

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

Tutorial no. 1

How to achieve a position as visiting hypnotherapist at a holistic day spa in the UK

Day spa or salon?

The day spa is growing in popularity in both rural and urban locations, and therefore even if you are a rurally-based hypnotherapist there could be one very near to you. As is the case with your practice, the offerings and the pricing policy of any thriving day spa is defined by location and catchment. Day spas tend not to offer any accommodation, and the core business is usually a continuous turnaround of face and body treatments and retail sales, as well as salon grooming treatments. Many, however, also do brisk business in rituals and packages.

In recent years, there has been a marked increase in beauty salons upgrading to day-spa status, to attract spa-savvy clients. Some are glorified beauty salons lacking any meaningful spa offering. But the ones that have invested in adequate facilities have used these to great effect to increase their profiles. Rural locations very often have a beauty salon, and may offer an opportunity for a professional such as yourself.

Recommendation

A client whom you are treating, and one who is also a regular guest at a local spa may especially love and champion what you do. She may suggest to you that you would be perfect as a hypnotherapist there, and could open the door



for you to work at the spa. A recommendation like this is a giant step along the way.

Go and be pampered in paradise

Take a retreat, rest and relaxation break at the spa you have in mind. Once there, you can introduce yourself to key personnel. You could offer a free session of your work. Or you could offer a complimentary talk, or to run a small workshop to demonstrate your skills and the standards of excellence you offer.

Direct contact

Having carried out substantial research, you may choose to telephone the holistic clinic or spa directly and introduce yourself. Do call ahead and get the name of an individual who can assist you!

On your business card, offer your web-site address as an appetiser to further discussion. People do seem disposed to key in a web site address. They may not read it fully, but they may scan it to gain a sense of you, a sense of your quality and a general sense of what you are about.

An email, however polished, is not necessarily an appropriate means of communication when making first contact. Decision makers receive such a huge daily rush of emails that your enquiry may get lost in the spam filter, or deleted on the day of receipt without being read.

Forward promptly any information you promise to send, and follow up in two to three weeks' time — obviously allowing sufficient time for the information to arrive and for it to be read. Allow for the fact too that more time may be needed for the recipient to read your enclosures, and be prepared to call again and possibly again. Be patient and be polite.

A professional photograph of you

Do you have a photograph of yourself? Do you have a recent photograph of yourself? Do you have a professionally taken recent photograph of yourself?



Whether or not you have been convinced to venture forth and expand your practice, you are nonetheless a professional, and you do need an up-to-date professional photograph of yourself for your web site, for your paper-based literature, and for your professional life! Make sure you retain a high-resolution copy of your photograph, in case it is needed for a publication (such as a magazine article). Usually, 400 dpi (dots per inch) is the minimum for printed materials, and 600 dpi more than enough.

Often I have said that 'I need my own therapy to have a professional photo taken'. On one occasion, my husband Peter was accompanying me as it was only days after I had undergone fairly major dental surgery and his presence turned out to be especially magical!

I am a fan of the studio arrangement — hair and make-up-as-you-like-it, and a glass of champagne! Provided that you are absolutely clear about your intention to emerge with a 'workable professional shot' you really can walk out with a couple of professional photos on CD, with copyright clearance and a margin of credit left before you hit the limit on your credit card! Do be aware that the studio will want to furnish you with lots of lovely but expensive pictures of yourself, so do set yourself a definite number of final shots (such as one, or two) beforehand, and stick to that number.

The following tips may help support you.

Take a loved one with you and he or she will really help encourage that smile and the natural wonders of you! Some studios even let you bring a dog. At the time of the shoot my husband and I had been entrusted with our dear American friend Theresa's precious pet chow-chow, named Winchester. Our joy at having his company, and a wish to spend as much time as we could together, fuelled a desire to have him with us if it could be arranged. Winchester is a dog always up for an adventure and a dog who loves a ride in a taxi! I telephoned the studio ahead of time to find out whether 'a Winchester' would be admitted. Winchester was indeed very welcome. He,



my mother, and my playful husband most certainly did add to the occasion, the adventure of it all, and to my relaxed state of my mind.

The moral of this shaggy dog story is simply do whatever it takes to support you in getting to a photographer's studio, or to a sympathetic, friendly snapper, to achieve the photograph that you want of yourself!

And please do keep it up to date. Imagine arriving at your practice as a client, with a sense of what you look like, and then the element of surprise on discovering that twenty years on you are almost unrecognisable!

Creating a therapeutic or specialist CV

Do you have a therapy *curriculum vitae* (CV)? Prepare yourself by writing your CV now. As you will discover, it is a worth-while exercise whether or not you are ready to develop your practice into other environments.

When creating your CV, again give consideration to what it is you really offer in terms of mental and physical health outcomes. Mentally, with pen, paper or laptop to hand, take a walk along the path of your emerging journey until you reach this present special stage in your life. For curiosity, you may continue that walk, embracing the future, to gain a sense of where you are choosing to go from here.

Many of us are doing the work we were born to do, and often our training to do that work began at a very young age. By walking mentally in our own footsteps we can begin to acknowledge and to embrace just how far we as individuals have come. Celebrate the milestones along the way. You may truly be amazed at the milestones you reached, surmounted and then moved on from, and beyond — as you journeyed to reach the special stage you are at right now.

Take some moments to embrace each of these stages. They might bring back emotional memories. There may be tears. Please welcome and make a space



for those tears. You have great compassion for others. Do have compassion for yourself. Each of us does need to celebrate our journey.

Write down these individual experiences, activities and actions together with the dates. Then include all the key milestones that contributed to the position you are now standing in on life's stage. These fresh points of view will more easily enable you to create an authentic and honouring CV.

The following is a suggested format for your CV, and there are other formats easily discovered in other media that you can research too.

The basics of a therapeutic or specialist CV

- **Identification:** your full name.
- **Letters following your name:** indicating your qualifications, and membership of your professional body.
- **Date of birth:** optional.
- **Photograph:** a professional photograph of you smiling.
- **Professional role:** your preferred job title — for example, 'hypnotherapist', 'interactive hypnotherapist', or 'hypno-therapy specialist'.
- **Name of governing professional body:** the professional body you are a member of, together with contact details of the body.
- **Specialism(s):** include any particular areas you have specialised in (e.g. smoking cessation, weight control, irritable bowel syndrome, freedom from phobias).
- **Training received:** relevant training courses taken and qualifications obtained.
- **Work experience:** relevant work experience with the dates, including your current practice experience.
- **Supervisory skills:** as appropriate to the role.
- **Computer and organisational skills:** as appropriate to the role.

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- **Other skills:** mention other relevant skills and strengths.
- **Continuing training:** give brief details of continuing training courses or private studying that you are undertaking.
- **What you can help clients with:** list a manageable number of conditions that you have treated. List the most frequently cited reasons clients attend for sessions with you.
- **Published writing or recordings:** books, periodical and journal contributions, and press articles. Audio CD and DVD titles.
- **Hobbies and interests:** if you have any hobbies or interests that are relevant in some way, then do include them.
- **Contact details:** Full home address, home and work telephone numbers, mobile telephone number — and (if you have them) fax number, web-site address, and email address.

Be prepared to write about what you do

Once accepted, the clinic or spa manager needs your creative talent on board to help launch you to clients. In the early days the clinic or spa management team are collectively experimenting with the best way to 'sell' and to present you. What you create in your own words will more than likely appear on the clinic web site. You are well advised to include these ideas and observations on your personal web site too.

A personally written profile is key not only to the clients' understanding, but also to the clinic's understanding of who you are and what you do. Investigating and applying for a role outside your familiar practice environment is a great exercise in focusing your mind on you, in terms of what it is you really do, and what it is you truly offer, all in terms of the outcomes you really do help to achieve. In a sense, it is an opportunity to develop your hypnotherapy 'brand'. You will find that almost all the product and service information you create is information that can be employed to develop and improve your own web site or literature.

At an *Everywoman Seminar* (www.everywoman.co.uk) the group coach presented an exercise where she invited three delegates to assume the role of 'Accountant', and issued each of these three women with a short script to



read. The first accountant met with and greeted her associate with an introduction that included her name and the information, "I am an accountant". The second followed with, "I help people save tax". And the third continued, "I help people discover the treasure amongst their assets". Whatever your response to the third introduction, it is more than likely that the second would alert you to 'possibilities' for your financial health beyond whatever stereotype the first introduction may have suggested to you.

In the past, a typical conversation at a party might have included this exchange:

"What do you do for a living, Deborah?"

"I'm a hypnotherapist."

These days when someone asks me what I do for a living, I tell them that I help people gain confidence and self-esteem, or that I help them overcome fears and phobias, or that I help them to dress-rehearse events like important interviews, presentations and wedding days.

Your description of what you do and what you offer is designed to alert clients to the possibilities for their physical, mental and spiritual health with the help of hypnotherapy.

Give consideration to what it is you *really do* in terms of mental and physical health outcomes, and in terms of helping individuals to realise their life's dreams. These thoughts may support you in creating a more authentic and richer profile for your treatment.

For example, remember there is hypnotherapy, and there is hypnotherapy as given by you. Let me present this in the context of a different form of therapy. I have a colleague and friend who describes herself as a spiritual reflexologist. The depth of insight and presence she brings to her passion for reflexology really puts a special quality into her therapy. Not only is Shirley deeply gifted and humbly engrossed in her work, she maintains a loving presence. Your feet feel blessed when she treats them. Indeed they feel



kissed. Shirley accurately 'reads' the souls of feet. Feet are a conduit to her clients' unconscious, to their emotional life, and indeed one might say, their soulful life. As such she is intuitively empowered to effect a treatment that heals the emotional, the physical and the spiritual.

Her treatment is a prescription to help those health challenges that reflexology is particularly well known to help. The special gifts and talents that she brings to her work take Shirley's reflexology into the realm of helping to alleviate stress, detoxify, rejuvenate, and potentially transcend physiological and psychological imbalances, improving harmony throughout the clients' whole being.

Your description of yourself and your work, alongside your photograph, is an invitation and is likely to be the first reference to you the client may see. The benefits of your treatment are written as a taster to encapsulate the essence of you and what you do. Sometimes it may be very helpful to ask a friend or indeed a client to write down some of their observations about you and what you do. With a client especially, explain your reason for asking him, allowing for his familiarity with your treatment over the months or years. You may be very humbled, surprised and very touched by what he writes. Please take a few moments to own and acknowledge what your client says about you, and then get to work on creating your personal paragraph or two. These words, alongside your photograph, will be made available to clinic clients in order that clients can easily be guided to get themselves booked in.

Your holistic health announcement

The size and format of the information sheet and the style of writing in it will depend on the house style of the clinic or spa. Here are some of the basics that you could consider. (Of course, these notes are offered for guidance only).



- **What?** The name of the treatment: such as “Whole-Being Interactive Hypnotherapy”, or whatever you regard as the correct title for the form of hypnotherapy you offer.
- **Who?** Your own name (or your trading name, if you prefer not to use your personal name).
- **When?** The dates & times you will be offering your services.
- **Smile!** A smiling photograph of yourself.
- **What? (in detail):** A paragraph or two about what you do and particularly how it can make a difference (200-300 words). Two or three enticing and celebratory testimonials (optional).
- **Who? (in detail):** A paragraph of bio-data, including any relevant plaudits and products associated with your work such as books and CDs.
- **Telephone:** A contact number for booking appointments (usually the clinic or spa reception’s number).

Etiquette and your CV

Send your CV to a named person, citing that individual’s job title. Otherwise, it could easily float around at random without landing on anyone’s desk. After all, who knows the best person to handle your application if you don’t? Also, before you send your CV, do find out your intended recipient’s preferred means of receiving it. Email, hardcopy, or fax? Some people have strong preferences on this, and they may simply bin any applications that come in through the wrong channel. Some companies have corporate bans on opening email attachments (to avoid computer viruses), whilst others accept only emailed applications (to avoid being overloaded with paper mail). Moreover, it is more respectful to observe the recipient’s requirements. If your recipient prefers to receive your CV by email, then do remember to ask what reference code you should include in the subject line of your email and attachment.



Finally, do take the time and the care to include a polished, coherent and grammatically correct letter to accompany your CV and particulars. Use the spell-checker on your word processor. You may also mention — in your covering letter — whether or not you are sending any other information by post — be it references, or testimonials, a CD you may have recorded, a publication with an article about yourself, or a book you have published, for example.

Remember that a polished email suggests a high degree of professionalism on your part, and it is important that this be as perfect a piece of correspondence as that intended for the snail-mail.

Complimentary sessions

In the interests of goodwill and a better understanding of hypnotherapy a holistic clinic or spa may ask you to offer a taster of what you do. A complimentary taster session does really help to champion your cause. They provide the most immediate and direct way to convey to permanent staff an 'experience' of what you do. With some guidance perhaps, these key personnel can convey to prospective clients their experience of hypnosis — 'how it felt', say, to be in hypnosis. How much more compelling though is a heartfelt word of recommendation from one who has experienced what you do and who speaks with enthusiasm and congruency.

Taster sessions

Taster sessions offer a direct way of conveying information. Bear in mind, these are only *taster* sessions, and each can be shorter than your usual sessions would be. Of course, these sessions do need to make a difference, be complete in themselves and be grounding in their special way. They are also an opportunity for the staff members to receive some pampering too! How you offer tasters and what format a taster session takes is perhaps something for you to think through carefully, depending on your specialisms.

Personally, I offer clients one-to-one, interactive hypnotherapy sessions of ninety minutes' duration. My taster sessions by comparison are usually ap-



proximately forty minutes in length and take the form of an exposition, with time for questions and answers. This is followed by guidance into hypnosis using an induction technique, a script to deepen the relaxation, and a direct-suggestion script to instil self-confidence, self-esteem, and general well-being. Finally, I employ a counting-out script sprinkled with delicious words and phrases and deliver the staff member back into the room. Eyes wide open! Full waking consciousness!

The taster session has an explanation, a beginning, a middle and a triumphant end! It is a feel-good experience, and it is an easy-to-explain experience. I also provide a succinct handout detailing essential information to support the staff member in their personal explanation to guests, given that they really do have a huge amount to remember and to do. By doing this you champion and support the staff member in recommending your services competently to the guests.

Taster sessions are again the best way to get across information and an experience of what you do.

As before, always back up the session with a simple handout detailing key points of information about the treatment for onward explanation by staff.

By way of illustration I would suggest that the three points of information to repeat and repeat and repeat with respect to hypnotherapy may be:

- Hypnosis is a way of gaining control of something that has been controlling you;
- You remember the gist of everything the hypnotherapist says and the gist of everything you say; and
- ... hypnosis is simply a deep state of relaxation, and one that you have already experienced in some way, perhaps when you experienced a treatment here in the clinic or spa.



Presentations and talks

Are you willing to stand up and talk about what you offer to potential clients? Or does the thought of talking in front of people put you off? If the latter is the case then do consider investing in yourself and taking some classes — be it an adult education programme, or one-to-one coaching — in the art of public speaking. Remember that the entire class is in the same ‘anxiety’ boat! And whether or not you ever choose to give talks or to speak in public ever again, you can be sure that stepping outside your comfort zone will impact your life in positive and empowering ways. Believe it! Your confidence will soar. You may even come to enjoy speaking in public too.

Presentations and talks are optional when you choose to join a holistic health or spa environment but they may be encouraged as they offer a platform to share information and take questions from individual clients. Opportunities may present themselves for evening talks, or indeed short overview talks of ten minutes at the start, or at the end, of class. Introducing yourself at the start of an exercise class, say yoga, with the agreement of the teacher overseeing the group is a great opportunity to dip in and spread the word.

In the normal scheme of giving talks you can anticipate presenting for one hour including questions. Talks allow clients to check you out and to begin to establish rapport with you. As well you know, rapport is key to the success of many therapies. Clients can get a feel for you, what you do, and where you are coming from. Promote the best and brightest of yourself and enjoy these events.

Go easy on yourself, have some fun, and enjoy the opportunity. Clients are generally open, ready to listen, and are genuinely interested in what you have to say. It is likely that the groups will be small and for those readers who do not have a lot of public speaking experience this really is a good and sympathetic training ground. Remember that you are speaking to a group who are likely to be familiar with, and certainly sympathetic, to the realm of complementary therapy.



Creating talk titles & a description of each

Talk titles are chosen by you and showcase you and your work. You may choose to prepare notes for issue following your talk in which you detail the key benefits and the value of your hypnotherapy and, especially in the case of hypnotherapy say, you may wish to refresh key issues.

Alternatively, you may choose to issue a journal article that discusses your work to some extent. In each case, do ensure that your long-term contact details are included.

Choose talk titles that offer you the opportunity to shine. Choose titles that offer you a platform to talk about your favourite themes and about issues and ideas that flow from your heart. These talk opportunities are not a test.

For sure, run your initial ideas past your clinic or spa manager by email. She or he will accept you as the acknowledged expert in your field and therefore, providing your ideas fall within the clinic's and the spa's and particularly the client's interests, you will surely be invited to run with your heart. Talks of this kind come across as the most congruent, the most loving and the most authentic expression of you. Clients come along to get to know you. Some of my 'talks' have been to an audience of two. Others have been comfortable conversations around a table and in no way scary at all.

Talk Opportunities

- ◆ Business networking breakfast, or luncheon, clubs that give you the opportunity to spend two or three minutes sharing what you do.
- ◆ Women's networking clubs
- ◆ Old people's homes – they will love you and many for sure will have a relative or friend whom they would love to stop smoking, and more ... and may well tell them about you. Make it easy to pass on information by leaving clearly written larger-print contact information.
- ◆ Rotary clubs and
- ◆ Round Table clubs



- ◆ Coffee mornings – perhaps consider organising one – boosting the self-confidence and self-esteem of young mothers who are now ready to return to work or to socialise more...
- ◆ Mothers' Union gatherings
- ◆ Libraries
- ◆ Positive thinking gatherings and alternative therapy gatherings and clubs
- ◆ Local festivals of the mind, body, spirit genre
- ◆ And many, many more...

Public relations & marketing

There may or may not be a marketing person or public relations company working together with the clinic or spa, but when there is you may be put in touch with the key person responsible for publicity. This person will be especially keen to understand what it is you offer and what it is you do, and how what you do makes a difference and sits within the clinic or spa portfolio.

This exposure could involve press coverage and interviews and will of course be steered towards attracting clients. The designated marketing person (or PR company) may issue a press release about you. Your considered input in as prompt and professional a manner as possible really is of paramount importance. It pays you (metaphorically and in reality) to get the information disseminated correctly and for you to give the time necessary for the press-release to say what you want it to say. Please do keep in mind that creating a press release is a learned and honed skill and that how the release is written will reflect the norms and protocols for such a document which may vary slightly from culture to culture. Let the PR person do his or her job. Your role is to help ensure that the content accurately reflects you and what you offer.

In a sense the PR work that is carried out on your behalf is a gift, in so far as you are afforded the huge advantage of professional expertise, contracted to the host spa, publicising the wonders of you! Public relations 'creatives' work like journalists, always with a fairly close 'deadline'. You, in turn, need to keep to their deadlines. Tagging on to the public relations efforts of a large



group is called 'piggy-back' marketing. You benefit from the piggy-back relationship with respect to association with a leading, high-end brand and the distribution of your information to specialist sources and contacts which would not necessarily be within your usual reach if you were operating independently.

Your profile is emailed or posted to local journal and publication contacts, as well as to a geographically wider range of relevant media contacts, for consideration for a by-line, for a paragraph, or indeed for a bigger piece. These nuggets, sent out on behalf of your holistic clinic or host spa, are tantamount to hundreds of 'seeds' being despatched across the country. Eventually some will land, and some may take root and sprout in surprising ways. Already you have been launched in a surprisingly different way. Your name is now 'out there' more than ever before.

Moreover, the marketing person or PR company representing the clinic or spa is likely to chase the initial despatch with email follow-ups. Do bank on the possibility that your relationship could grow and grow and grow, especially when you are open and flexible to making yourself available for other promotional opportunities.

One final note on the public relations front. PR is very much a hit and miss affair. Stay positive in the event that the responses from journalists are not forthcoming. Timing is everything in the world of public relations. Content for monthly magazines is written three months ahead of publication and it could be that a weekly journal has recently published something on a similar theme and will not want to repeat the theme so soon. When anything about you is published focus on the fanfare. Your name, in the context of the work that you do, is now 'known' to a targeted audience, highly interested in holistic health and well-being — including individuals in the field of journalism who may indeed contact you for a future article, or just to get advice. Stay open to the surprise.



Percentage split

The percentage split is a moveable feast, and can be front-loaded in terms of your investment. A split of 60:40 in your favour is good enough to be an offer to accept on the spot (that is, 60% of what the client pays comes to you, and 40% goes to the clinic or spa). 50:50 may be more usual. And it can be as high as 60:40 in the clinic's favour. When making your decision as to whether this is an acceptable split, or at least a fair split, or a rip-off, you do need to take a view, and preferably a long-sighted one. What are you set to gain in non-monetary terms? Consider the total package in terms of all of the benefits that may accrue over time. Then take your decision.

Administratively you are free

Your bookings are made for you via the clinic or spa reception desk.

Often the clinic will have a policy of calling clients forty-eight hours before the appointment to confirm attendance. This reduces the incidence of no-shows. Moreover the clinic will enforce whatever policy is in place with respect to late cancellations without your having to get involved. Payment can more easily be made by credit card too, a facility that you are unlikely to have in place.

At the end of the session you are required to request a signature from the client on the bill. Besides these comparatively minor administrative tasks, you are relatively free to focus your energies on doing what you do supremely well.



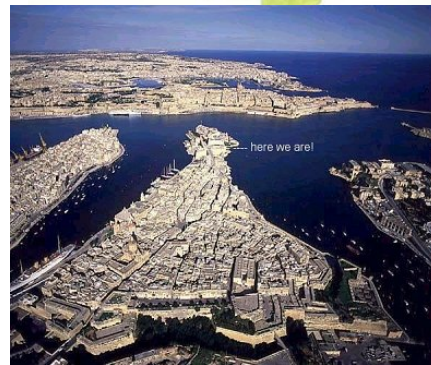
Other Whole-Being resources

**To order, please go to the web site:
www.marshall-warren.com**

Inner-Team Building and Regression practitioners' training with Deborah Marshall-Warren 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.

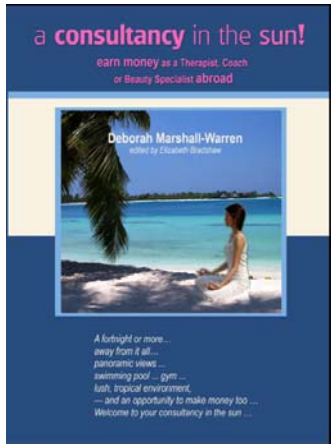


5-day practitioner training with Deborah Marshall-Warren on the Mediterranean island of Malta. This opportunity offers CPD (Continuing Personal Development) acknowledgement, and an opportunity to work under accredited supervision within the Hypnotherapy Society (UK). The course promises the present of presence, with small group tuition assured. The fee includes comprehensive course resources, and light refreshments throughout the day.

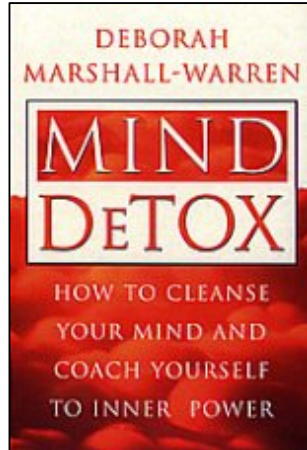


Lunch may be enjoyed along the waterfront very close by. Dinner is included on the final night. Accommodation can be offered to 4 delegates (two sharing ensuite) for an extra £115.00 for 7 nights. Other options can be advised.

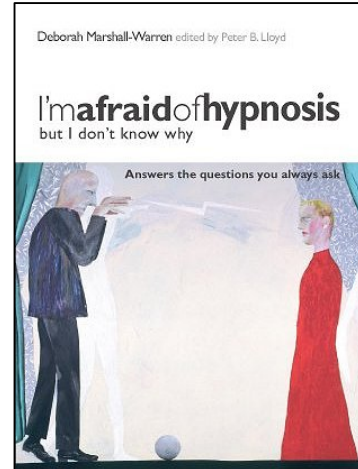
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A Consultancy in the Sun!
book by Deborah Marshall-Warren – all you need to know, and all the inspiration you need to work as a therapist in the exotic global village.



Mind Detox
book & audiotape by Deborah Marshall-Warren. The classic original, introducing Deborah's distinctive style of hypnotherapy.



I'm Afraid of Hypnosis - But I Don't Know Why
book by Deborah Marshall-Warren. A penetrating and thoughtful study of hypnosis, both in therapy and in the wider world.



Three exotic relaxation and therapeutic CDs

Written and recorded 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!