

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. 2

Creating your environment... Preparation before practice!

All things in balance: prepare thyself

Our aim is to be fully conscious hypnotherapy professionals. Always be in-the-moment, be it when practising hypnotherapy or any other specialist expertise. It is so important to cleanse and to clear yourself, so you can really be there for your clients. Prepare yourself and you can more easily listen closely and hear what are your clients' real needs. When you listen and when your listening is attentive, you are much more likely to read your client correctly, as though he or she were a book. Remember to give the present of presence.

Firm foundations

A person with deeply grounded 'roots', and a strong inner core is less likely to collapse emotionally when faced with life's ups and downs, and sometimes emotional hurricanes. Likewise, a building that is founded upon firm foundations, which serve as deep roots, will not fall down when faced with nature's movements and shifts. A professional hypnotherapy practice that is built upon firm foundations, and deeply rooted in care and consideration, continues to exist when you need to take time out to manage life's shifts and changes. A change of location within or outside your existing community manifestly is a movement and a shift. A successful practice will evolve gradually and respectfully, and will garner acknowledgements in many ways and from varying sources, it will pass exacting examinations, and



demonstrate professional excellence in all aspects of your service. Such a practice will need to build up a profile for itself. A practice can be thought of as having a 'curriculum vitae' (CV). This CV can be spread around, and now with the advent of the internet it has a visibility that stretches far and wide into as many countries as your language fluency permits. A hypnotherapy practice that has been established with good credentials and a firm adherence to integrity will continue to exist even if you move it to another geographic location. You are not beginning again. You are continuing to grow, and your practice will stand upon the foundations you have already laid down. If you do not lay down these ethical and professional foundations, your practice may fall down. As you build the practice, you should be patient, and be aware. Take the time to work from a position of care and of attention to all levels of your creation. Your administrative excellence – appropriate stationery; polished and articulate emails – are a backdrop to your gifts as a therapist. Attention to the 'scenery behind you' does amplify your credibility as a superb, and a gifted hypnotherapy practitioner. Be polished and professional in all ways. That really means *all* ways.

Learn to walk before you jump with respect to your creation. As you venture to introduce your practice – perhaps into fresh territory – always ensure that you state your credentials and experience honestly. With nothing to hide, and with much to show off, your self-assurance and your self-confidence as a professional is certain to grow and develop.

The vision

First things first: It is important to have a clear vision of the hypnotherapy practice you wish to develop and of time-scales that are realistic for the therapeutic climate.

During my fourth year of practice, I asked a leading and progressive hypnotherapist in London, who was also practising full-time, the question: How long did it really take you to establish your practice? His response was five years, and this I later discovered was to be a close approximation to my own eventual experience. Both he and I created our London-based practices in an atmosphere less open than today, and therefore your experience of committing yourself to practising full-time may reflect shorter time-scales.



Assess key objectives for your practice and formulate your specific goals.

You may even create a mission statement (or a concept statement). A mission statement will help in creating and enhancing the full-filling experience for your clients. Think in terms of such as these ...

- to create a professional hypnotherapy practice rooted and grounded in love.
- to create a professional hypnotherapy practice that encourages the renewal of mind, body, and spirit in all ways.

A powerful concept will help deliver a unique therapeutic experience for your clients as well as ensure a point of difference from other professionals. Due consideration of the unique characteristics and opportunities of your practice will also help you to project realistic time-scales. You may begin to approach day spas in year two or three – with one or two years of experience, references, and testimonials behind you – and to approach destination spas or resort-based spas in year three or four – acknowledging the lead time it may take to arrange a position.

Bear in mind that building a practice plan is a fluid process: new research, and fresh information, can reshape the original vision you had for your practice.

Research and market analysis

Care and interpretation of research and market analysis at a grass-roots level will help you formulate realistic and viable outcomes for your practice. Your hypnotherapy practice is going to be defined by your location and your catchment area and, by implication, your pricing policy for sessions. Acknowledgement and due consideration of these factors alone may motivate you to re-locate, or more obviously to work in a different catchment area from the one in which you live. The demographic profile of where you live or work-to-live, however, is just scratching the surface when it comes to researching your client base.

You will also need to ascertain specific details that influence your location, such as the quantity and types of market segments you can target, as well as how far these different clients are prepared to travel for hypnotherapy



treatments. These influencing factors are particularly important if you are based in a more remote spot, as opposed to a city centre.

As a hypnotherapist based in a rural location, you will find that clients will expect to find a hypnotherapy experience especially worth the journey and worth repeating and worth recommending to others. You may have to work very hard to encourage a regular flow of clients who make the effort to travel out to you. But don't let that put you off. In your favour is the statistical fact that you are likely to be the only hypnotherapist for miles around! If you choose to stay put in your rural idyll, careful research may help you to define your vision of a practice that best serves your identified market niche. You may then discover a point of difference in order to maximise your therapeutic potential as an 'out of town' business.

Generalist or specialist?

In formulating your vision, a primary consideration is, whether you choose to specialise in one particular area of practice, or to be a generalist. To consider whether you intend to specialise in practising with children for example, or indeed as to whether you wish to practise with children at all. This decision may be interpreted as to whether you intend to practise on clients under the age of eighteen. You will need to consider such factors thoroughly and consider them as a whole. Your decision will provide yourself with the starting point for a unique formula for your hypnotherapy practice. At this stage you may consider conducting a SWOT analysis (Strengths Weaknesses Opportunities and Threats). This process should uncover all of the restraints and opportunities to help you clarify any further gaps in your market.

Branding and identity

Branding of your hypnotherapy practice is something to consider during the creation of your mission statement to promote your practice. With a strong brand template you can ensure that your hypnotherapy practice is cohesive, has a strong personality, and is true to its core mission statement. This will give your hypnotherapy practice an identity and integrity, which will add all-important value to the client's experience.



Keep your finger on the pulse when it comes to the latest consumer trends in well-being, beauty, health, travel, lifestyle and nutrition. Define your client segments and understand how you are going to appeal to key client groups with the offer you propose.

Remain open-minded

As your ideas for your practice emerge and develop, do remain open-minded at all stages. Do not be tempted to ignore new information just because it contradicts your original ideals or mission statement. A fluid and flexible approach is needed throughout this process as you may need to re-think and re-address your original objectives. Research inevitably reveals hidden restraints and unforeseen opportunities. A thoroughly researched practice plan will serve you well, only if consulted on a regular basis (monthly, quarterly, or annually). This document should be used as a benchmark to gauge your rate of success accurately as the practice progresses.

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HYPNO TO GO *No. 2*

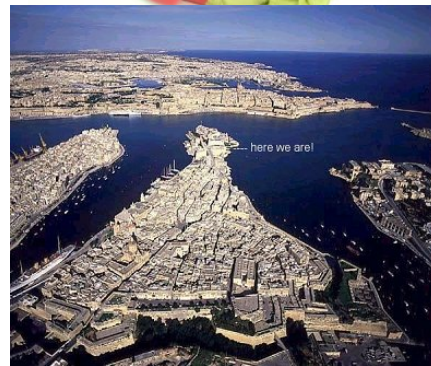
Other Whole-Being resources

**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.

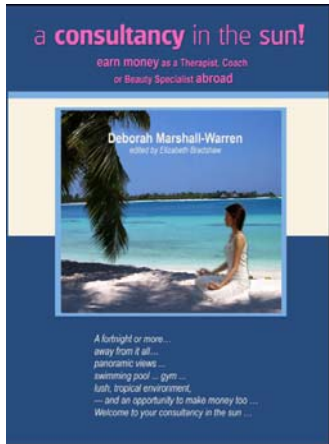


5-day practitioner training with Deborah Marshall-Warren on the Mediterranean island of Malta. The prerequisites for this training are a first-level understanding of therapeutic hypnosis and hypnotherapy. This opportunity offers CPD (Continuing Personal Development) acknowledgement, and an opportunity 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.

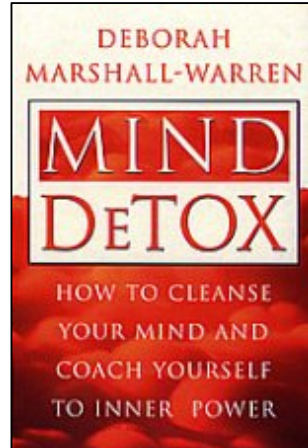


Lunch may be enjoyed along the waterfront very close by. Dinner is included on the final night. Accommodation can be offered to 4 delegates (two sharing ensuite) for an extra £115.00 for 7 nights. Other options can be advised.

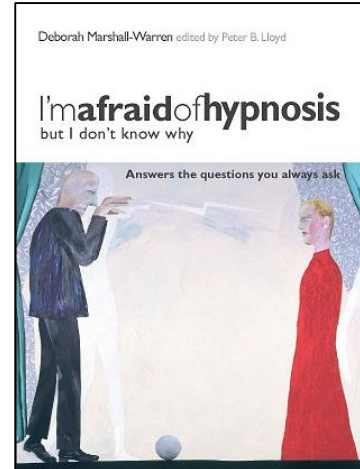
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A Consultancy in the Sun!
book by Deborah Marshall-Warren – all you need to know, and all the inspiration you need to work as a therapist in the exotic global village.



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!