

HYPNOTHERAPY TODAY

ASSOCIATION FOR SOLUTION FOCUSED HYPNOTHERAPY

Edition 28, Summer 2019

The Great Outdoors!

Exploring the benefits of nature

Also in this issue:

Marketing Strategy

Two for one in therapy!

A Supervisor's stress bucket

AfSFH.com

Association for
SOLUTION FOCUSED HYPNOTHERAPY

SUPERVISORS' DIRECTORY

ST: Supervision type (e.g. Skype, One to One, Group supervision).

For the latest list of Supervisors, please refer to the AfSFH website.



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Contents

02 Supervisors' Directory

04 Meet the Member

– Introducing the AfSFH's Head of Marketing, Andrew Major.

06 A Supervisor's stress bucket

– Nicola Griffiths reflects on supervision.

09 Two for one!

– Catherine Eland looks at the multiple benefits of SFH.

10 Marketing Strategy

– Georgia Riley provides inspiration for marketing our businesses.

13 Pause for thought

– Tips for creating your website.

14 Brainbox:

The benefits of nature

– Trevor Eddolls looks at how nature can help the brain.

17 The AfSFH Members' Event

– a sneak peek!

18 All about you

– Results from our recent member survey.

19 Supervisors' Directory

20 The Executive Committee

A Message from the Editor...

Welcome to the Summer edition of Hypnotherapy Today! In this issue, we explore the benefits of the great outdoors – whether from spending time in a park, in a forest or walking along a beach! And if the current warm weather we are having in the UK is set to continue, there'll be no excuses for not embracing nature!

I often think that summertime is a great opportunity to reflect on how the year has been going so far, and to think about plans for the remainder of the year. It might be that this involves reflecting on how your hypnotherapy business is going and how you would like to grow it – in which case, the article on marketing strategy is well worth a read – packed with ideas and inspiration from one of our members and her experiences of successfully growing her business. Similarly, perhaps you've got into a rut or allowed some bad habits to creep in to your work, in which case the article on Supervision might be just the thing to help you to refocus, reignite your passion and develop your skills.

We also look at the results from our recent members' survey about the new website and there is a little taster of what's to come at our Members' Event being held in Bristol on Saturday 30th November – exciting stuff!

I hope you enjoy this edition – a big thank you to everyone who contributed; as always, your efforts are greatly

appreciated. Hypnotherapy Today would not exist without written contributions from you, our members, so please, do keep sending in your articles, ideas or reviews to me at: journal@afsfh.com. Don't forget, for all work published, authors will receive a £10 Amazon gift voucher as a little 'thank you' for their efforts! Student members are also welcome to send in articles too!

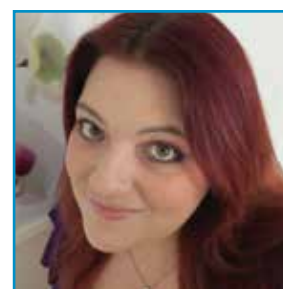
So, that's all from me for now. I hope you can find somewhere lovely to relax (preferably outdoors!), soak up some sun (safely!) and take some time out to be inspired by the latest contributions from our members. If you like, we'd be delighted to receive a selfie of you enjoying your copy of Hypnotherapy Today in the great outdoors wherever you are – feel free to post pics in our closed AfSFH group!

Until the next edition, happy reading!

Best wishes,

Helen

Helen Green,
AfSFH CEO & Editor





MEET THE MEMBER:

Getting to know the AfSFH Head of Marketing, Andrew Major.

Hypnotherapy Today asked Andrew to provide some insights into his work and his role within the AfSFH.

How do you see your role as Head of Marketing for the AfSFH?

An important aspect of my role is to support our members, so they can become the very best practitioners with the ability to build and grow their business. Over the past year, I've been focused on improving the membership experience online and optimising the practical content we have available to support our members.

Moving forwards, as we continue to expand our resources on the website, it's important to me that we adapt and listen to the needs of members to do this, so I'm always keen to hear what members want and need! Our first membership event later this year will be a great opportunity to hear some feedback first hand!

The other aspect of my role is to help increase the awareness and credibility of SFH in the public domain and within other professional organisations. As we move forwards and develop



our communication plans, all the fantastic work already being done by our members will help support and demonstrate the benefits! Overall, it's great to be part of the AfSFH team, who are so dedicated and passionate about their members and SFH.

What attracted you to work as a Solution Focused Hypnotherapist?

I've always been fascinated by the mind and, over the years, my work has often involved managing and coaching individuals and teams in the business world. I've always enjoyed helping people reach their true potential and watching their skills and abilities flourish. I was fascinated by the positive impact that coaching and working on small goals had in helping people build their confidence and motivation as they found more fulfilment in their daily work.

My first brush with hypnotherapy happened just over 15 years ago, when I sought out help to stop smoking. I was so pleased to free of the dreadful habit and the process struck a chord with me and, since then, I've always wanted to investigate it further!

These things sparked my interest in wanting to do more, which led me to find Solution Focused Hypnotherapy. It appealed to me because I knew I'd be working with my clients' preferred futures rather than dwelling on problems in their past.

Why is the AfSFH important?

The AfSFH is important in many ways: firstly, for our members, it provides a central focal point that not only provides access and support to a community of like-minded professionals through our network of members (via Facebook etc.), but also via our supervisors and events to come. It means that whilst many of us are lone workers, we always have access to support and advice, which helps provide a consistent and high level of professionalism to our clients.

Given that hypnotherapy is also unregulated, being part of the AfSFH provides credibility and a commitment to professional standards because we have high standards for those wanting to join the AfSFH, but also require members to commit to ongoing supervision and CPD. This all helps build trust and confidence for the therapeutic approach in the public domain, and it is important that we are represented and recognised as specialists in our unique field of SFH.

What is your background?

I've always been intrigued by human behaviour, especially how our upbringing and lifestyle affects our choices and routines in daily life. Therefore, marketing has always been a fascinating and natural fit for me because much of the strategy is based on human behaviour. Whether it be developing a communications programme, designing a new product or giving a presentation, all these things work well when they are specifically designed with the knowledge and insight about the audience we are speaking to.

Just under 20 years ago, I began my first marketing role in the mobile telecoms industry having spent the previous couple of years running a call centre for a large supermarket in Leeds. I've been able to build and grow my marketing experience in the mobile industry, beginning in the days before social media and data! I've worked in campaign management, product development, proposition management and have also been involved in launching a variety of virtual mobile telecoms brands. More recently, I transferred my experience to begin a new challenge in the energy industry, focusing on the B2B market, building and establishing a new marketing function to develop a new brand, products and promotional strategies, whilst being instrumental in launching new renewable energy products to market.

Having already made the decision to begin my SFH training with thoughts of seeing clients in my spare time, my company went through a drastic



reorganisation, which resulted in me taking redundancy. Since then, I've seized the opportunity to build my hypnotherapy practice, which has been very rewarding, challenging at times and a big learning curve! I'm very happy to be making a difference with every client I support, and I'm looking forward to the future!

What motivates you?

Every day my clients motivate me! It's rewarding to see their positive changes and it encourages me to do more to help! It's also important for me to do something every day that I believe in and something which I enjoy. There's always more to learn, and I enjoy expanding my knowledge and skills. I'm very grateful that I'm able to be involved with the AfSFH and run my own SFH practice. When you're able to go to work and it does not feel like work, what's better than that? I'm also motivated by the challenge of being self-employed; I'm always learning, and I've gained such valuable experience and met many more people through networking and local connections, which really empowers me to keep going!

What do you like to do in your spare time?

Having grown up in rural Berkshire, a lot of family time was spent enjoying the great outdoors, walking and getting out and about, which has stayed with me. I now like to explore the countryside and historic sites and buildings as much as possible and find the historic legacies fascinating. Some favourite spots around the UK include North Wales,

Snowdonia, North York Moors and Dartmoor, where I'm lucky to have my family home – a great place to escape, relax and recharge! In more recent years, I discovered the therapeutic benefits and satisfaction of gardening, something I never thought I'd enjoy in my teenage years! It's become a real addiction and I never have enough space for the plants I want to grow!

What have been your highlights working as a SF Hypnotherapist so far?

There have been many! Every day is different! It's so rewarding to hear how people's lives change for the better and the way these changes have a positive effect on the people around them. Recently, a client has been in touch to say she's conceived her first child after years of trying. I'm passionate about helping people suffering with anxiety and depression and I love hearing about their positive progress – for some, it starts with something simple as: "I went to the shop today" – that first step is real progress! Overall, seeing the transformation in someone's appearance, confidence and demeanour is very satisfying.

Of course, my training with CPHT was also a real turning point, the start of a fantastic journey to improving my own mental health and confidence! Whilst the process of establishing a new practice can be challenging, it's given me a lot of personal strength and I've met so many new people in the business world and community that have made a real difference to my personal life!



A Supervisor's Stress Bucket

By Nicola Griffiths

Here's a question: 'What sends a Supervisor's primitive mind running for the hills?'

I was recently asked by the NCH to complete a 'Practitioner Evaluation & Supervisor's Recommendation for Upgrade Report' for one of my supervisees. My initial reaction was: "Now, how hard can that be", whilst trying to ignore the lengthy title!

Then I opened the document, and, after a quick skim, I promptly closed it again and my primitive mind procrastinated for a full two days before I re-opened it. Why did my primitive mind have such a reaction? Well, I had to report on the supervisee's progress in the following areas:

- case conceptualisation
- therapy skills and choices,
- emotional awareness and
- self-evaluation

Luckily for me, I knew the supervisee in question very well as she'd attended regular supervision sessions and I could therefore gauge her progress over the last 4-5 years reasonably well. It still took a phone call to her in order to check a few details, but once my brain had got itself sorted on what exactly the NCH were after, it was relatively plain sailing, although it did take a while to complete. However, and here's the thing, if that supervisee hadn't attended regular sessions, it would have been another ball game completely.

Now here's the rub: it's very easy to reach for Facebook groups, the wonderfully supportive 'closed' AfSFH page or other resources to ask a question about SFH and, these days, we're all wanting to save time, but don't forget that when you write, whether it's on Facebook or by group chat or via text, the tonality gets completely lost. What also gets lost is the interaction between two people and the development of a conversation.



About the writer:

Nicola qualified in Solution Focused Hypnotherapy in 2007. She is Chair of the AfSFH, a Supervisor and a Senior lecturer for CPHT Belfast and CPHT Manchester.

There are a couple of reasons I'm highlighting this:

1) When I looked back at the supervisee's record in order to complete the above assessment, I was able to understand her strengths and areas for development because she'd phoned me numerous times over the years and attended supervision. I was, therefore, able to encourage her to answer her own questions or help out and help build her confidence in the areas she wasn't so strong in. I was also able to complete the assessment, which was quite important given she was progressing her career to the next stage.

2) What's the difference between talking to a person on a phone, online or face-to-face? You have a proper conversation! That last bit can be vital in giving a correct, meaningful answer to a supervision-type question (especially as we cannot share pertinent client details in group pages online due to confidentiality). For instance, whilst talking to a supervisee on the phone recently I became aware of his indecision on a particular point. There was hesitation. Therefore, I knew his confidence in that particular area needing building upon. Separately, talking to someone else, the conversation took a whole new turn when she threw in a bit of a curve ball and, suddenly, we were going down a completely different avenue to the one we'd started on.

Both of the above points wouldn't have been flushed out by a simple Facebook post or online chat.

Before anyone gets the wrong idea, I'm a great fan of Facebook and social media as ways of connecting and communicating, particularly with the AfSFH's closed Facebook page, and a lot of the questions are very straight forward, especially about the development of a business; scam warnings; sharing resources etc. However, I suppose my key message here is: beware of the quick supervision fix...as it might not be the fix you're after over the longer term!

I think the AfSFH provide a nice summary of the main benefits of engaging in regular supervision – reproduced with permission below, that can act as a great reminder for us all:

BENEFITS OF REGULAR SUPERVISION

CLIENT PROTECTION:

First and foremost, a crucial aspect of supervision in any professional discipline is to offer protection to the public; cases are reviewed confidentially between you and your Supervisor, where discussions can ensure you are always working in your clients' best interests.

YOUR CONTINUED SUCCESS:

The collaboration between you and your Supervisor is a vital component in helping you find ways to successfully move your clients forward – and that means a more successful practice for you. After all, the cardinal rule of marketing is: 'do a good job!'. Ensuring that we are regularly focused on enhancing what we do, obviously has huge benefits for our existing clients but, by extension, the potential for developing crucial referrals in the future – which is undoubtedly the main source of new clients for established therapists. It is no coincidence that the most successful self-employed practitioners, regularly participate in supervision and CPD – simply put, it makes us better.

"Supervision reassures us, challenges our thinking, gives us ideas and inspiration..."

YOUR PROFESSIONAL LIFELINE:

Whether you have recently qualified or have been a SFH for years, having regular contact with a Supervisor can provide huge support – particularly if a complaint has been raised about you or your work – or, better yet, discussing your work with your Supervisor may help you to avoid this. Part of the role of the AfSFH is to impartially review any negative feedback received. Where this happens, your Supervisor is your first line of support. Or perhaps you've come across something that may be a safeguarding issue or have found yourself dealing with a client experiencing mental health problems that you've never come across before – your Supervisor may not have all the answers, but they can be a real lifeline of support – helping to point you in the right direction of where you might find further information.

PROVIDES PRACTICAL SOLUTIONS:

"Should I do a Rewind?", "They don't respond to the Miracle Question", "Their scaling number keeps going down or not changing" – just some of the things we might experience in our practice. Along with their own experiences, these are things your Supervisor will have come across regularly before. Supervision can therefore be extremely valuable on a practical level, by helping us to grow in our understanding of how to use various tools and in sharpening our skills and techniques – especially when we feel we're stuck with how to help a client or we've reached a plateau in helping them make changes. Supervision helps us in finding solutions, and helps us to identify our own abilities, strengths, and resources, which will benefit our clients and our practice.

PERSONAL GROWTH:

Supervision is at the heart of our personal as well as our professional growth as Solution Focused Hypnotherapists. Not just vital for when we start out, it can help us in developing our knowledge and confidence throughout our careers. Supervision reassures us, challenges our thinking, gives us ideas and inspiration, however experienced we are.



Crucially, it also helps us to recharge our energy and motivation, and encourages creativity to stimulate and invigorate our practices, which is vital to success over the years.

DEDICATED TIME FOR PROFESSIONAL DEVELOPMENT:

As mentioned, supervision can be immensely helpful in giving us the opportunity to develop our knowledge and skills, but it can specifically allow us the time to reflect on our work. It's so easy to get into a routine with clients, and sometimes it's easy for us to become too relaxed about what we are doing and why we do it (and perhaps for bad habits to start creeping in, like poor time management of sessions or not bothering with consent forms etc). Supervision offers a dedicated, safe time and place for us to reflect on our performance, providing us with insights into how to progress and improve in our work. Considering what is working well and what isn't, can help us refine our practice to the benefit of our clients and our business – after all, this dedicated time for reflection can relate to all aspects of our practice from marketing and advertising, to considering strategies for effective time-keeping.

BUSINESS DEVELOPMENT:

Supervision can also be a great opportunity to discuss ways to build and grow your business. Talking things through with your Supervisor (and other supervisees if present), can help you consolidate your ideas and come up with new plans for how to develop your business. The chances are that your Supervisor or colleagues may well have tried and tested several methods and might be able to give you some valuable insights – including scams or other costly strategies you'd be better off avoiding.

SOCIAL INTERACTION:

Well, we all know about the positive benefits of social interaction! As with many other types of self-employment, working as a Solution Focused Hypnotherapist can be isolating at times and Supervision is a great way to make and establish social and professional connections with like-minded therapists.

PROFESSIONAL INTEGRITY:

As well as the multitude of other benefits, participating in regular supervision shows the public that you're a professional, and that you

are committed to regular, dedicated development activities. This is the hallmark of a professional practitioner, and something we should all proudly advertise. Whilst it's true that there are some unscrupulous therapists out there who never participate in supervision or CPD activities, not even the barest minimum as required by professional registration, we want all AfSFH members to demonstrate their professional conduct – something that will continue to enhance the reputation of SFH practitioners everywhere!

PROVIDES A GUIDING HAND:

Although all of us will have our own unique style and ways of working, the beauty and success of Solution Focused Hypnotherapy lies in its structure – one that has helped thousands of people in their lives. Through things we may see and hear on social media or on television, or from attending events etc. it can sometimes be tempting to 'experiment' with different ideas, strategies, and techniques. Now, there is nothing particularly wrong with this (as long as they are for your client's benefit) and some therapists may well use other techniques that they have trained in (such as NLP, SFBT, or using EFT etc.) or bring in additional themes in their work in which they are qualified (such as nutrition or pure CBT). However, if a client has come to us for Solution Focused Hypnotherapy, then we must fulfil that expectation and never comment, suggest or advise on other matters in which we are not suitably qualified. Supervision can often help us get 'back to basics' – helping us to focus on the very best practices in SFH, which have been successfully used to help thousands of people.

KEEPS US UP-TO-DATE:

Supervision can also help us keep up-to-date with research or other findings, or recent news items that may be of interest to you and that may be beneficial to you and your clients. It's a great way of staying in the loop with the latest professional developments, and any other wider changes in the legal matters that might be relevant to us.

SUPPORTING OUR SELF-CARE:

Having regular meetings with your Supervisor also helps you to reflect on your own self-care, because Supervisors also have a pastoral element in their work – they want to make sure you're OK! Sometimes, it can also be hard for us to talk about

difficulties we are experiencing with friends or family, because we may feel obliged to always be seen to be upbeat and positive – having an honest and supportive relationship with your Supervisor can therefore be hugely beneficial for our own well-being; as the saying goes: "you cannot pour from an empty cup".

“Don't forget that you can find a full directory of qualified AfSFH Supervisors on the AfSFH website.”

I'm pleased we all take our supervision seriously and building a meaningful relationship with your Supervisor is key to becoming a great therapist as, clearly, supervision isn't just about helping you with specific client enquiries – it goes far beyond that! Whilst peer-to-peer groups between therapists are great (as a form of social support, to practise things and generally connect), this is a different dynamic than one would have with their Supervisor – as Supervisors are trained to help your personal and professional development, including helping you to develop your skills and confidence over time (also note that only Supervision with a qualified Supervisor counts as professional supervision as required by membership organisations). Indeed, as evident from my recent slightly 'stress-bucket filling' experience, supervisors are also here to reflect on your development, so we can help make recommendations about you for your future professional activities – even if that does mean a lot of paperwork!

And, speaking of paperwork, you might like to use the AfSFH supervision log template (on the Supervision page on the AfSFH website), as it details what you may need to provide to the AfSFH or NCH should you wish to upgrade or if you get audited....it might take some serious time and contemplation if you have to fill it out retrospectively.... much easier to do it as you go along!



Two for One!

By Catherine Eland

I live in Southport, a Northern coastal town with an ageing population and a substantial beach and pier. In its day, it was an up-market holiday destination for seafarers. Now, it's a haven for golfers with numerous golf courses - 12 in fact, within a 10-mile radius. No surprising then, that some of my customers are members of local golf clubs.

In the past six months, I have noticed a growing trend with these customers, which I have found both interesting but not unsurprising. During the initial consultation, I would hear about the typical symptoms of anxiety, relationship issues and problems coping at work. We would embark on therapy with the reassuring 'we can certainly help you with that'. Concluding on average, eight weeks later. But, these customers seemed to be receiving a 'TWO FOR ONE' offer. Diving into the 'what's been good', I noticed the appearance of the words: 'swing', 'pitch' and 'putting'.

Not only was I helping them cope better, manage relationships and feel more in control, I was having a significant effect on their golf performance. Furthermore, realising that hypnotherapy was now improving their game, the miracle question was hijacked for dealing with competition nerves and controlling the speed of the back swing. As news spread about the effects of solution focused hypnotherapy and because of my convenient situation in Birkdale, I became the 'golfer friend'.

Of course, these results came as real delight to me, but not a surprise, as I have said. We all know that 'control is a constant' and when we begin to take back control in one area, then other areas in our lives seem to fall into place too.

In training we may have learned about Colonel George Hall, a Vietnam veteran who endured one of the longest captivities as a prisoner of war in American History. He spent the majority of his time in solitary confinement and was released after seven and a half years. George Hall was a keen golfer and the captain of the US Naval Academy Golf team, playing off scratch. On release, and not in particularly good health, he was invited to play at a charity golf event and played close to his handicap.

Although a man of few words, he described how he played imaginary golf in his head at least once a week, in his 7-foot by 7-foot cell. He would imagine hitting every shot, walking

and chatting to friends from one hole to the next. He said he never imagined having birdies; a pleasant round of golf is all he wanted.

An inspiring story and it makes perfect sense to us. It's not dissimilar to what our customers do every session in the miracle question. Our customers imagine what small thing would they be doing differently if they were feeling less anxious or coping better.

The use of visualisation or mental rehearsal techniques we know is not a new concept. The Russian gymnast team in the Sidney Olympics of 1956 used such techniques. With their entourage of 11 hypnotherapists, it proved an overwhelming success, with the Russians being placed at the top of the medal table. Glen Catley, who some of you may have met during training, is a former World Super Middleweight champion - he imagined winning his fights and asking his girlfriend to marry him live on sky TV.

So, let's imagine that you are a relatively proficient tennis player with a tournament looming. To supplement your chances of winning you engage in a few private lessons to perfect your volley. You already understand what you need to do to achieve the perfect volley, but it doesn't seem to happen every time. Your tennis teacher explains exactly what seems to be going wrong in detail, you become an expert in what not to do. Is that helpful?

So, now, let's imagine you visit your local Solution Focused Hypnotherapist and they drill you down to a positive, specific 'doing picture' in the miracle question; slamming the ball into the left-hand corner of the court with a look of intent on your face. In that situation it can be the perfect volley, no mistakes made, no criticism received and no negative reflection. Is that helpful?

Indeed, how often have you heard people say: 'it's all in the mind'?



About the writer:

Catherine qualified in 2013 and is a senior lecturer for CPHT Leeds and CPHT Liverpool. She is also a Supervisor and has practices in Southport and Chorley.



Marketing strategy: the key to success

In this article, Georgia Riley reflects on the multitude of marketing activities she has used to create and develop her business – food for thought for all SFH practitioners!

The successful marketing strategy of a solution focused hypnotherapy practice can only be borne out of tenacity and absolute belief in the benefits of the hypnotherapy process. From there, the rest will follow.

My belief in the benefits of hypnotherapy is a given. It is the tenacious and seemingly endless hours of commitment to the marketing cause, that has made me stand out from the crowd of competitors. It would be short-sighted of any practitioner to think that business will roll through the doors unabated without putting in the hours of marketing that are needed to make the practice a success.

My marketing process began even before my practice was started. Following several weeks of brain storming, the idea of 'The Life of Riley' name came to me mid lecture at university. From here, I created my own design

for promotional leaflets and business cards which I distributed around my local village. My designs were a simple DIY concept, which was enough to get me started while keeping my costs to a minimum.

In the absence of a website, and knowing where to find my target market, I invested time in my social media presence by creating pages on Facebook, Instagram, LinkedIn and Twitter. These pages gave me the platform on which to reach my followers on a daily basis through posts and direct messaging. I have also paid to advertise on Wooit.com, a new website which promotes your local town; what's on, where to go, latest discounts and offers.

All of these online platforms have given me the opportunity to cost-effectively promote my business and create awareness around my practice. However, the most important thing to remember about social media is that you must interact with your audience rather than just talk at them. For this reason, in February I promoted a social media raffle to connect with existing and potential followers.

It became increasingly important for me to connect with my audience on a bigger scale and I knew that recording a relaxation download would be a fantastic way to do this, but the costs were prohibitive. I found a GCSE student who wanted to increase their portfolio, and together we successfully recorded my first relaxation download at a local high school. To create the appropriate professional impression, I also invested in a printer that prints directly onto CDs.

The biggest step came when I concluded that practising from home, in the midst of a busy household, was no longer meeting the needs of my business, so I began to look for commercial premises. I found a spare room in a beauty salon and worked from there 1 day a week, which very quickly increased to 2 days to fit around the final year of my psychology degree at university. I began to charge a small fee for sessions to cover my room rental. By working from commercial premises, my business was already becoming established locally and my business name was getting noticed.

I now had a business with premises and a name that was becoming well known. I felt it was time to promote the practice as much as possible, knowing that my own in-house designs would no longer be professional enough to adequately represent me and my business.

It was important to me to connect with local businesses to support their growth alongside my own, so I looked around for a graphic designer and printer. I found someone from a local design and print firm, who was supportive and enthusiastic in helping me rebrand my business. We worked together for several weeks, going backwards and forwards with design ideas for a logo. After much deliberation and a masterclass in the number of shades of colours that are available, I finally decided on my business logo!

Once the logo was signed off, to keep my brand consistent and to use as many opportunities as possible to promote it, we moved on to creating and producing a wide range of merchandise – from leaflets, general business stationery, pens and posters to banners, magnets, beer mats and more! These are all very easy to distribute either to directly promote the practice or as gifts to potential



or existing clients, which is a great way to build relationships and keep your brand “out there” for as long as possible. Once the boxes of goodies arrived, a lot of behind the scenes time and energy went into collating these items into gift packs.

Building a profile and standing out from the competition requires thinking outside the box. You have to go the extra mile. I created a package of wellbeing gifts to complement my work including Himalayan bath salts, bags of sweets and essential oil tasters. I offer these boxes as raffle prizes to local charities and organisations.

As I continued to work hard at promoting my practice, business increased, and I soon found that I had outgrown my room and arrangement at the salon. On 1st September 2018 I moved into office space in the heart of Southport town centre, which I converted into a cosy therapy room that was solely mine. My name and logo were on the outside door at ground level, so I was now able to benefit from the town centre footfall. Putting up the Life of Riley sign was a very proud moment!

Having a town centre premises and the rent that came with it, meant that I had to up my game in bringing in new business. During this time, I had also been putting excessive late-night

hours into designing my own website to increase the reach of new clients. On 28th September I placed my first paid advert, which appeared in The Trader, which is a free local publication of business advertisements, delivered to households in the local area.

I didn't feel that the advert stood out enough, so I made some changes for future prints. I added more colour and made the contact details jump out of the page by making them white-out of blue, rather than just printed in blue. I also itemised the areas in which I could help potential clients.

When considering your marketing strategy, it is as important to know what doesn't work as much as what does. On 11th December my first advert went into the All About Family magazine, distributed free to schools. I did a little research with local parents through Facebook and discovered that not many parents open or read this magazine so after being in 2 editions I withdrew my advert.

I grasp editorial opportunities where I can and consider my paid advertisement options carefully. I have received free publicity through editorials in my church magazine and the local free paper. I have paid for advertising in the publications already mentioned, in Local Life magazine and on local buses!



- **June** – I attended an Invest Sefton business development workshop on using video to communicate with an audience.
- **June** – I have been offered a contract to work within a primary school as their wellbeing professional 1 morning a week working 1:1 with students who face struggles.
- **June** – I have placed a paid advert with the local theatre in their ticket wallets which will remain for 12 months reaching out to all of the Christmas panto ticket buyers, continually raising awareness.
- **July** – I will be delivering an afternoon conference for the Probation Service in London.
- **July** – I will be delivering a 3-hour wellbeing workshop for a software company who want to be proactive at helping their employees who have highlighted the struggles with anxiety.
- **July** – I receive the keys for my new and bigger premises and begin the refurbishments, August will see the launch of my very own clinic opening, leading onto lots of new marketing materials being printed and distributed.

- I work with charities whenever possible, particularly Barnardo's.

In addition to the kind of activities above, I routinely dedicate time and energy to maintaining my marketing strategy. Every month I hand deliver leaflets and beer mats, and make sure I reach out and email a new organisation that I want to connect with.


Tenacity and devotion to my work are the backbone of the growth of my business. It is a major commitment, but one that has contributed considerably to my success. In a reflection of what we do with our clients, when it comes to developing our businesses, we must look for new solutions and take lots of practical steps to making positive changes!

As I work with businesses as well as consumers, I joined Shout Network to connect with local business people. I've found this to be really beneficial for promoting my practice to a wider audience and for finding valuable suppliers who can help my business grow. Attending regular networking groups is a good way of generating support, building trust and discussing the daily challenges of being a business owner. I also joined MIBA, Mums in Business Network and sponsored a player at Waterloo Rugby Club, regularly attending games to spread awareness and build my profile.

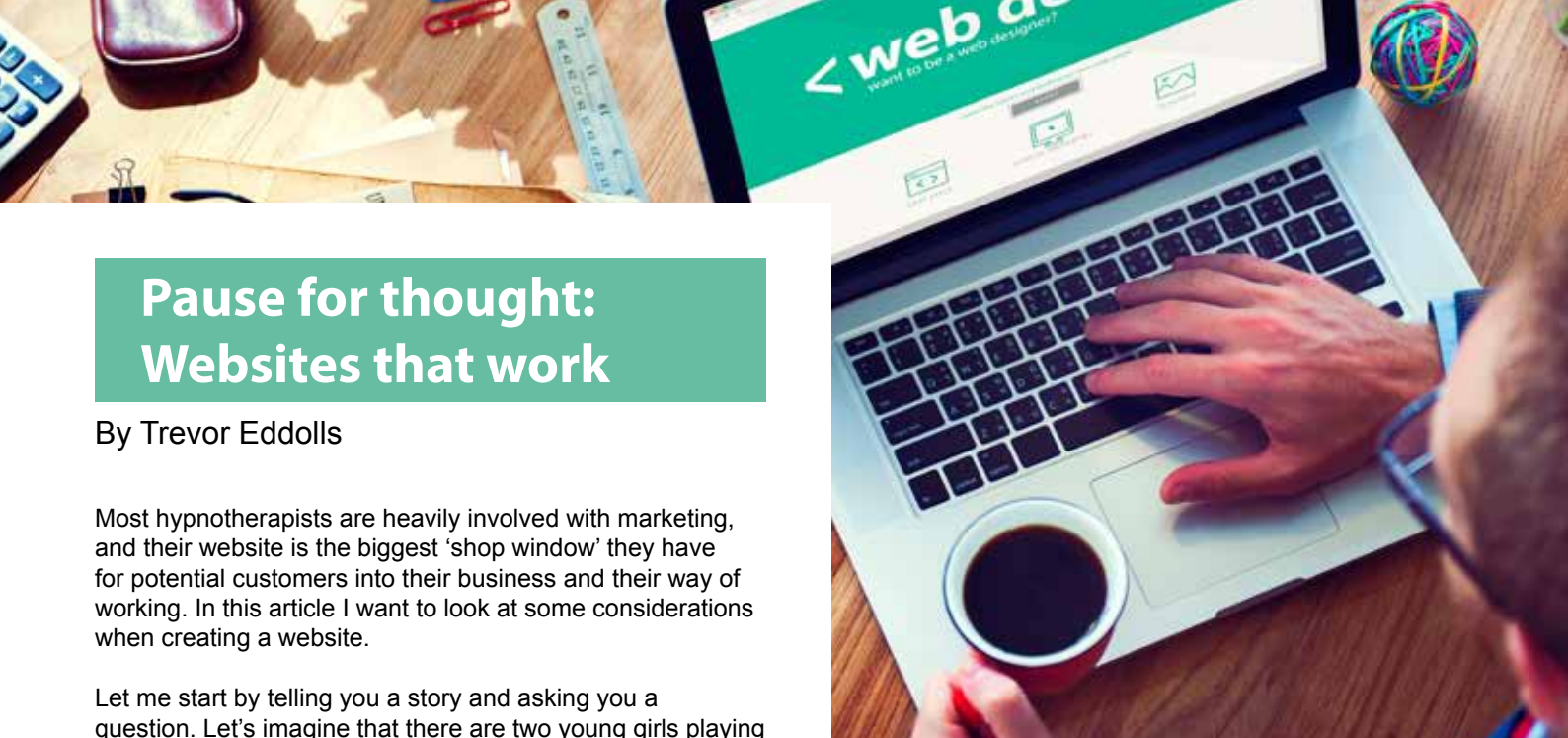
My open evening on 1st December 2018 was a major event for increasing awareness of my practice. I made 350 gift packs which included invitations to the event, leaflets, business cards and covering letters. I walked the streets of Southport, Ainsdale, Formby, Birkdale, Churchtown, Ormskirk and Crosby and everywhere in between to hand deliver these packs and speak with local people and businesses about their newest business in town. This was mainly to raise my profile and awareness with only a small expectation of increasing attendance at the open evening. It was time-consuming and tiring to be lugging around a case full of packs. However, it was worth it. My open evening arrived, with a wonderful set up in my new room and a local photographer to take action shots. There were activities, an explanation video and lots of freebies. I was overwhelmed by the number of people who came along. The event brought me 5 new clients and lots of branding and business awareness. I also attend and conduct many talks and workshops, which help me to reach a wider audience.

As 2019 has progressed, I have continually improved both my online presence and local profile:

- **April** - My new professional website went live with a monthly blog.
- **May** – I became an Anxiety UK approved therapist.
- **June** – I obtained a grant from Sefton Council to fund a 6-week well-being group.



About the writer:
 Georgia graduated from CPHT Manchester in 2018 and runs her successful practice in Southport, near Preston



Pause for thought: Websites that work

By Trevor Eddolls

Most hypnotherapists are heavily involved with marketing, and their website is the biggest 'shop window' they have for potential customers into their business and their way of working. In this article I want to look at some considerations when creating a website.

Let me start by telling you a story and asking you a question. Let's imagine that there are two young girls playing together – Alice and Betty. Alice has a basket with a red ball in it. Betty has a box with a lid on it. Now, let's suppose that Alice goes out of the room and Betty takes the red ball from Alice's basket and puts it inside her box and shuts the lid. Now here's the question: where would Alice start to look for her ball? Most people would think that Alice would start looking where she last saw her ball (i.e. the basket) and then widen the search. This is an example of the Theory of Mind (ToM), which is the idea that other people have minds and can think about things separately from us.

According to Wikipedia, theory of mind is the ability to attribute mental states – beliefs, intents, desires, emotions, knowledge, etc. – to oneself, and to others, and to understand that others have beliefs, desires, intentions, and perspectives that are different from one's own. Theory of mind is crucial for everyday social interactions and is used when analysing, judging, and inferring others' behaviours. So, what's that got to do with websites and hypnotherapists? Well, as stated above, most hypnotherapists work on their own and are responsible for the content on their website. All too often, small businesses' websites are all about the business and how good it is and how highly trained the hypnotherapist is, and the pages are organized along the lines the business owner thinks are logical, and the language used on the pages is very technical. And those sites wonder why ordinary people don't visit their websites very often – and if they do, those people don't stay very long, and don't book an initial consultation.

Why theory of mind is important is because you need to think what your potential customers/clients want from your website, not what you want to tell them. Their model of the world may be different from yours and so the current organization of your website pages may not make logical sense to them. It should. When you design your website, or when you review your existing website, you should imagine what your potential customer is thinking. When you're planning the navigation, think about it from the customer's perspective. This is called persona-based navigation. And you will have different types of customers, so you will need to plan the navigation for these different personas. The idea is to avoid friction or pain points – pages or forms where the customer isn't quite sure what to do or what information you want from them. In some cases, you could possibly prepopulate forms or at least you can make it totally clear

what format you want them to enter information, such as dates etc. (in fact, using drop-downs for this is so much better).

When building or reviewing your website, you need to keep in mind three things:

- What you want people to know.
- What you want them to remember.
- What you want them to do (calls to action).

And when you write the content for a webpage, you want to keep the pyramid model in mind. So, you have very few words at the top saying what the page is all about. That way, if the information is not relevant to the potential client, they can search elsewhere. They don't have to read lots of text before reaching that conclusion. Below that top text you have some more detailed information – which will clarify that they are on the right page and getting some information that's useful to them. And below that, you have all the details that interested customers may need. It's a bit like writing a press release. People should realize right at the start whether they are on the right page or not.

Interestingly, if you're talking to a group of people about your website and your company, you could use Kahoot (kahoot.com) for a bit of fun. Kahoot describes itself as a game-based learning and trivia platform used in classrooms, offices, and social settings. You can sign up and create a quiz about your hypnotherapy business. People can play along on their phones or tablets (kahoot.it). You can put the questions up on a screen and they need to be quick to press an answer. The app will tell them who is the fastest and their position in the order of speediest respondents. It's a fun and engaging way to give potential customers information about your company and what you do.

So, rather than thinking about what you need to tell customers and using the language you are familiar with, visualize your potential customer's journey through your website and make it as easy as possible for them to find the information they need and to book an initial consultation with you!



Brainbox: The benefits of nature

By Trevor Eddolls

Wherever you or your clients spend time, i.e. the environment people are in, affects their mood, how stressed they feel, and how well their nervous, endocrine, and immune systems work. Being in the countryside, or even simply looking at pictures of nature, can help to reduce a person's stress, fear, and anger, and increase more pleasant feelings. It might even help a person to live longer.

A study conducted by the University of Derby and The Wildlife Trusts tried to measure the impact of the "30 Days Wild" campaign, run by the charity. The study found that there was a significant increase in people's health, happiness, connection to nature, and active nature behaviours, such as feeding the birds and planting flowers for bees. And this lasted for months after the challenge had been completed.

Note: "30 Days Wild" encourages people to perform Random Acts of Wildness in the countryside near them. It involves small actions (like stopping to smell a flower on the way to the shops or taking a moment to watch squabbling sparrows in a hedge) to big things (like giving up single-use plastics for a month or writing to your MP about why nature matters). It's all about getting people to reconnect with the natural world around them and doing a little bit of good for wildlife.

A fascinating 2009 study found that the closer someone lived to a green space or nature area, the healthier that person was likely to be. In addition, people living close to parks, nature reserves, or wooded areas, were less likely to suffer from anxiety or depression.

Interestingly, a 2007 study found that children who spent at least two hours a day outside were four times less likely to be near-sighted.

One study of patients recovering from gall bladder operations conducted by Robert Ulrich, found that patients who could see trees out of the window tolerated pain better and spent less time in hospital.

"...noticing nature increases general happiness and well-being..."

A study in Mind found that 95% of people interviewed said that spending time outside improved their mood – helping them change from being anxious, depressed, or stressed to feeling calmer and more balanced.

Andrea Taylor and Frances Kuo found that children with ADHD experienced a significant reduction in symptoms after they participated in activities in green settings. All the activities that the children later took part in were affected, from playing basketball to reading a book. The research also found that the greener the settings were, the greater the effect produced was.

Studies by Kuo and Coley at the Human-Environment Research Lab, found that time spent in nature connects us to each other and the larger world. A study at the University of Illinois found that residents in Chicago public housing who had trees and green space around their building reported knowing more people, having stronger feelings of unity with neighbours, being more concerned with helping and supporting each other, and having stronger feelings of belonging than residents in buildings without trees. Plus, for people living near trees and green spaces, there was a reduced risk of street crime, lower levels of violence and aggression between domestic partners, and a better capacity to cope with life's demands, especially the stresses of living in poverty.

Studies using fMRI machines to measure brain activity found that when participants viewed nature scenes, the parts of the brain associated with empathy and love lit up, but when they viewed urban scenes, the parts of the brain associated with fear and anxiety were activated.

Park et al (2010), found that hiking or resting in a forest measurably lowered cortisol rates, heart rates, and blood pressure. Research also found that adults who looked at a

tree for one minute were more generous afterwards than adults who looked at a building.

A recent report published this year by White et al found that spending at least 120 minutes a week in nature is associated with good health and well-being. It doesn't say whether that's what healthier people do, or whether doing it makes you healthier. It concludes 30 minutes is good, but 2 hours is better. Going to a park is good, but marine environments and places with mountains seem to be even better. The two hours can be made up of several short visits or one long one. Similarly, Bratman (2015) found a reduction in negative rumination when people spent time in a natural environment.

How does being in nature help?

So, why should being outside be of benefit? It could be that being outside in the sunshine helps the body to make more vitamin D. Vitamin D deficiency has been linked to various types of cancer and obesity, as well as mental health disorders and other health problems.

It could be that we feel better because people naturally do more exercise outside, whether that's simply walking or more strenuous activities. Or perhaps it's just that the air is less polluted in the countryside. Or is it the presence of negative ions? Columbia University found that people with winter and chronic depression got as much benefit using negative ion generators as antidepressants. Being in nature may also provide exposure to healthy bacteria that benefit the immune system and reduce inflammation. Japanese researchers have discovered the benefit of breathing phytoncides like α -pinene and limonene, which are antimicrobial volatile organic compounds emitted from trees. Perhaps it could also be that when you're outside in a natural environment, your prefrontal cortex becomes less



active, perhaps quietening an overly-busy mind. Also, when surrounded by nature, the brain creates more alpha waves, which are associated with being calm and relaxed. People may feel more energized and enthusiastic.

What should you do?

Researchers from the University of East Anglia looked at data from over 140 studies involving over 290 million people and concluded that exposure to greenspace (which they defined as “open, undeveloped land with natural vegetation as well as urban greenspaces, which included urban parks and street greenery”) reduces the risk of Type II diabetes, cardiovascular disease, premature death, preterm birth, stress, and high blood pressure, among other benefits. And, it also increases sleep duration. In fact, researchers from University of British Columbia have found that just noticing nature increases general happiness and well-being.

In Japan, ‘forest bathing’ (shinrin yoku) is becoming very popular – so popular, that people are now doing it in the UK, USA, Spain, France, Germany, and Australia. According to the Health and Safety Executive, over 11 million working days are lost every year due to stress. With numbers like that, it’s no wonder people are turning to forest-bathing (sometimes called ecotherapy) as a solution. Forest bathing is simply spending time in woodland in order to reduce stress and feel a sense of well-being. It draws on the therapeutic powers of nature and connects people with the natural environment.

To get the most from forest bathing, firstly, leave your phone and other devices switched off and out of sight. Then, find a woodland area and walk slowly and randomly through it. Take your time and savour the sounds, smells, and sights of nature. Let nature in through all your senses. Take deep breaths. Allow yourself to lie on the ground, if you feel like it.

Certainly, if the countryside could be bottled because of its positive effects, there would be plenty of people wanting a dose of that medication. For us as hypnotherapists, we should recognize the benefits of being immersed in nature so that we are feeling relaxed and calm when we see our clients. Remember the old saying about not being able to pour from an empty cup. And as we generally encourage our clients to engage in more positive activities, we can certainly suggest shinrin yoku, as being in nature can help everyone to feel less stressed, anxious or angry.

When did you last connect with nature?

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About the writer:

Trevor Eddolls is the Head of IT & Social Media for the AfSFH and is a regular contributor to the journal. He runs his hypnotherapy practice in Chippenham and is also a Supervisor.



The AfSFH Members' Event – a sneak peek!

We've had a few of you ask about our Members' Event, which is to be held on **Saturday 30th November 2019** at a hotel in central Bristol. We're very excited to be hosting our first formal conference and wanted to give you a heads-up of what's in store!

Who is speaking at the event?

Guest speaker: Dr. David R Hamilton

We're delighted to confirm that David Hamilton will be our guest speaker on the day. David has a PhD in organic chemistry and spent four years in the pharmaceutical industry developing drugs for cardiovascular disease and cancer. Inspired by the placebo effect, he left the pharmaceutical industry to write books and to educate people about how they can harness their mind and emotions to improve their physical health.



He is the author of several well-known books, including, 'How Your Mind Can Heal Your Body', 'I Heart Me' and the Amazon bestseller, 'The Five Side Effects of Kindness'. More recently, he has also published 'The Little Book of Kindness' – reflecting David's desire to spread the word about how kindness and compassion can promote healing and improved health. As Solution Focused Hypnotherapists, all these things are right up our street!

David is a lively and engaging speaker, and we're thrilled that he has agreed to give us two different guest talks on the day.

Additional speakers:

We're also delighted to have some other talks going on over the course of the day from some of your fellow AfSFH members:

- Deborah Pearce & Andrew Major – will be talking about how to grow your SFH businesses.
- Susan Rodrigues & Stuart Taylor – will be giving an overview of using SFH with children.
- Dr Rachel Gillibrand – will be talking about the science behind what we do.
- Andy Workman – will be giving a talk all about body language.

It's going to be a fun-filled, jam-packed day, with some talks running concurrently in the morning and afternoon, to give you plenty of choice. As well as our fabulous speakers, there will be lots of chances to network, refreshments, lunch, goodie bags, plus two prize-draws – where you might be lucky enough to win a whole host of lovely things!

Tickets

How much are tickets? Tickets will be £60 (Early Bird tickets will be £45, offering a 25% discount!)

When can I buy one? Tickets will go on sale near the end of August, and we will provide further details by email as well as on a dedicated page on our website (details to follow in due course). Naturally, tickets will be offered on a first-come, first-served basis, and we will be offering a limited number of Early Bird tickets for those of you who are quick off the mark!

Once you have your ticket, we can send details of a discount code you can use for booking accommodation at the venue, should you wish. We suggest that you DO NOT book any accommodation or make travel plans etc. until you have secured an event ticket to avoid disappointment!

More details to follow, but we hope you are as excited as we are!

All about you!

In this section, we explore some of the feedback received from the recent AfSFH Members' survey about our new AfSFH website.

Survey results...

The survey comprised multiple options that could be selected for each question. The table below summarises the most valuable website options voted for (in order of popularity):

Q. Which of these resources have you found most valuable?

CPD/Events page

Journal archive (access to historic articles)

Supervisors page and Directory

Professional standards area – especially the Policies area and Safeguarding information

Business advice pages

The Hypno-wiki

Pleasingly, based on responses to some of the other questions, most people knew where to find a CPD log template, a Supervision log template and an application form to join the CNHC. We had lots of great feedback, but also a couple of suggestions: A couple of respondents asked if some Press Release templates can be made available – since the survey, we have added a selection that members can download and use. They can be found in the Business Support area (under the Marketing Advice page).

Don't forget, there was a great article about the website in the previous edition of Hypnotherapy Today (Issue 27) – well worth a read!

Further results

We also had a few people suggest that they'd like to see some video content on the website, and we are planning to look into this over the coming months. Although we're a little restricted in design terms by the membership software that runs the site, we're looking to increase the amount of dynamic content in due course.

A couple of members also said that they had not been on the website as they had forgotten their login details! If that's the case, please contact our Head of Membership at membership@afsfh.com who will be happy to help you – don't miss out! Thank you to everyone who took part in the survey!

Recent additions

As well as continuing to develop the website for our members, we're also keen to add further features to help the public. As such, we've recently added some features to your member profile area – you can now select options to confirm whether you conduct therapy online (by Skype or Zoom etc.) and whether you conduct home visits. If you log into your profile and select these options (and save them!), it means a member of the public can then add them as search criteria when looking for a therapist. Helpful things for your colleagues to know too, for those times when we are looking to recommend someone to others!

Help us continue to spread the SFH word!

Join us on Twitter: [@afsfh](https://twitter.com/afsfh)

We also have an up and running LinkedIn page – just search for **Association for Solution Focused Hypnotherapy**.

Or follow us on the public-facing Facebook page – we often publish items that you can share on your own FB business pages. Just search for: Association for Solution Focused Hypnotherapy on Facebook or scan the barcode here to join:



If you are a Registered member, or a Student in your 8th month of training, you can also join the closed AfSFH Facebook group at: www.facebook.com/groups/Afsfh/. Once we receive your request to join, we will verify your membership and add you to the group!



Thank you to all contributors and people who have helped make this publication possible. The AfSFH was established in 2010 to represent the practice of Solution Focused Hypnotherapy as a distinct profession in its own right. Membership is open to those practitioners who have appropriate qualifications and experience within the field.

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Committee Members



Chairman and Trustee: Nicola Griffiths

Nicola trained in Solution Focused Hypnotherapy in 2007. She is passionate about maintaining the integrity of Solution Focused Hypnotherapy and ensuring that the AfSFH continues to support its members. She is a Senior Lecturer at Belfast and Manchester and is also a Supervisor.



Trustee: Susan Rodrigues

Susan is the key interface between CPHT and the AfSFH. As CPHT course co-ordinator, her crucial role allows her to organise key speakers and post-CPHT training to ensure your CPD (Continuous Professional Development) is maintained to the highest standards. She is also a senior lecturer with CPHT and was one of AfSFH's first supervisors!



CEO and Editor: Helen Green

Helen has a background in Psychology and clinical research. She is proud to be the CEO for the AfSFH and wants to continue to raise the public profile of the Association and the work of its members.

Contact email: journal@afsfh.com; Ceo@afsfh.com



Head of Finance: Sacha Taylor

Sacha has been a member of AfSFH since 2014 and loves a good spreadsheet, so keeping the finances in order for the Association is an enjoyable challenge for her! She offers administrative support to the Association's CEO as well and is happy to help support all her SF colleagues whenever needed.

Contact email: finance@afsfh.com



Head of IT and Social Media: Trevor Eddolls

Trevor, a regular writer and speaker about solution-focused hypnotherapy, has more than 30 years of IT experience and he looks after our website and associated social media (including our Twitter account @ AfSFH). You will probably have seen his posts on Facebook - both the closed group and the public-facing page.

Contact email: it@afsfh.com



Head of Membership: Anne Wyatt

Anne oversees all aspects of the renewal and processing of membership applications for the AfSFH. She is passionate about ensuring members are fully supported and in promoting the AfSFH.

Contact email: membership@afsfh.com



Head of Professional Standards: Nicola Taylor

Nicola has an extensive background in teaching and education. Her goals are to promote high standards and best practice amongst AfSFH members, and to ensure that the Association supports members in achieving these.

Contact email: standards@afsfh.com



Head of Marketing: Andrew Major

Andrew has a professional background in marketing. He is eager to continue the wider promotion and awareness of SFH and the work of the AfSFH and its members.

Contact email: marketing@afsfh.com