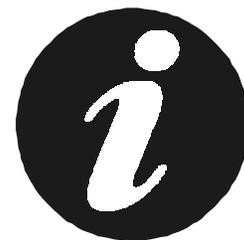


Healer, Practitioner, Wholesaler

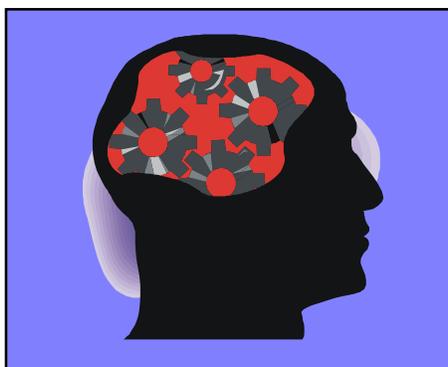


Make an Informed Decision on Choosing a Hypnotherapist

The most important thing a potential hypnotherapy client can do to ensure a positive hypnotherapy experience is to selectively choose a hypnotherapist to work with. A little bit of self-education on hypnotherapy goes a long way in helping you choose a therapist wisely. The field of hypnotherapy is inadequately understood by most, and somewhat understood by a handful of people at best. By taking the time to educate yourself on what hypnotherapy is, you will have a much clearer understanding of what questions to ask, and what to look for when talking to a hypnotherapist.

The second most important thing you can do is to assess your expectations. Expectations are a major factor that need to be considered at the outset. A good number of people, not really knowing a lot about hypnotherapy, tend to conclude that it may just be the magic wand, quick-fix solution to their problems in life. While hypnotherapy can and does provide powerful solutions, it is best not to expect a magic wand resolution to the problems or issues at hand. Keep in mind that some hypnotherapists out there do market their practices in a way to capitalize on this widespread, "hypnosis-is-a-

The differences between hypnotherapists are as wide and diverse as the many forms of practice hypnotherapy can take.



"magic-wand" misunderstanding. Hypnosis is not therapy. In this context, therapy is an inner process that is facilitated and enhanced by the focused and relaxed state of inner being that hypnosis can and does provide.

In the majority of cases resulting in lasting, long-term results it isn't the magic wand of hypnosis that triggers a positive life change. In most cases it's the innate potential of the client's mind that hypnotherapy draws upon to cultivate positive change and transformation within the client. Hypnotherapy serves to guide, focus, and direct the inner therapeutic/healing processes involved which lead the client to realize the intended goal or objective in a safe, natural, and effective way.

This informational extract will help you determine what to look for and *what to watch out for* when choosing a hypnotherapist. It's purpose will be well served if, after reading it, you are able to get a sense as to which of the three following types of hypnotherapists you are talking to (when you call or meet in person). As you speak to different hypnotherapists, try to discern if you are talking to a "healer", "practitioner", or a "wholesaler".

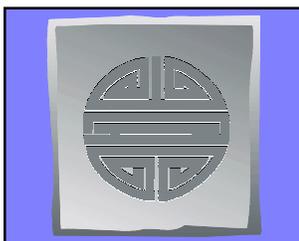
Healer, Practitioner, Wholesaler

(page two)

Make an Informed Decision
on Choosing a Hypnotherapist

Terminology

To start with, anyone who practices hypnotherapy is called a “hypnotherapist”. But, all hypnotherapists are not the same. Most likely, if you speak to a handful of hypnotherapists, you will find they are not practicing the same thing at all. For clarity, it can help you to look at three primary groupings of hypnotherapists. Making the distinction can serve you well for your experience of hypnotherapy will be greatly different depending on which type of hypnotherapist you visit.



Healers

Healers have an ability to see, or perceive, the whole person (client). They have a marked capacity to see situations clearly. Healers are rare. They usually don't flaunt their abilities or services. A hallmark trait of healers is that they are extremely good listeners. They are present with you in a way that can be difficult to explain. You will likely notice them to be empathic, but not necessarily sympathetic. You might notice that they seem aware of an inner potential inside yourself that you, yourself, may not readily recognize. They have tremendous respect for their clients. A healer oftentimes functions as a guide who respects, nurtures, and brings forth another's innate, inner potential for healing, awareness, transformation, and change. A true healer will not push development on you, or make you go to depths that you are not ready to explore. They motivate and encourage, but will never force. They are conscious of the need to not make mountains out of molehills. In other words, if you are there to lose some weight, then that is what is. They aren't going to push you down a road of full blown self-discovery in order for you to understand why the weight is there, what it represents, its symbolic and mythical meanings, the purpose it serves, etc. The healer respects their client and meets them where they are at. Results are kept in mind and a grounded approach is followed.



Practitioners

Hypnotherapy practitioners comprise the majority of hypnotherapists offering services. Practitioners are a broad based group of professionals. Some are general practitioners whose services encompass many, if not most, physical, emotional, and mental issues or ailments. Some choose to specialize in particular areas; such as, weight loss, pain control, or stress release. Among practitioners you will find that some practice only one form of hypnotherapy; i.e., a regression therapist or a suggestion-based therapist. Other practitioners are experienced in a variety of forms and choose to base their sessions on the form most likely to benefit the client.

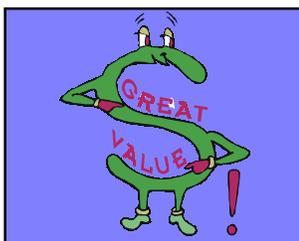
Healer, Practitioner, Wholesaler

(page three)

Make an Informed Decision on Choosing a Hypnotherapist

Within this group are to be found highly-skilled hypnotherapists, as well as hypnotherapists that simply work off of pre-written session scripts (phrased suggestions) as their basis of therapy. Emulators of popular and famous hypnotherapists from years past, as well as the present, are also found in this grouping.

For all practical purposes working with a competent practitioner will more than likely give you the results you desire as long as you stay with the program and do your part in the process. During a program you might be asked to try out some behavioral modification techniques, read a recommended book or two, or do reflective writing exercises. An analogy is that of lifting a 100lb barbell. In essence the hypnotherapist will move most of the 100lbs of weight to his or her side of the barbell and do the heavy lifting; while you, the client, help in the process by lifting up your end of the barbell in order to experience a successful lift. By working with a hypnotherapist you are no longer trying to dead-lift the entire weight all by yourself. Instead of a 100lb problem or issue, you are now dealing with one that weighs 10lbs or less. In the hypnosis-is-a-magic-wand mindset you end up telling yourself that the therapist must lift all the weight and the bar, while you sit in a chair and watch the process as a detached and uninvolved spectator.



Wholesalers

The hypnotherapy wholesalers are the ones you want to watch out for. These are the individuals that are in the profession largely, if not entirely, for their own self-interest; not for the purpose of serving and helping humankind. In this crowd you will find people calling themselves hypnotherapists, but who are really nothing more than simple narrators. These are the ones whose sessions are nothing more than the

therapist reading off a word-by-word written script while your eyes are closed. Many of them work off of scripts purchased through a wholesale catalog. The weight loss program they provide may be nothing more than the set of 12 session scripts they bought through a mail-order catalog when their practice first opened. You are likely to be charged anywhere from \$75-\$200 per session for nothing more than having a piece of paper, a generic script, read to you.

Don't let money equate worth or value here! The tendency of social conditioning to assume that the hypnotherapist charging \$150/session must be better than the one down the street who charges \$80/session is apt to get you in trouble. Don't think for a moment that you are safe by basing your decision on which hypnotherapist charges more. Keep in mind that wholesalers are first and foremost professional salespeople. They are in it for the buck and the ease at which they can convince an ignorant marketplace that what they offer has value. They tap into the "money = worth" conditioning and convincingly get you to buy using ego-driven sales tactics. If you encounter a wholesaler you end up losing a lot of time, motivation and money if your decision is based solely on price value logic.

Healer, Practitioner, Wholesaler

(page four)

Make an Informed Decision
on Choosing a Hypnotherapist

Fortunately, wholesalers are indeed a small percentage of the field. Nonetheless, like any profession there is that small percent out there that you want to avoid. A second fortunate fact is that, unknowingly, wholesalers tend to reveal themselves quite readily. There are clues which, when noticed, should get your attention. You are apt to see a lot of the color red in their advertising; and unrealistic guarantees, or guarantees with a hitch to them. They tend to be elusive when direct questions are asked to them. Or, you might find that every answer they give you is the answer you most want to hear- the keyword here is "professional salesperson in action"! You are apt to get a glorified and exaggerated rendition of hypnosis and hypnotherapy; not necessarily the truth. Many wholesalers, because it's in their nature, can't but help to come off as ego-centered or ego-driven, which is very noticeable. While most are in it for the buck, some capitalize on their perceived position of authority in a way that intimidates compliance; thus fulfilling a need of "power" in themselves. Overbearing and pretentious are common traits among wholesalers. The worst type are the wholesalers that present themselves in the market place as healers, capitalizing on people's desire or need for positive change and self-development- people that are at a place in their life where they are willing to place a great deal of trust in another individual to better the conditions or circumstances of their lives.



False and Misleading Credentials

Inquiring about the hypnotherapist's credentials is prudent and may help, but it can be absolutely pointless unless you know the right questions to ask. In the field of hypnotherapy, be forewarned: there exist a significant number of hypnotherapists touting a "Ph.D. in Hypnotherapy" which amounts to nothing more than a piece of paper obtained through a mail-order catalog. A good number, mostly the wholesalers, subscribe to this form of consumer fraud and deception- enough so to keep these "schools" in business. Even the more credible "Hypnotherapy Ph.D." programs which actually do require some amount of home study are not nationally accredited, nor come anywhere close to equating the years of study and research required to earn a bona fide Ph.D. from an accredited, recognized university.

The "Ph.D. in Hypnotherapy" credential is essentially a marketing ploy; it is not a true doctorate degree as you are lead to expect and assume. I encourage you to check this out for yourself. See if you can find one nationally accredited postgraduate university offering a genuine doctorate degree in hypnotherapy. Nearly all of the "Ph.D. Hypnotherapy" programs available do not require an undergraduate degree. Lax standards are the norm.

Healer, Practitioner, Wholesaler

(page five)

Make an Informed Decision
on Choosing a Hypnotherapist

When a hypnotherapist tries selling you their service based on a Ph.D. in Hypnotherapy credential then objectively ask common sense questions to validate their statement. Ask which university it is from. It will likely be one that you never heard of before, or from one that sounds quite official, like the “Graduate Institute of Advanced Hypnotherapy Studies”. Ask if it is accredited *and* by which organization. Chances are it’s not a genuine accreditation. Personally, I would ask about their undergraduate degree, where they got their masters, or if they went through an articulated program. Ironically, many probably won’t even know what an articulated course of study means- despite holding a Ph.D.. The fact is that such a misrepresentation is unethical and misleading to consumers. It only serves to deceive the marketplace and undermine academic standards. The consumer must know that the field of hypnotherapy is NOT regulated like most of the mainstream professions they are used to dealing with. Trying to practice accounting with a mail-order CPA credential will land you in jail. Practicing hypnotherapy with a mail-order Ph.D. credential, although unethical, will not.

Why isn't there a legitimate doctorate degree available in hypnotherapy? Because, from a practice and operating standpoint, there is no legislative reason to obtain such a degree. Remember, hypnotherapy is an anomaly. It is an unlicensed, and therefore unregulated field of practice. From an academic supply and demand perspective, the demand isn't there. People aren't willing to spend over half a decade of intense study and upwards of \$75,000 for a credential that simply is not needed, or required, for them to practice. A weekend course, costing a mere \$75, is all that many hypnotherapists start their practice on.

Credentials aside, use your intuition when assessing whether or not you wish to work with a particular hypnotherapist. Try to sense the consciousness level of the hypnotherapist you are considering. Get a sense of where they are coming from and why they have chosen to dedicate themselves to the field of hypnotherapy. During the initial consultation you should come to know enough about the background of the hypnotherapist to determine if they are a healer/practitioner, or a wholesaler. If, by the end of the consultation, you really don't have a clue as to where the hypnotherapist is coming from, you might want to seriously consider looking elsewhere. Whatever you do, don't let one negative experience keep you from all the positive things that hypnotherapy has to offer.

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