

Introduction to the *Hypnosis To Go* series

As a hypnotherapist, you are already invested in one of the most powerful of contemporary life-changing therapies today – one that continues to be championed in response to a revolution in complementary health, and wellness. Hypnotherapy is increasingly chosen by professionals who wish to participate in a therapeutic approach that is positive, constructive and moreover, specific to their outcomes. These notes have been written by a professional, for professionals who wish to deliver therapy of high standards of excellence to their clients.

These notes are written by London hypnotherapist Deborah Marshall-Warren, to present guidelines along the critical path to developing a professional and successful hypnotherapy practice. They are an offshoot of Deborah's hypnotherapy training courses.

Deborah felt that it was important to create something more than just a 'Yellow Pages' for hypnotherapists seeking to expand their hypnosis training; something that offers more than mere listings. The intention is to give you an inspiring mix of thought-provoking advice and editorial comment to help you realise your aspirations for your

Before the Tutorials: Resources Guide

This Resources Guide is a checklist designed especially for therapists who are planning to work abroad.

kit & caboodle: packing a portable office

a 'portable office', in carrying case or bag
cover sheets for client notes
writing support – a leather document wallet for example
plain paper for client notes
pencils, pens
stapler
clock

must sign-up

to gain easy access to inexpensive networking (online directories of healers, therapists and health practitioners), practice-building opportunities, training, and seminars nationwide.

This list is for UK-based therapists. For therapists based in other countries the list will expand in future editions of the Resources Guide.

EveryWoman

www.everywoman.co.uk

Athena network

www.theathenanetwork.com

My Therapy Practice

www.mytherapypractice.com

Healers

www.healers.co.uk

The largest online directory of complementary health and beauty salons, clinics, spas, health centres and individual therapists in the UK and Ireland.

www.EmbodyForYou.com



general professional bodies

These umbrella groups – complementary medicine associations – support and protect the integrity of its therapists, and ensures the protection and well-being of their clients, and the high-quality standards with which complementary medicine including hypnotherapy is delivered to the public.

The Complementary Medical Association (CMA)

www.the-cma.org.uk

The British Complementary Medicine Association (BCMA)

www.bcma.co.uk

The Federation of Holistic Therapists

www.fht.org.uk

The Complementary Therapists Association

Offers the Embody For You website (EmbodyForYou.com) in conjunction with the Daily and Sunday Telegraph newspapers.

www.complementaryassoc.org.uk

branching out in the UK and abroad

The British International Spa Association (BISA)

www.spaassociation.org.uk

International Spa Association (ISPA)

www.experienceispa.com

Learning Retreats

The following offer a wide variety of personal development courses and workshops led by consultant facilitators from around the world. Contact for application and proposal protocols.

Skyros: Greece, Thailand, Cuba

www.skyros.com

office@skyros.com



Six Senses Spas

Six Senses Spas are being developed in locations worldwide. *Seeking applications from potential hosts for several locations.* www.sixsenses.com

Shop for more contacts: A Consultancy in the Sun! www.marshall-warren.com
or www.consultancyinthesun.com

branding and impressions

Logo Shaker

Remember the David Swanson quote: 'You never get a second chance to make a good impression.'
Logo Shaker offer inexpensive logo creation and re-styling services.

www.logoshaker.com
info@logoshaker.com

holistic health exhibitions in the UK

The Complementary & Natural Healthcare Show (Camexpo)

Camexpo attracts professional practitioners and therapists from across a wide spectrum of CAM disciplines. The show is presently held in London and Birmingham annually.
www.camexpo.co.uk

Holistic Health

www.beautyserve.com/holistichealth
info@beautyserve.net

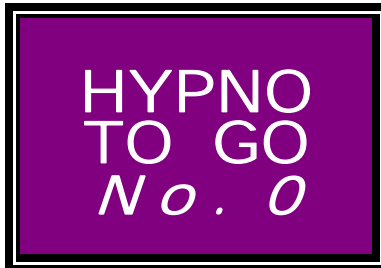
Mind Body Spirit Festival

www.mindbodyspirit.co.uk
info@mindbodyspiritdirect.co.uk

holistic health exhibitions abroad

International Conference of Alternative Therapies (ICAT)

A multi-national celebration of holistic therapeutic modalities.
www.healingconference2008.com



must-buy magazines

Today's Therapist:

Bi-monthly international trade journal for practising therapists.
www.todaystherapist.com

The Alternative

Monthly trade magazine for practising therapists.
www.alternativemagazine.co.uk

Positive Health

Monthly magazine championing integrated health for the 21st century.
www.positivehealth.net

to discover more about hypnosis research

Contemporary Hypnosis

Published on a quarterly basis, *Contemporary Hypnosis* is the official publication of the *British Society of Experimental and Clinical Hypnosis*. The intention of the journal is to provide a forum for the presentation and discussion of theory, research and professional practices in the field of hypnosis, with the general aim of furthering scientific understanding of the phenomenon and promoting informed and responsible use of hypnotic procedures. The subject matter of the journal is defined by the practices, phenomena, theory, and research associated with the term 'hypnosis' since the middle of the nineteenth century. Articles on topics related to hypnosis are considered in so far as they help to further the understanding of the nature and function of the basic phenomena. Topics might include, for example, physiological processes, sleep and dreaming, altered states of consciousness, imaginative processes, including imagery, absorption and fantasy, role-playing, compliance and obedience. *Contemporary Hypnosis* also welcomes research papers, case studies, reviews, etc., relating to the professional employment of hypnotic procedures in clinical, educational, occupational, forensic, medical, and dental work. *Contemporary Hypnosis* is essential reading for anyone interested in contemporary research, ideas, and clinical practice in the field of hypnosis.
www.eu.wiley.com

The International Journal of Clinical and Experimental Hypnosis

This international journal is the official publication of three international societies whose members tend to be medical and related practitioners in the hypnotherapeutic field. These are as follows: The Society for Clinical and Experimental Hypnosis, the Society of Psychological Hypnosis, and the International Society of Hypnosis. The journal offers a source of erudite and referenced studies within our field and is a rich source of respected information.

Publisher: Routledge Taylor & Francis Group. www.routledge.com



complementary health research symposium

Annual Symposium on Complementary Health Care (UK).

An annual symposium, organised by Professor Edzard Ernst's Complementary Medicine Unit in Exeter offers a forum for all individuals with a research interest in CAM. With an emphasis on original research it, offers a unique opportunity to discuss key issues such as effectiveness, safety and costs in critical yet open-minded debate. The main programme of the symposium consists of two days of platform and poster presentations, complemented by pre-symposium workshops.

www.pms.ac.uk/compmed/symposium

on-going hypnotherapy training and development

CSCT Events

A programme of events and master classes by speakers of national and international standing in the fields of counselling, psychotherapy, hypnotherapy, and related areas for the development of interpersonal skills at every level.

www.csctevents.com
info@csctevents.com

Lionheart Training

Practitioner training in aspects of hypnosis you may not have considered before. Forensic Hypnosis is just one such weekend programme.

www.lionheart-training.co.uk

Whole-Being Hypnotherapy and Training

In Malta: Practitioner Trainings with Deborah Marshall-Warren.

appointments@marshall-warren.com
www.marshall-warren.com

hypnotherapy titles

Changes Catalogue

The catalogue is packed with hypnotherapy CDs and DVDs, books and related titles.

www.anglo-american.co.uk
books@anglo-american.co.uk



Mind Detox

Deborah Marshall-Warren, 1999, Thorsons/Element Books, London.
www.marshall-warren.com

I'm Afraid of Hypnosis, But I Don't Know Why

Deborah Marshall-Warren, 2003 (2nd Edition 2007), Whole-Being Books, London.
www.marshall-warren.com

A Consultancy in the Sun!

Deborah Marshall-Warren, 2006, Whole-Being Books, London.
www.marshall-warren.com or www.consultancyinthesun.com

off the shelf – one-size-fits-all CDs and scripts

It may not be worthwhile re-inventing the wheel. Here is a snapshot selection of some of the quality CDs and scripts you can access and receive on-line.

Hypnosis Downloads

www.hypnosisdownloads.com
Professional hypnosis downloads from leading hypnotherapy educators based in the USA.

Hypnosis101

www.hypnosis101.com
Professional hypnosis scripts and tips, from a US-based source.

Vitalia Health

www.information@vitalia-health.co.uk
Professionally produced CDs from a UK-based source.

Positive Rewards

Dr Alastair Dobbin, whose research into the successfulness of Hypnosis in the treatment of depression features in Deborah's book, *I'm Afraid of Hypnosis, But Don't Know Why*, has created a series of CDs. The trio for the treatment of depression together with an assortment of others may be obtained from this site.
www.positiverewards.com

Chiva-Som International Health Resort CD series

More 'nutrition for the ears', written and narrated by Deborah Marshall-Warren.
www.marshall-warren.com



hypnotherapy conferences in the UK

National Council for Hypnotherapy offers an annual conference.
www.hypnotherapists.org.uk
admin@hypnotherapists.org.uk

hypnotherapy conventions in the USA

National Guild of Hypnotists, Inc organises an annual convention and educational conference in August.
www.ngh.net
ngh@ngh.net

holistic health on-line discussion fora

An on-line health discussion forum can offer you free help and access to experts, business support, and marketing consultants. You call in at one of the times and dates given. You have an opportunity to ask questions, to discuss, or to just sit back and listen.

Wellbeing Network

The Wellbeing Network has been set up by professionals to promote wellbeing professionals including hypnotherapists, to the public. It offers a combination of discussion, networking and marketing opportunities to increase your client flow.
www.wellbeingnetwork.co.uk
mail@wellbeingnetwork.co.uk

hypnotherapy tele-conference classes USA

National Guild of Hypnotists, Inc
www.ngh.net
ngh@ngh.net



journals and reference books

National Guild of Hypnotists, Inc publishes a quarterly newsletter *Hypno-Gram*, available by subscription.

www.ngh.net

ngh@ngh.net

stationery

Paper-based communications can help your practice stand out from the email crowd!

Postcards

People seem to love to pick up postcards. Postcards are surprisingly cheap to print, and they afford you a rather larger business card with more space for information about you and your practice. They are also great for promoting your 'brand' as you can have a full colour image of your logo (or your book cover if you have published a book) or whatever else you choose to have as an illustration on the front side of the card.

Postcards also afford you space to write a brief note to accompany any literature you may need to post from time to time, or as an alternative to a compliments slip, or payment for a practice bill. In addition to using this written note as demonstrating professional and polite practice, you never know who is going to open the mail, discover the card and note down your details.

Postcards are also great for quick and convenient 'thank you' notes. When a journalist, say, writes something positive about your practice – even a line or two, do send a thank-you note ... on your postcard. Writing a postcard can be as fast and convenient as sending an email, but much more memorable for the recipient.

www.printing.com

Royalty-free images for postcards, business cards, and stationery

When creating the 'brand' for your practice – a 'brand' that may evolve over time, you may intuit an image that is perfect, or you may wish to be inspired. Royalty-free images are available in abundance and can be downloaded from the internet for a nominal fee. For ideas and inspiration take a look at: www.dreamstime.com.



Able-Labels

Able-Labels primarily offer self-adhesive address labels. They are versatile and easy to use. In addition, the same company offers correspondence cards and other key stationery pieces with a distinctive and quality flair. The range offers flexibility, ease of use and the opportunity for personal designs too.

www.shopcreator.com

sales@able-labels.co.uk

the working group for hypnotherapy regulation:

The Working Group for Hypnotherapy Regulation (of which the Hypnotherapy Society (HS) is a founder-member and whose constituent groups represent some eighty per cent of the profession) created a system of democratic balloting for hypnotherapists in 2007. The online system encouraged all therapists to participate directly in the future voluntary self-regulatory direction of the profession. The group's role is, and continues to be, to facilitate the implementation of nationally agreed codes of ethics and standards with respect to requirements for conditions of entry, supervision, continuous professional development (CPD), and training standards. The entire profession was encouraged to respond, in order to promote standards that are recognised as profession-wide. Neither the Hypnotherapy Society nor any professional hypnotherapy organisation is presently endorsed by the government. The hypnotherapy alliance includes the following:

Hypnotherapy Society (UK)

www.hypnotherapysociety.com

General Hypnotherapy Register

www.general-hypnotherapy-register.com

General Hypnotherapy Standards Council

www.ghsc.co.uk

World Federation of Hypnotherapists

www.w-fh.co.uk

Association of Qualified Curative Hypnotherapists

www.aqch.org



Deborah Marshall-Warren,

Deputy Chair of the Hypnotherapy Society, (HS) UK, PGCE, Dip Hyp. Emeritus FHS

Whole-Being Hypnotherapy and Training

Box 142, 8 Shepherd Market

Mayfair, London, W1J 7JY, UK.

Mobile Tel: +44 (0)7903 807345

Clinic Tel: (Direct) +44 (0)20 7838 0765

Tel: +356 21804246

Tel: +356 79276611

Fax: +44 (0)70 3115 0396

appointments@marshall-warren.com

www.consultancyinthesun.com

www.marshall-warren.com

Deborah Marshall-Warren at HB Health

(Monthly clinic sessions.)

HB Health (Consultations and one-to-one practitioner coaching).

12 Beauchamp Place

Knightsbridge

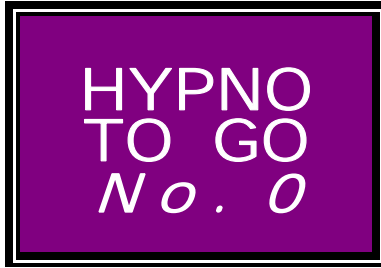
London

SW3 1NQ

Tel: +44 (0)20 7838 0765

www.hbhealth.com

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Hypnotherapy Trainings With Deborah Marshall-Warren

Upgrade your Hypnotherapy Skills to Full Bandwidth!

Deborah Marshall-Warren offers practitioner training to hypnotherapists both in a one-to-one basis (in London) and to small groups (in London and Malta). Entitled *Inner-Team Building* and *Regression*, these trainings focus on the more advanced techniques that Deborah has evolved in her own practice.

Here are the words of a client reflecting on his experience of hypnosis by direct suggestion (as opposed to interactive hypnosis):

I sat and listened for twenty minutes to a prepared script. It didn't dent the surface. Nice words, but they went over the top. I didn't feel them inside me. I came away, and afterwards felt no difference.

Contrast that with the same client's experience of interactive hypnotherapy:

I feel much more confident about it! There is nothing pushy about it. It's a bit of a wonderment. It gives me so much food for thought and that in itself is good. The words stay there and you can feed on them.

Direct suggestion can achieve great things. But interactive hypnotherapy gives you a therapeutic tool of much greater power. This training course gives you a grounding in a style of interactive hypnotherapy that centres around the notion of the subconscious mind as an 'inner team'. It is a style of working that Deborah Marshall-Warren has developed and used with great success for fourteen years in her London practice.

"I often say to my clients that, as a therapist, I am a facilitator - a cheerleader, a partner in their dance - a player on their team. I sense the motivations in them that I need to activate along the journey, and I co-create the choreography as the session progresses. But it is you, the client, who creates the music, and the lyrics. It is your wisdom that provides the content. It is your words that heal. It is the wisdom that



is within yourself that affords you the clarity and the understanding.
Remember always - you are the composer and you are the arranger of your
life's song and dance."

The **Inner-Team Building and Regression** practitioners' training is the next step in upgrading your hypnotherapeutic skills – from direct suggestion to the more effective technique of interactive hypnotherapy, which harnesses the full 'bandwidth' of hypnosis as a therapeutic modality.

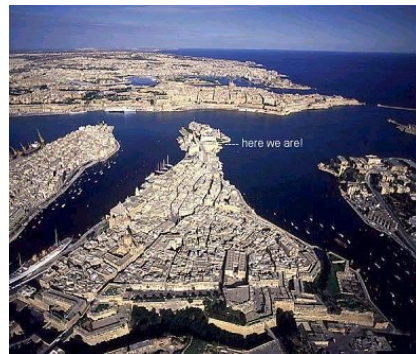
You will be instructed in a therapeutic 'choreography' that uses your client's ability to create his or her own suggestions for personal transformation and change.

You will be furnished with a basic script on which you can build — with reference to your client's inner wisdom — an inner team to support the client, to strengthen him or her, and to champion aspects of the client's life. The team is formed of words and vocabularies that emerge from within the client's subconscious during the session.

This training is the next stage in building your skills and confidence – to begin working interactively with your client in a way that is safe, effective, and demonstrates clear boundaries for both yourself and your client.

Small-Group Training in Malta

Participate in a full five days of practitioner training in Malta. The venue is amidst the ancient fortifications of the Knights of St John, overlooking the Grand Harbour of Valletta, which opens to the Mediterranean Sea. The prerequisites for this training are a first-level understanding of therapeutic hypnosis and hypnotherapy. This opportunity offers CPD (Continuing Personal Development) acknowledgement, and an opportunity to work under accredited supervision within the Hypnotherapy Society (UK).



The course promises the present of presence, with small group tuition assured. The fee includes comprehensive course resources, and light refreshments throughout the day. Lunch may be enjoyed along the waterfront very close by. Dinner is included on the final night. Accommodation can be offered to 4 delegates (two sharing en-suite) for an extra £115.00 for seven nights. Other options can be advised.

Fee £995.00 (deposit £295.00)

Email appointments@marshall-warren.com for dates



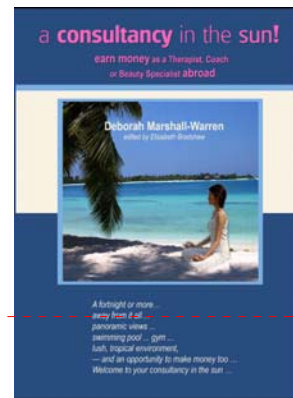
A Consultancy in the Sun!

A Consultancy in the Sun! (ISBN 1-902987-18-7) published by Whole-Being Books (2006)

A book by Deborah Marshall-Warren ... here all roads lead to a state called R-e-l-a-x.

The spa industry is undergoing an unprecedented growth across the globe. More spas are opening each year, and many existing spas are expanding. This is happening more quickly than ever before, and the growth is accelerating. If you are a therapist, a coach, or a beauty specialist, the world of spas is wide open and waiting for you!

A Consultancy in the Sun! is an exciting how-to guide for joining the spa boom! With this bible for spa workers, a therapist, a coach, or a beauty specialist is ready and prepared to go.



Comment [PBL1]: Inserted "how-to"

"For many years now, I have had the good fortune to teach Pilates in some of the most respected spas in the world. I'm not sure that I would have been able to cope with my punishing schedule without these delightful trips. The change of scenery, climate and clientele has always left me refreshed, rejuvenated, and ... inspired. You meet the most amazing clients. I learn so much from them. But it is not all sunshine and laughter. How I wish that Deborah had written this book eight years ago. If you are a therapist or a coach considering working in the sun then I wholeheartedly urge you to read this book ... the wisdom and common sense it contains will guide you through the most wonderful experience that is ... *A consultancy in the sun!*"

—Lynne Robinson, author of
The Official Body Control Pilates Manual.

Richard Currell is a healer who read *Consultancy in the Sun!* and took action to create an opportunity ...

"There is no question that being appointed as an International Visiting Consultant has been the most important milestone in my career so far. Chiva-Som quite simply opens the door to the rest of the world and instantly achieves an International reputation due to the very high regard that Chiva-Som has achieved over a 12 year period. This means other spas are very keen to employ you and also can lead to all sorts of opportunities. ... It has helped enormously by building a global reputation due to guests coming from all over the world. ... Meeting guests from all over the world has meant that opportunities arise to visit other countries. ... I would encourage anyone to go and to keep a positive attitude and to realise that they have a lot to learn from working there. I find I learn more on each visit. ... The exchanges with other practitioners can be very helpful at different times. ... My personal



growth has been helped a lot. My sense of vision has improved and my energy seems to have increased. The potential is unlimited. ... I have learned to give talks and have now started to hold classes. I have learned to be more professional in all ways."

"My diet has improved and I am exercising more. I am excited about the future, about what I can learn and how I can help others, particularly through non-paid work with the less fortunate. In closing I can say that I feel lucky each and every day that I walk the short walk from the staff quarters into the complex at Chiva-Som and feel embraced by a very large family that I get to know better each visit."

– Richard Currell, Healer

"If you've ever dreamed of exotic far away places and thought that it couldn't become a reality for you to be there, think again, "A Consultancy in the Sun" is your golden ticket. Deborah's enthusiasm captures the magic of working in fabulous "in your dreams" locations so much so that I had to read the book in one sitting to find out how, when and where. All I need to know and much more is here to create real possibilities for me to lead a life of luxury by taking my coaching practice to Health Spas around the world in the best locations. The world can literally be my oyster and this is a real pearl of a book. I feel like Deborah is holding my hand with love and guidance and her enthusiasm is inspiring me to say yes. The know-how and how-to information is all here, contacts and links to connect you with the best people in the most perfect places. This is such a complete gift of inspiration and opportunity, I can't wait to go."

– Norma Rafferty, Parent and Healthy Life Coach

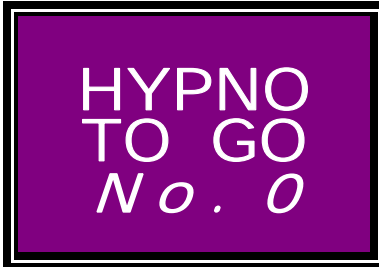
"Just finished the book. AMAZING and extremely approachable. A real gem of insight and inspiration set forth in a way that invites the reader to reflect and act!"

– Helen Waller

"What knowledge you share - you make the journey seem do-able - and I'm sure that the key to inspire those who want to do but are challenged to visualize how to begin. It's even a great read for those who wish to continue but may be challenged with identifying new ways of thinking."

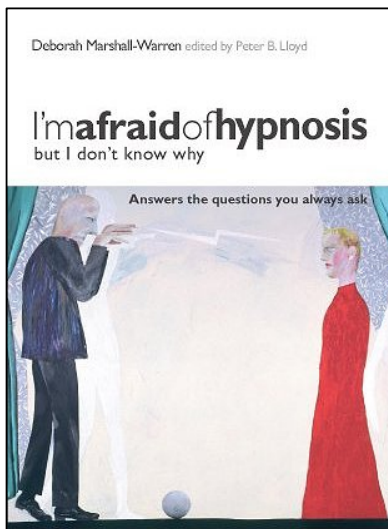
£10.99 Available from Whole-Being Books

www.consultancyinthesun.com



I'm Afraid of Hypnosis but I Don't Know Why

I'm Afraid of Hypnosis but I Don't Know Why (ISBN 1902987071) published by Whole-Being Books, London. Second edition November 2007.



For all those who:

- are afraid of hypnosis and don't know why;
- realise stage hypnosis touches only the surface;
- want something positive, constructive;
- do not want to attend therapy week after week;
- are about to wonder,
... 'why doesn't everybody do this?'

Celebrating Hypnotherapy Today - not magic, but truly magical.

"In this book, Deborah takes us on an amazing journey through the way in which our culture uses and abuses hypnosis. From her exploration of negative images of hypnosis in literature, TV and film, we begin to realise why hypnosis has become, for the uninformed, something scary and best avoided.

But more than this, the book explores the misuses of hypnosis in our everyday life, and is a massive outcry against the TV junkie, commercial-drenched, political double-speak, computer game addicted world we have created for ourselves as our natural talent for the trance state is abused by those who want our money, our compliance, or our vote.

Above all, this book is a timely cry to take hypnotherapy seriously. Debunking the myths that surround it, it shows how hypnotherapy is a safe, natural way of engaging our natural abilities to heal, to break free, and to grow. For through hypnotherapy, the individual begins to take control of their own life and to wake up to the negative suggestions and images which surround us all.

This is the freshest book I've read on the subject - a must for every therapist, student, trainer, and anyone interested in hypnosis and modern life."

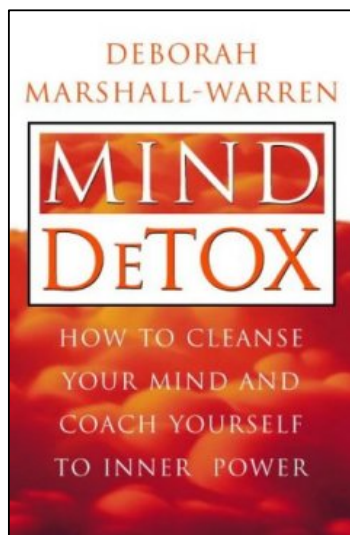
Dr Christopher Forester

MA (Oxon) DPhil EmFHS EMFCPS FRGS FRSH,
Former Chair, The Hypnotherapy Society.



Mind Detox

Mind Detox book (ISBN 0-7225-3647-X) & audio-tape (ISBN 978-0-7225-9922-8) published by Harper Collins, London.



In 1999, Deborah Marshall-Warren injected a new concept into the world of popular therapy. Drawing on her years of experience in hypnotherapy, Deborah conceived of a revolutionary new way of conceiving the hypnotherapeutic process. Widely imitated, the original Mind Detox remains a classic of the self-help genre.

Mind Detox takes you step-by-step through the process of engaging with, and neutralising, your own unique inner 'rogue players'. With wit, compassion, and passion, Deborah Marshall-Warren takes you on a tour of the hypnotherapeutic process, and shows you how much you can do for yourself.

Accompanying this widely respected book is the audio-tape of the same name, in which Deborah Marshall-Warren herself reads excerpts from her book on one side of the tape, and reads the Orange Liquid Detox and White Light suggestions on the other.

£8.99+P&P each. Available from Whole-Being Books

www.marshall-warren.com



Exotic Relaxation CDs by Deborah Marshall-Warren

As a visiting hypnotherapist at the world-class spa Chiva-Som International Health Resort, Deborah Marshall-Warren recorded three amazing CDs, which capture beautifully the sense of serenity and exquisite beauty of Thailand. She harnesses these exotic qualities in three expertly crafted self-hypnosis CDs:

CD 1: Food Choices for Health

CD 2: Health and Well-Being for Life

CD 3: An End to Smoking!

£10.00+P&P Available from Whole-Being Books

www.marshall-warren.com

