

9:00-10:50 AM

SPECIAL 2-HR WORKSHOP \$35 (INCLUDES DVD) (22091) NON-VERBAL HYPNOTIC INDUCTION

Marx Howell, BS, CH, OB

All-levels

- Observe a complete demonstration
- Step-by-step explanation
- Guided practice session

Inspector Marx Howell explains the easy-to-follow procedure for using his NON-VERBAL HYPNOTIC INDUCTION technique. Learn how to induce trance without saying a word. Use this technique with hearing-impaired individuals. It's like nothing you've ever seen! You will receive a DVD, which includes a demonstration and step-by-step explanation of the technique.

Lecture/Demonstration/Practice

(22092) THE POWER OF YOUR HYPNOTIC MARKETING PEN —Writing Your Way To Hypno- Success In The Corporate World

Robert Martel, BCH, CI

All-levels

Most hypnotists struggle to “break into” the corporate and small business world, which is in great need of our services. As a result of attending this workshop, you will be able to create your own strategy for easily, magically and almost effortlessly landing corporate clients for workshops, coaching and private hypnosis work with employees. A review of conversational hypnosis will be briefly covered to illustrate its role in creating effective direct mail, and how it applies to landing page content, and all communication with a prospect. A self-hypnosis script for overcoming fears and obstacles to success will be made available.

Lecture/Discussion

(22093) REMOVING THE FAMILY CURSE—The Biology Of Passing On Emotional Memory

Fredric Mau, BCH, CI

All-levels

- Describe the process of epigenetic methylation, which is a chemical, nongenetic means of transmitting emotional memory to offspring
- Construct appropriate hypnotic metaphors and techniques to improve emotional health & reduce methylation
- Help clients construct more healthy ways to understand their personal family histories
- Apply this information to your marketing to health care providers and potential clients

To register, call (603) 429-9438

The hundred year Nature vs. Nurture debate has ended, and Nurture wins hard. Epigenetics demonstrates that emotional memory is passed to future generations via chemical riders alongside the genetic code. Emotional trauma can be inherited biologically. Positive changes made in the current generation are inherited as well. This has profound significance for our understanding of past family traumas, even erasing the family curse and creating a new future – not just for your client, but for their children.

Lecture/Demonstration/Q&A

(22094) HOW TO BE THE “EXPERT” IN “TAKING CARE OF THE CAREGIVER”

—Learn Everything From A To Z

Wendy Packer, RN, BCH, CI, OB

All-levels

- Define the caregivers in our society
- Identify caregiver needs and address with hypnosis
- List where & how to market caregivers
- Name 3 items in one's caregiver portfolio

“Taking Care of the Caregiver” will open up a new world of business opportunities for hypnotists around the world. Caregivers and the complexities of that role will be thoroughly examined. You will leave with a complete understanding of how to create and administer the perfect hypnosis plan; from the marketing aspect to the actual hypnosis session itself. Become an EXPERT and make a difference in the life of a caregiver!

Lecture/Discussion/Demonstration/Q&A

(22095) SOLVING SLEEP PROBLEMS IN HIGH SCHOOL/ COLLEGE STUDENTS

—Remedies And Reasons For
Teen Sleep Deprivation

Jean Eljay, CI

All-levels

- Name 5 of the common violations of good sleep hygiene that students routinely practice
- State the newest results for the effects of melatonin on the length of time to go to sleep and on the duration of sleep
- What are the 5 major steps in using the pioneering “Reverse Mirror Technique™” to solve student sleep problems

Sleep problems in high school and college students greatly reduce academic efforts, performance, grades, career opportunities and outcomes. Students are the greatest abusers of ADHD prescriptions, stimulants, and anti-anxiety drugs. Drug abuse and study anxiety remain major causes of deficient sleep. Sleep problems reinforce drug abuse. Learn,

with hands-on work, how to end the dilemma of waking-up tired, anxious, irritable, with poor motivation, low-energy and with a lack of focus.

Lecture/Demonstration/Practice/Discussion/Q&A

(22096) START YOUR BUSINESS RIGHT THE FIRST TIME—It's All About The Really Important Business Things You Do Before You Open Your Office

Roger Willard, BA, CH

Introductory-Intermediate

- Identify basic long term presets in creating a hypnotism business
- Help the newcomer to this or any business in establishing a good business foundation and not have to be reworked because of unthought out mistakes
- Help you to create a plan/list of actions to create or recreate a business

Too often a hypnotist wants only to do the hypnosis and not have to be bothered with the business end of this profession. But the truth is there must be a conscious and unconscious level of business attitude in doing hypnosis professionally. If you haven't already made the commitment to be professional, you will be doomed to be unprofessional, unable to help others to overcome their problems. Learn how to get the basics of being in business right the first time. If you are already in business, how to change and prevent problems that may happen in the future.

Lecture/Q&A

(22097) CORPORATE STOP SMOKING & WEIGHT LOSS PROGRAMS—Learn How To Find Companies Like AT&T Who Paid Us \$11,700 For 3 Group Sessions

Jerry Valley, MACP and Tommy Vee, BCH, CI

Introductory-Intermediate

- Learn how to “crack” the corporate wall for a booking
- Learn our techniques that win over any committee
- Learn our suggestions that give you up to 92% success rate
- Learn to use “testing” to impress your attendees

This workshop will teach you how to find the right companies and to increase your success ratio in groups & individual sessions. Learn to effectively use the Nova Pro light/sound unit to put individuals faster and deeper in hypnosis. This instrument produces Alpha-Theta Waves and binaural beats which help clients get to deeper levels of hypnosis and achieve greater success. Effectively structure your advertising and introductory letter.

Lecture/Demonstration

86 Special Elective 2-Hour Workshops

Tuition: \$25; 5 for \$100

SATURDAY, AUGUST 11

11:00 AM-12:50 PM

SPECIAL FREE WORKSHOP

(22111) ETHICS AND LEGAL ISSUES FOR THE CONSULTING HYPNOTIST 2018—Where Does Our Profession Stand With Legislation

C. Scot Giles, DMin, DNGH, BCH, CI, OB

All-levels

- Learn about how hypnotism is legally regulated around the nation and in Canada
- Learn the National Guild of Hypnotists methods for safe and lawful practice of hypnotism
- Discover what the laws are in your state for the practice of Consulting Hypnotism
- Become aware of the legislative and political climate around professional regulation
- Ascertain that your Consulting Hypnotism practice complies with the law

Every practitioner needs to know the rules for safe and lawful practice. The National Guild of Hypnotists has been the undisputed leader in protecting the rights of hypnotic practitioners around the nation and in Canada, and takes responsibility in this free two-hour workshop to educate its members about the law. You will not only learn what the laws are in your state, but how you can comply with them. *Lecture/Q&A*

(22112) INDUCTIONS, INDUCTIONS, INDUCTIONS! —A Potpourri Of Induction Techniques

Joann Abrahamson, BCH, CI, OB *All-levels*

- Rediscover inductions you already know
- Learn many new inductions & variations
- Become skilled in induction techniques
- Gain confidence
- Choose the right induction for each client
- Practice many of the inductions learned
- Have fun!

Induction methods abound. Knowing many methods empowers you to pick and apply the precise technique for each client. Learn new induction skills and improve those already possessed. Discover new variations of inductions you already know. Increase your confidence level, and practice many of the inductions demonstrated: instant, rapid, Ericksonian, confusion, non-verbal, etc. Learn and practice my own special technique that shows you how to detect and overcome resistance, test the client and deepen the hypnosis in one smooth process. *Lecture/Demonstration/Practice/Q&A*

(22113) BIG FUN AND GAMES = BIGGER SUCCESS & HEALING

—For Children And Adolescents

Leigh Ann Ledbetter, CH & Tony Kyrios, BCH

All-levels

- List the 4 core issues specific to children age 5-18 years of age
- Describe how to apply 8 different child centered activities during hypnosis sessions with young children and teens
- Identify 4 techniques used to build and maintain rapport quickly and easily with children and teens during sessions
- Name the steps used to help the child client clarify what a healthy desired state may look, sound or feel like

Working with children is hugely rewarding and fun. Learn to apply powerful, creative child-centered techniques into your hypnotism practice. You'll learn to quickly build rapport and to help your young clients find greater awareness of their feelings as well as an ability to express those feelings in a productive manner. You'll learn specific techniques to help your young clients grow up happier and healthier. *Lecture/Demonstration/Discussion/Q&A*

(22114) YOUR VOICE AT ITS BEST—Tips And Tricks For The Vocal Athlete

Magen Slesinger, BS, CH

Introductory-Intermediate

- Improve your vocal sound, endurance, and health by engaging in relaxation exercises, practicing proper posture, and doing simple vocal exercises
- List 3 things you can do to continue to improve your vocal health & endurance for your hypnotism practice

This session will provide you with time to practice vocal techniques to improve your tone, inflection, vocal health and endurance. You will leave this workshop with a noticeable change in your voice and with the knowledge you need to continue practicing. Learn from a Certified McClosky Vocal Technician and discover "your voice at its best." *Lecture/Demonstration/Exercise/Discussion/Q&A*

(22115) PAST LIVES...TALL TALES, TRUTH OR THERAPY? —What's The Real Scoop On Past Lives?

Lucy Portlock, CH

All-levels

- List and explain 3 ways that past life regressions can be distorted
- Cite 3 accredited past life researchers with legitimate past life regression research, published papers and books that give credence that past lives are reality-based

- List 5 ways that past life regressions can be used

This workshop is designed to present up-to-date information on the veracity of "past lives" through discussion of actual research, citing numerous authors and their published works. It will also show the merits of using past life regressions in your hypnotism practice as well as explaining why past life regressions have been viewed as make-believe stories of the mind in past years. Are past lives real or just stories? Is there any use in doing past life regression in your practice? Would you like to try having a past life regression yourself? Come to this workshop for the answer to these questions. *Lecture/Discussion/Experiential/Q&A*

(22116) NEVER GOOD ENOUGH —Cognitive-Behavioral Hypnosis; An Approach To Low Self-Esteem

Patricia Pearson, CI

All-levels

- Learn to apply targeted suggestions that "flip" negative self-image
- Learn how CBH structured sessions with after session activity increases client commitment and satisfaction
- Learn how to increase referrals & gain acceptance by other professionals

Cognitive Behavioral Hypnosis is an exciting intervention to rapidly alter distorted core beliefs. Learn to identify and correct distorted core beliefs and apply CBH interventions with humor and "Stop it" as adjunctive methods. These structured, contracted sessions optimize client buy-in and emotional clearing. Cognitive Behavioral Therapy is well accepted so including this adaptation in your practice increases referrals, boosts your income and professional status. *Lecture/Demonstration/Experiential/Q&A*

(22117) HOW TO POSITION YOURSELF AS THE OBVIOUS EXPERT—Turbocharge Your Hypnotism Business NOW!

Elsom Eldridge Jr., MEd, CPC, CPMC *All-levels*

- Instantly use fastest and surest ways to make your expertise known
 - Ingeniously create PR for yourself—and have clients seek you out
 - Profit from niche marketing
 - Definitely know what content belongs on your web site and how to attract traffic
- Learn how being recognized as THE Obvious Expert can make the difference between ultra-success or failure. Creating & managing your visibility is vital to maximizing your potential for success. The methods are specific, proven, inexpensive, painless and fun!

Lecture/Participation/Q&A

(22118) ADULT ADD/ADHD FOR HYPNOTISTS & CLIENTS—Success Strategies When Either You Or Your Client Has ADHD

Linda Donalds, BCH, CI *All-levels*

- Identify at least 15 common challenges for someone with ADD/ADHD
- Identify 10 Key Areas where hypnosis can help improve ADHD symptoms

Running a hypnotism business is both exciting and challenging, but if you have ADD/ADHD, it can be overwhelming & play havoc with your confidence. However, hypnosis is a fantastic tool for managing ADD/ADHD. Learn a 6-session protocol for addressing key challenges that will help improve ADD symptoms; plus additional non-hypnotic strategies that can be woven into scripts or used as coaching points. Discover advantages to having ADHD and learn to reframe the experience of ADD/ADHD to be more empowering.

Lecture/Experiential/Q&A

2:00-3:50 PM

(22021) THE MINDFULNESS FORMULA - GET INTO "THE ZONE" AND GET NEW CLIENTS—Quick And Easy Methods To Build Your Hypnotism Practice, With Focus And Enthusiasm

Donna Bloom, BCH *All-levels*

- Describe at least one advantage of using mindfulness to consciously, continuously build your hypnotism practice
- Describe the importance of optimism and positive attitude
- List 3 efficient, mindfulness processes to start attracting new hypnosis clients
- Learn secrets to get new clients with enthusiasm and proper mental mindset

You will learn 4 quick and easy processes to attract new hypnosis clients! Plus, learn strategies to shift your mental mindset in seconds, to consciously get into "the zone" of effortless manifestation. This workshop is full of visualizations, exercises, and processes to help you create a thriving hypnotism practice, with practically no money.

Lecture/Discussion/Exercises/Q&A

(22022) HYPNOSIS – THE NEXT GENERATION—Next Generation Innovative Secrets & Methods To Enhance Sessions

John Cerbone, FNGH, BCH, CI, OB *All-levels*

- Creating self-adaptive suggestion and reinforcement techniques
- How to write and structure suggestions to lower resistance

- How to lower resistance to generate high impact breakthroughs
- Systematic suggestions to target your client's weak spots
- Utilizing the latest methods & techniques, including covert suggestions!

Time to boost your practice with this workshop, while turbo-charging your session results and more importantly improving clients' lives. After learning how to achieve a more sufficient level of trance depth, and learning the signs detailed in this class, the next most important thing for any clinical hypnotism professional is delivering high impact suggestions that get results! Learn to create better trance depth, better functioning suggestions, working smarter while building a database of self-written suggestions in this program.

Lecture/Demonstration/Practice/Q&A

(22023) HOT FLASH!!! HYPNOSIS & THE MYTHS OF MENOPAUSE—Hypnosis Is The Only PROVEN Drug-Free Treatment For Hot Flashes!

Amye Scharlau, CH *All-levels*

- Examine cultural expectations of menopause and how that shapes experience
- Explore the best ways to inform and empower your clients with the latest research from around the world
- Receive a "HOT FLASH DRIVE"

Are weight gain, lack of concentration, mood swings, diminished sexual desire, and the whole list of negative beliefs surrounding menopause true? Learn to tell fact from fiction in order to provide the absolute best care & support for your clients going through "the change." Help your clients ease genuine physiological changes, dispel the fears and myths of rampant misinformation, and empower and honor your clients as they enter a fabulous new chapter in life!

Lecture/Exercise/Discussion

(22024) MAXIMIZE YOUR SUCCESS RATE WITH MULTIPLE OPTIONS FOR TOBACCO CESSATION—Don't Get Stuck In A One Size Fits All Approach

Carol Denicker, BCH, CMI, OB

Introductory-Intermediate

- Demonstrate the benefits of offering more than one kind of tobacco cessation process by being flexible with multi-modal approaches that multiply your success rate and produce more tobacco free clients
- Receive scripts and forms

Some hypnotists learn a stop smoking script or two early in their careers and get stuck doing smoking cessation sessions that are obviously scripted, rigid, stagnant or unreliable. In this workshop you will learn to broaden your scope of services and techniques so you can offer flexibility to your tobacco cessation clients (which should include oral tobacco) with more dynamic techniques that respect your client's individual needs.

Lecture/Demonstration/Discussion/Q&A

(22025) PAIN, A BILLION DOLLAR OPIOID INDUSTRY—Creating A Billion Dollar Hypnosis Treatment Plan

Ron Eslinger, CRNA, RN, FNGH, BCH, CMI, OB *Advanced*

- Discuss the steps for adding pain management into your area of expertise
- List 2 reasons why hypnosis can be as effective as opioids
- Explain the science behind hypnosis in pain management
- Create a generic pain management treatment plan

You the hypnotist can enjoy financial rewards and help stop pain and suffering. Hypnosis and the Pain Brain Connection gives the hypnotist evidence-based tools and an understanding of physiology to greatly enhance client success. Success is based on a firm foundation of basic training, good mentoring and practice experience. However, great success comes from being taught by the best and most experienced experts. This course is your foundation for a successful career in Pain Management.

Lecture/Demonstration/Experiential/Q&A

(22026) GOING SCRIPTLESS—Create Short Effective Hypnotic Inductions In A Moment's Notice

Michael Hathaway, FNGH, BCH, CI *All-levels*

- Build a model of client's focus abilities
- Define the client's motivation for change
- Determine the client's belief system and how it can be used to promote success
- Use power of mindfulness & intentions

The art of communication with the unconscious mind through hypnosis is constantly changing with the changing world. Today's clients are not wired for long inductions or long self-hypnosis sessions. The focus is on shorter time spans. The hypnotist that can assess the client and create an on-the-spot induction that can be recorded and re-listened to by the client daily has the potential to create new neuro-passageways leading to success.

Lecture/Discussion/Exercises/Q&A

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SATURDAY, AUGUST 11

(22027) AUTO-SUGGESTION WORKS AND BOOSTS RESULTS! —Share Coué's Vision To Benefit Every Client

Lisa Halpin, BCH, CI, OB *All-levels*

- Explain to clients how and why to make auto-suggestion an everyday ritual
- Explain how auto-suggestion can be used during sleep or waking
- Design effective phrases for auto-suggestion
- Use effective auto-suggestion for your own benefit as well as your clients
- Learn how and why Coué created his method

If you recognize "Every day, in every way, I'm getting better and better..." then you may know something about the work of Coué. Learn how to make auto-suggestion very effective, and about the laws of why it works, which will also benefit all areas of your hypnotism practice. Learn a simple method to teach your clients how to anchor their auto-suggestion to a physical trigger that they can use during the day, as well as to help them sleep more soundly, and how they can create their own suggestions. Learn some hypno-history about the background of the pharmacist named Coué.

Lecture/Visual/Experiential/Discussion/Q&A

4:00-5:50 PM

(22041) EASY WAY TO BOOK CORPORATE SPEAKING GIGS —The Easiest Way To Book High Paying Corporate Speaking Long Term Relationships With Big Corporations

Robert Harrison, CH *All-levels*

- Identify and name top 3 entry points to corporations that are absolutely free
- Understand the 5 characteristics that MAKE or BREAK the corporate relationship
- Learn the 8 key CONVINCING POINTS you MUST cover to gain trust and credibility with any corporation
- Understand how a FREE corporate talk can turn into a \$7,000 paid speaking gig instantly

This presentation is paramount for any hypnotist/coach who wants to leverage the power of public speaking and get droves of clients to sign up from a 1 hour free talk. Robert has scooped up \$10,000+ from a 1-hour brown bag lunch talk at more than one corporation. He has delivered a FREE Keynote that turned into over \$13,000 in back of the room sales and over \$25,000 in backend hypnosis programs.

Lecture/Demonstration/Discussion/Q&A

(22042) CONVERSATIONAL SCAFFOLDING—Using The Art Of Conversation To Induce Hypnotic States Quickly

Taylor Sherman, BCH, CI

Intermediate-Advanced

- Describe the 2 methods of perceiving the world that your client is going to be in at any given moment in time
- Identify 4 ways to quickly change a person's state using vocal qualities and non-verbals
- Name the 3 warning signs your client is in a negative or non-resourceful state
- Describe the 4 things necessary to pinpoint the exact moment that the client is in the problem state
- Learn how to create rapid state-change within any person, using cutting edge principles from modern neuroscience

Join us for this workshop on how to engage in coaching conversations with your clients that not only make them feel good, but create change within them. You will learn to quickly change a person's state using vocal qualities, body language, and carefully chosen key words the client themselves will give to you.

Lecture/Demonstration/Exercise/Q&A

(22043) INDUCTIONS OF THE MASTERS—Integrate Powerful Techniques For Maximum Trance Depth

Scott McFall, LMT, DCH, CH *All-levels*

Your client needs to know that he or she has had a powerful hypnotic experience. You can be the hypnotist that knows the real secrets to trance success. In this two-hour information packed workshop, you will develop the skills used by only the most elite master hypnotists. This class is packed with five induction methods. The time you spend in this workshop is guaranteed to pay off in client satisfaction.

Lecture/Demonstration/Discussion/Q&A

(22044) MAKE 100K IN A HYPNOTISM HOME OFFICE —How I Make 6 Figures Working Out Of My Home As A Hypnotist And How You Can Too

Celeste Hackett, BCH, CI, OB

Introductory-Intermediate

- Identify 3 methods to remove blocks to your success in attaining a 6 figure income
- List 5 proven marketing & promotional strategies to help attain a 6 figure income
- List necessary hypnotic training and techniques to sustain a 6 figure practice
- List the benefits of becoming a hypnosis instructor for attaining a 6 figure income

This two hour class is all about how to make great money as a hypnotist working from your home. Learn what hypnotic techniques you need to master to get excellent results with clients, practical strategies for promoting and marketing and most importantly how to become mentally tough to sustain the momentum needed on a daily basis to achieve your goal. We'll also talk about ongoing development of your practice.

Lecture/Discussion/Q&A

(22045) PARTS MEDIATION WORK BRINGS SUCCESS WHEN EVERYTHING ELSE HAS FAILED —Easily Overcome Secondary Gain And Complete The Journey Of Success!

Calvin Banyan, DNGH, BCH, CI, OB *All-levels*

- Identify Secondary Gain
- Conduct a Parts Mediation Work session
- Be able to "segue" to make hypnotic suggestions much more powerful
- Seamlessly work this into a system of hypnosis

In this fast paced workshop, you will learn how to help clients that get stuck, and seem hopeless. Learn how to identify Secondary Gain, and how to remove it using Parts Mediation Work. This is an insight process that will make your clients more suggestible and successful.

Lecture/Discussion/Q&A

(22046) ADDING THE GERIATRIC COMMUNITY TO YOUR PRACTICE

Don Mottin, DNGH, BCH, CMI, OB *All-levels*

There are now more Americans age 65 and older than at any other time in US history. We have an aging population that are much more educated than their parents were. These people need your help at improving the quality of their life. This exciting two hour program will give you the techniques needed to help these wonderful people fulfill their goals. To ensure your success, you will receive a computerized CD that contains all of the scripts and other written material.

Lecture/Demonstration/Discussion/Q&A

(22047) STOP SMOKING IN ONE SESSION!—95% Success Rate In One Session

David Frederick, CH

All-levels

Learn how to conduct a stop smoking session in one visit with 95% success rate. In this workshop, you will learn David's system and how to use it successfully.

Lecture/Demonstration/Participation