting the "hive mind" is a wonderful thing, and with the internet, information on "how to" do anything and everything is abundant! Don't spend too much time on this, however, as the goal is movement, not research. Besides, you don't want to wait, you're revved up!

Now, you have your goal, you understand your goal, you're excited about your goal. Break it down into manageable chunks of activity in your mind or on paper. The Tao says: "The longest journey begins with but a single step." That is so true. What is one concrete thing you can do RIGHT NOW to begin your project? And do it!!

This is the most crucial and obvious part!! Step in. Begin. As magical Mary Poppins tells the children in her care about housework: "Once begun, it's easily done." That's right! Nike says so, too. "Just do it."

Here's what happens inside your mind when you actually begin a project: your unconscious mind sees that you're serious, that it is time to get on board and buckle down. Time to fly! Time to take off! So it does! Your unconscious mind is the seat of your power and creativity, and it becomes active now in a way that makes

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On the flip side -

Procrastination isn't the problem, it's the solution. So procrastinate now, don't put it off. - Ellen DeGeneres

Never put off until tomorrow that which you can put off altogether. — Unknown



## Professional Liability Insurance

by Madaline Allen and Joseph Bennette

For those interested in professional liability insurance for your practice, I recommend you look into the American Professional Agency, Inc., 95 Broadway, Amityville, NY 11701. Tel: 800-421-6694, [www.americanprofessional.com](http://www.americanprofessional.com)

The company has different group numbers. If you are a hypnotherapist, you fall into one group - if you have a degree in say psychology or religion, that adds up and you get a discount. If you are a hypnotist, you MUST keep up your credentials by attending classes and meetings (as we do with OHA).

Spiritual Directors fall into another group, but because I am that and an Intuitive Consultant, I also get a group rate. I have \$1 million - \$3 million professional liability. I pay \$233 per year as a certified hypnotist, part-time professional.

The company's home page states, "The American Professional Agency, Inc. focuses on professional liability insurance for people in the mental health field. We provide professional liability malpractice insurance for Allied Health, Social Workers, Psychologists, Psychiatrists, Mental Health Counselors, Addiction Counselors, Psychoanalysts, Students, Schools, Marriage and Family Therapists, School Psychologists, Social Service Agencies, Clergy and Pastoral Counselors and Hypnotists. All of these professional liability insurance policies are placed with insurance companies with an "A" rating."

I worked in a field where we handled various malpractice claims. There were many lawsuits throughout the country when hypnotists were telling clients that they had been sexually abused by their mothers, fathers, brothers, uncles, etc. (probably around 1990 or so).

Let's say you hug a female client in your office. She can then claim that you made sexual advances towards her and she can then file a lawsuit. She might even say that

In addition to the obvious protection malpractice insurance provides, many companies require outside consultants like hypnotherapists, etc., to carry their own practice insurance.

you did this once you had her hypnotized. It becomes "he said, she said," but that alone costs money. If you hire a non-insured workman in your home and he/she is hurt on the job and sues you, you have absolutely no recourse in court -- none, zilch. Insurance today is a must.

Whether you are a hypnotherapist, a psychic, a spiritual director, a counselor -- whatever, it is better to be safe than sorry.

In addition to the obvious protection malpractice insurance provides, many companies require outside consultants like hypnotherapists, etc., to carry their own practice insurance.

Did you know that when you refer a client to another practitioner, you must refer them to three so that the client can choose? If you refer to only one and that practitioner does not do a good job and is sued for malpractice, you too can be sued for the referral. You must be covered and watch your back at all times.

According to the APA web site, in order to qualify for the group 5 rate, you must be a Certified Hypnotherapist with one of the following organizations:

- 1) The World Hypnosis Organization (WHO) (708-455-3792)
- 2) Association of Advanced Ethical Hypnosis (AAEH) (216-923-8880)
- 3) International Society of Professional Hypnosis (ISPH) (203-239-7046)
- 4) National Guild of Hypnotist (NGH) (603-429-9438)
- 5) Transformational Hypnotherapy Association (THA) (800-748-4980)
- 6) International Association of Counselors and Thera-



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pists (IACT) (Linda Otto 570-869-1021)

7) National Board of Hypnotherapy and Hypnotic Anesthesiology (602-843-2215)

8) National Board for Certified Clinical Hypnotherapists (800-449-8144)

9) National Association for Transpersonal Psychology (602-547-9174)

10) American Board of Hypnotherapy (ABH) (800-872-9996)

11) Association for Transpersonal Psychology and Hypnotherapy (ATPH) (800-366-9417)

12) National Association for Transpersonal Hypnotherapists (540-997-0325)

13) Hypnosis International Board of Registration (HIBR) (800-774-9766)

14) The American Council of Hypnotist Examiners (818-242-1159)

15) American Association of Professional Hypnotherapist (800-774-9766)

16) American Hypnosis Association (800-939-7676 or 818-758-2730)

17) Clinical Care Network (810-939-7676)

18) Hypnodyne (727-536-2960)

19) National Assoc.of Certified Hypnocounselors (908-964-4467)

20) International Registry of medical Support Hypnotherapy (IRMSH) (505 983-1515)

21) International Hypnosis Federation (310-541-4844) ([hypnosisfederation.com](http://hypnosisfederation.com))

For more information, please contact a representative of American Professional Agency, Inc., 95 Broadway, Amityville, NY 11701. Tel: 800-421-6694, [www.americanprofessional.com](http://www.americanprofessional.com).

(Continued from page 1)

man.

Here's another wonderful use of this: play with sound to combat what we call "negative self talk." That's the little critical voice in your mind always telling you what you can't accomplish, and spraying you with curses: "You're lazy!," "You're stupid!," "You'll never get it done!" and so on. Imagine that voice to be a different voice, a silly voice, a cartoon voice. Bugs Bunny, Mickey Mouse, Elmer Fudd, something ridiculous. Hear the same words in that new, ridiculous, cartoon voice. Maybe it's a squeaky, high pitched cartoon voice. "You're lazy!" The impact on you is different, isn't it? Now it's absurd, and not to be taken seriously. The voice is a joke!

Here's what else you can do. Imagine that you're at the controls of an old time radio with dials. Yes, kids, radios used to have dials. As you play those silly, cartoon voices telling you negative things about yourself and the world, just turn down the volume. Softer, softer, turn it down, turn it down, turn it down, until the voice is barely audible, then just a whisper on the wind, and then...gone. It's nice to shut that critical voice up, isn't it?

The secret here, we can choose how we feel. Play with these simple techniques above involving sound to feel good now!

*Connie Brannan is a Neuro-Linguistic Hypnotherapist and Licensed Trainer of Neuro-Linguistic Programming™, certified Stage Hypnotist, and co-creator of Mindworks Hypnosis, <http://www.mindworkshypnosis.net>, a therapy practice in the Seattle, Washington, area. She is a published author and creator of several self-help audio hypnosis products, a speaker and a teacher. She is a member in good standing of professional organizations including the National Guild of Hypnotists, the International Hypnosis Association, and the Society of Neuro-Linguistic Programming™.*

