

HYPNOTHERAPY TODAY

ASSOCIATION FOR SOLUTION FOCUSED HYPNOTHERAPY

Edition 30, Spring 2020



Spreading calm

Making calmness contagious

Also in this issue:

Your Super Support

Spruce up your practice

SFH in isolation

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 Super support!

– We get to know some of our AfSFH Supervisors.

06 Making calmness contagious

– Trevor Eddolls explores how we can all keep calm.

10 No clients?

– Jenny McNally reflects on what to do if numbers are low.

12 Therapists in isolation

– Things to consider in these unusual times.

14 Brainbox: Business spruce up

– Andrew Major provides some useful tips.

16 Reinvigorating your hypnotherapy career!

– Alex Brounger looks at our professional development.

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 Spring edition of Hypnotherapy Today. At the time of writing, we are in the middle of dealing with the Covid-19 pandemic, and this is proving to be a challenging time for everyone. Whilst some of the articles in this edition were written prior to this extraordinary public health crisis, many of the themes are even more relevant now. In our main feature, Trevor Eddolls considers how we can spread calmness in these testing times, and what steps we can take to help ourselves and our clients.

In the past, Springtime is often a time when people think about having a 'Spring clean' and sorting things out – a feature for many of us during this challenging time. But now is also a good time perhaps to give our careers a spring clean too. Whether you are newly qualified or have been in practice for a long time, it's a great idea to reflect and make some changes for the year ahead. This could be revitalising our practice by taking part in supervision (online or over the phone at the moment!) or by enhancing our education and general business offering by developing our skills or qualifications. In this issue we feature some interesting thoughts about both – as SFH grows as a profession, we all need to continue to add to that credibility by keeping ourselves up to date and demonstrating to the public that we regularly engage in activities to ensure we are offering best practice. As many of us may be experiencing a big change in our client numbers or in the way that we work, this edition also features some great marketing tips and other thoughts

about what we can do when we have no clients – all great ideas that may be useful for re-growing our practices once the Covid-19 crisis resolves.

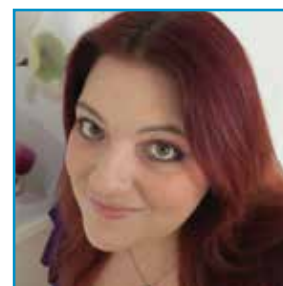
I hope you enjoy this edition – a big thank you to everyone who contributed; as always, your efforts are greatly appreciated. Hypnotherapy Today would not exist without written contributions from you, our members, so please, do keep sending in your articles, ideas or reviews to me at: journal@afsfh.com. Don't forget, for all work published, authors will receive a £10 Amazon gift voucher as a little 'thank you' for their efforts!

So, that's all from me for now. I hope that this edition finds you and your loved ones in good health, and that you can find somewhere comfortable to relax with a hot drink and take some time out to be inspired by the latest contributions from our members.

Best wishes,

Helen

Helen Green,
AfSFH CEO & Editor



Super Support

In this brand-new feature for Hypnotherapy Today we will be getting to know some of our brilliant AfSFH Supervisors and hearing about the work that they do in supporting our members. First up, we talk to AfSFH Supervisor Lucy Gilroy, followed by a chat with AfSFH Supervisor Julie May. All quotes printed with kind permission. Details of all our AfSFH Supervisors can be found in the Supervisor Directory at www.afsfh.com.

Q. Lucy, what do you feel are the greatest benefits of attending supervision?

There are many scholarly articles highlighting the positive benefits of supervision for therapists. Of course, first and foremost, these include how our clients ultimately benefit from us critically reflecting on our work, ensuring we are up to date in our practice and knowledge as well as providing a forum for support and advice. For us of course, as therapists, supervision nurtures professional relationships, allows us a safe space to express struggles, link knowledge to practice by learning from others, and so in turn, fine tune our skills. Supervision allows for a greater awareness and understanding of our psychotherapeutic field. Supervision is also known to reduce stress amongst therapists. Perhaps because it is a space to celebrate successes. Of course, a significant role for the supervision group, is to refresh solution focused awareness amongst the supervisees, be that when done face to face or online.

But it is important to be clear that successful supervision is not about giving information or critically judging work done, but instead allowing the supervisees to realize their own strengths, resources and talents within the work that they and others do. This is why the Solution Focused Approach to supervision is so successful and enjoyable. Solution focused supervision, like its hypnotherapy counterpart, is curious in nature, positive and helps you to realize the skills that you do have, allowing your confidence to bubble up inside and be felt by your clients.

You know that feeling when you've felt a little lost on a walk, when you're perhaps feeling tired or sluggish and then suddenly you see the path or the building you are meant to be heading towards and there is a sense of relief and a renewed energy as you march towards your destination. For me personally, this was the greatest benefit of the group sessions that I attended as a supervisee (and still do when attending supervision as a supervisor). Afterwards, I come away feeling really positive, confident to work with my clients and with a revitalized sense of energy and purpose for growing my business. Most importantly, it puts me back on track if I ever feel lost! I enjoy meeting other therapists, whether to bash out ideas or just to listen to others' successes, which is undeniably motivating. Therapy can be a lonely road with tempting alternative routes! I sometimes think that the supervisor keeps you on the right track. Keeps you

focused. Reminds you that what you are doing works. It can feel like you have been smothered with a blanket of support and confidence!

Q. What do you enjoy most in your role as a supervisor?

After 5 years of building my hypnotherapy practice, and an interest in working in groups, which dated back to my NHS nursing days, it seemed natural for me to train to be a Solution Focused supervisor, which I did in 2017. I was fascinated to see how solution focused talk in a group setting could create this positive experience and wanted to learn more. What I see now are many benefits to the work. I really enjoy running the sessions and in particular love to see how positive the supervisees are when they are working with each other in the group. I'm particularly intrigued to see how quickly confidence can grow just within the session itself! I see the role of the supervisor to inspire, co-ordinate and set the tone of the solution focused approach. Of course, I learn too! A few sessions ago we had some fun sharing metaphors and I picked up some handy new ones for use in my therapy room!

It's important to remember that supervision is also a requirement by your professional bodies so that you can be your very best for your clients. It can be easy put to it to the bottom of the priority list. Perhaps it can wait until next month? Perhaps it won't make much difference? It's too far to travel? But as you know, a bit like going to the gym: you need to make the time, you need to arrange it, prioritize it. You know it will make you feel better but only if you DO it! Then you can notice the difference it makes!

Here's what some supervisees have to say:

"When life and clinic is busy, I sometimes feel reluctant to make time for supervision, but I dutifully attend and as soon as I arrive, I am always so utterly pleased to be there. Lucy is brilliant at asking the right questions to get you to look differently at challenging cases and is wonderful at sharpening my focus and renewing my enthusiasm. The group sessions are relaxed and supportive and come with the added bonus of other therapist's input and suggestions. I would recommend these sessions to therapists of all levels of experience and I am convinced you will leave feeling better equipped and having learnt something."

"My supervision sessions have been a huge support to me in my first few months of practice. The sessions I have attended both in groups or individual have been uplifting and encouraging and I always come away from sessions with renewed enthusiasm and energy. My experienced supervisor has given me a fabulous confidence boost and is always on hand to give me useful and accessible advice. It is something that is hugely essential in what could otherwise be a rather lonely working environment."



About the writer:

Lucy graduated from CPHT Bristol in 2014 following a career in nursing and practices at the Childrey Practice based in Wantage, Oxfordshire. She runs group supervision sessions as well as individual sessions, both online and face to face.

Super supporter: Julie May, AfSFH Supervisor

Q. Julie, what do you feel are the greatest benefits of attending Supervision?

The SFH work we do is rewarding yet it can be challenging and there are times we may not be clear about the best way to help a client. Attending Supervision gives us that reassurance, confidence, support and clarity.

One to one Supervision is totally private, and the Therapist can ask any-and-all questions regarding clients and their Practice. Supervision can also be beneficial when times are tough in one's private life. We need spare capacity, and sometimes guidance and support can help, even when deciding to take time off or when returning. For anybody living with a health condition, Supervision can be especially helpful in keeping confidence and reassurance levels up. I always work in a positive and constructive way. I enjoy offering face to face supervision as well as supporting therapists online.

A year ago, I also began offering Group Supervision and feel lucky to have committed Hypnotherapists who understand the importance of getting together with colleagues, especially for those who work alone and feel isolated. Good friendships are made, and this is one of the benefits of regular Supervision, we thrive alongside our tribe! The majority say the main benefit is meeting together regularly. We learn and affirm and share knowledge, skills and resources. We also talk about Training and CPDs we've attended. After Group sessions we share via email whatever we each have on topics covered. These are shared at 1:1 supervision also. It's a huge bonus of attending Supervision. I've renamed us 'Super Group' as we go over and above for each other with support and learning. Alongside feeling confident and reassured, we have a relationship of trust and transparency. Confidentiality is always upheld, whether that's in face to face or online one to one sessions or group sessions. We have fun too, and that is nicely important!

Q. What do you enjoy most in your role as Supervisor?

I love working as a Supervisor and run Supervision from my home in Glastonbury. When I visit my daughter in London, I now offer Supervision there too. I enjoy every aspect, from helping newly qualified Graduates with their Marketing and Business Plans and getting their confidence up to take their first fee-paying clients, to working with Therapists who qualified several years ago. It's an honour to be trusted by Supervisees and I enjoy working hard to ensure I offer the latest knowledge and research, alongside support, so that they can offer this to their clients. In Group sessions we cover a specific topic each time, time permitting. This can be sharing latest research or revision, Miracle Question, Stop Smoking, Working with Teenagers etc.

Last Christmas I was invited to a Hypnotherapy Christmas Lunch by several Supervisees. I'm looking forward to this year's already! For me, part of being a Supervisor is getting to know each other and knowing what's important to each person. I enjoy this side of the role and it makes it easier to offer support when needed. I enjoy developing and maintaining a trusting professional relationship and bringing people together in a relaxed way.

Here's what some supervisees have to say:

"I have Group Supervision with Julie, 1:1 and via phone and email and find all helpful. I wasn't seeing clients for the last two months of 2019 and would tell Julie this with concern. She gave me constant reassurance that when the time was right things would happen. She was right and when I started to build my business again Julie was there with support and reassurance and confidence that I could do it and that things would go well. Each time I encounter something I am unsure of, I ask, this gives me confidence in that area, and it becomes a wonderful positive feedback loop. I can't stress highly enough the reassurance and confidence I feel from Supervision. Group supervision gives great insight into other Therapists' worlds and the knowledge gained is so helpful to relate to my own clients. It's also great to meet members of your tribe."

- Debbie McKenna

"I've attended Julie's Group Supervision for a year now and I hate to miss a session. Even though I've been qualified 10 years, I feel it's such an important thing for us to do regularly, and especially so for newly qualified Therapists. We never stop learning and evolving in this work. Being lone workers, this job can feel isolating, and it's great to get together with fellow SFHs and help and support each other. We share resources such as language patterns and tools for relaxation and much more...we have all become quite close, and we can have a good laugh! Julie keeps the sessions well-structured and introduces themes...and keeps us up to date with new information and research. I always leave the session buzzing with oxytocin, serotonin and dopamine! It's great to have this invaluable backup, even after so many years of doing SFH"

- Clare Hancock



About the writer:

Julie qualified in SFH at CPHT Bristol in 2012. Following a childhood accident, Julie lives with hidden disabilities so is pleased to be able to run her hypnotherapy and supervision practice from home in Glastonbury, Somerset as well as online. She also provides supervision in London and runs CPD courses, especially around working with teens and young people.



Making calmness contagious

By Trevor Eddolls

How many times have we asked our clients to imagine an ocean of calmness spreading through their whole body and helping them to relax? In days of lockdowns, social distancing, and self-isolation, it can sometimes be hard for people to feel calm and relaxed, let alone allow those feelings to spread out through their families, friends, and into the local community.

Covid-19, the Coronavirus, has gone from a story on the news set in a distant country to our everyday living reality. Schools are closed so children are at home all day. Supermarkets are packed with people, while at the same time having empty shelves. And, while some families are finding themselves spending all day together – something that only happens at Christmas and on holiday – other people are finding themselves isolated and alone, fearing to step outside in case they become ill.

Some people are trying to be upbeat about it, but many others are finding themselves getting angry and frustrated. They're finding it difficult to keep their emotions under control – difficult to stay in their intellectual brain, difficult for their Executive Function to rein in the excesses of their primitive brains.

The outbreak of an infectious disease can lead to people (including therapists like us) to:

- Feel worried (and, perhaps, frightened) about their own health and the health of loved ones
- Experience changes in the sleep or eating patterns
- Have difficulty sleeping or concentrating
- Find their chronic health problems worsening
- Increase their use of alcohol, tobacco, or other drugs.

In Buddhism, one of the four sublime attitudes is 'equanimity'. You can think of it as a state of psychological stability and composure that is undisturbed by experience of or exposure to emotions, pain, or other phenomena that may cause others to lose the balance of their mind. Basically, it's the ability to "keep your head when all about you are losing theirs and blaming it on you" (taken from "If" by Rudyard Kipling).

As experts on calmness and relaxation, what can we do to help ourselves and those around us?

As Solution Focused Hypnotherapists, a key aspect of what we do involves the 3Ps, so let's look at those – positive thoughts, positive actions, and positive interactions – and start with positive thoughts. Probably, only Buddhist monks can manage positive thoughts all the time, but we can all recognize when we are being pulled into our right-prefrontal cortex and imaging everything as being bad. And that can be exacerbated by continually scouring the Internet for the latest news – not all of which will be genuine. I would suggest that we limit the amount of time each day spent watching, listening to, or reading the news. And stay within that sensible limit. That way, we're not focusing on the problem.

Being at home all day can lead to people getting very little exercise. You walk from the bedroom to the bathroom, into the kitchen and then sit down in the dining room or wherever you have your laptop set up. At the end of the day, you walk into the lounge to watch TV and then up to bed. So, for positive action, make sure you get some exercise. Walk around the garden. If you can, walk in the countryside (keeping well away from other people) – we know how

good that can be for us. If you live in a town, perhaps walk to the park and back. If you can, go for a jog. At the very least, try High-Intensity Training (HIT). You run on the spot for a minute (or more) but stop before you start to sweat. This makes exercising quite quick and can be very effective. Of course, everyone should use caution when exercising at home or doing DIY – we don't want the NHS to be even more stretched by people inflicting accidental harm on themselves!

The second positive action is to spend time with your children. Talk to them. Reassure them what will happen as the virus spreads. Explain to them the government's policies. And answer their questions. And let them tell you about other things that are important in their life. This could be a great opportunity to connect with people who, one day, will be choosing your care home!

When it comes to positive interaction, that can at first seem quite hard with everyone social distancing, if not self-isolating. One solution is your phone – actually use it to call people. How is granny or great aunt Betty? Give them a ring. In fact, you've got time to call everyone on your Christmas card list. Cheer them up. Tell them funny stories that have happened to you. It doesn't have to be a phone call. You can use your Alexa Show to video call people and see their faces. You can do the same with Skype, Facetime (if you both have Apple devices), or video call using WhatsApp. And there are many other apps offering these kinds of facility.

A new addition to the 3Ps is a fourth for 'Purpose'. Positive Psychology tells us that people are happier when they have a purpose. Your purpose is to get your business ready for its relaunch; keep your existing clients making positive changes; and spread calmness out amongst your relatives, friends, neighbours and colleagues.

One of the best things that you can do in your new way of life is to create and keep to a new routine and encourage other to do so too. This means that you get up at the same time each day and go to bed at the same time. This will help your body know when it's time to sleep and when it's time to wake up. And, so, you'll find you sleep better. If you get enough sleep for you each night, it:

- Reduces stress
- Improves your memory
- Makes you more alert
- May reduce your risk of depression
- Heightens creativity
- Boosts your immune system
- Is good for your heart
- Helps the body repair itself
- Keeps you slimmer
- Helps you live longer
- And much more.

And routines are good for children as well as adults. It helps everyone to manage their days. And helping people with sleep is something we do in the normal course of events. You probably already have a list of advice for helping people get to sleep.

It is normal for people to feel overwhelmed, stressed, anxious, or upset, etc in the current situation. As well as the usual bucket emptying, there are a variety of other techniques you can use with clients to get them out of fight and flight mode into the more relaxed rest and digest mode.

These include:

- 7-11 breathing – breathing out for longer than breathing in.
- Anchoring – the NLP classic conditioning technique of associating an action (rubbing your ear or pressing your thumb and middle finger together, for example) with a feeling (e.g. being calm and in control). Whenever you begin to feel anxious or stressed, you perform the action and the conditioning makes you feel calm and in control again.
- Circle of excellence – again from NLP, you imagine a circle on the floor containing all the skills you need to feel calm and in control. You step into this invisible circle and enjoy the feelings. You can then step into the circle at any time in any situation.
- Allow time to notice and express feelings, e.g. by writing them down in a journal or talking to others.
- Do something creative.
- Practice meditation to connect to inner peace or try yoga.
- Identify automatic thoughts.

The last point is a CBT technique. Automatic thoughts are our internal dialogue that occurs rapidly and repeatedly. Uncovering the meaning of the automatic thought that a person may have can help them to begin to replace them with more positive thoughts.

In fact, CBT (Cognitive Behavioural Therapy) gives us another insight into people's thinking – what they call cognitive distortions. These are ways that our mind convinces us of something that isn't really true. These inaccurate thoughts are then used to reinforce negative thinking or emotions. By learning to correctly identify this kind of thinking, a person can then refute it. And by refuting the negative thinking over-and-over again, those negative thoughts will get less-and-less over time. Cognitive distortions include things like 'black and white thinking', catastrophizing and overgeneralising.

These negative thoughts can be stopped by noticing what events trigger them and looking at what other ways of thinking might fit the situation better. I'm sure you'll meet a lot of catastrophizing. With the uncertainty around paid employment and whether you've come into contact with infected people, there are probably a lot of people spending a lot of time brooding.

"Exercise reduces stress and boosts mood"



But apart from filling up our stress buckets, brooding doesn't do any harm does it? Unfortunately, it does. The negativity we feel about that one thing can spread to negatively viewing other aspects of our lives. And that leads to depression and longer depressive episodes. Some people use alcohol as a way of stopping brooding. And, so, the tendency to brood is associated with a greater risk of alcoholism. Other people try to comfort eat as a way of cheering themselves up and stop brooding. So brooding is also associated with increased risk of developing an eating disorder. It's also linked to anxiety and substance abuse. Of course, the brain can't tell a real event from an imagined event (or a brooded over event), so it begins to think that your life is full of unpleasantness. This can lead to feelings of helplessness and passivity, which makes a person less likely to take remedial action. Brooding is also bad for our health and can lead to us developing cardiovascular disease.

How can you stop someone brooding? Distraction does work. Suggest people try a crossword puzzle or Sudoku. They could also watch an absorbing film or TV programme (as long as it isn't about Coronavirus) or do a quiz. They can do anything that requires concentration. Like with so many things, exercise can help. There's a theory that the more you're thinking about a problem, the slower you walk. So, if they run, then they can't really think at all.

You could reframe the event for them by looking upon it as a learning exercise so that they know how to respond/act another time. Or think of it as an experiment and observe the results when this particular set of circumstances occurred. They could take control of their life and only allow themselves to worry at a specific time of the day, say 20-30 minutes in the early evening. At other times, they must stop themselves brooding because it's the wrong time of day. Once people have stopped brooding, you can start really emptying their stress bucket (they won't be filling it up quite so quickly) and getting them to identify sparkling moments (good things that happen in their life) and things they are grateful for.

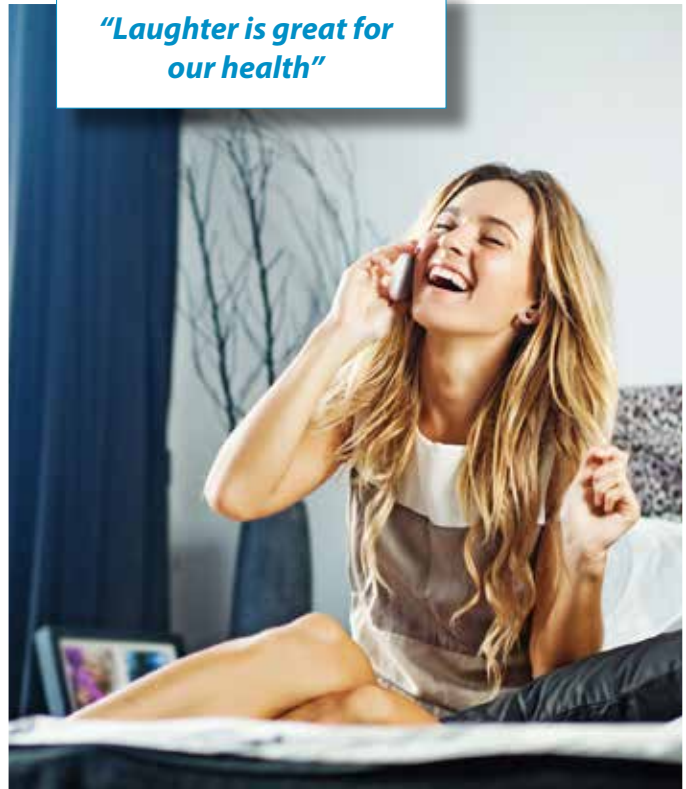
What can people do to make themselves happy?

Back in 2005, the BBC produced a four-part observational documentary series called Making Slough Happy. Their experts produced a workable plan to make people feel more positive about things. Here's their list:

- **Get physical** – take half an hour exercise once a week.
- **Count your blessings** – at the end of each day reflect on one or two things you are grateful for.
- **Take time to talk** – have an uninterrupted conversation with your partner or closest friend each week.
- **Plant something** – even if it's just a window box or pot. Keep it alive!
- **Cut down your TV viewing.**
- **Phone a friend** – make contact with one friend or relative you have not spoken to for a while.
- **Have a good laugh** – at least once a week.
- **Give yourself a treat** – every day and take the time to enjoy it.
- **Spread some kindness** – do a good turn for someone whenever you can.

Taking 'have a good laugh' from the list, we find that laughter helps people view situations in a more realistic and less

"Laughter is great for our health"



threatening light. It can help people think 'outside of the box' and be more innovative and creative. Laughing also improves people's memories. The hormone cortisol, which is produced in moments of stress, can damage the neurons in a person's hippocampus and can even shrink the size of their brain. So, laughter reduces the amount of cortisol and helps with memory. In fact, one study found that people who laughed were able to learn and recall information in almost half the time of those people who didn't laugh!

Laughing relaxes a person's whole body. The act of laughing increases abdominal pressure and movements of the diaphragm. These movements massage the vagus nerve, causing it to send a signal telling the body to relax (using parasympathetic nerves). The body movements that go with laughing also act like a pump for a person's lymphatic circulation. This assists the lymphatic vessels in carrying fluid through that person's body and helps their lymph nodes to clean and filter this fluid, removing waste products, dead cells, and even unwanted microorganisms. An increased lymphatic flow improves their immune system. Laughter also increases the numbers of immune cells (lymphocytes) and infection-fighting cells (phagocytes), and so improves a person's resistance to disease and ability to fight infection. It also causes the body to release endorphins. These act as pain killers and promote an overall feeling of wellbeing.

A hearty laugh relieves physical tension and stress, leaving a person's muscles relaxed for up to 45 minutes afterwards. Also, when a person laughs, they stretch muscles throughout their face and body. This results in their pulse and blood pressure going up, and they breathe faster, sending more oxygen to their tissues. This can increase a person's energy levels. Laughter also, apparently, causes the release of nitric acid, which helps dilate blood vessels, which, in turn, protects your heart.

Laughter has been shown to help hospital patients with a range of illnesses, making them better able to cope with

their illness and their treatment. It's also very difficult to feel angry, anxious, or sad if we are laughing. Laughter helps us keep a positive, optimistic outlook when we're experiencing difficult situations, disappointments, and losses.

As well as helping us create endorphins, laughter affects our opioid system and both of those are associated with stress-induced emotional eating. Around 10-15 minutes of laughing burns 50 calories (according to a 2015 study conducted by Maciej Buchowski, a researcher from Vanderbilt University). So, laughter helps with emotional eating problems. Laughter can also reduce blood sugar levels. There was a study of 19 people, who ate a meal and then sat through a tedious lecture – after which they had their blood sugar levels measured. The next day, they ate the same meal and watched a comedy – and had lower blood sugar levels than the previous day.

Positive Psychology also has a number of techniques that can be used to help people to feel happier and better able to deal with the Covid-19 current crisis. These include:

- **Three good things** – consciously spending a few minutes each day focusing on some of the good things that have happened.
- **Gratitude journal** – simply write down each day what you are grateful for.
- **Best possible self** – write down, as vividly as possible, what the desired successful future version of you will be like. This enhances optimism and causes better integration between one's priorities and goals and this makes people feel happier.
- **Positive reminiscence** – for ten minutes, twice a day for a week, think about positive memories in great detail.
- **Cuddles** (with family members we are isolating with who aren't sick!) – Friedrickson (2009) came up with the idea of 'plugging in' when she needs a hug to recharge her batteries. The hug should be front-to-front and last closer to a minute than a second. Hugging increases levels of oxytocin, which may have beneficial effects on the health of your heart and more. A 20-second hug, along with 10 minutes of hand-holding, can reduce the harmful physical effects of stress, including its impact on your blood pressure and heart rate. This is probably because hugging lowers the levels of cortisol.
- **Time** – spend time with other people (an hour or a whole day) just chatting or gardening, or playing or whatever.
- **Worry time** – it's impossible to not worry. Set aside a time in the day (half an hour at 7:30pm) when you can worry. It must be the same time and in the same place. Don't allow yourself to worry at any other time.
- **Worry journal** – Erma Bombeck said that worry is like a rocking chair: it gives you something to do but never gets you anywhere. According to *The Worry Cure: Seven Steps to Stop Worry from Stopping You* by Robert L Leahy, 85 percent of what subjects worried about never happened, and with the 15 percent that did happen, 79 percent of subjects discovered either they could handle the difficulty better than expected, or the difficulty taught them a lesson worth learning. This means that 97 percent of what people worry about is a waste of time!

- **Three-question process** – this idea is taken from Tal Ben-Shahar's book *Happier* (2007). Ask yourself the following questions:

- **What gives me meaning?**
- **What gives me pleasure?**
- **What are my strengths?**

And then do more of them to make you happier.

Using strategies from SFBT like solution focused questioning, we can ask ourselves and our neighbours coping questions: how have they managed so far? What strengths have helped them to cope so well? That helps people to see strengths they have that they might not have noticed. Then there's the exception questions – when doesn't it happen? When don't they feel desperate? This will help them to identify what they have done that has removed the problem. And then they can be encouraged to do more of it. Scaling questions give them a chance to assess and track how they feel. You can then ask them what's the worse it's ever been? How did you cope? And ask: "if you're a six today, what would have to happen for you to be a 7? What would be different?" And you might even try the miracle question with people you come in contact with. If they say: "well, there would be no Coronavirus", you can reply that that would be a 10 out of 10 result, but, for them, what would be a more realistic change?

Moving forwards...

Armed with our usual SFH techniques, and making use of some of those from SFBT, CBT, NLP, and Positive Psychology, we can ensure that we stay calm and focused – and let those feelings of calmness and serenity spread out from us, just like that ocean of calmness, to our families, friends, neighbours and colleagues. And the disruption caused by the Coronavirus then becomes an opportunity to help ourselves and those around us.



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.



No clients? Time to get chatting!

In this article, Jenny McNally reflects on what steps she has taken when client numbers have been low. Although we are restricted in our face to face chats at the moment, there are some great tips here for when things go back to normal!

What do you do when you have no clients?

Talk, talk and talk some more (including online!)

I am naturally at an advantage with this, as I do love a good 'ole chin-wag'! Some of my family and friends would say, unashamedly, I never give my jaws a rest. Not to sound like I am completely conceited, I do love the sound of my own voice and laughter. Chatting to anything that breathes, including dogs in the park when I am out with my little pup Maisie, is my forte and most definitely one of the secrets to my success.

In September 2018 I officially opened Jenny Diane Hypnotherapy, in Lisburn, Northern Ireland. My background is in education and I was a High School teacher, in both London and Belfast, for 25 years. As a teacher of Personal Development in the latter years of my teaching career, I quickly identified the need to help people in this country develop a more positive mindset towards life. Subsequently, using my background in education and my new CPHT

qualifications, I left my long teaching career and decided to set up a new business providing Solution Focused Hypnotherapy in my area.

I am delighted to announce that in December 2019, after just 15 months of being in business, I opened another practice in Garvagh about 50 miles away from Lisburn. I now run two thriving practices in the country.

What was the key to building my client base?

With all honesty, I believe just randomly talking to anyone, at any time has undoubtedly run in my favour. At least 99% of people who I initiate a conversation with, whether at school gates, car parks or in waiting rooms, chat back with me. Most strangers do respond openly in a friendly, warm manner. However, I will be honest, there is the occasional despairing glance back at me or a startled, silent stare. It is in these moments I just quietly walk away not being embarrassed or the slightest bit offended. I am practically impossible to offend. My CPHT lecturers Nicola Griffiths and Alex Bronger will assure you of this. On countless occasions during my training, I would be disciplined, for whispering to the student beside me when they were in full flow. Never did I get the least bit offended, even after a 'Griffiths Glare' or two, from the front of

the room! Stitch on a thicker skin, this is a definite requirement for filling your diary with appointments.

Even without my furry four-legged friend in tow, I am constantly barking away about something (excuse the pun); in the ice-cream parlour, coffee-house, restaurant or even in the toilets of a bar (yes, us Irish women do love to chat in the loos!).

Often my poor daughters are left standing or sitting somewhere, rolling their eyes, while I am chattering away to someone about something. Conversation starters range from, 'Where did you get those shoes?' to, 'Have you tried this brand, is it good?'

Is it the magic of being 'chatty' that has increased my number of clients during my first 17 months of trading? The answer is yes, 100%. Unfortunately, if you are not a 'talker' you will have to start practicing. The more you do it, the more confident you will become and the more clients you will have. Take my advice, feel the fear and get out there. Embrace that 'Positive Interaction' advice, that we so boldly instruct our clients to embrace. You have everything to gain and very little, if not anything, to lose.

Get out there and be yourself! But the true key is to let the other person talk. Just listen. I find most people, myself being no exception to the rule, love to talk about themselves, their lives. On most occasions before I know it, the stranger has opened-up to me mentioning an episode of trauma they have recently experienced or that their relationship is in turmoil with their partner, parent or teenager. Some are concerned about a family member, friend, or a colleague who has been suffering from a boss who is unbearable. Whatever the scenario, be quick to throw in that you would be able to help them.

On days when I have no clients, out comes the coat and off I go with my bag full of my promotional 'postcard sized' cards. Out to local towns, villages and community centres. I go on foot into chemists, hairdressers, medical clinics and holistic centres etc. Once a client who wanted to lose weight picked up my card, whilst waiting for his fish and chips, in the local 'chip-shop'. Trust me, I go everywhere!

I also have my digital marketing and business pages on Social Media

including Facebook, Instagram and Twitter. I market myself on these by producing videos, competitions and other promotional offers. I also have a Google My Business Page and a website informing potential customers about myself and the therapy.

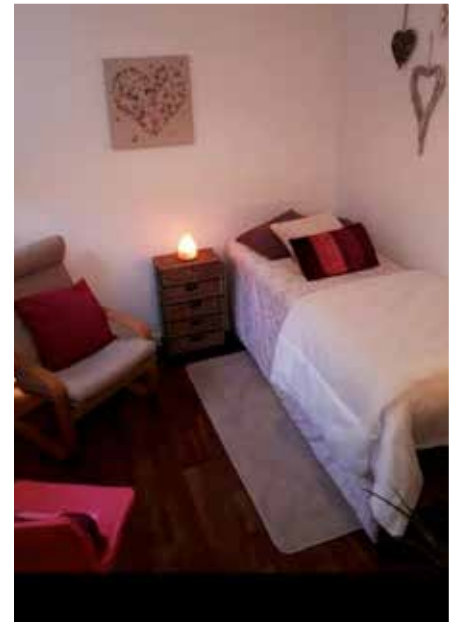
Currently, I also provide workshops throughout the whole of Northern Ireland and the demand is growing. These workshop titles include Overcoming Stress & Anxiety, Shape Your Mind to Shape Your Body, Increase Your Self Belief & Confidence, Manage Your Pain Effectively and Design Your Dream Life. I am currently working on my latest course Overcoming Addiction. The prices of events vary from £15 to £45, and they range in length too - from one hour to half a day. From all my workshops, I gain individual clients. I can sometimes offer 20% off their first session to get them 'through the door'.

I have also expanded and grown my business by providing workshops to 'Government Funded' Community Centres. These have given communities the opportunity to enjoy my workshops at a very low cost. I also admit to providing free 'group hypnotherapy' to local charities and other groups such as the 'mothers and wives of inmates' at the Young Offenders Institute in Belfast. Again, I gain more clients from my endeavors to push out.

All my marketing including digital, non-digital and the old-fashioned 'word of mouth' has had an amazing effect on the business performance. Recently, I have joined female networking groups and have spoken at various events to build my Public Profile and promote the benefits of Solution Focused Hypnotherapy. I speak at various coffee mornings throughout the whole province, again gaining more clients.

Due to the increase in people suffering from stress, anxiety and depression, I created a Public Social Media Group online, called Stress and Anxiety Support Northern Ireland. This is open to the General Public to join. It raises my profile. Simple.

To conclude, it has not been an easy road by any stretch of the imagination. I feel determination, resilience and perseverance is the name of the game. There have been many times I thought, can I really do this? It was on those days, I arranged to contact my



supervisor. Every single phone call, video session or even text I had with any of my experienced colleagues, gave me the courage and strength to carry on.

Finally, I am so proud to announce that I entered the Lisburn & Castlereagh City Business Awards 2020 for the category Best New Business. To my delight, I have made it to the final. Undoubtedly, it has been the growth in my business over such a short period of time that has got me to that position. My secret? Talk, talk and talk some more!



About the writer:

Jenny McNally graduated from CPHT Belfast in 2018 after a teaching career of 25 years. She currently runs two successful practices in both Lisburn and Garvagh in Northern Ireland.



Solution Focused Hypnotherapists in isolation

In these unprecedented times, all of us may be concerned about our businesses in addition to the health and wellbeing of ourselves, our loved ones, our clients and everyone else in the world. Although we don't have all the answers yet (and may not for some time), we thought it might be nice to reflect on a few useful tips that might be helpful.

Firm up your business plans

In terms of your business, work out your business continuity plan. If something were to happen to you, who would know where your case notes are kept? Who would know what your passwords are for your various social media accounts that you use for your business? As well as having a business continuity plan, having appropriate processes in place if anything should happen to you is wise, perhaps by creating a Professional Will or making formal arrangements with someone you trust.

Get appropriate help with finances

There has been a lot of information doing the rounds on social media about taxes, loans and grants etc. for small businesses and those who are self-employed. At this stage, the best advice we can give is for therapists to go to Government sources of information. There are lots of posts online and people making suggestions etc, but much of this might be speculation or opinion or inappropriate for our own circumstances, so we would suggest only going direct to official sources for information.

Use your time to invest in future growth

Think positive thoughts about how to get your business going again when the 'crisis' is over. This can be turned into positive actions such as:

- Creating lots of social media posts and scheduling them for three months' time (and longer).
- Write and compile a library of articles or blogs that you can use in the future. These can be used for your various marketing and promotion activities – and even be submitted as features in magazines etc. – including submission for inclusion in future editions of Hypnotherapy Today!
- Go through your website and see what text needs updating, what photos could do with a refresh.
- Update your listings and online profiles - does your LinkedIn entry reflect you, or is it the version of you from five years ago?

Staying safe online

At times when people are dealing with a high degree of uncertainty – like during a pandemic – anxiety can be contagious and false news can spread very quickly. It's worth warning family and friends about email scams that are linked to the virus outbreak.

These are the most common scams are:

- Click here for a cure – an email appears to be from a mysterious doctor claiming to have details about

a vaccine being covered up by the Chinese and UK governments. Users clicking on the link get taken to a spoof webpage designed to harvest their login details.

- Covid-19 tax refund – if people click on the “access your funds now” link in the email, they are taken to a fake government webpage, and encouraged to enter all their financial and tax information.
- WHO health document – the email doesn't really come from the World Health Organization and the attached document doesn't explain how recipients can prevent the disease spreading – instead, it infects computers with a keylogger that records every keystroke made by the user and sends it to the hacker.
- The virus is now airborne – an email that appears to come from the Centres for Disease Control and Prevention (CDC). Having increased the reader's fear and panic levels, the link takes them to a spoof Microsoft page where they can enter their email and password.
- Donate here to help the fight – again the email appears to come from the CDC and asks for donations to develop a vaccine, and requests payments be made in Bitcoin. Warn your friends, neighbours and clients – and don't get caught out yourself.

Prioritising self-care

We featured a great article on self-care in the previous edition of Hypnotherapy Today (Issue 29), and now, more than ever, we should take this seriously. We need to focus on things that we can control – our health and behaviours are paramount. In addition, we should be mindful of not doing anything that could detract from our wellbeing – for example, there has been a recent trend in people drinking alcohol to excess with friends during ‘online parties’ – not only is this physically dangerous (and potentially could put even more pressure on the NHS), but alcohol can have a huge negative impact on our emotional state and our sleep.

Likewise, when people are spending time at home, they may look to other things to alleviate boredom – some of these things may be very detrimental, such as excessive online shopping (non-food related), or online gaming or gambling, which can lead to financial as well as emotional difficulties further down the line. Eating healthily,



getting some exercise (fresh air as appropriate), getting good sleep and generating plenty of laughter are all things that can help each of us to stay well.

Adapting in times of change

Many therapists have been adapting to online working. This may not be appropriate for everyone, but in such times is a useful thing to explore. There are plenty of apps and resources that can help with this, some of which are mentioned on the AfSFH website, in the Business Support area, under Digital Advice. Similarly, do check out our guidelines for Working Online, in the Professional standard area on the website, under our Policy library. There are also lots of free tutorials on YouTube and other places for using things like Skype, Zoom and other online applications.

Invest in Self-development

With perhaps more time available, we can also invest in developing our knowledge and skills. Of course, this can be via doing online CPDs or various courses (some can be found on our Events pages on the AfSFH website), but this can include other forms of self-development. Perhaps learning a new skill or hobby? What about learning a new language or getting around to reading various books that we have yet to start? In Trevor's earlier article about ‘Making Calmness Contagious’ we talked about the 4Ps – the last one being ‘Purpose’ – building on our passions, knowledge and skills helps give us purpose and makes us happier!

Stay connected!

Although we are physically distancing, many of us are still making a great effort to remain socially connected – so if you haven't already joined, there is a great community group for AfSFH members on Facebook – this is a private group for Registered Members and Students who have completed month 8 of their SFH training and can be found by searching for ‘Association for Solution Focused Hypnotherapy’ on Facebook or found here: <https://www.facebook.com/groups/Afsfh/?ref=bookmarks>. Over the coming weeks, it will be even more important for each of us to stay connected with others, so talk with your Supervisors and fellow SFHs. We are all here to support each other, and the AfSFH will be doing our bit to try and keep spirits high!

In addition, we are doing our best to keep in touch with our members during this difficult time. We have been sending out Newsletters via email, so please keep an eye out on your inboxes or spam folders. Also ensure that we have your most up-to-date contact email in your online AfSFH profile, and that you if you want to receive our Newsletters and announcements, make that you have selected to receive them under the ‘Email Subscriptions’ tab under your AfSFH member profile.

We hope that all of you stay safe and well – keep in touch!

Brainbox: Business spruce up

Spring is a time for growth and renewal and it's often this time of year when many of us will be reflecting on the past year and thinking about our business goals and objectives as the new financial year approaches. In these uncertain times, AfSFH Head of Marketing, Andrew Major, provides tips about the work that we do and how we can continue to work on marketing our practices.

Whether you're at the beginning of your solution focused hypnotherapy career and exploring how best to market yourself or even if you've been practicing for some time, we can all benefit from sharing new ideas and taking time to refine our marketing and advertising - doing so can really spark your creative thinking and open up new approaches for you and your goals. Having a spring clean of what works and what doesn't can reinvigorate your business and help you build a strong and adaptable business.

What's been working well?

It's important to know which advertising methods work for you and provide a good return on your investment. So, keep a simple tracker to record where clients found out about you. Over time, you'll know which methods are working well.

If you're already doing this, now is a good time to review and decide where you'll continue to invest or increase your marketing budget and where to reduce or stop investing. Don't be afraid to turn things off that don't work for you on the off-chance that you might get a client.

If you have a specific client niche or segment that you work with, make sure your marketing is being seen in the places those types of clients go – or rather, start making plans for this for when normal life resumes, so that your business can be seen in the places that match your preferred client-base e.g. putting posters, leaflets or other materials in health clubs, at social events, WI meetings, Student Union etc. to increase your visibility. If you're setting up your practice now, thinking about your ideal client's needs, problems and lifestyle will help you focus on where you place your advertising.

Effective marketing takes time and repetition. You need to communicate your message more than once and in more than one place to ensure that you're in the forefront of your ideal client's mind. So, it's important to set up continuous advertising both online and offline, whether that's paid or free advertising and track the results so you can continue to build on your success.

For further inspiration, participate in social media groups linked to SFH or complimentary therapies. Use those groups to gain insight into what your clients are looking for and how successful therapists are reaching them.

Refine your pitch and positioning

When you talk about what you do, or when you advertise your service, does it grab people's attention and curiosity? Importantly, do you solve a client's problem and inspire them to engage with you? Explaining the value you provide and how you help people overcome their issues will connect you with your clients at a more emotional level. Take some time to reflect on your past clients, how did



working with you make them feel? What did they achieve? It can help you construct an introduction, strapline and even articles about you and your business in a way which resonates and captures attention.

Develop long term relationships

The holy grail of marketing is word of mouth – referrals are powerful. So, it's important we recognise the value of our clients, even once we've finished the work in the therapy room.

Building a mailing list of satisfied clients so you can send them e-newsletters on a regular basis is a great way of keeping you at the front of their minds, so they are more likely to refer you to friends and family. You'll need their permission to email them (GDPR), so use proprietary email marketing software such as Mailchimp or Constant Contact and invite clients to sign up for your newsletters.

When appropriate, asking for a brief review or testimonial as you reach the last couple of sessions is a fantastic way for others to demonstrate the benefits of SFH. Visitors searching the internet are making a greater number of decisions based on client reviews. So, making it easy for clients to leave a review on your Google page, Facebook page or website is essential these days.

Be visible on social media

It can be easy to feel overwhelmed about creating content for all the social media channels, but you don't have to be on every social network. Thinking about your ideal client, focus on one channel that is most likely to be seen by them and do that well and simply share what's relevant to the other channels. Social media will help you build brand awareness and help you drive traffic to your website for new clients.

Health check your online presence

It's so important that any online advertising links to a professional looking website where visitors can quickly make a decision to contact you. It may sound obvious but keeping your website up to date and correct is essential, for example, making sure your phone number and location of your practice is visible on every page can make a big difference. Google has 88% of the search market, so take advantage of their free tools; make sure you appear on the local business listings using 'Google my business' and create a Google Analytics account to understand how visitors are using your website. It's also essential that your website is mobile friendly to avoid this impacting your search results.

Improving the back end of your website is just as important. Making sure your meta data on each page is kept up to date will help when it comes to featuring in search results. This includes, titles, descriptions and keywords. One of the most important things from an SEO (search engine optimization) point of view is the meta title followed by the description. The meta title should not exceed 65 – 75 characters (including spaces) and finish with your company name.

Add fresh new content and Google will thank you. A great way to do that is to add regular blogs. Share information your readers and ideal clients want to know about. What questions are they typing into Google? Be consistent in



doing this to improve your ranking. Write as if you are having a conversation, you're not writing a formal article - you need to engage with your reader. Remember, spend most of your time on 'evergreen' content or content that will still be relevant in one, two and even five years' time.

Demonstrate your commitment to high standards as a professional practitioner

The AfSFH is working hard to spread the word about SFH and its benefits across the UK and beyond and holds the only dedicated register of qualified Solution Focused Hypnotherapists. As a professional organisation we set and measure standards across our membership and will share these results with the public in due course, to highlight how proud we are of the professionalism of our members. So, adding the AfSFH logo to your marketing materials and website demonstrates your credibility and commitment to high standards and adherence to a professional code of conduct and ethics, which may naturally influence a client's decision to get in touch with you.

Finally, don't forget, you can access some helpful marketing tips and tools on the AfSFH website, via the Business Support Hub in the Members' Area. This includes several resources, including a 'Quick Marketing Plan' document, which you can download and fill in to help you formalise your thoughts on how you position, market and promote yourself as a Solution Focused Hypnotherapist, helping you to plant the seeds for growth ahead and raising wider awareness about the benefits of SFH, which will be even more important in the months to come.



About the writer:
Andrew is Head of Marketing for the AfSFH and has an extensive background in corporate marketing. He qualified in SFH from CPHT Southampton and practices in Bagshot and Farnham in Surrey.



Reinvigorate your hypnotherapy career!

As we reflect on having a good Spring clean and reinvigorating our careers, Alex Brounger answers some questions about how to enhance our qualifications to stand out from the crowd! In this article, Alex discusses the AHD and what it's all about. We've had a few questions about this within the AfSFH Closed Facebook group, so hopefully this can shed some light on the matter!

Q. What exactly is the AHD?

The Advanced Hypnotherapy Diploma (or AHD as it is commonly referred to) is a Level 5 Diploma which is a natural extension of study for people who have already got their HPD (which is Level 4). It has been accredited by the NCFE as having measurable learning outcomes that have been benchmarked at Level 5. It is a great way to distinguish yourself as a highly qualified hypnotherapist, and it's a great way to ensure we are driving up standards within the profession.

Q. What's involved in gaining the qualification?

Completing the AHD involves the following:

1. Completion of 11 CPHT CPDs (which you probably want to attend at some point in your hypnotherapy career anyway!). These are essential for completing the Learning outcomes for the AHD.

2. Being a Level 5 qualification also requires a piece of research to be undertaken, which becomes simple if you are already using CORP. And...

3. Yes... you guessed it...the completion of another portfolio!

As far as we are aware, the AHD is presently the highest level of qualification available in hypnotherapy (find out more about accreditation levels at www.ncfe.org.uk).

Q. How long do I have to complete the AHD?

You have up to four years from the date of registration to complete the AHD.

Q. Which CPDs do I need to complete as part of the AHD?

The CPDs required as part of the AHD are listed below. Each CPD has a corresponding module, or part module, in the AHD portfolio. Each module contains a number of learning outcomes. You need to provide evidence that you understand each one in a similar way to the way you did for the HPD:

- Neuroscience
- Psychoneuroimmunology
- Fertility
- Self-Hypnosis for Childbirth
- Neuro Linguistic Programming (NLP)
- Obsessive Compulsive Disorder (OCD)
- Working with Children
- Mindfulness

- Cognitive Behavioural Therapy (CBT)
- Solution Focused Brief Therapy (SFBT)
- Neuroscience & Obesity

Q. I have already done some of the CPDs that are required for AHD completion but not yet registered. Do I have to do them again?

Not necessarily! Any CPDs that you have done in the two years prior to the date of registration can count towards your AHD, as long as you can confidently answer all the learning outcomes that are in the associated module. Don't forget, AfSFH members receive a discount on all CPHT training courses - including those necessary for completing the AHD!

Q. How do I register?

Registration has been simplified in recent months. Now you simply login to your CPHT school's Student/ Practitioner intranet in the normal way. The AHD menu item will be at the top centre left (you will need to click the menu button on a mobile and some tablets). Click on "About the Advanced Hypnotherapy Diploma (AHD)". That page has more information about what is required for completing the AHD which you should familiarise yourself with. Under the subheading "Registration and Costs" you will find a link to the "AHD Registration Form". Click on the link, complete the required details, including how you would like to pay. The details of the bank account into which you should make payment is near the bottom of the form. Once you click "send" an email will be automatically sent to the email address you have provided on the form. This email (check your spam folder) will contain further details to get you started and a reminder of the payment details.

Q. I registered ages ago, but I haven't done much work on it recently, what do I do?

I remember when I trained back in 2011 David Newton would often say: "there are some things in life we just have to get on with". So...err... Just get on with it! Book on to an AHD CPD and get started. If you have already done an AHD CPD look at the learning outcomes and start work on them. There is no time like the present. You can submit a module at a time to me at: ahd@cpht.co.uk.

Q. Where do I find out about and book on to the AHD CPDs?

All the AHD and non-AHD CPDs are listed on the CPD page of the CPHT intranet. Login to the student/ practitioner page and go to the CPD page and explore from there. The AHD CPD's have a yellow box next to them. There are now a much broader range of locations (Plymouth, London, Manchester, Peterborough as well as Bristol) running the CPDs and CPHT Belfast are looking to have all the AHD CPDs online over the coming 18 months. You can complete the required CPDs at any of the training locations you wish, as well as completing them online.

What are the current and past students saying about it?

"Studying for the AHD, has been a pleasure. It offers a supported pressure-free learning experience. It refreshes your memory, and it gives you insight into other therapy approaches. It draws your attention to topics and specialist areas, which you wouldn't have otherwise looked at in such detail. A super qualification!"
- Cathy Eland

"Attending the specific modules and carrying out the study, research, application and written elements of the coursework all contributed to an overall sense of specialist knowledge in our exciting area of Solution Focused Hypnotherapy. This automatically gave us a deeper sense of confidence, not only during clinical consultations but also when speaking during presentations and at other times when an eloquent and authoritative delivery of the science, concepts and benefits of SFH is advantageous."
- Enfys Jones

"A great opportunity not only to further my qualifications by doing the AHD, but also to revisit and build upon the knowledge I had previously gained. I am enjoying the invaluable feedback too when submitting the AHD Portfolio Modules and look forward to obtaining the highest award available in Hypnotherapy."
- Lisa Williams

"The HPD is the 'How To Do It' manual. The AHD consolidated and expanded my knowledge, adding a depth and breadth to my understanding of how the brain works, and also how the component parts to CPHT's unique Solution Focused Hypnotherapy model

combine so effectively to produce the consistently positive results we see week in, week out. Now I know why SFH is so fast, powerful and long-lasting."

- Gareth Strangemore Jones

'It's great to be back on track! I started my AHD a loooong time ago, and attended all the CPD courses and felt excited to get my next level up diploma from my HPD... Once I started and submitted a few questions to Alex to review it has spurred me on to continue. I've got an accountability buddy as well who is at the same stage as me, so I'm sure we'll spur each other on to get it finished!'

- Elise De Viell

Getting started

I hope this has provided you with a nice overview! We are all interested in being at the top of our game and demonstrating the highest possible standards in hypnotherapy to the public, and developing our professional qualifications is a great way to do just that. There's lots of information about the AHD on the CPHT website, but if you have any further questions about it or would like to know more, then please get in touch: ahd@cpht.co.uk (I'll try and get back to you as soon as I can!).



About the writer:

Alex qualified in 2011 and runs practices in Stroud and Cirencester. He is a Supervisor and oversees the running of the AHD for CPHT. Alex is also a Senior Lecturer for CPHT Belfast and CPHT Scotland.

All about you!

In this section, we explore some of the feedback received from the recent AfSFH Members' survey about your thoughts on how we can continue to raise the profile of the AfSFH and the work of our members.

Survey results...

In the first question in the survey we asked what methods you felt were appropriate in your area:

Q. What methods do you feel would be successful for promoting the AfSFH and SFH in your area? (Tick all that apply – multiple selections)	Response rate (% of all votes)
a. Print advertising (papers, magazines etc.)	19.10
b. Online advertising e.g. Google/Google Ads/YouTube other Social Media	24.71
c. Radio advertising	13.48
d. Attendance at conference/events	17.97
e. Other methods (please specify)	24.71

The most popular format recommend by members focusses on online methods of promotion. 'Other' suggestions included attending group talks/presentations, conducting local radio interviews, print advertising in specific publications and liaison with Medical centres.

Q. In which areas do you feel the AfSFH would have most success in promoting SFH and the work of our members? (Tick all that apply – multiple selections)	Response rate (% of all votes)
a. Within Healthcare	21.15
b. Within Educational establishments	14.42
c. Within other wellbeing organisations/charities.	15.38
d. Within emergency services	15.38
e. Within commercial organisations	18.26
f. Other (please specify)	15.38

We also asked for suggestions as to how else we can promote AfSFH members and their work, and how else we could support members directly. The most common responses included: AfSFH providing workshops/CPDs on doing group talks and presentations, Information about how to do podcasts, liaison with the Fire service in order to focus on improving mental health within the services.

Thank you to everyone who took part in the survey. We are looking at various options based on your feedback and this will help us to better target our activities in the future.

Help us continue to spread the SFH word!

Join us on Twitter: @afsfh

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.

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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.

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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.

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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.

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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.

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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.

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