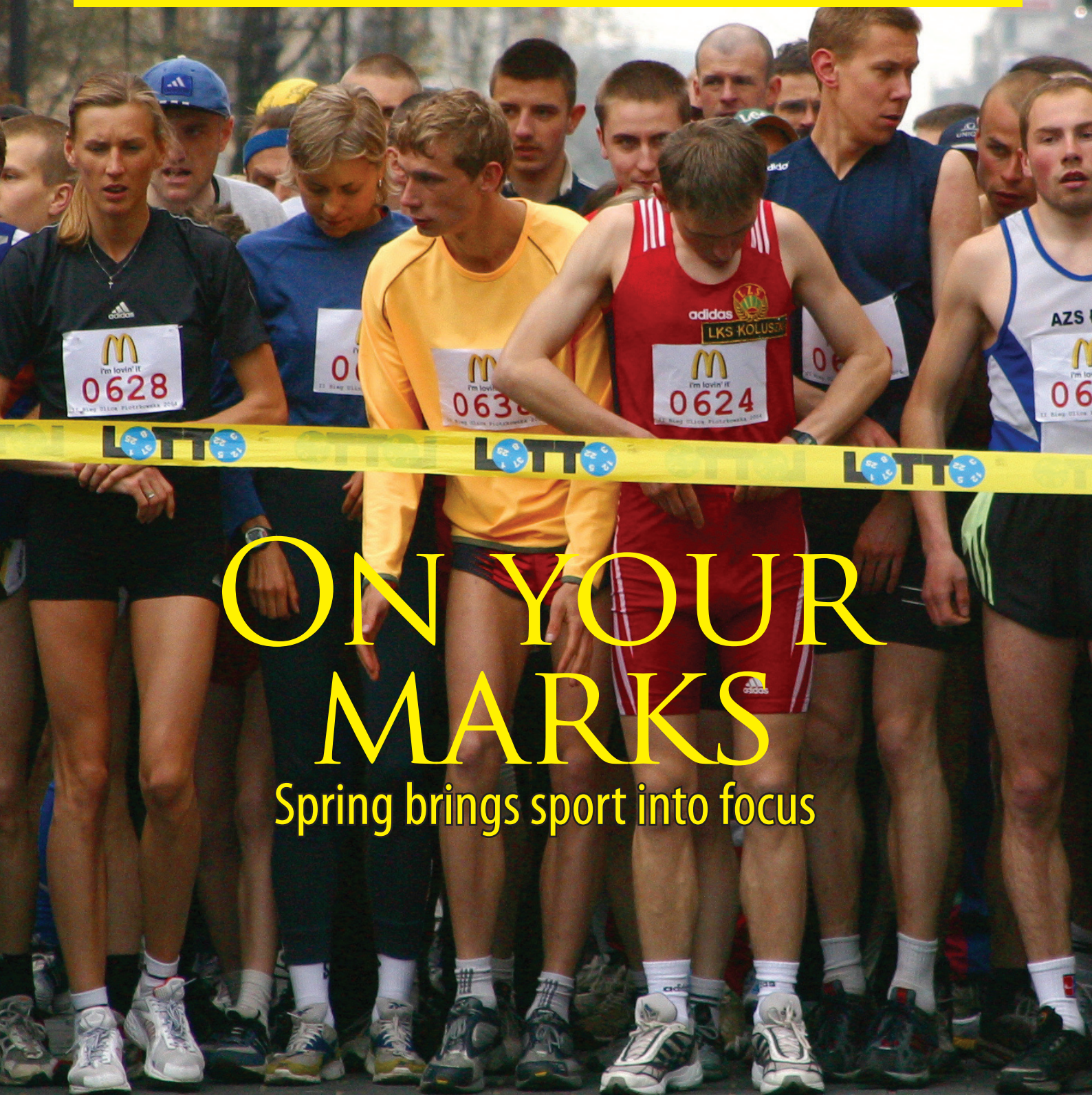


# HYPNOTHERAPY TODAY

ASSOCIATION FOR SOLUTION FOCUSED HYPNOTHERAPY JOURNAL ISSUE 8



## ON YOUR MARKS

Spring brings sport into focus

# LATEST NEWS!

**W**ell the AGM was a quiet affair, but it gave us a chance to reflect how far we had come from our inception just over 2 years ago. Our membership has been steadily increasing, the PR and marketing material produced by the AfSFH team has been taken up and used to good effect.

Though the market is still making it difficult for many people to justify spending money on therapy, we need to not only push our own practice, but that of solution focused hypnotherapy out there to the public. We all know what a fantastic therapy it is, but we, as an organisation need to compete with the other complimentary therapies out there. This is one reason we've developed Metamorphosis – see page 24 for more details.

Another thing we've ticked off our "to do list" is the postcode look up on the website – so now it's so much easier for people to find you.

Go to the website: <http://www.afsfh.co.uk>



and click on the AfSFH Hypnotherapists.

If you've had a particular success with a form of marketing, then why not share it with us. Debbie Pearce shares her experiences on page 25.

If you've not joined us on Facebook yet, then join in and sign up - it's proving to be a very useful resource as many members are posting questions, warnings, ideas - and getting a quick response. Nicola Griffiths also shares some tips and reasons for participating in social media on page 22. If you want to join, search for Association for Solution Focused Hypnotherapy on Facebook and you should find our closed group - click on join and the gate keeper can let you in!

Don't forget we have pages on LinkedIn too. Again if you haven't got a LinkedIn profile - get one and make sure it's up to date with a good photo on it - it's professional and you're also appealing to the business sector. Search as for Facebook and you can join that too. ■

# LETTER FROM THE EDITOR

**I** was hoping by this edition that the winter would have been a distant memory, but it's 3 degrees outside and the thought of going for a run outside has sent me to sit at my computer instead. My hands have gone numb whilst out leafleting, so we present a whole issue on sports - to get some blood flowing through your veins!

I have seen quite a few sports people - or those who wish to take their hobby to the next level at least - through the years, one of the things that I've always admired is the amount of time and effort people put into it. Which is one of the reasons I suggested to Paul Concannon to carry on his conversations with Glen Catley and build a picture of what an athlete has to do in their day/week/month and years to get to the top.

If you have any contributions or comments to make, please email me at: [journal@afsfh.com](mailto:journal@afsfh.com)



Penny  
Penny Ling, Editor

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# Stuff:

## HYPNOTHERAPY TODAY

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Thanks to Devin Terhune and my proof reading team.

The Journal of the Association for Solution Focused Hypnotherapy established 2010 represents the practice of solution focused hypnotherapists as a distinct profession in its own right. Membership is open to those practitioners who have the appropriate qualifications and experience within the field.

**S**ports psychology is the study of human behaviour in sport; it is the intersection between brain psychology – what we think – and brain physiology – what we can train the brain to do – through visualisation skills. Not only does a sports person strive to improve their physical bodies, they also need to manage their emotions and self talk.

When most people think about psychology, they think in terms of therapy. This implies a disability or something needs healing; but it is common to use these tools in order to prevent problems occurring in the first place. Often applying these methods of thinking and working improves mental ability and the way we deal with issues right across the board.

It is better therefore to undertake some kind of psychological training right at the beginning before any set backs occur, rather than after an incident has taken its toll on performance. This helps keep motivation levels on track to reach your goals too. So you can deal easily and readily with any potential setbacks, which may arise.

### So what motivates us to seek out these challenges?

To start with, it may just be the challenge of finishing a race, or finding you have a natural aptitude for a particular sport. Then once a decision has been reached with its pursuit, it becomes a question of will, desire and motivation.

Maintaining the motivation to continue the training can be very taxing and difficult to sustain. While it's important to have the right equipment, clothing etc, it's equally important to have the right frame of mind to effectively train on a daily basis,



# ON YOUR MARKS...

Penny Ling gives our clients a sporting chance

and it's often the psychological aspects of training that tend to make the difference between success and failure.

### Having effective goals

Once your sports client has their goals in mind, you can help them work towards them, without dwelling on past performance – it is perhaps one of the most important aspects in long term training, goals must be achievable though.

And of course they have to make sure they are physically fit and take into consideration possible long term physical problems which may occur, especially taking family history into consideration. You can also ask them a few questions to determine how serious they really are about the sport:

- 1) What is your previous experience of discipline?
- 2) How much training have you already done?
- 3) How much are you prepared to do?

If someone is not physically prepared then it can lead to over training and injury and this will encourage mental setbacks.

There is also realising your physical peak. After the Olympics there were a number of job fairs where employers were looking for athletes who wished to retire from the sport, but had that mental training

and wanted to use it in other areas. Being aware of what they want to do after they become too old for the sport can help them prepare for the psychological ups and downs.

Next to goal setting is planning. A friend of mine who runs marathons has an app on his phone that calculates how many miles he needs to run, in his plan for fitness before each race. He says it cuts out excuses such as the weather not being good so he'll do it tomorrow. There's no arguing with an app so he sticks to it. There's also training outside versus the gym. I had a client come to see me who ran marathons.

She'd broken her leg during a 10K race because she had only prepared over winter on a treadmill. This had not prepared her body for the pounding on the tarmac. Once her leg had healed she couldn't face running again. I helped her, not only get over the incident but helped her clear room in her life to start planning a training regime, which was mostly outside. She was really impressed when she started to run in all weathers over the Christmas period and enjoyed it.

Rest is just as important as the training as overdoing it can lead to all sorts of physical problems. When an athlete has set goals, created a programme of training that increases over time and allows for periods of rest then they are on track to develop the mental stamina too.

### Using visualisation

A great deal of research has been done in the States with the use of visualisation in sports. By using imagery it helps strengthen the pathways in the brain that deliver the shots or positions us just right, or scores the goals or conversions. It also helps prepare us for the unknown. Many cyclists for example will mentally rehearse a track before taking to their bikes. I used to do high jump and would mentally rehearse before each jump – something I see Roger Stennett – page 4 - used to do as well – by doing this you can also filter out all the cheering or jeering going around you and concentrate on the job in hand.

Some athletes find visualising in first person difficult. If that's so try them on third person as if they are watching it on TV. Using these skills you can plan every move in your body. Having been the person standing at the end of a Glenn Catley punch I can thank visualisation for the accuracy of that punch to stop only about 1cm from my nose – the movement of the air created by his fist was enough to ruffle my hair!

It may be an advantage for athletes to watch footage of their training so they can make adjustments to their manoeuvres, but make sure they do it in a positive light and not pick holes in it. This positive self-talk is important, so when they are feeling a

*Continued over...*



# “CITIUS ... ALTIUS ... FORTIUS” (“FASTER .. HIGHER ... STRONGER”) – THE OLYMPIC MOTTO

Roger Stennett jumps to it...



**L**ittle did I know, back in the day when I had hair, as I rocked gently backwards and forwards on the edge of a High Jump run-up and rehearsed, and rehearsed again a successful leap, that I was actually practising ..... Sports Psychology.

Back in the 70's Sports Psychology probably didn't officially exist. We knew a little about 'psyching out' our opponents, but the notion of 'the mind game' was really in its infancy.

So there I was, sweat band around my temples to curb my unruly locks, visualising success. There was one moment, and only one moment, when it was the right time to start my approach run to arrive at exactly the correct spot and from there to ascend gracefully into the air, negotiate a cross bar, and then to land in the sand/peat/foam pit without dislodging anything, my neck included.

And I repeated that action many thousands of times over a 'career' that included national and international honours, and which taught me a thing or three about focus and concentration and visualising success.

Roll the clock on 30 years and I am stepping on to a martial arts mat for the very first time. I'm 50 years of age, and I don't need a sweatband to tame my locks any more. But as I started my progression from White Belt on to Black Belt, some of the same principles that served me well as a High Jumper also served me well as a practitioner of Aikido, a Japanese martial art.

By now I was aware that some of the stuff I was doing was called ..... **Sports Psychology**.

A motivational 'industry' had grown up in my lifetime, and now in my own small way, I am part of it when I run positive psychology and visualised skills sessions with golfers and athletes, and even a Ladies Squash team, all of whom once lay in a group trance at my feet.

Now that's power !

When we sit in our consulting rooms, as

Psychotherapists or Hypnotherapists, we are accustomed to dealing with a fair share of pain and misery. This is 'par for the course', to use a sporting metaphor, but there are times when it can weigh heavily on us. Occasionally, however, something a little different turns up, and Sports men and Sports women looking for 'an edge' often come as a refreshing challenge to our skills.

So how do we re-version our therapeutic skills and make them sports motivational instead of neurosis banishing?

Probably far more easily than you might imagine.

It is a statement of the obvious that peak sporting performance needs to have positivity at its centre, and SFBT is a natural, future focused method of endorsing that. As therapists we are also dab hands at trying to encourage clients to empower themselves and in that process we both encourage a mindful focus on the present, and a preferred future that encompasses a visualised success. We can even add a spoonful of NLP and 'Swish' our way to a close

up image of 'achievement' which eclipses 'Anxiety' in the virtual 'cinema' of sporting life.

In other words all the tools in our tool kit now become empowerment kit in our 'sports bag.'

- ◆ Banish anxiety.
- ◆ Encourage relaxation.
- ◆ Improve sleep.

Use simple breathing techniques both to steady and strengthen the heart, and then to trigger dynamic sporting action.

So far, so normal.

Helping a Sportsman or Sportswoman to believe in themselves demands the skills we use every week in our consulting room.

It's generic.  
 It's well within our comfort zone.

*Continued over...*

bit wobbly they can use phrases such as "Focus" or "Come on". Some people think Muhammad Ali was cocky, self opinionated and arrogant, but his self-belief spurred him on. Interviews with him later show his humour and humanity.

An athlete has probably over done training if:

- a) They are more tired than usual and feel fed up
- b) The muscles have been over exerted despite adequate recovery time.
- c) Decreased performance
- d) Increased negative moods over positive ones
- e) Increased heart rate at lower levels of exercise
- f) Increased heart rate at resting.

To monitor how an athlete is doing using our scaling is important, and of course the MQ paints a picture of how their performance will be when all the plans come together. Being able to focus on the final outcome is always important, as well as what went well ■

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So many sports share similar demands of a participant, and if we can create an environment of 'can do' then we are well on the way to helping.

The key transition though, after the general endorsing and relaxation work, is to look at the specific technical demands of the individual sport or event. It's here that you might need to do some 'homework' if a sport is not that familiar to you, but never forget that your client is the 'expert' in the room, and you should pick their brains as you deconstruct the 'flow' of their activity.

It's here that all sports differ.

Obviously a team sport such as football, or rugby have different demands and different moments of focus than a highly individual undertaking like Squash, Tennis or Athletics.

Some sports have key 'trigger moments' where mental and physical concentration needs to be at its peak, but often for a relative short time. Explosive events, where stamina is important but where excellence needs to come in concentrated bursts. I've worked with both Pro and Amateur Golfers and that's a sport that falls into this category. While the walking between the holes and the observation of the course and its conditions is important, it's really all about the brief peak moments with a club in your hand and the ball at your feet.

All that is different from team sports played in continuous time. Here an expectation of constant input exists, and even though there are still peak moments, e.g. receiving a pass or shooting at goal, much of the endeavour is concentration and running based work for 90 minutes or so. That's a different challenge, and the sportsman or woman needs to help you identify any weak links in a complex inter-related process.

I think the secret of sports psychology is to keep 'The Big Picture' but also to 'chunk down' as they say in NLP and find a way to reinforce parts of a process.

This is often the highly skilled stuff, and might even involve visualising specific body movements that need to be improved or need to be able to flow better.



But remember. Your client can be your guide in this. They know themselves best, and they know how they 'feel' when competing.

In so many sports, focus is a key element. There are times when everything boils down to an ability to shut out everything else and get into the 'Peak Experience', to use a Maslow term.

One technique I have evolved is to encourage the creation of an energy bubble around the participant. This obviously serves some sports better than others, but the sense that it is possible to choose to put yourself in a place from which excellence flows.

If we accept that it is impossible to maintain such a peak level, either mentally, emotionally or physically for 90 minutes or longer, then we need to visualise a routine that constructs this empowered 'force field' on demand.

For a golfer for example, there is a transition phase from the walking between shots to the moment of truth, club in hand.

Just like NLP 'anchoring' it is possible to use trance to create a trigger where such a state manifests itself. Once surrounded by the energy/power bubble it is possible to use a combination of an agreed number

of breaths and a visualisation to lead into a moment of performance delivery and emotional/mental/physical unwinding where excellence manifests for all to see.

But sometimes it doesn't, and part of the challenge of Sports Psychology is to allow people to let go of the bad (and the good) and to live in the moment that leads to the next defining action.

A failed shot cannot be allowed to compromise the next shot. Staying in the moment is always the key, whether to Sport or to Life.

Peak performance in Sport can often be equated to a charmed, almost trance-like state. But this trance is not a somnambulistic state of disconnection but rather the opposite. It is a strengthening and deepening of focus even though that appears to be achieved through muscle memory rather than conscious thought.

It is a paradox of sorts.

It is both 'mindfulness' and 'mindlessness' at the same instant, and the consequence of their chemical/alchemical reaction is to produce sporting excellence that is always 'in the zone'.

As with life, so with Sport. It's getting the balance right.

There are many books to which a practising therapist can refer if he or she wishes to look at specific techniques connected with Sporting Psychology. It is certainly an additional string to the bow of a Hypnotherapist, and as I have already mentioned, makes a pleasant change from our usual menu of human challenges.

Last week I visited an old friend and international athletics team mate. His name is Lynn Davies, and he is a former Olympic Champion and current President of UK Athletics. Despite the various victories in the Olympic Stadium in 2012 he told me that the ruling body of GB Athletics had just made a brand new appointment to move us forward to Rio in 2016.

And that person was ..... A Sports Psychologist. It's all the rage ■

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# GOLFER'S YIPS – DONE IN FOUR

## A case study by Sam Luxford of Aberdeen hypnotherapy

**I** am a trained Registered General Nurse and Registered Mental Nurse and have worked within the NHS since 1986. Developing my interest I made a natural progression into Clinical Hypnotherapy.

Now, as a Clinical Hypnotherapist, I am committed to helping people to gain positive control of their lives through 'solution focused' therapy – concentrating on the future and what can be achieved rather than dwell on the past and on what might have been. I thoroughly enjoy my work as a hypnotherapist and have a busy full time practise in Aberdeen. I am currently training as a supervisor and so have been organising my notes and perusing my old cases to find interesting anecdotes and positive adjacent metaphors to share. I came across this case for Golfer's Yips and really wanted to share it as it was so successful, interesting and brief! I only had four sessions with my Mr Golf and he achieved all the changes he wanted to make – really showing that what we do works, and if it works, well, we should do more of it!

### What is Golfer's Yips?

Before I was contacted by Mr Golf I didn't know much about Golfer's Yips – I had heard of it but that was about it. I did some internet research and contacted my supervisor Michael Hughes who

supplied me with some information. The font of wisdom that is Wikipedia tells us that:

"In golf, the yips is a movement disorder known to interfere with putting. The term yips is said to have been popularized by Tommy Armour—a golf champion and later golf teacher—to explain the difficulties that led him to abandon tournament play. In describing the yips, golfers have used terms such as twitches, staggers, jitters and jerks. The yips affects between one-quarter and one-half of all mature golfers. Researchers at the Mayo Clinic found that 33 per cent to 48 per cent of all serious golfers have experienced the yips. Golfers who have played for more than 25 years appear to be most prone to the condition."

Also known as the jitters, the jerks, the staggers, and "balky putter," the condition has affected some of the greatest names in the sport including Bernhard Langer, Ben Hogan, Harry Vardon and Sam Snead. More than one quarter of all mature golfers are thought to experience it at some point and are left bewildered as involuntary twitches lead to easy 3ft putts sailing by the hole. The so-called "golfer's curse" has led many of them to give up completely out of frustration and embarrassment at the state of their short game.

#### Mr Golf

Age: 65

Occupation: semi-retired consultant in oil & gas

Why call him Mr Golf... well aside from laziness it is to highlight the fact that for Mr Golf, golf was his life and was to be his retirement, if he couldn't play golf what could he do? These thoughts were very prevalent at the start of our time together and he was doing an awful lot of negatively forecasting his future golf playing because of the yips. Mr. Golf's Yips affected his putting and driving shots.

The Initial consultation went well and in addition to the yips the main areas that came to the fore were issues around his job. Mr Golf was making the transition from work to retirement, he has a foot in each camp so to speak and this was certainly a source of stress for him.

In session one he scored 7/10 on general happiness and during the Miracle Question he discussed delegating at work more in order to free up more time for him. Most of our talk was centred on positive mental rehearsal, creating visual mental images and positive thinking. I told him about the piano players, the study that involved groups actually playing the piano and another group who only imagined playing it:

"What the scientists found was that after a week of practice, the stretch of motor cortex devoted to these finger movements took over surrounding areas like dandelions on a suburban lawn. "Mental practice resulted in a similar reorganization" of the brain, Pascal Leone later wrote.

If his results hold for other forms of movement (and there is no reason to think they don't), then mentally practicing a golf swing or a forward pass or a swimming turn could lead to mastery with less physical practice. Even more profound, the discovery showed that mental training had the power to change the physical structure of the brain." Leone also said that: "The brain is more playdoh than porcelain".

It was in 1994 that Harvard scientists taught a simple 5-fingered combination of piano notes to a group of volunteers, which they played over and over for two hours a day for five consecutive days. Another group didn't actually play the notes but just imagined playing them and imagined hearing them

for the same period of time.

The brain scans taken over the five days show the changes to the brain are almost identical, the stretch of motor cortex devoted to these finger movements took over surrounding areas "like dandelions on a suburban lawn." "Mental practice resulted in a similar reorganization" of the brain, Pascal-Leone noted that the brain cannot tell the difference between reality and imaginary. Focused attention holds together and stabilises brain circuits so that they can wire together by Hebb's law. Once they are wired together, the brain will respond to similar situations in a reliable hardwired way. This is known as the Quantum Zeno effect as explained by Dr Henry Strapp of UC Berkeley's Lawrence Berkeley National Laboratory. "The power is the focus!" The power of this for sport's performance is abundantly clear – it was easy for Mr Golf to be able to take on board this information and 'think it' through to his own case of yips.

This is powerful knowledge and it was clear that Mr Golf was really engaging with the information and the therapy. I also used the prisoner of war metaphor that David Newton often recounts... how the prisoner of war only has one thing he can control, what he does with his thoughts. Every day he was in the prisoner of war camp he visualised his favourite golf courses, each fairway, each green and each individual shot. After years of being a prisoner of war and rehearsing these golf games in his mind the prisoner was eventually returned home. Upon his return he played golf again and found his handicap was significantly reduced. Neural pathways had opened up and his mind knew what to do. The scripts I used were 'Confidence - key to success', 'Tropical Island' (to reduce anxiety) and 'The Village'.

At session two Mr Golf was 8/10 on the happiness scale and he recounted that he had started to delegate more at work, we explored the differences this was making and he was indeed pleased! Mr Golf was beginning to extract himself from work. He reported that his golf had seen an improvement. In this

*Continued over...*





session it was much more of the same... we really focused a lot on positive visualisations, visualising him playing golf, re-framing the perfect game of golf with lots and lots of positive and confidence boosting stuff thrown in for good measure. I also discussed with him 7/11 breathing which he found helpful and a calm anchor using his thumb and middle finger pressure points to relive stress levels and help refocus on his golf swing. During the key process of revision I again highlighted the enormous learning benefits for the brain of positive mental rehearsal.

Prof. Davidson in his discussions on "Engineering the left prefrontal cortex" has noted that: Since the 1990s, the Dalai Lama has been lending monks and lamas to Prof. Davidson for studies of how meditation alters activity in the brain. The idea was not to document brain changes during meditation but to provide evidence that mental training produces enduring changes in the brain.

"This positive state is a skill that can be trained," Prof. Davidson says. "Our findings clearly indicate that meditation can change the function of the brain in an enduring way."

Moreover the importance of mental exercise is clear:

"Modern neuroscience research leads to the inevitable conclusion that we can actually enhance well-being by training that induces neuroplastic changes in the brain," says Prof. Richard Davidson, professor of psychology at University of Wisconsin-Madison.

"If you go back to the 1950s, the majority of middle-class citizens in Western countries did not regularly engage in physical exercise. It was because of scientific research that established the importance of physical exercise in promoting health and well-being that more people now engage in regular physical exercise. I think mental exercise will be regarded in a similar way 20 years from now."

"We can take responsibility for our own brains.

They are not pawns to external influences; we can be more proactive in shaping the positive influences on the brain."

We also had a good deal of talk based on success and positive visualisation and we touched on the following two stories, again showing the importance of those powerful adjacent metaphors. Before a fight, World Heavy Weight boxer, Muhammad Ali would focus intensely on visualising how he would take on his opponent in the ring move by move, round by round. When Ali was clear how he would defeat his opponent, he would call a press conference and confidently announce in which round and how he would win the fight. Ali's predictions were no empty boasts as they invariably came true. Ali was not engaging in idle talk but was really sharing his vision of his desire outcome with the press. Also the fact that in the 1956 Melbourne Olympics, the Russian team took 11 hypnotists to develop mental clarity and help the athletes with visualisation.

Dr Charles Garfield in his book *Mental Training of the World's Greatest Athletes* stated that "Without a doubt, the most dramatic contribution to the advancement of goal-setting skills in recent years has been the Soviets introduction of visualisation. During mental rehearsal athletes create mental images of the exact movements they want to emulate in their sport. Use of this skill substantially increased the effectiveness of goal-setting."

This focus on positive mental rehearsal was really the crux of our work together; and with so much research to reinforce all I was explaining the mental pennies were soon dropping for Mr Golf.

**Session three** and we were going great guns... Mr Golf reported 9/10 on the happiness scale and exclaimed that the yips were 90% gone, fantastic! He felt his confidence was back and he was more organised at work and generally feeling more in control (control is after all a constant!). He was freeing time for himself and felt a reduction in anxious thoughts. This session was pretty much a repeat of the previous one with again a large focus on positive mental rehearsal – the perfect game (yes,

golf!). I again used re-framing and Game Player's Planet. Throughout the session again taking the time to remind Mr Golf about our neuroplasticity and how that includes any process that results in a change in the brains structure, chemical composition or functions in response to changes in the brains environment. It is a property of the brain and is best understood as a capacity (or potential) for brain areas and circuits to take on new roles and functions.

Dr Jeffrey M Schwartz said of self directed Neuroplasticity: "Using the power of focused attention, along with the ability to apply commitment, hard work and dedication to direct your choices and actions, thereby rewiring your brain to work for you and with your true self. And I used that lovely phrase that is so well remembered by clients: "Neurons that fire together wire together". This means that when groups of nerve cells (or brain regions) are repeatedly activated at the same time, they form a circuit and are essentially "locked in" together. Again, this knowledge was clearly sprouting off those dandelions for Mr Golf.

Four!

Mr Golf was pleased to report that he was 10/10 on the happiness scale and the yips had disappeared. He was thinking much more positively generally and about his golf, there was a reduction in anxiety across the key areas of job, relationships and self. Revision was based on how the subconscious mind knows HOW to do something – it is the conscious mind that gets in the way. All the golf he has played over his life was stored in there and so he knows how to play golf. I spent time highlighting positive thoughts and how important they are to our physiology and also repeating that we must trust the subconscious to get on with it. The key areas really were reducing anxiety, increasing positivity and challenging negative thoughts and any negative forecasting. Ensuring Mr Golf avoided over-thinking things in order to remain firmly in intellectual control. I used confidence boosting scripts, the dial up confidence script, the lovely metaphor for trusting your own subconscious written by Michael Hughes 'Guide and Seek'. It was important to give Mr Golf tools for

the future, to capitalise on this great start and ensure he could continue to enjoy his golf. I centered revision around positives futures, the importance of optimism, seeing things as we WANT them to be and the importance of continuing this, repeating these patterns. I mentioned Aristotle, "We are what we repeatedly do. Excellence, then is not an act, but a habit."

Dr Jeffrey M Schwartz in his discussions on ATTENTION DENSITY REPETITION noted that: "Repeatedly focusing your attention on something (a thought, sensation, event, response, action) over and over. The more you sustain your focus of attention on something (i.e. the denser your attention is), the more likely a specific habit will be wired into your brain. In the brain, attention density is the first - and most important - step in creating strong enduring brain circuits." and why stick with the new? It was Aristotle that asked can optimism change reality?

An experiment by cognitive neuroscientist Sara Bengtsson manipulated positive and negative expectations of students by priming some with words such as "smart, intelligent and clever" and others with "stupid and ignorant". Unsurprisingly the study showed students performed better after being primed with an affirmation message. However the brain imaging data also showed that the students brains responded differently to any mistakes made.

When a mistake was made following a positive word there was enhanced activity in the anterior medial part of the prefrontal cortex (a region involved in self-reflection and recollection) there was no heightened activity in this area in the students who had been primed with a negative expectation. A brain that doesn't expect good results lacks a signal telling it when it does make a mistake and these brains will fail to learn from their mistakes and are less likely to improve over time. Expectations become self-fulfilling by altering out performance and actions, which ultimately affects what happens in the future. This really 'hammers home' the importance of positive thought and imagining things how we want them to be.

*Continued over...*

We said our goodbyes and two months later I was pleased to see an email from Mr Golf in my inbox telling me how his golf had continued to improve, so much so in fact that he had gone on to win a seniors tournament! This really reminds us what Solution Focused hypnotherapy can achieve and it is brief! In four sessions Mr Golf made all his desired changes and; significantly went on to improve, as we know he would - those dandelions continue to take root. In fact Schwartz has himself touted the benefits of relaxation. Relaxation is important...

It helps us recharge and unwind, which is critical to maintaining balance and restoring our energy levels.

“So make sure you spend some time each day relaxing and doing healthy wholesome things that bring you pleasure, satisfaction and fulfilment.”

“The power is the focus!” Dr Jeffrey M Schwartz

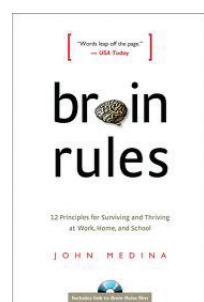
We know what we do works and it is nice when we have a story to share – our ‘sparkling moments’ as Susan Rodrigues calls them and further adding to our store of powerful adjacent stories for clients ■

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Brain Rules: 12 Principles for Surviving and Thriving at Work, Home, and School  
by John Medina

**Publisher:** Pear Press; Reprint edition (2 April 2009)  
**ISBN-10:** 0979777747

Reviewed by  
Trevor Eddolls

Dr John J Medina is a developmental molecular biologist focused on the genes involved in human brain development and the genetics of psychiatric disorders. He's organised the most up-to-date information on how the brain works and how people use it into 12 rules and one of the most unputdownable and quotable books I've ever read. You find yourself having a conversation with someone and one of Medina's rules or explanations just leaps back into your mind and helps explain whatever it is you're talking about.

He's taken what could be a dry and dusty fact-laden tome and filled it with humour and numerous examples that illustrate whatever point he's trying to make.

So what are the 12 rules? Medina summarises them as:

- ◆ Exercise boosts brain power
- ◆ Sleep well, think well
- ◆ The human brain evolved too
- ◆ Stressed brains don't learn the same way
- ◆ Every brain is wired differently
- ◆ Stimulate more of the senses
- ◆ We don't pay attention to boring things
- ◆ Vision trumps all other senses
- ◆ Repeat to remember
- ◆ Male and female brains are different
- ◆ Remember to repeat
- ◆ We are powerful and natural explorers.

What did I take away from the book? That the prefrontal cortex governs executive functions such as problem solving, maintaining attention, and inhibiting emotional impulses. That the primitive

brain's functions are the four Fs: fighting, fleeing, feeding, and reproductive behaviour. That the amygdala allows you to feel rage, fear, or pleasure. Or memories of past experiences of rage, fear, or pleasure.

I liked Posner's model of attention:

- ◆ The arousal or alerting network monitors the environment (intrinsic alertness).
- ◆ The orienting network is where you focus your attention on a threat (phasic alertness).
- ◆ The executive network decides what to do about the threat.

Emotions get our attention. We get the meaning before we remember the details. The brain cannot multitask. The brain needs a break.

Kim and Diamond's three-part definition of stress:

- 1 There must be an aroused physiological response
- 2 The stressor must be perceived as aversive.
- 3 The person must not feel in control of the stressor.

The brain fills in the gaps that the blind spot in the eye cannot see. People with Charles Bonnet syndrome see lots of things that aren't there. Under stress, men fire up the amygdala in the right hemisphere, women use the left side. Men remember the gist of things, women remember the emotional details.

There are 280 brilliant pages in the book. And when you've finished it, you can go on to enjoy Brain rules for babies ■



**A client we'll call Peter was referred to me presenting panic attacks and general raised anxiety levels. He was in his mid thirties and had been suffering to the degree that he was actually signed off work.**

Peter was a model client who took the sessions very seriously, although initially he was a little skeptical about Hypnotherapy. However, he dutifully listened to the CD every night, and also decided to start attending Yoga with his wife with the result that his panic attacks were soon greatly reduced.

This change was reflected in our sessions with a new focus for his miracle question. He explained how he used to run and how he would like to take up running again. By session three he reported that he had started exercising again on a daily basis and by session five reported that his weight was lower than it had been for the last 10 years.

This success provided even greater motivation and he decided to go back to the running club that he used to run with on a Sunday morning. He ran with the club a few times and mentioned that he would like to get his time down as he was way off his personal best and it had always been a dream of his to do a triathlon!

We spoke about visualisation and how the brain cannot tell the difference between imagination and reality. I suggested that on the days he couldn't run, due to work commitments, he should visualise the

run instead. I jokingly said “imagine knocking 30 seconds off your time this week!” and he said he'd be happy knocking 3 seconds off!

There was a timing clock situated at the end of the circuit they ran on and he visualised what time the clock would read at the end of the run. He couldn't wait to let me know (by text on the Sunday evening!) that he had actually knocked 31 seconds off of his time. He was now well on the way!

As the weeks progressed he knocked more time off with each run and soon beat his personal best. By this time he had also taken up swimming at least twice a week as well cycling. The dream was in sight!

Peter finished his sessions with me before he took part in his first triathlon but he did keep me informed of his progress. Below is part of a testimonial he sent me through, which is also on my website. So, in his words:

*“In addition, during my sessions, Sandra showed me how the power of the sub-conscious mind was able to help me visualise my way to achieve anything I choose. I have since taken part in 5 triathlons this year something I never thought possible. Now I simply SEE the finish in my mind and set off. The middle bit is easy.*

*I am now 100% an Ex-sceptic! Clinical Hypnotherapy works, and Sandra has not only given me my life back, but she's added a turbo button!” ■*

# WHAT A PERFORMANCE!

**A case Study  
by Sandra Churchill**



# WALKING THE TALK

Andy Workman gets fit first

**A**s I sit here writing this, I am still enjoying the euphoria of having crossed the finishing line of the Bath Half Marathon yesterday. I am 46, and had never been “sporty” until last May. It was back then that I decided that at 16 stone (I am 5’11” tall) I was overweight and that I could not offer treatment for weight management whilst I carried around a bowling ball under my own shirt.



I knew I had to do something, but what? The answer was to “walk the talk”. My miracle? To be 13.5 stone. What would be different? My self-esteem, my professional image, my health and fitness and my wardrobe. Who would notice? The list was endless but most importantly, I would.

What one thing could I do to start getting me there? Swim. I love swimming, so off to the pool. And what else? Cycling. I used to commute by bike and I now lived half a mile closer to work. OK, ten years had gone by but I could do it. I bought a bike on the Cycle To Work Scheme and used it three days a week to do just that.

My weight started to fall away. A friend noticed and offered me “a date”. Luckily my wife was there to hear that the date was 5 August and it would be the Trowbridge Sprint Triathlon. “No Rachael, it’s a kind offer but I don’t run”, I said. “You do now” she replied.

Miracle? It would be one if I ran anywhere but I applied the same thought process and visualised my crossing the line. Every run saw me visualising that momentous moment when I completed the swim-cycle-run event for the first time in my life. I suddenly found I liked running. No, that’s not strictly true – I LOVED it. No iPod, no music, just my own thoughts and goals.

Come the day, I knew I would be happy with a finish time of 1 hour 45 minutes. I came in at 1:31. I never thought I would be emotional but you can’t help it when you feel 10. I was off the scale.

In the meantime a friend of mine had lost his wife to cancer. How could I help his fundraising in her memory? I’ll run a half marathon. The triathlon run had been 3 miles and this was going to be 13.2. How would I do it? Here we go again.

Visualisation of that finish line got me up to 9 miles and an average of 8.5 minute miles. I stood a good chance of achieving the elusive sub 2 hours

finish. Then disaster struck. Exactly one month before race day I pulled my Achilles tendon. My left leg had a pace of 6 inches in length. My dreams of the race were shattered and the sub 2 hours became an impossibility.

What am I talking about? If anyone can do this a SFH Therapist can. “I am fit and healthy”. “Everything in my body is well”. “I have completed the race in good time”. Focus, focus, focus.

Yesterday I ran. My first five miles were between 8 and 8.5 minutes long. At mile seven my Achilles reminded me of how foolish I was to think I was healed but still, focus, focus, focus. I could see nothing but the finish line and me crossing it. After what seemed like no time at all I did – I crossed the line. 1 hour 59 minutes and 4 seconds! Sub two hours with an Achilles that was SCREAMING on every step, but I had seen my goal and every little step I had taken was another towards the 10 I was feeling right now.

Let anyone try to tell me that SFH doesn’t work. I know it does. I use it. I have to now, I have a damaged tendon that needs to race again in a fortnight, so – What miracle do I need to make me 10? ■



## ONE THING LEADS TO ANOTHER

or how ridding oneself of a phobia leads to winning prizes - by Penny Ling

**A few years ago when I cured myself of my driving phobia using hypnotherapy, I asked for friends as volunteers who had phobias to try and see if hypnotherapy could help them too – Julia’s phobia was that of toadstools.**

Her first memories of the phobia developing were on holiday with her grandmother in the Wye Valley; as they walked up a path, some toadstools were in the way and for whatever reason, she freaked out. Even looking at a mushroom in a supermarket would bring on the same panic, and unfortunately for her, she also kept horses in a field covered in toadstool rings. She also did not “believe” in hypnotherapy, but as it had had such a dramatic effect on me, she was willing to “risk it”.

At the initial consultation, Julia learnt about what

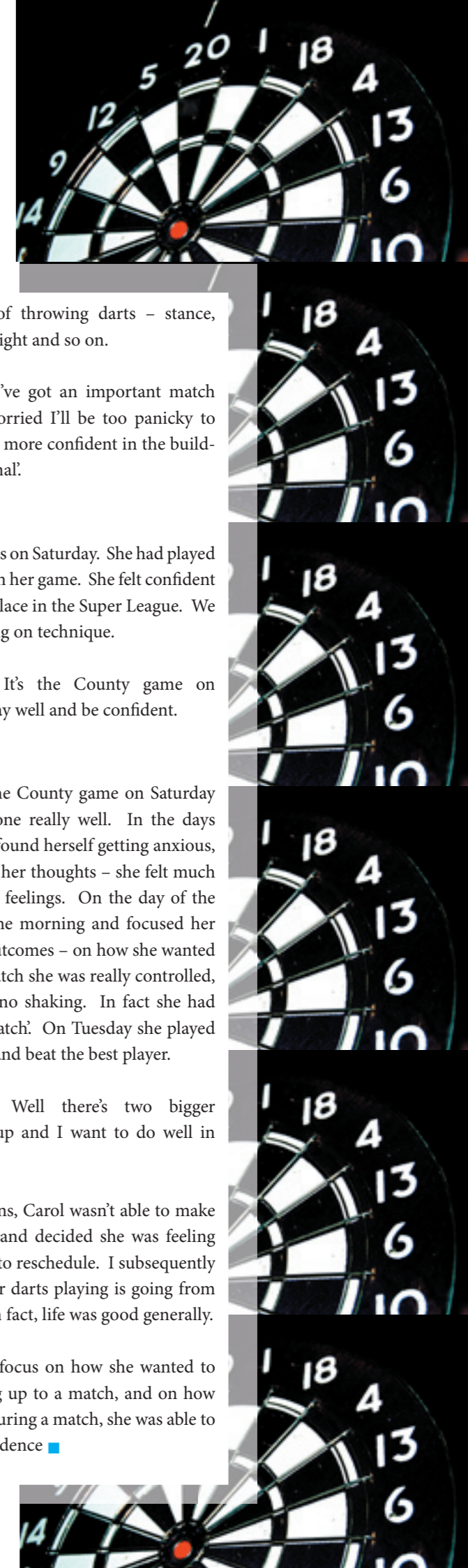
was happening in her head regarding the irrational thoughts and the fight and flight response. She was given a CD to listen to each night and I asked her how she slept; she responded with: “fine no problems there”. I explained the benefits of good sleep and the role REM plays, and that hypnosis was like daydreaming. The explanation helped her understand the problem better and she reported that she didn’t feel quite as sceptical as she first had.

A few days later, I saw Julia whilst out for a walk and she reported that she was already feeling so much better. She had started to sleep really well and realised that previously she hadn’t been, reporting that she was mulling over things in her mind constantly, so that often it would take up to an hour to go to sleep. Julia was also looking forward to the first session; the session itself, was very relaxing, although she still



# ON A SCALE OF 1 TO 10? ONE HUNDRED AND EIGHTY!

By Deborah Pearce



At the last session, we went through how she'd like her day with the horses to be; being relaxed certainly was helping the horses as much as Julia herself. I asked if she'd like to see a photo of a mushroom but, at that time, she declined because she wanted to do it in her own time. However, the overall experience was worthwhile and Julia had gained a lot more than expected and was sleeping better.

couldn't look at the toadstools as she walked across the field. Following the first session, an odd thing happened as she left my house - she felt her senses had been enhanced and could see colours more clearly and the flowers smelt stronger.

At work, she found she was being more effective, and was finding it easier to remember to do things instead of writing them all down.

During the second session, I used the Rewind technique to scramble the memories of the first encounter and the daily encounters of toadstools when she cleaned out the horses. Julia's riding was improving too; that Saturday she had gone out riding along a footpath, and where there were two bollards, a whole group of children with bikes were milling about as a number were trying to put a chain back on one of them. She took a deep breath and relaxed and the horse walked on by without a murmur - Julia was really impressed.

Although she didn't feel any different when she left this time - no bright colours and enhanced senses - she had noticed some toadstools by the gate to the field at the weekend, and instead of having to look straight ahead, she stopped and made herself look down at them and was amazed she didn't feel alarmed. The next day she even pointed them out to her husband who was surprised she'd even mentioned them, let alone pointed them out!

About six weeks after the final session, she wrote to me and admitted that despite originally thinking it was all a load of "baloney" she was now completely converted to the merits of hypnotherapy.

Julia said she wasn't a 100% over her fungi phobia but she can look at them in the field and in the supermarket now without freaking out. At no point does she think she'll ever eat one!

However, the most dramatic difference has been in her riding. She's always been a bit nervous cantering, as her horse is quite a handful sometimes, especially around pushbikes, but she went out one Saturday with a friend and led all the way past several pushbikes and the horse didn't bat an eyelid.

Her husband went out in the field with her and had a canter, she completed 3 dressage tests all involving canter and was placed 3rd and 6th! Since then, she's been involved in shows, has bought a new horse and her instructor "can't believe what she is seeing"!

For Julia, this aspect was probably the most important thing addressed during her therapy. She said "...with the fungus, it is a pain in the arse - but I've lived with it so long it's just a nuisance now. The horse riding is another thing altogether - it's made such a difference to my life in a good way". ■

**C**arol (not her real name) rang me asking for help with her nerves playing darts. She had always been good at darts and had been successful in competitions, but had recently completely lost her confidence for no apparent reason. She felt completely 'exposed' when standing in front of on-lookers and it was getting to the point where she panicked at the thought of playing competitive darts. When she did summon the courage to go, her performance was nowhere as good as it had been.

The days leading up to a game were unbearable - she was almost sick with worry and she made her family's life a misery. We discussed the concept of focusing our thoughts on positive outcomes, seeing things how we wish them to be and whatever we focus on we amplify. Carol left the consultation, feeling 'much better' and optimistic for a positive outcome.

## Session 1:

Carol was highly excited - she had played darts on Saturday and won her game. She found herself getting stressed at one point, but focused on the writing on the chalk board, rather than her nerves and that helped her through.

**Scale:** 7/8 (buoyed up by Saturday's game)

**Miracle Question:** I'd be able to be calm and confident in the days leading up to a game, rather than stressed and panicky.

## Session 2:

Carol reported that she had been busy with her dog-grooming business and had really enjoyed the distraction. She had played darts at the weekend, but wasn't happy with her performance - she had been drinking prior to the game. She played again on Tuesday and this time performed really well. She concentrated on the game and, in her words, 'Got on with it'. We discussed strategies for focusing attention away from anxiety and instead focusing

on the technicalities of throwing darts - stance, throwing style, line of sight and so on.

**Scale:** 6

**Miracle Question:** I've got an important match coming up and I'm worried I'll be too panicky to perform. I want to feel more confident in the build-up. I want to feel 'normal'.

## Session 3:

Carol had played darts on Saturday. She had played terribly but actually won her game. She felt confident and had in fact won a place in the Super League. We again discussed focusing on technique.

**Scale:** 7/8

**Miracle Question:** It's the County game on Saturday - I want to play well and be confident.

## Session 4:

Carol had been to the County game on Saturday and everything had gone really well. In the days prior to the match she found herself getting anxious, but was able to control her thoughts - she felt much more in control of her feelings. On the day of the match she got up in the morning and focused her thoughts on positive outcomes - on how she wanted things to go. At the match she was really controlled, there were no nerves, no shaking. In fact she had won 'Woman of the Match'. On Tuesday she played in the Summer league and beat the best player.

**Scale:** 9

**Miracle Question:** Well there's two bigger competitions coming up and I want to do well in both.

As sometimes happens, Carol wasn't able to make her next appointment and decided she was feeling so well she didn't need to reschedule. I subsequently heard from her and her darts playing is going from strength to strength. In fact, life was good generally.

By helping Carol to focus on how she wanted to feel in the days leading up to a match, and on how she wanted to behave during a match, she was able to regain her former confidence ■

# WHAT IT TAKES TO BE A WORLD CHAMPION BOXER

## Case Study on boxing champion and hypnotherapist Glenn Catley - by Paul Concannon

**B**ack in the days when he earned his keep as a professional boxer, hypnotherapist Glenn Catley famously utilised hypnosis to help him achieve success inside the ring. Much has been reported of Glenn's association with David Newton as an important factor in winning British and World boxing titles at separate weights. But what happened behind the scenes? The AFSFH Journal recently caught up with Glenn for a candid look at his preparation ahead of his bout with British champion Neville Brown.

### Background:

Coming off a stoppage defeat in a WBC international title fight the previous year (later avenged), confidence at an all-time low.

The challenge: To win the British Middleweight title off Neville Brown, an established champion with advantages in experience, boxing ability, height, reach and a rapier jab.

**When:** 07/01/1998

**Where:** Whitchurch Leisure Centre, Bristol.

**Preparation time:** Three months

**Daily training regimen:**

**8am:** Three mile run

**10am -12.30 pm:** Head to the gym for hard training including, sparring, pad work, tactical preparation

**1.00pm:** Home for a sleep/food

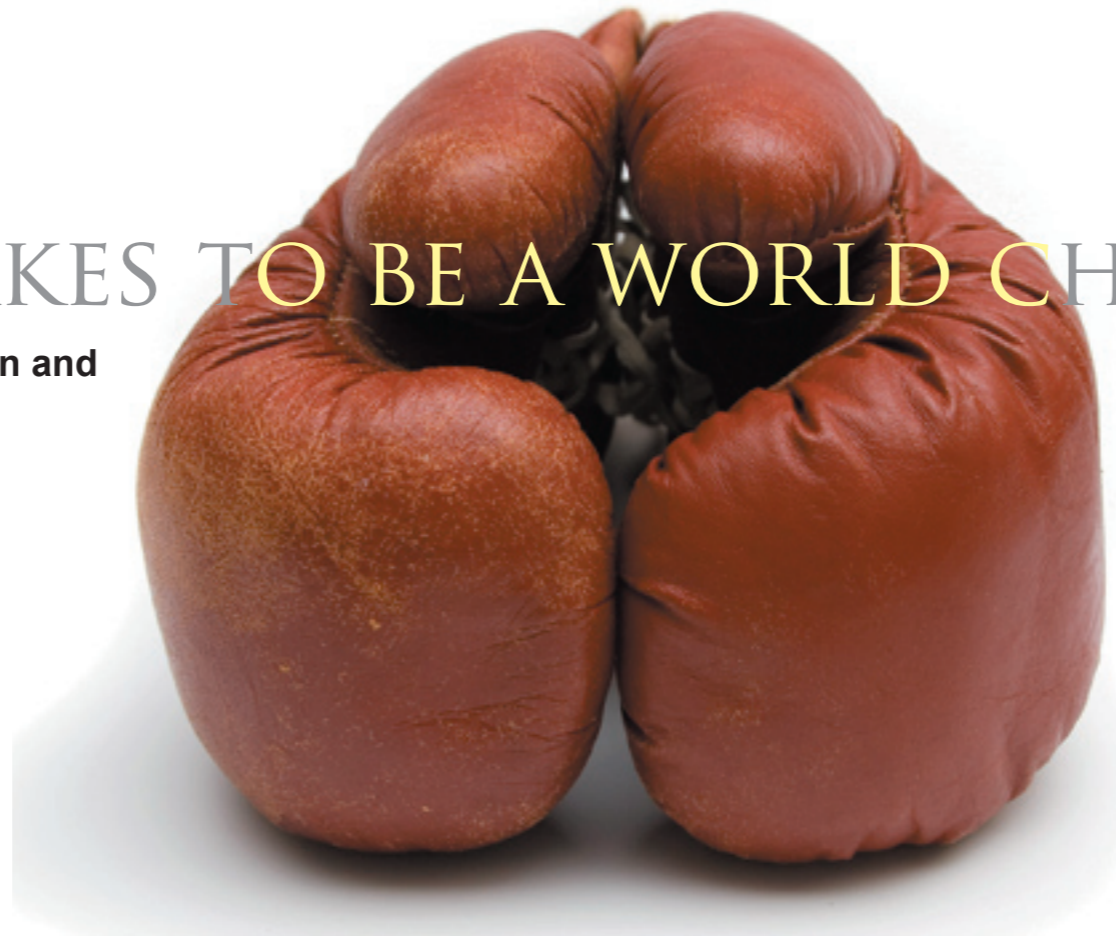
**3.00pm:** Strength and conditioning with Amir Esmeali (approx. one hour, three times per week)

**5 pm:** Home for food and a rest

**8 pm:** Five mile run

### Mental preparation

Watching tapes of Neville Brown fights, tactical



game planning, (which combinations to throw etc.) with coach Chris Sanigar.

Three to four solution focused hypnotherapy weekly sessions with David Newton.

### Session breakdowns

Pre trance - solution focused questions from

**David:**

- ◆ "What's been good?"
- ◆ "In what ways are you feeling better?"
- ◆ "What's working?"
- ◆ "What's the current focus?"
- ◆ "What needs to happen?"

Current requirements fed back, i.e. confidence, visualisation on a specific punch (such as the uppercut counter to Neville Brown's jab – nicknamed "The Mongoose" by David), more focus etc.

### Trance segment of the sessions:

Following induction and deepener - Tropical island, hill, long grass, a peaceful place, walk through forest, brushing against shrubbery, sights, sounds, smells, sunshine and breeze on face, walking onto the beach, waves, the taste of salt, being made comfortable with the beach, absorbing the energy of the place, visualising a boxing ring.

Seeing the fight, following the pattern of the fight, round by round (all 12 rounds), the skill, the tactics, mind-set, instilling unshakable confidence, ring

entrance, the feelings, triggers for ferocity (two deep breaths), practicing 'the mongoose', the people who will be there, the place, the senses, reinforcement on being relaxed and 'being the best you can be', being in 'the zone', post-fight celebration in front of home town fans, proposing to girlfriend Kelli.

### Back at home, evening time:

Additional self-hypnosis trance state visualisation to accentuate 1-2-1 sessions with David.

### Crunch time, the night of the fight:

A final trance session approx. 25 minutes before the start of the fight, taking place on the floor of the ladies toilets of the Whitchurch Leisure Centre with a blanket and pillow, final visit to the beach, and ring.

### Trance, words of fortification from David:

- ◆ "Come on Glenn, let's engage everything."
- ◆ "This is what it's all been about."
- ◆ "This is everything."
- ◆ "You have done it a thousand times already."
- ◆ "This is nothing new, you can do this."

### The fight through Glenn's eyes:

- ◆ I feel like I could beat three Mike Tysons
- ◆ I feel in the zone, like a robot
- ◆ Complete focus during walk to the ring, this is nothing new, I have already done it before many, many times.

- ◆ First in the ring, everything feels familiar, and I have done this before, many, many times
- ◆ There is no doubt, no negativity, everything is as expected
- ◆ Bell rings, we touch gloves and I attack like a lunatic, with well-ordered ferocity, feeling totally in control
- ◆ "The Mongoose" works instinctively, time after time, jarring the champion's head back
- ◆ Aggressive laser focus, round after round, landing combinations at will
- ◆ Automatically avoiding the jab and countering
- ◆ Walking through the shots that do get through – no negativity

### The result:

After eight rounds (of a scheduled 12) Neville Brown retires on his stool. The brave champion gives his all but in the end is thoroughly beaten by the dynamic, aggressive challenger. Glenn Catley is declared the new British Middleweight champion in front of his adoring hometown fans and moments later proposes to his girlfriend Kelli who accepts. Everything goes exactly according to plan.

### Final words from Glenn Catley:

"The biggest thing for me with the hypnotherapy was the confidence [it tapped into], money cannot buy it. My confidence had been on the floor (following on from his defeat) before I met David. The more sessions I had, the more incrementally vivid the tropical island was.

"Being in the zone like I was that night, working instinctively, automatically, is a question of our conscious mind and subconscious mind working together and while it seems like a contradiction, in order for our subconscious to do its thing in that positive way, first of all we need to be in intellectual control." ■

By Paul Concannon  
HPD, DHP, LNCP, MNCP)  
Twitter: @avongorgehypno

# HOW TO NETWORK – SOCIALLY

Nicola Griffiths chatters away about what works for her.

**S**ocial media is free but it can take a little time to build it up and a little time to maintain it, plus in order for social media to be successful YOU HAVE TO BE SOCIAL!

Let me give you my personal experience of social media. I went onto Facebook for the first time quite a few years ago simply to work out whether my son was still alive at University. He seemed to have lost the ability to communicate with home and a colleague told me ALL youngsters are on Facebook. It seemed a totally ridiculous concept to me, you have a 'wall', you 'post' stuff on your wall, you tell people what you're doing. Mmmm? However, as a Mother the need to check out my son prevailed, so off I went to explore.

Some weeks later I got it. My key message here is 'once you decide to dedicate a small amount of time to concentrating on it then it does start to fall into place'.

Please note, you won't get the best out of Facebook, Twitter, Google+ , LinkedIn, or whatever other social networking site you're using, if all you're doing is pushing out sales messages or information. Admittedly the latter is valuable to someone who's interested in hypnotherapy, but if they're not then you'll bore them. What works is reading other people's posts AND replying to them.

What also works is chat. Start posting things like 'time for a cuppa', 'that

really is snow out there isn't it', 'had a delicious curry last night that was homemade'. People want to interact, that's why they're on a social media site. They don't want to simply receive adverts from people. Put yourself in their shoes, how would you feel if you just got messages about hypnotherapy when you didn't need hypnotherapy?

For social media to work you need to build up an alliance, not a therapeutic one but a friendly one (possibly one and the same I hear some of you say).

## When it doesn't work

1. When you use it as a sales tool to just sell.
2. After spending proper time to get used to it, if you don't like it then you won't spend the right amount of time making it work.
3. If you give up too quickly!
4. If you don't interact with others.

## Which social media to use?

I get clients from Facebook, Twitter and LinkedIn. I'm not getting leads from Google+ simply because I haven't spent any time on there building up a network.

**Facebook** - I find it good for keeping in contact with friends and family. This then leads to me seeing posts on said friends' and families' Facebook pages by their friends and family, which I can comment on and so they get to know me.

**Twitter** - Great for finding local people, so my story that I occasionally regale to the marketing course attendees explains that next to my Fairford Practice is the wonderful Café 7a and this is how they got me a client on Twitter. Tweets:

**Me:** 'I love the paninis at Café 7a'

**Café 7a:** 'thank-you'

**Lick the Spoon Chocolate Shop (in Cirencester):** 'We love their chocolate brownies'



**Café 7a:** 'Thank-you too!'

**Lick the Spoon:** 'But we are struggling on our diets, so shouldn't have them'

**Café 7a:** 'Go see Nicola, she helps people lose weight with her marvelous hypnotherapy'

**Me:** 'www.nicolagriffiths.co.uk'  
Result!

Now , although I Tweet about hypnotherapy and any great bits of press coverage, I also Tweet about paninis, dog walks, my Mother, etc etc.

**LinkedIn** is good once you get it right. I found Groups that are within my geographic location, i.e. the 'Cirencester Recommends' Group and started commenting on other people's posts. As with Facebook, there's a Timeline on which you state what you're up to and other people get to see this – obviously! However, in one of these Groups, someone asked for recommendations for short-haul holidays, admittedly he was getting sold to by two travel agents, but then he commented that he just needed to overcome his fear of flying. Gold dust! So I'm in there saying give me your email address and I'll whizz you across my confidence building download. He duly did so and my covering email said if he needed extra help then I'd be happy to explain how the brain worked and to pop along for a free IC. Need I say more?

**Google+** is the relatively new kid on the block. There was some heated debate as to how successful it would be and early last year about 99% of people felt it was a flop (according to a US study). However, according to Government Technology Magazine (Feb 2013) things have changed:

"Google Plus recently passed Twitter to take the No. 2 spot for social media. Facebook is still No. 1, of course, but a new report released by Global

Web Index shows Google Plus gaining ground. The report, which included approximately 90% of the world's Internet users, found that about 25% regularly use Google Plus, compared to 21% using Twitter and 51% regularly using Facebook. To some, the report of Google Plus' success came as a surprise. While Twitter and Facebook have become cultural phenomena, Google Plus gets comparatively little attention."

As I said, I haven't had chance to really get into Google+ as yet, so I can't give you a case study. However, I do hear back from AfSFH members who are on Google+ who say they love it and can see how it'll benefit them.

To conclude I'd say I'm not an expert in this field, I'm simply stating what has worked for me after quite a while building it up – it was free though, so I was happy to spend the time. So choose one to get started, don't overload yourself but DO spend regular time, possibly 15 minutes per day, building it up and be consistent with that time. Don't get addicted to it, restrict your time and make it count ■

## TOP TIPS

1. Post, comment or reply to other people's posts.
2. Take one social media at a time and build it up.
3. Limit the time you spend and make it count.
4. Keep it varied, don't just comment on hypnotherapy, be a real person.
5. Don't use jargon, 'Can't sleep? Read this article...! Is the type of thing that works.
6. Post, comment or reply to other people's posts.
7. Link through to credible articles.
8. Link through to your website!
9. Have patience, it can take time.
10. Talk to colleagues/friends about how it works for them.

# START SPREADING THE NEWS



**I**t started as a journal purely for members of this association, but as time has gone by I have been encouraged by the quality of some of the writing and the subjects chosen, and it was while I was showing a friend a paper copy of Hypnotherapy Today that the seed of an idea was planted. Two things happened; one was she borrowed it as she found it interesting and I was waiting around a lot – in garages, waiting for my car to be serviced, in hospital, waiting to see my mother, in my hair dressers, at the doctors and it suddenly occurred to me that one way of us spreading the word out to the general public was to publish our own magazine.

Now we've been through some of this before with costs – to publish any magazine needs lots and lots of income from advertisers – I know this because thanks to the recession people pull their advertising and the magazine I was art editor for went bust.

So I started to look around for cheaper alternatives and it came in the form of my own inkjet. I discovered it could duplex – print both sides – and not only could it do this but it could also rearrange the pages into a booklet form. I already owned a long arm stapler and the rest is history.

With this in mind I approached the committee with the idea and it was given the thumbs up, but I have also published it on the internet.

Now, what we on the committee would appreciate you doing is to promote it to your clients and the public at large by tweeting, facebook, google+, in

fact any means what so ever – to raise the profile of Solution Focused Hypnotherapy.

But that's not all – you can download this A5 booklet and print it off yourself, and like me when you go out for the day, just leave copies in all the places you go – you only need to print off a few at a time, so it won't break the bank, or you could find a cheap printers and get some printed for you.

But that's not all either – I am offering for a fee to personalise the magazine for members, by a) adding your name on the back page advert, b) Placing your details in the small advert inside and c) placing an large advert which could be yours or a joint effort from the clinic you work at (they could end up paying for it and save you money). See table for details.

The Magazine is called Metamorphosis because we help with change and experience shows that having a more ambiguous title is more likely to get someone to pick it up and read it, than if it's called Hypnotherapy Today, as it would only attract those interested in the subject – and the purpose of this exercise is to educate everyone. So also keep sending in the articles because every one that is public orientated not therapist orientated will be put forward to appear in Metamorphosis after it's appeared in this publication.

Go to: [http://issuu.com/pennyling/docs/metamorphosis\\_spring\\_2013](http://issuu.com/pennyling/docs/metamorphosis_spring_2013), sign in, download, read, like and spread the word ■

## A CASE STUDY – SLEEPLESS NIGHTS PROMO CARDS

### Deborah Pearce measures her marketing

**E**arlier this year, the Association offered its members the opportunity to purchase artwork for some Sleepless Nights A6-sized promotional cards and I decided to experiment with them. I'd had success with promo cards in the past and, as it had been some time since I'd done a leaflet drop, the timing was perfect.

I paid a bit extra for the artwork to have the cards adapted to reflect my brand image (basically, including my logo and photo and changing the colour of the text on the reverse of the card). I had 10,000 cards printed so they would last me a fair time.

I have three therapy rooms in East Devon towns, each with their own characteristics and I arranged to blanket leaflet drop (rather than be selective in the more upmarket areas):

- ◆ Axminster – not a wealthy area, and it's struggling even more now that a major employer has gone bust and 1 in 10 of the population has lost their job.
- ◆ Ottery St Mary – in economic decline in recent years, exacerbated by the opening of a disproportionately large Sainsbury's that has caused the rest of the town's traders to abandon ship.
- ◆ Sidmouth – wealthy elderly population. I discovered recently that most tradesmen put up their prices when doing work for Sidmouth folk.

I am allergic to putting leaflets through doors (must get some therapy!) and I've found a really reliable chap who distributes leaflets in double quick time at £35 per thousand. I had 4,000 leaflets distributed in Axminster and Ottery in November and a further 3,500 distributed in and around Sidmouth in January.

My benchmark for a good leaflet drop is 1 or 2 immediate responses per 1,000 leaflets, but I also know that they sit around for months before

people take action. I still get calls from leaflets dropped over a year ago.

I had two responses from Axminster and I gave each person a free initial consultation. The first person was blatantly only interested in the free CD and declined to book a session. The second also enquired about the free CD and booked her first session, which she subsequently cancelled. This was the first time I had distributed leaflets in Axminster and it will be interesting to see if I get any further clients in the future.

I had one response from Ottery St Mary, from a chap living in a road of modern executive homes. I get quite a few clients from that area, and in fact, sometimes, I only drop leaflets in that one road. He booked a number of sessions with me.

I had three responses from the Sidmouth catchment area, two of whom turned into paying clients. The third was a real Warrior character – everything was fine in her life except that she couldn't sleep at all. She declined to book a session at the initial consultation as she wanted to give it some thought. Unfortunately, her CD was faulty (the only faulty one in a batch of 100 - typical).

I discovered this when I found an envelope at the therapy centre addressed to me. It contained the faulty CD and a note explaining that she wouldn't be booking with me as the faulty CD caused her to become even more stressed, she had been to the doctors who had given her tablets and she is now sleeping fine thank you very much. She also kindly returned the Sleepless Nights card. Bless!

So, overall, 3 paying clients to date and, importantly, the income has nicely exceeded the costs. Many of my other clients and friends in the area have told me that they've seen the Sleepless Nights card, so it has helped to enhance my profile and I am sure I will still be getting clients as a result of the campaign for many months to come ■

**Sleepless nights...**

Do you:

**FREE initial consultation, includes a FREE CD.**

Prolonged periods of sleeplessness can lead to:

- Irritability
- Weight gain
- Reduced immunity
- Reduced problem-solving skills
- Inability to cope with stress
- Fatigue & lack of motivation

Hypnotherapy can help by dealing with underlying factors that contribute to sleepless nights.

**Deborah Pearce**  
Hypnotherapy

Therapy Rooms at Axminster, Ottery St Mary & Sidmouth

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**AfSFH**  
SOLUTION FOCUSED HYPNOTHERAPY

### Fees for personalization

- 1) Personalised name on back of publication - £30/issue
- 2) Small Advert with personal details provided by you as a .jpg £30/issue
- 3) Full page advert supplied as .jpg £30/issue
- 4) All 3 together £70/issue
- 5) Design of adverts - £100 one off cost\*

\*logos to be supplied

## RESEARCHING HYPNOSIS 2013

**Penny Ling**  
interviews researcher  
**Devin Terhune**

**“Hypnosis reaches the parts brain scans and neurosurgery cannot!”**

This intriguing headline and subsequent article, on hypnosis and synaesthesia, was published in the Guardian back in 2010 and was brought to my attention by Association member Michael Hughes last year, and whilst interested in this line of research, I thought I might find it hard to contact the researchers at Lund University in Lund, Sweden, as the work was done so long ago they may have already gone their own ways. But fate was on my side as I found one of them, Devin Terhune, working about 20 miles away in the Department of Experimental Psychology at the University of Oxford in South Parks Road, – which incidentally was my old stomping ground as a student!

On the day we arranged to meet up, I initially sat in a coffee shop listening to two elderly academics with cut glass English accents discussing politics – it was like a scene out of “Lewis”, and the theme continued as Devin and I had agreed to meet for lunch at The Vaults and Garden, which starred in said series. Sitting out on a cold February day in the shadow of the impressive Radcliffe Camera I met Devin, who’s soft American accent was a welcome contrast to my earlier encounter.

It turned out Devin had been misquoted in the Guardian blog, not a big surprise, as it’s happened to me before. I explained to Devin that one of the frustrations that I come up against time and again is the public view of hypnosis where many people just don’t believe it’s an actual state, and that it often gets lumped into the same group as paranormal.

That’s not surprising as the other subject – that of synaesthesia – was once thought to be a paranormal experience and as time has moved on with proper research we now know that it’s to do with regions of the brain – a neurological condition in which the stimulation of one sensory

or cognitive pathway leads to automatic, involuntary experiences in a second sensory or cognitive pathway. i.e. you look at the colour blue and hear it as a tune in C major, or you look at a number and perceive the colour blue.

What Devin has found difficult though, is to find very highly suggestible people to participate in the research. In a group of 150 individuals only 10 may be useable – not unlike a Paul McKenna show where he’ll go through the whole audience testing everyone until he has the 10 people who are the most suggestible. Devin usually starts by checking volunteers using the Harvard Group Scale and questionnaires, though he feels these need updating as they were developed in the 1960’s and a lot of new information about hypnosis is available now. He himself induces the trance states, using tests such as arm heaviness, or hands being drawn closer together and then pushing apart, he is able to identify those subjects who are best suited to the research.

As such a small percentage of subjects are so suggestible it sits nicely with our training that using suggestion alone – such as in gastric band hypno – wouldn’t work on the majority of people and he said that anyone who is not the slightest bit suggestible would likely become demotivated as nothing happened to them. Not only that, even highly suggestible people will only experience suggestions for a limited time span, so the likelihood of “you’ll feel full” would be minimal over a sustained period of time.

I asked him which came first – the hypnosis or the interest in synaesthesia. It turned out it was hypnosis and the synaesthesia came as an idea one day, as with many ideas in academia, it was already being researched so Devin joined Dr. Roi Cohen Kadosh’s lab in Oxford.

So the research being done at present is to see if synaesthesia can be induced by hypnosis in non-synaesthetes and to see if it can be switched off or modified in suggestible synaesthetes by using hypnosis. It’s been established that there are 2 types of synaesthetes which experience colour. One group will see the colour as an image in the mind (projectors), where as the second group sees the

colour in space (associators), so there is a visual spatial location difference. Devin wanted to know how far you could go with these two groups, and he found that the two groups differ in a number of ways.

Attention paths are different, there are different usages in different regions of the brain – the visual cortex for example. Once they get a look at the differences they can then start looking for the source of those behavioural differences – it’s very tight mental manipulation. Some of the exciting results have come from the highly suggestible synaesthetes where by inducing hypnosis they have changed projectors into associators and vice versa.

We then went on to EEG and other measurements. During his PhD, Devin studied variability in subtypes of highly suggestible people, who vary in their personality, cognitive abilities and the types of suggestion to which they may respond. Some go so deep in trance they hardly know what’s going on around them and some are more attentive. But using EEG we can’t see any difference between the two subtypes, though they did find a difference in lower suggestible individuals.

With EEG you can look at the activity at particular frequency bands, such as Alpha, Delta, Theta etc. During hypnosis no differences were found between hypnotised subjects and non-hypnotised subjects, so they looked at the connectivity – how different regions are connected to one another. They found the signals in one part of the brain were less correlated to activity in another region, pointing to reduced coordination in the underlying network in those most responsive to hypnosis.

I then asked about the Pre-Frontal Cortex (PFC). In highly suggestible individuals (HIS) fMRI scans show there is less activity in the PFC than low suggestible types, which also correlates with lower activity in the front of the parietal region, which is reflected by the lack of ability to focus, on poorer working memory and poorer selective attention. Where as dissociative people with depersonalisation disorder find more activity in the PFC, as it tries to suppress activity in the amygdala.

Research by Zoltan Dienes of Sussex University

has shown that if you apply transcranial magnetic stimulation to the PFC it reduces the activity in that area and you find people become more suggestible. Perhaps in the future using that as well as hypnosis may boost the effect of suggestibility to our clients, and we could see greater or speedier results.

The conversation then moved onto phobias, as it was my driving phobia which led me on to being a full time therapist, and I asked if my ability to visualise, along with my developed artistic ability, could influence the vividness of the phobic response, as I had found a significant proportion of phobics that I have helped were also creative.

Devin said that it was found among the two subtypes of highly suggestible people, one subset has normal cognitive skills but superior imagery abilities. The second, dissociative, group does not have superior imagery abilities. This difference is also found in PTSD, where one group has superior imagery abilities, although there is evidence that individuals with PTSD are more genetically predisposed and more likely to have suffered a previous trauma, which may contribute to their cognitive profile.

Although we as therapists would not have anything to do with synaesthesia, I found it interesting that hypnosis could have an affect on something which was thought to be just one of those brain functions that had gone slightly askew - proving to me that hypnosis can be verified although you need to do more than just hypnotise someone to get any results.

Next on his agenda, Devin is looking at Hypnotic Analgesia, and once his 2 year research grant runs out he plans to find a lectureship somewhere, with the UK, Canada and the US being in the running. But watch this space, I hope to hear more from him in the future, especially as analgesia is one of the fields we work in ■



If you are interested in participating in research or have any questions about hypnosis, feel free to contact Devin at [devin.terhune@psy.ox.ac.uk](mailto:devin.terhune@psy.ox.ac.uk)

# Have you a story to share on:

## Anxiety related problems anger, jealousy and or Phobias?

Then contact Penny Ling before June -  
[journal@afsfh.com](mailto:journal@afsfh.com)

## AND FINALLY....

For those who don't read Scientific American Mind magazine, I suggest you do, as it's one excellent read and full of latest information on research, how the brain works and fashions in thinking. In the latest edition for example there is an excellent article about linking sleep, memory and trauma.

It made total sense to me that by going to sleep after a traumatic event, all you're doing is embedding those memories to turn later into PTSD or a phobia. Research published in Neuroscience Letters November 2012 suggests that if a survivor of a traumatic experience such as a car accident was kept awake for 24 hours after the event, the memories are not so ingrained. We know

that sleep helps us sort out the emotional side of our lives, so if we hold back on that sleep initially, we don't allow the bad memories to take hold. There is also some evidence that in some cases of PTSD that the brain's ability to forget is flawed. It's thought that noradrenaline has a role in this, as in normal people the levels of noradrenaline drops during REM, but in cases of PTSD it doesn't. It doesn't in those who experience lucid dreaming too.

As someone who has been a sufferer of many phobias, and when being very busy, experience a lot of lucid dreams, I can appreciate the connections made here. It has also been suggested that to truly diminish it's power, the subconscious mind needs to be targeted - excuse me - haven't you heard about hypnotherapy?

## CALENDAR

Advertise your event here,  
contact the AfSFH  
for more details.

### Sunday 21st April

Post-Traumatic Stress Disorder  
(PTSD) (Andrew Workman)  
Clifton Practice Bristol

### Sunday 19th May

Neuroscience (Dr Naeem Iqbal)  
Clifton Practice Bristol

For Clifton Practice CPD log onto  
the student section of the website.

Deadline for next issue is beginning  
of May, so if anyone wishes to share  
their experiences of working with  
anger, jealousy and anxiety, please feel  
free to send myself or Kim Dyke the  
copy. - [journal@afsfh.com](mailto:journal@afsfh.com)

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If you have any case studies, scripts, metaphors, book reviews, news, areas you feel we need to investigate, then don't hesitate to get in touch.

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Views expressed in Hypnotherapy Today are those of the contributor. Please only send in articles of a solution focused nature.

### Submission deadlines

First day of February, May, August, & November.

### Issue Dates

January, April, July & October

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### Don't Forget!

If you are a member of the NCH, then you can register your details of your supervisor (If they have been accredited by the NCH) with them - online.  
[www.hypnotherapists.org](http://www.hypnotherapists.org)



## **Chairman and Trustee: David Newton**

David Newton founded the AfSFH and is an avid supporter of getting the word out to the public of what Solution Focused Hypnotherapy is all about. His inspiration brought the Association to life and has allowed us to flourish rapidly in our early days. His support of all that we do is greatly appreciated.



## **Company Secretary and Trustee: Nicola Griffiths**

Nicola chairs and tries to keep control of our Executive meetings! She works closely with the Executive in order to push the Association forward. The bee in her bonnet is to support both newly qualified and experienced Hypnotherapists in their careers, so she comes up with many of the initiatives that help our members improve their businesses.



## **Trustee: Susan Rodrigues**

Susan is our mainstay who oversees our Executive meetings to ensure we're on the right track! Her knowledge ensures that our brainwaves keep to the ideals (and regulations) of the solution focused world.



## **Assistant Company Secretary: Sharon Dyke**

Not content to be Nicola's Deputy, Sharon has taken on the role of Risk Assessor AND taken charge of long term planning for the Association. So we now have a vision for the future – all she needs to do now is keep us focused towards our goal!!



## **Journal Editor: Penny Ling**

Luckily for us, Penny was in publishing before she became a full-time Hypnotherapist. Working with a team of volunteers who submit articles, Penny (amidst occasional tearing out of hair) writes, designs and produces our amazing Journal which has received unprompted and excellent feedback.



## **Communications manager: Debbie Pearce**

Having decades of experience in PR, Debbie is in charge of national publicity. She also works hard behind the scenes establishing relations with publications and organisations that will benefit the AfSFH as we move forward. She also brings a large dose of energy to the Executive which keeps us motivated!



## **Member Benefits Officer: Andrew Workman**

Andy is responsible for obtaining discounts on products and services that you find on the Member Benefits page of our website. He approaches many many companies using his persuasive powers to encourage them to offer these discounts! We don't like to ask how he does it, we just leave him to it. . . .



## **Marketing Officer: Su Brampton**

Su has joined the Committee to help Debbie with Marketing and she now has responsibility for our press releases and those lovely e-newsletters you receive!



## **Membership Officer: Julie Gibbons**

Julie now runs the membership side of things, that's quite a tall order given London & Manchester opening soon! Julie also organised our recent party which we love her for!



## **Treasurer: Stephanie Betschart**

The serious stuff, Stephanie looks after our money! She talks to our bank manager (scary) and has control of our cheque book – a very important role given we're a not-for-profit organisation so every penny is important!



## **Website Officer: Trevor Eddolls**

Trevor, for his sins, is charged with updating the website and inspiring us with ideas to further progress the site. A challenging and key role as we grow bigger!



## **Assistant Journal Editor: Kim Dyke**

Kim has thankfully come to the rescue of Penny who was drowning under a mass of admin and chasing up copy so Kim will be the liaison between writers and the editor in the future.

## **Administrative Secretary: Shelley Sanders**

Shelley is our lovely new Administrator who deals with all your queries and those of the public whilst Claire is looking after her new baby. Shelley has already had to keep up the pace during the last association meeting and AGM with all the minute taking - so thrown in the deep end already!