

HYPNOTHERAPY TODAY

ASSOCIATION FOR SOLUTION FOCUSED HYPNOTHERAPY

Edition 22, Summer 2017

MARKETING MARATHON

Making sure you're fit for the race

Including:

AfSFH's AGM

The Therapeutic Alliance

Book Reviews

Supervisors' Directory

AfSFH.com

Association for
SOLUTION FOCUSED HYPNOTHERAPY

SUPERVISORS' DIRECTORY

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



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The Editor writes....

Seeing a noticeable, lasting and positive difference develop in a client over a number of sessions is always something to be treasured. It's a key reason why I became a Solution Focused Hypnotherapy practitioner and, I suspect, it's the reason why you did too.

Noticing change in someone is great, but being able to measure it in an academic sense is something entirely different. The CPHT Outcomes and Research Programme (CORP) continues to 'measure frontline outcomes in private practice and has been relied upon in some of the most successful practices in the U.K.'

Latest figures show around 145 practitioners subscribe to CORP. It's a key marketing tool for practitioners. It's not just crucial to show prospective clients - it's also a great incentive for existing ones, as it highlights how well they're doing. It helps to market a client's successes and achievements back to themselves as they can chart their progress over the course of a number of sessions.

Marketing is an area which features heavily in this edition of Hypnotherapy Today as it is something we all do every day and it's something that affects us all the time, (sometimes without even realising it)!

CORP is an amazing piece of kit. As Matthew Cahill, a trustee of the Association, explained: "We have seen an increase in people taking part, as CPHT now use it as a key area of learning which is being introduced at month six and not month eight. It's good to see people continue to use it and to renew their subscription due to the positive impact it has on their business and the benefits for the clients."

"We're still the only organisation to measure outcomes on every session for all conditions. The programme can also be tailor-made for a practitioner, in terms of what they're offering a client."

"We have negotiated with the programming team so people who're unable to re-subscribe can easily access their data in a 'read only' format."

The CORP website says, "Professionals from all walks of life are now finding that customers want evidence of their skills by the way of measured outcomes, so the professional who measures their outcomes has a big advantage over the professional who does not."

To find out more or to simply sign up to CORP and visit www.corp-outcomes.com

It's not just CORP which has been grabbing the interest of members, but, following the success of our book reviews last time, Gareth Strangemore-Jones and Sacha Taylor have been unwrapping the latest 'must buy' publications for any SFH practitioner who enjoys delving into the subject over a nice strong cuppa! We chat with our new membership secretary, Polly Hawkins, and we also examine the dynamics between client and practitioner. So, time to put the kettle on, throw off your shoes, pop on your favourite slippers and savour an enjoyable read.

Duncan Little - Hypnotherapy Today Editor

Growing popularity for Solution Focused thinking as AfSFH leads the way!

Well, it certainly was a solution focused day of positivity at the recent AGM of AfSFH, writes Sacha Taylor. We have more than 620 followers on Twitter and our public facing Facebook page now has more than 550 'likes,' with the total number of members using the Closed Facebook site topping the 250 mark.

The Association has broadened the type of questions and comments allowed in the closed FB group. Obviously, there are a number of caveats attached to the decision, including that people who asked the question must ensure the person answering has the specialist knowledge to give a useful answer.

It remains important that areas around anonymity remain protected but it's expected that the change will make life easier for members (where it seems to be well received).

The AGM also heard of changes to the Executive Committee. Alex Bronger has been the new CEO for a number of months and Denis Counce (former membership secretary) and Lara Lewis (Head of Marketing) have chosen to step down as three new members stepped up to take on new roles and responsibilities.

The Association's various recruitment drives have unveiled a new Head of Membership, Polly Hawkins, a new Head of Finance, Sacha Taylor, and a new Head of Ethics, Dorothea Read. Alex Bronger said how confident he felt at how the team would help to further grow the Association and continue to improve the support that we provide for our members.

Sacha has been busy in her new role as she establishes a new system for tracking income and expenditure (which should be able to provide accurate and quick accounting). She also hopes to start working with an external accountant who will be able to support the Association.

The AGM heard about the continued success of Hypnotherapy Today. The breadth of topics covered, together with its high production values, is a real testimony for the small team which produces, designs and dispatches it to members in the UK (and overseas). Editor Duncan Little expressed his gratitude to the AfSFH members who kindly dedicate a huge proportion of their time, for free, to research and write such excellent material.

The magazine is seeing additional copies being printed to cater for the increase in our membership. Polly Hawkins, Membership Secretary, told the AGM how the number of full members had risen in the past year from 269 to 342. Student members had grown from 62 to 131 and the total membership had gone from 331 to 472.

There was a general consensus that the growth in membership was excellent, particularly in student membership. Polly's key achievement in the short time she has been in the post has been to simplify the renewals process – making it quicker and easier for the members to renew. The AGM heard the new system is working well with people transferring membership funds directly online instead of paying by cheque. She's also set up both Associate and International membership levels on the database with applications for each membership in the pipeline.

With the new role of Ethics, Dorothea Read began by saying how, as a growing organisation, we want to be leaders in our field. As such, the Association plans to introduce consent forms for clients to sign in front of their practitioner to agree to therapy. In the case of 16-18 year olds, if a therapist is concerned at their maturity, or ability, to fully understand the notion of consent, they should gain parental consent.

Chairman and trustee, David Newton, explained how delighted he had been to learn that a substantial number of applicants choose to undertake the course following recommendations from existing CPHT graduates. He foresees demand for training continuing to grow, with one recent group consisting of 30 students. He also mentioned the course is currently being translated into German and Polish as they look to set up schools in Austria and Warsaw.

Voting & Proxy Voting:

All of the points voted upon were unanimously carried and the full results of the AGM votes and minutes can be found in the members' area of the AfSFH website. There were 67 postal responses to the invitation to vote at the AGM – 12 who voted independently and 55 who opted to vote with the CEO. There was an increase of 23 votes from the 51 members who voted in 2016.

The meeting was concluded with Alex saying he was very much looking forward to continuing the work of previous executive teams - especially in continuing to move the Association forward to be a welcoming place for all Solution Focused Hypnotherapy practitioners who want to be the very best they can be in this amazing profession.

Getting to know your new membership secretary, Polly Hawkins.

Hypnotherapy Today sits down with Polly Hawkins, our new membership secretary, to chat about exciting developments for the future...



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

Much of my role is routine, I spend time processing new memberships, renewing memberships, upgrading students to full members, answering the many and varied queries I receive from our members and reconciling bank statements for membership fees received.

That said, there are also many other exciting things in the pipeline. Two new levels of membership are being introduced, Associate and International.

I have already simplified the membership renewal system and, along with the other members of the Executive Committee, am looking at ways of modernising the system for applying for, renewing and paying for membership. We are also looking at ways of improving the online search system so that the public can find a SF hypnotherapist in their area more easily.

What attracted you to work as a Solution Focused Hypnotherapist?

My background is in marketing. I was Marketing Manager for the providers of 'Investors in People' in the South West. The company was going through a merger and I could see the writing was on the wall for redundancies. Marketing is a very young profession and I knew that, if I were to be made redundant, I would find it difficult to find another marketing role at the level I was.

Many years before, following a period of depression, I trained as a Life Coach. I offered coaching on a casual basis whilst continuing in my marketing role. So, I saw redundancy as a possible opportunity to follow this route. I don't know what made it pop into my head, but I remember thinking I could help more people if I offered hypnotherapy. I found CPHT and started my training. I loved every minute of the training and didn't want the classes to end! Just before I qualified, the redundancies came and I was not made redundant! I qualified in February 2011 but didn't get my act together until June when I started offering hypnotherapy at evenings and weekends. Out of the blue, another round of redundancies came in July and 'they got me!' It was absolutely the best thing that could have happened, I started offering hypnotherapy full time and have never looked back!

Why is the AfSFH important?

Any therapist who is willing to put in the work to do the training offered at training centres such as CPHT clearly wants to be the best. Unfortunately, Hypnotherapy isn't regulated. It's a sad fact that anyone can call themselves a hypnotherapist with little or no training. So, it's up to the individual Solution Focused Hypnotherapist to demonstrate they are the best. All professional bodies have their standards, but I believe the standards set by the AfSFH are stricter than most. This is exactly why I joined! To me, it is an endorsement of my skills.

What is your background?

I was born and raised in Totnes, in Devon, moving to Gloucestershire when I was 10 years old. When I was thirteen, my father's job meant that we had to move to Thessaloniki in Greece. We were there for two years and I spent the two years sulking – what 13-year-old wants to move away from their friends? I went to an American school and returned to this country just weeks before my 15th birthday. I hadn't stayed at the American school long enough to graduate and I was too late for my year to take GCEs back here. It would

have meant going back to school with pupils a year younger than I was and I wasn't prepared to do that!

Back then the school leaving age was 15 and so I was able to leave school and do what all nicely brought up girls did back then, got a job as a clerk / typist! This was fine, my only ambition was to get married and have children. It was only when the youngest of my four sons started school that I started developing any ambition. I did Maths and English O Levels in my thirties, followed by an HNC in Business & Finance and then the Chartered Institute of Marketing Diploma.

These qualifications enabled me to work my way up the career ladder in many marketing roles. Finally, I achieved the crème de la crème – the HPD!

What motivates you?

I love studying and I love doing something worthwhile. Hypnotherapy combines both. There can be no doubt that SF Hypnotherapy helps our clients enormously, and there is always something new to learn.

What do you like to do in your spare time?

I qualified as a supervisor at the beginning of last year, became Head of Membership of the AfSFH at the end of last year and am in the process of taking over No.10 Therapy Rooms, to rent out to other therapists, in Tewkesbury, so free time is becoming less and less. Having said that, I do make sure I get enough free time to do the things I love to do. I'm quite often on babysitting duty for my grandchildren Oscar, 7, Amelia, 6, and Isobel, 3. Archie 15, would not be happy if I said I babysit him!

My three large dogs, Lilly, Bailey and Denzel take up a lot of my time, either walking them or clearing

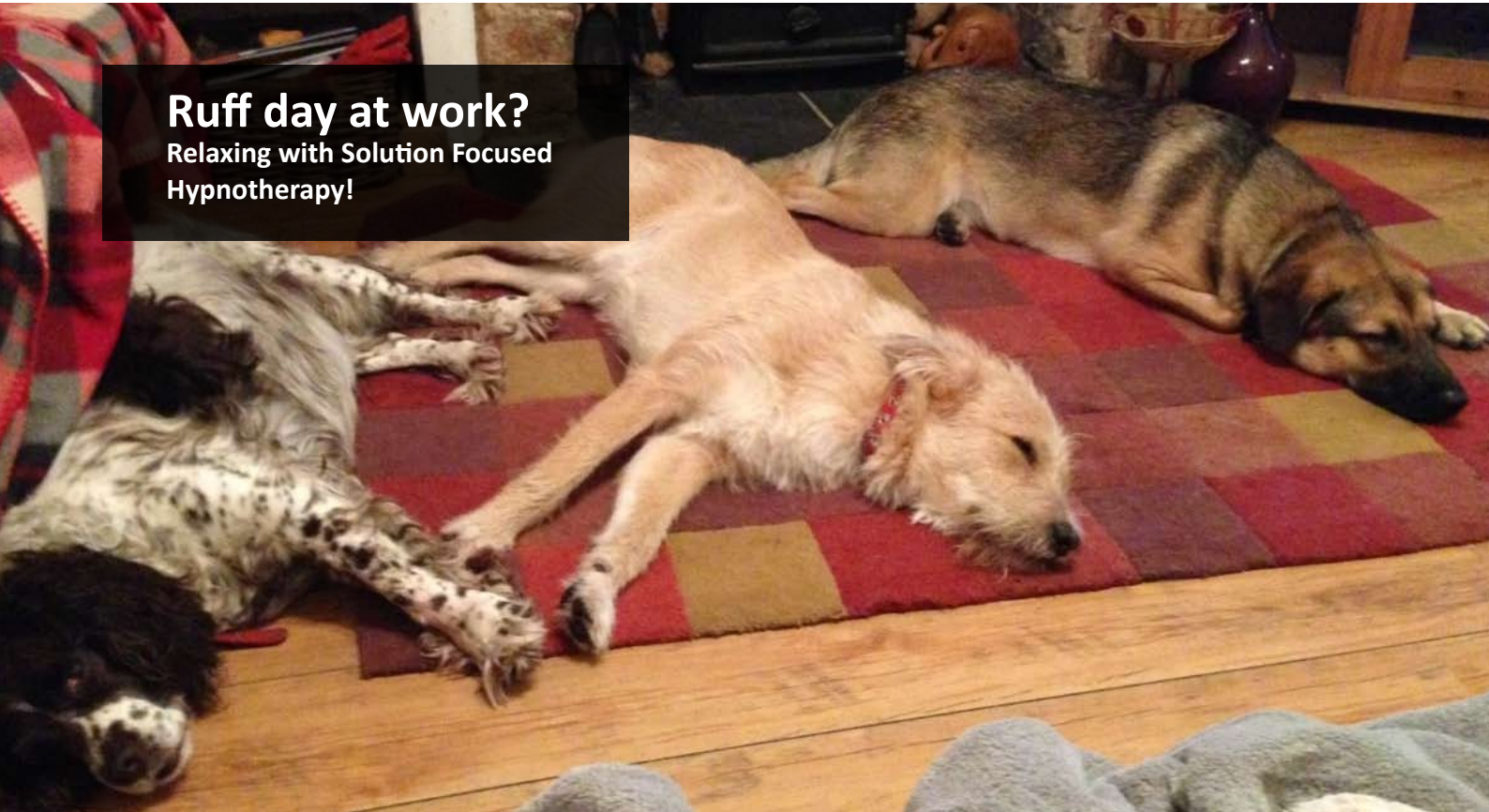
up after them. When my much loved Diesel, an avid reader of Hypnotherapy Today, died in May 2016, I wasn't going to get another dog. But 12 year old Lilly is almost deaf and I hadn't realised until Diesel died, just how much he had been her 'ears'. She was nervous and jumpy. So, I got Bailey to keep Lilly company and then I got Denzel to stop Bailey from bugging Lilly!

I do love to walk and will go for miles, especially at weekends. I love to dance and any opportunity to attend the local Ceroc group, I'm there! I've recently started running again and have entered the Cheltenham Challenge, a 10k race in June of this year – but don't hold me to that! I've also re-joined the gym where they have this marvellous piece of equipment called a Jacuzzi!

What have been the highlights as a SF Hypnotherapist and in your role as a supervisor?

There have been so many highlights and they just keep coming. When you see a client getting better, when they send that lovely thank-you email, when you do an initial consultation and they immediately understand what's been going on and, of course, the many, many clients who are just so nice that it's really enjoyable spending time talking with them.

With supervision, it's so rewarding to see therapists moving forward and gaining confidence, helping them to see that the problems they are encountering are not new, we've all been there. Supervision is so important! It helps you to build your practice, learn new ways of helping our clients with various issues, share ideas with other therapists - and it's educational. Many times I have been helped by listening to a therapist talk about an issue, only to have that issue cross my path at a later date – and I'm ready for it!

A photograph showing three dogs resting on a red and yellow patterned rug. One dog is a black and white speckled dog, another is a light-colored dog with a red collar, and the third is a brown and black dog. They are all lying down, appearing relaxed.

Ruff day at work?
Relaxing with Solution Focused Hypnotherapy!



Preparing your business marketing strategy is like preparing to run a marathon.

Marathons take preparation, low stress bucket levels, stamina and positive solution focused thinking! Ditto with marketing!

Duncan Little examines effective strategies which means better business for you - and better results for your clients.

“Sell the sizzle, not the sausage.” The Marketing Executive smiled. I made a mental note of his words and smiled back.

It was 2010 and I was sitting in an office overlooking some stunning scenery and beginning to savour the fresh taste of coffee he had made for me at the start of the job interview. I didn't get the job (but we still occasionally meet for coffee).

His words had a profound effect on my life. Think about what he said. The imagery is strong stuff. So, close your eyes. Relax. Now imagine the number of times you 'sell the sizzle' during the course of a day. Networking events? Check. Advertising? Check. Website? Check. It doesn't have to be work related. It could be about the car you're looking to sell or the house which is on the market (with that all important smell of coffee permeating through the hallway for the prospective buyer).

His words apply to any industry, not just our own. His words mean we need to be able to impart what we do in a concise fashion. It means we should be able to deliver the ultimate 'elevator pitch' designed to whet the appetite of anyone looking to improve their lives and, as such, allow them to explore further themes with us.

In short, marketing, is, ultimately, one of the most important roles for what we do. It's also important for what our clients do. Albeit, the successful entre-

preneur looking to reduce their stress bucket and market more efficiently, or the person who needs to market themselves to themselves. In other words, someone who can gain great strength from recognising the positives in their life and so allow the negatives to drop by the wayside.

So, if you're reading this article in a waiting room and are looking forward to your hypnotherapy session then spend a couple of minutes remembering what's been good about your week. Market your achievements to yourself. Not just the sizzle but also the real meat of what you've successfully achieved. It can be a small thing. It can be a large thing. It could be that just sitting where you are, reading these words, is a major achievement. So, take stock as we explore the area of marketing and what you can do to help yourself.

Firstly, I am not a marketing expert (although I've worked in a number of PR companies). My background is, primarily, in television news and the making of historical documentaries plus current affairs programmes - which is all about presentation and substance. The two are not mutually exclusive.

Secondly, this article is mainly aimed at my fellow practitioners and, especially, for colleagues who may have just successfully finished the course (congratulations) but are, perhaps, on a limited budget and so need to use funds wisely to generate leads for gaining clients. This is where the 'sizzle' bit is crucial.

Okay. So, where to start? Well, firstly, have you finished your HPD? If you're an 'old hand' are you up to speed on supervision? These questions may seem obvious but they're ones which can be easily overlooked. Supervision helps us all to stay focused and keeps our skills up to scratch. It provides a real opportunity to gain an insight into stuff which we may not know (such as Ericksonian language usage) and it should fuel enthusiasm for what we do.

The HPD is crucial. It's tempting, at the end of the course, to simply focus on building a business and not finish the portfolio. As such, the 'blue folder' can end up gathering dust and, before you realise it, a week becomes a month and we start to lose momentum. Eventually, it doesn't get done and your strongest marketing asset is lost. The qualification is crucial. It's the gold standard and reassures clients that you are well trained and know what you're doing.

Ditto with an enhanced DBS check. It's not a necessity for all types of AfSFH membership but it can be beneficial for your website. It allows you to demonstrate you have not had any significant prosecutions against you on the date when the certificate was issued. It helps people to quickly ascertain integrity and allows them to gain confidence in you as a person (something which is crucial).

The Association recommends using On Line DBS Checks (onlinedbschecks.co.uk) as a service provider. It's a worthwhile cost and I've found the value to be immense as it helps to reassure clients! You may find you can gain one from voluntary work or from another job where it may be a standard term of employment.

I also found having an Emergency First Aid at Work Level 2 certificate really boosted my confidence for when I was working, on my own, with people who had physical health based issues. Both are key elements to include in your Q&A section on your website, which is where the sizzle can really start to crackle.

Okay. So, the qualification is in the bag. The sausage is the substance of what you've learnt and the hurdles you've jumped over to gain your HPD. It's your knowledge which will allow you to gain confidence and take the next step which is to provide the sizzle to your marketing portfolio. Here's where the real work starts. Think about your image.

Have you a business plan? If not, it's worth thinking about one! Draw a circle in the middle of a page (keystone) and attach four circles on the outer parts of the piece of paper (cornerstones). Now, fill them in. What's at the core of your business and what do you need to support you?

Again, simple stuff but it's amazing how few businesses ever produce a business plan - or are even able to describe what they're about. I was recently chatting with a business manager from a national bank who said she was constantly surprised at how few people would arrive at meetings with a business plan - even though they were about to ask for a £25,000 loan!

So, if you're looking for financial help it could be worthwhile drawing up a plan to show an investor. At this point, you're really not selling sizzle but focusing on the real substance of what you can offer and how your business will grow in real terms. Think about the times when a 'Dragon' starts to drill down in a business pitch on 'Dragons' Den' and how quickly a contestant starts to sweat because the very basics of their company haven't been established.

At this point you may start to think about your Maslow's hierarchy of needs: you'll need a place to work from (I started in a local language school with a portable CD player and fold-up couch). It was fine. My clients quickly recognised I had just started the business but were pleased with the level of service they received and so recommended me to their friends. In other words, 'Word of Mouth' is perhaps the best 'sizzle' which a marketing company can rely upon and, perhaps, people's tendency to chat with friends about good / bad experiences explains why social media has expanded as rapidly as it has done.

In many ways, it doesn't matter where you start your business - providing you are constantly looking at ways to move forward! Think about location, location, location! In short, ploughing money back into the business will allow you to develop and move into premises which are perfect for you and the client. Doing so may require adopting a real solution focused attitude to where you are and where you want to go (in other words, what small steps we need to take to achieve the dream of joining a top-notch practice or setting up in an amazing office area, with great facilities, views and ambiance?)

Sit down and plan a chart looking at the Strengths, Weaknesses, Opportunities and Threats (SWOT). It's important as it's a great way to analyse the robustness of any plan and it's a vital step to help you move to where you want to be.

One AfSFH practitioner, Mark Bowden, used his training to work out where he wanted to practice from and, after a full SWOT analysis, settled into the prestigious Plymouth Science Park, where he is surrounded by some of the country's leading experts in their respective fields.

"Being at Plymouth Science Park is important," he explains. "It's well established, having it as a business address is important and the comments you receive about the location are amazing. It looks good, has its own café and pond. It also has a naturally peaceful atmosphere."

Location is all important and, if you start off by working at home, remember to check any restrictions which may contain caveats stopping you from running a business there (such as rates, a mortgage or home insurance). If working from home is okay then make sure it's tidy! It's an important ingredient to making sure the sizzle works for your client.

"Being image conscious is important," says Mark. "Anyone who comes to see you wants to see the change they're seeking being reflected in you. So, if someone is coming to see you for help in becoming

organised and then they walk into a messy, disorganised area, it may have an adverse effect on them.”

It's common sense stuff but it's often the small things which we forget when we're juggling so many other things in our busy hectic lives. Image doesn't just extend to a casual / smart appearance and a tidy therapy room. Think about the very first time you meet someone and hand them a business card. Think about the cards' design and what you want to convey on them.

Are you going to opt for a cheap, low quality card or something which has a thick and expensive feel? What about the design? A small logo, perhaps? There are many good, local design and print firms dotted around the place which'll be happy to produce top notch cards for you at little cost.

And there's much to think about when making them: Are your contact details going to be centralised in the middle of the card (known as the gravestone format) or will you left-align them (seen as being traditional) or right-align them (representing forward thinking)?


To be fair, something is better than nothing and there's a lot of trial and error involved in producing business cards, but, with an extra bit of thought, and a few more pennies spent on your image, surely the investment can only be beneficial for your business. Attention to detail is crucial as it's the small things which can have a huge difference.

When I gained the HPD, I decided to keep costs down and went for a single sided design. I passed my card to a chap I met at a cocktail party and the first thing he did was to flip the card to see what was on the back. "Wasted space," he said dryly. "Always put a simple quote on the back of it to grab someone's attention," he advised.

He was an exceptionally successful business owner who had based many decisions on the rapport which he could build from conversations started by what was on the back of his card. If someone actively engaged with the quote he'd chosen then he knew he could do business with them as they were both on the same wavelength.

I opted for a Milton Erickson quote and have found 'Resolute Organisational' characters always flip the card to see what's on the back. The quote, plus my photograph, seems to elicit substantial interest. It's different from the norm and, consequently, consultations are booked.

How to book a consultation? Have you thought of a professional answering service? There are plenty of reputable, cost effective, professional call answering companies out there. The firm I use charges £1 per call answered. It provides you with an 0207 number (which I divert via a local 01752 code). The operator answers with my business name. They explain I cannot take the call at that time and offer to take a message (which is



'Plymouth Science Park is well established and the comments you receive about the location are amazing.'
Mark Bowden Hypnotherapy

immediately e-mailed to me with the number for me to ring).

The lines are manned 24 / 7 365 days a year. It's great as it means someone is always going to answer the phone for you so you're never going to miss a lead! It also means you're not giving out your home or personal mobile number which is probably best avoided (for fairly obvious reasons). The big bonus is the level of professionalism it creates within the mind of a prospective client.

The company I use provides a screening list of marketing firms which allows me to block calls from them – so saving me money! It's worth checking with your virtual receptionist that they can offer the same service.

Next step: CDs. It's part of the HPD to have a CD 'ready to go' by the time you've finished the course. Sure, you can produce CDs in the comfort of your home and burn them onto discs using your laptop, it's better than nothing. But I was amazed at how cost-effective it was to have them professionally copied by a company like Biograph Media (based in Devon).

For a reasonable sum, I was able to record the voice in a sound booth at Two Four Productions (Plymouth) where it was professionally edited and mixed with copyright free background music (which I had supplied at the start of the session). The finished product was produced to a high standard (I even found myself drifting in and out of trance when I played it back)!

The team at Two Four sent my 'master' CD to Biograph Media, which has been producing copies for me ever since. And, of course, you can always upload the CD as an audio file onto your website.

My logo and a background photograph with contact details were printed onto the disc itself (together with a clear warning about not listening to it when driving or operating machinery). I also ask Biograph Media to supply 'clam' cases for the CD for the additional professional feel it provides. In short, aim for the standard you would expect from any main High Street retailer which was selling a perceived high value commodity. It's key to 'selling the sizzle.'

After all, the CD is merely an extension of the business card. It's a crucial part of marketing. It means you can contact local businesses and groups which may be interested in 'guest speakers' providing talks to their members. The number of potential audiences in your area will be vast.

I've been along to Rotary Clubs, Accountancy Associations and the WI. All have been interested in hearing about SFH and it's been a great opportunity to champion not just my business - but also the work of colleagues and our wider community.

I always explain I am happy to provide the talk for free - on the proviso that my CD can be sold (for £10) to anyone who wishes to purchase it at the end of my spiel. It may sound a little 'mercenary' but it allows the group to save funds on speakers whilst allowing you to cover expenses and, possibly, walk away from your talk with some declarable cash in your back pocket!

It provides an opportunity for people to get to meet you which is, perhaps, the best type of marketing available. Taking along a card machine for payment also seals the professional image and allows people to pay by card (something which is increasingly common). My machine, supplied by Chip and Pin Solutions, is very easy to use and reasonably cheap to run. Money tends to be transferred into my account within a few days of a purchase being made.

Advertising is key. As such, the website is vital. There's a number of DIY website programmes you can use to create your on-line presence but it's always going to be worth investing in a decent, well regarded designer to create something special.



'Marketing: selling the sizzle, not the sausage'

.....
"Structuring your website is crucial. So, rather than having one page, with several paragraphs relating to your services, the better option is to have several pages for each of your services."
.....



'The CD is an extension of the business card'

Keeping your website on page one of Google's listings is an important goal for any business. Writing in past editions of Hypnotherapy Today, Mark Field, of DM Informatics, has previously recommended some simple steps to help improve your on-line presence.

"Structuring your website is crucial. So, rather than having one page, with several paragraphs relating to your services, the better option is to have several pages for each of your services."

"Ensure a minimum of 300 words per page and, ideally, more than 600. Google needs a minimum amount of text in order to work out the content of your page. The first sentence and the first paragraph tend to be given more 'weighting' by Google and so try to ensure your key messages, which sum up the page, are located towards the top."

"Adding regular news items to your website can have a significant impact on your rankings. Google visits your site on a regular basis and seeing fresh content is a positive signal which contributes to good rankings".

"Providing a short video about what you can do to help a client is also crucial as it allows them to feel they can 'know, like and trust' you before engaging your services. It can be beneficial if the video can be installed 'above the fold' (in the top half of the screen) as the potential viewer can quickly spot it and so easily access its content."

Videos, of course, need not be expensive. It's great to be able to call upon a reputable, professional


company which can come into your practice and produce something which looks great BUT you can also post video blogs by simply using the camera and microphone on your laptop or phone. It's still video content and people still get to 'meet the real you' – albeit in the virtual world.

So, with the basics of a website, business cards, CD, telephone number and a location all set down, it's time to get out there and find clients. Where to start? Well, ensuring the 'walk the walk' is crucial. It's easy to forget the basics of being calm, confident and relaxed – attitudes we know will help you find business.

"Ferrari dealers don't sell the car, they sell the status and the dream. Our clients come to see us not, in the main, for the issue that they have but what they want to achieve after overcoming the issue," explains Mark Bowden.

"No one wants to come to see you to overcome anxiety, they want to come to you to get out of the house and enjoy their lives," he says. "The sizzle isn't overcoming the problem, the sizzle is what they can achieve and the substance is what we provide to help them achieve it through Solution Focused thinking."

I joined a local breakfast networking group, Down2Business, as soon as I received my HPD and was simply amazed at the response I received once I was accepted into the fold. We meet once a fortnight in the Royal Corinthian Yacht Club overlooking Plymouth Hoe. It's a great location and the level of positivity is amazing as established



**Down2Business Meeting:
Positive thinking, positive interaction
and positive action....**

companies engage in a hefty dollop of positive thinking, action and interaction. It's a great place for any newly established sole trader as D2B's support is exceptional.

More than 50 local businesses attend the event which costs £100 to join with a monthly fee of £16 (for the use of the venue). We each provide an 'elevator' pitch of one minute, where we talk about our business and how we can help other members in the room - a great advertisement for SFH in its own right!

There's also five minute presentations from businesses about what they do (another great opportunity to further explore what SFH can do with fellow members). Most importantly, there are referrals between members - where we all pass potential business leads to each other.

I can safely say being a member of something like D2B can be hugely beneficial. Attendance meant my business grew quickly and, as such, I was able to move away from renting a room in the language school and soon found myself part of an established practice, with an excellent reputation.

The chap who sits next to me at the meetings agrees that referral based groups can work well for their members.

Dan Gough is Managing Director of Purple Telecommunications. He told me, "My company has been an active member of Down2Business since the group was originally formed.

"The people are great, the meetings are good fun, and the consistent levels of business generated by our members has certainly helped my company to grow from strength to strength."

If someone wants to stop smoking, a referral is often passed to me. I'm the only SFH practitioner in the room - the rules of referral networking clubs tend to mean only one person per category are allowed in, so that people aren't scrabbling over business.

So, if your practice needs a plumber or an electrician, there's immediate access to someone you know, like and trust. Networking clubs, like D2B, run throughout the country and they can make a real difference in 'surviving and thriving.' Go along to one to see what you think! It'll certainly help you to build contacts and your reputation.

As with everything, T&Cs may apply if you decide to join a networking group (so it's always worthwhile reading through the Club's rules before you apply). D2B's value for money is exceptional but other groups can charge quite a bit and expect a lot in return. In other words, it can be always best to go along, as a guest, to see what's on offer.

Your local Chamber of Commerce will also run regular get togethers - becoming a member can be fairly cost effective (depending on where you live). Ditto with the Federation for Small Businesses (FSB). Speed networking events are becoming increasingly common (think Speed Dating for the commercial world). There may also be free

business meet-ups being held in your area where local business people can chat informally over a drink and swap business cards. In Plymouth, we have something called the 'Six O'Clock Club.'

It's free to attend and the monthly meetings are held on a Thursday evening, you simply potter along to one of the city's top venues, armed with a large wodge of business cards, and chat the night away with other local businesses over a drink. It's great if you're working on a tight budget but are keen to spread the word about what you can do.

Social media is a crucial part of spreading your message. In fact, says marketing expert Michelle Roberts, of The Creative Marketer, it's a fundamental part of growing your business.

"No one wants a packet of seeds but they do want a bunch of flowers," says Michelle. "Sell the flowers, not the seeds. Marketing is all about identifying your audience and making sure your message resonates with them. What problem will you solve for them?"

She points to the world's number one selling factor WIIFM (an acronym for What's In It for Me). In short, adapt a marketing plan to tick all the boxes for the WIIFM factor. A free no obligation, initial consultation is great as it means there's no perceived financial risk for the client if they decide not to book an appointment with you. Plus, they leave with a free CD and have had an enjoyable free coffee with you! All boxes for WIIFM have been successfully achieved!

"Solution Focused Hypnotherapy will have a broad audience," says Michelle. "That said, you can break it down to different segments so you can target specific age groups with specific issues. Perhaps you may look at people in the 25 to 35 years old bracket who may be looking for a change of career and a Solution Focused approach for how to achieve it." She points to a variety of different channels and tools which are at our disposal. I have my own profile on LinkedIn and Facebook, for instance, which allows me to regularly post the media release which is sent out monthly by AfSFH. It's a really simple thing to do and with a few tweaks here and there you can personalise the subject matter and pop it onto your FB page.

What about a Twitter profile? It'll help to reach a younger audience, as regular updates in a local publication will help to boost a following with older people. Using the monthly media release helps to raise your profile and is a key benefit of your membership of the Association.

"It's all about using the right channels and tools to get in front of your target audience with messages which resonate with them," says Michelle. "It's all about a correct mix for each segment, so, the 25 to 35 years old age group will not necessarily be looking in the same places as people who're 65+. It's local papers versus Instagram."

"An older age group might be more relaxed in their outlook on life, whereas a younger group may be struggling with work stress."

Social media can be a double-edged sword as any personal reflections on your own non-business profiles can reflect well, or badly, on you (depending on the viewer's point of view). In short, never post anything on a personal account which you wouldn't be happy posting on your professional profile. I appreciate you won't accept friend requests from clients but, once you post something, it's out there for everyone to see (and they may see it via the profile of a friend of a friend).

By definition, a SFH practitioner should be positive, upbeat and have a fairly laid back aura to them. Putting a potential client at ease and being happy is important to the work we do – it helps to induce crucial positive mirror neurons. So, a calm, confident and relaxed attitude is something we should think about every time we post on-line and also when we're out and about.

"The key point to everything you do is to be a pleasant person," says Michelle. "Give clients an experience which is consistently positive. It's surprising how many businesses fail at this point. Provide someone with a uniform level of service so, every time, they have a positive experience."

The positivity aspect of what we do in our marketing is also an ability to 'reach for the stars' and think big before working out the stepping stones required to make the dreams become a reality.

"We can sometimes put a limitation on ourselves, but, if you aim for the biggest thing that you can aim for then the target becomes so great, it is easier to hit," says Mark Bowden.

"Aim big and really go for it. Even if you don't hit the target then you're still further on than you would have been if you hadn't have moved forward with those all important big, bold steps."

And, I guess, that's the real meat for my original thoughts on selling sizzle and not the sausage itself. The two are interchangeable. The substance of what we do as SFH practitioners is crucial as it should provide the inspiration for where we want to be and what we want to achieve.

Mark's point reminds me of one of the most ambitious statements any politician made in the latter part of the twentieth century. Perhaps, President John F Kennedy's 'Apollo speech' of September 1962 is a good place to end my article. He pledged to send man to the moon.

He thought big and the American people were rewarded with success. NASA needed to adopt Solution Focused thinking to make the Apollo project work (something which would become very apparent in the ultimately successful Apollo 13 mission following its disastrous start). America winning the space race arguably created one of the biggest 'sizzles' of the last century – not just with rhetoric, pictures and footage but by the actual achievement of landing on the Moon (and returning to Earth).

"We set sail on this new sea because there is new knowledge to be gained, and we choose to go to the Moon in this decade and do the other things, not because they are easy, but because they are hard... because that challenge is one that we are willing to accept, one we are unwilling to postpone, and one we intend to win...."

President Kennedy's Apollo Speech, 12, September 1962





The importance of building and maintaining the professional therapeutic alliance.

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Solution Focused Hypnotherapy practitioner, Jade Painter, explores the key issues relating to the dynamics which occur between therapy practitioner and client during sessions.

If you have worked as a therapy practitioner for a while, or previously worked in any public-facing profession, you will know the dilemmas and concerns we sometimes face when dealing with our clients (and colleagues) to ensure our practice upholds the honesty, and integrity, which you would expect from a professionally qualified individual – or practice.

AfSFH is currently developing a new code of conduct which all members will be expected to sign up to. Ethically, it is essential for us to ensure our relationships with clients are appropriate - and professional. During my time as a Social Worker, and as a Hypnotherapy practitioner, I have found the type of people who are drawn to 'caring professions' want to help; changing clients' lives for the better.

During our training, we learned about building rapport and having a therapeutic alliance with our clients. But what does it mean in practice? And how easy is it to uphold when we work with such a wide variety of people and personalities?

Let's think of a situation where a client may have experienced so much trauma, or had such a tough life, they may feel frustrated, and those emotions pour out during a therapy session with you. You may have felt tremendous sympathy for their situation and really want to help them in their aim to change, to feel different about themselves and their lives.

These emotions, no matter how benevolent, change the dynamic between client and professional - often without either of them even

realising. There is a social theory called Transactional Analysis which looks at the discourse between two people and analyses each party's position based on the linguistic approach they take.

The three 'states' that can be identified in any interaction are the parent state, child state, and adult state.

Parent state is when our discourse is driven by a voice of authority, a moral compass, things we can and cannot do. Child state is, as we know, when our dialogue is driven by emotion and often without reason or rationality. Adult state is when our discourse is driven by consideration and assessment, sensible and balanced.

Some clients may be deeply rooted in the Child state when they come to see us. Think of classic teenager responses: "I just can't do it," "I don't know why these things happen to me" or "Things never go right!" There can be lots of internal huffing and puffing to accompany the words!

Transactional Analysis suggests one individual's state can force a 'complimentary' state in the other individual. So, we know from our training, we should ensure our words are of the 'Adult state.' In other words, non-judgemental, patient and considered. However, when the client's dialogue is so strongly that of the 'Child,' we may feel compelled to take the complimentary role, which is that of the 'Parent.'

In these situations, for some people (including friends and family members of the client) they just don't know what to say to help them. Perhaps without realising, a therapist (of any discipline) can slip in to more directive language. They may make suggestions to the client which are simply telling them what they should do (or indeed what they should stop doing):

"What would be your goal this week?"
"I don't know".
"What would make you feel better, do you think?"
"I don't know!"
"You said previously that you would be happier if you did more exercise".
"Yeah, but that's too hard".
"Ok, so how about if you did low level exercise, like swimming?
Say once a week?"
"Yeah, ok".
"So try that this week and then see how you feel?"
"Yeah, ok".

The more that we take this 'Parental' role, the more the client is compelled to perform the complimentary role of the 'Child' and so the dynamic grows stronger. Unfortunately, much like with our own children, the 'Parent-Child' relationship can be tempestuous. The client either forms a dependency on the therapist, or they will rebel.

They may continue with their negative behaviour - to prove to you they can, or even give up therapy alto-

gether. Like a teenager, they are fed up with being told what to do, however subtly or subconsciously that interaction took place. Having a dependent client is no better, as it indicates you're now in a position of power and they haven't actually learned the skills they need to facilitate change by themselves.

One of the reasons we have regular supervision, and indeed all public-facing professions have some variation of the same, is to reflect on our work with our clients. I am suggesting, with the more challenging situations, you think about the actual words which each of you used; the actual interaction which took place. If you can identify honestly which state you have been in with a client, you can adjust your approach more quickly.

The more you push forward with the 'Adult' state, the state we were trained to be in during our work, the more you compel the client to take the complimentary 'Adult' state in return. They may not like it.

The 'Child' state, as we know, will dig its heels in. But as a practitioner you do not succumb to becoming the 'Parent!'

We should remember that for many of our clients, the therapeutic relationship is built steadily over time and without difficulty. However, if we feel that things are not exactly as we expect them to be with our clients, we should not presume failure. Taking time to analyse and understand the relationship gives us ample opportunity to make changes for better results, as long as both parties are willing. Our clients should be able to confide in us and raise any concerns about therapy that they may have.

As therapy practitioners, we should be able to confide in our supervisors and raise any concerns about therapy which we may have. We can use analysis of our work to build our confidence as practitioners, maintain our professional development, and so be better therapists for our clients.



HYPNOTHERAPY TODAY BOOK REVIEWS

By Gareth Strangemore-Jones, The Penarth Practice

This time, we're focusing on some of the books from some of our colleagues who've trained at a CPHT school.

'Cavemen & Polar Bears - A Proven Strategy for the Effective Management of Your Mood and Mindset' (Andy Workman)

Andy is well-known, liked and respected among us. He qualified from CPHT HQ in 2008 and is Founder and Director of the established multi-therapy practice, The Beehive Practice, which moved to Keynsham in 2015.

Andy is a mentor for many of us, and regularly holds CPD courses such as Clinical Hypnotherapy for PTSD (Post Traumatic Stress Disorder) and seminars, workshops and presentations that cover topics such as Mindfulness, Meditation and The Law of Attraction. More recently, he has been successfully presenting his 'Cavemen & Polar Bears – Managing Your Mindset to Peak Potential' workshop to businesses, organisations, social groups and others offering his slant on the common themes from the CPHT textbook to such audiences and, no doubt, managing to sell copies of the themed book along the way!

Andy was a civil and military police officer for more than 32 years before re-training as a Solution Focused Hypnotherapy practitioner. He is also The Beehive Practice's resident Apiarist (beekeeper) and he manages many colonies of bees. A man who has respect for (and the respect of) bees has my respect!

So, with such a broad and deep background and a keen insight into how the mind works, you can see why this book 'Cavemen & Polar Bears - A Proven Strategy for the Effective Management of Your Mood and Mindset' has won him even more respect within the profession and with the public. His considerable life experience backed by his clinical experience matched by his communication skills are all harnessed here to very positive effect.

While I say this book mainly follows central CPHT teachings, it is Andy's angle that is sharp and is what makes this entertaining book a very worthwhile read!

His case studies, life experiences, factual references and practical approach all help to illustrate the core topics of "How the Mind Works" and "How to Combat Stress, Anxiety and Depression."

By highlighting the power we can exercise over our mind and mood, Andy offers practical solutions to the age-old problems and ways to overcome life challenges and issues. Vital and often complex information made accessible! He does all this with warmth, compassion and humour, and he has even illustrated the book himself with cartoons, portraits and diagrams.

'Cavemen & Polar Bears' has been described as "The Chimp Paradox meets Dr Wayne Dyer"! I am mindful to concur, and in the same breath remind Andy what an accolade it is for someone to be compared with the late, great Dr Dyer – a man whose teachings helped shape my searching and which ended up with me finding our collective mentor David Newton at CPHT.

If you are a practitioner, get this book to help you to help others! It is also a book you can recommend to customers, for it will help them re-take control of their own mind. Either way, it is an investment that guarantees a return!



Gareth Strangemore-Jones:

Gareth is a graduate of CPHT and a Member of the AfsFH. He set up The Penarth Practice with his life and business partner, Enfys Jones.



Sacha Taylor

Sacha Taylor runs her own successful hypnotherapy practice and is also Head of Finance for AfsFH.

‘Good Grief - A Companion to Change and Loss’ (Dipti Tait)

This book comes from another CPHT course provider and much-loved AfSFH Superstar, Dipti Tait. She wrote this book after her own journey with grief and now runs a half day workshop on it (usually on the same day as Dorothea Reed’s Palliative Care Workshop). Dipti Tait runs The Cotswold Practice and also works from Cheltenham Holistic Health Centre.

‘Good Grief’ concentrates on the reality of grief, which is often very different from how we would like it to be! As SFHs, we need to know that grief is a Stress Bucket-filler - which could overflow in the many ways we see when we are in practice and can lead to often very out of character behaviour.

This book is a practical guide to grief, whether it be the loss of a loved one or any other type of change that creates such emotional upheaval. I have used some of the concepts of this book when working with people who have just lost a job they had been doing for more than 30 years. Another customer had been forced to move from the four generation family home, but some of the advice from ‘Good Grief’ helped. “Grief can be your best friend, or your worst enemy,” says Dipti.

“Whether we are grieving for a loved one or for a time in our lives that has passed, each loss we face brings with it an element of change. Our abilities to step out of the old and adjust to the new can often be held back by our fear of these changes, preventing us from defining a new, positive pathway,” she explains.

The book outlines The Seven Emotional Indicators (Shock, Loneliness, Guilt, Sadness, Anger, Denial, Fear) and talks of five signs that show if you are a slave to your emotions. It offers Seven Emotional Life Hacks. Dipti also quotes Earl Grollman, who says: “Grief is not a disorder, a disease or a sign of weakness. It is an emotional, physical and spiritual necessity, the price you pay for love. The only cure for Grief is ... to grieve!” But how to grieve in a solution focused way was an eye-opener for me. Dipti calls it: “Taking Action – Moving Into Emotional Intelligence” and it works in the following ways:

Q) What would I prefer to be feeling?

Q) Specify the feeling!

Q) What’s the first step towards the feeling?

Q) How will I know when I’ve got there?

As you can see, these are four SFQs you can translate to so many different life challenges. Perhaps it’s good to remember that trance-induced REM transfers emotional memories into narrative memories, which can help to promote acceptance.

‘Effective Metaphors for Hypnotherapy’ (Tayma Walbridge & Allegra Etheridge)

Tayma co-authored ‘Effective Metaphors for Hypnotherapy’ with psychologist and writer Allegra Etheridge. Tayma is herself a Psychology graduate of Keele University, and a CPHT and AfSFH practitioner who works in and around Cirencester, Cheltenham and Swindon. The 40 fresh new metaphors presented by Tayma and Allegra are nurturing, healing and uplifting upon first encounter and have been trialled in the therapeutic environment. They address universal goals with such positivity.

The crisp, clean copy is a joy to read, making them great short stories for anyone, let alone for Hypnotherapists looking to add some soft, gentle, but clear, and effective tools for transformation to their repertoire. There are male and female options for many of the metaphors and I am very happy to have this lovely collection on my bookshelf and to recommend it to Hypnotherapy practitioners.

Don’t just take my word for it: here are some endorsements from others among us:

Nicola Griffiths, Clinical Hypnotherapy, who jointly runs Therapists Marketing Solutions, said the following about the work of her former tutees: “Tayma and Allegra have created a fantastic book that can be picked up and used effectively in an instant. It really is a must for therapists who are looking to broaden their knowledge and develop their skills as a practitioner.”

Dr John R Hegarty, Chartered Psychologist and Senior Lecturer in Psychology at Keele University, said: “How true to say that a good story is unforgettable. This book is a modern Aesop’s Fables with a take-home message from each story that will have lasting therapeutic value. I am proud to say that both Tayma and Allegra studied Honours degrees in Psychology at Keele University during my tenure as senior lecturer. Their collaboration has led to the creation of this wonderful book. It is a definite must for anyone practicing hypnotherapy and for all psychotherapists and counsellors interested in the power of narrative.”

‘Effective Metaphors for Children - A Resource for Therapists, Parents and Teachers’ (Tayma Wallbridge & Allegra Etheridge)

This book wasn’t out at time of print, but we know it is going to be worth a look. Here’s the inside gen and it should have just been released to coincide with the publication of this edition!

“Perhaps you know a child who would benefit from increased self-confidence - who wants to overcome being bullied or to manage their anger. They may be bed-wetting, or have moved house and are adjusting to change. They could be struggling with bereavement or illness. Just as each child is unique, so the forty metaphorical stories in this book address a wide range of issues which are unique to children.”

The book can be used: in the therapeutic environment, by teachers as a discussion tool at school, or by parents at home, as a bed-time story ‘Effective Metaphors for Children’ aims to support a child to feel understood and empowered to bring about their own emotional good health and resilience.

The Five Side Effects of Kindness by David R Hamilton PhD

Review: Sacha Taylor

If you have been to one of David Hamilton's workshops, you will know that this man beautifully blends science and life experience. So much so, it's well worth reading and sharing this book (an act of kindness in its own right)!

He has written books on topics such as self-love and how the mind can heal the body in the past. This newly published book takes a look specifically at the science behind kindness and how beneficial kindness is to those exercising it (as well as those on the receiving end). He had written on the subject before, but this book takes an updated look and breaks his findings down into the five side effects of kindness, which are:

1. It makes us happier
2. It's good for the heart
3. It slows ageing
4. It improves relationships
5. It's contagious

Now, you may look at that list and think 'That's obvious!' but it's the understanding of the science behind what we know, or experience, with kindness that makes this book stand out.

I love what we do in Solution Focused Hypnotherapy precisely because it is grounded firmly in neuroscience, so when David Hamilton starts to explain the hormones we produce with kindness, the mirroring that takes place, and the effect those hormones have on other areas of our bodies and our lives, it spurred me on to put his theories to the test - and it's been a highly enjoyable journey!

The book is peppered with suggestions for exercising kindness on the world and as soon as I started reading the book, I began to be more aware of daily opportunities for kindness and acknowledged more fully when I had been the recipient of kindness from others.

And I can honestly say it has made me happier, my blood pressure has lessened, I'm enjoying relationships on all sides more fully (personal and professional), it's rubbing off on others and I'm told I look younger too (although that's probably more due to getting my grey hair cut and coloured)!

I have also seen it work to good effect with my clients. It's easy to explain the science simply once you read the book because David Hamilton has a natural ability to make science accessible, and I particularly enjoyed sharing one particular example I had of the kindness effect....

It had been a busy, fractious day and I was driving my daughter home from gymnastics in heavy traffic. As we came towards a little junction onto our road, I spotted a lady waiting to be let out, but no one was giving way. So I slowed the car down, ushered her out and, as she pulled out of the junction, she clasped both hands above her head in a victory stance laughing 'Thank you! Thank you!'

My daughter and both burst out laughing, the events of the day suddenly became insignificant and I felt warm in my heart – not just at the time, but every time I recall her to mind. It was a seemingly small, insignificant act of kindness but it clearly made a big difference to her and bounced back to my daughter and me.

So I mentioned the book and its findings during revision with my clients and they became curious, opening their own minds to the benefits of being kind and appreciating the kindness of others. One client left a session saying "I'm going to just hug my daughter when I see her now – I never just hug her, but I think she needs that kindness today," and sure enough she came back next week saying what a positive difference it had made to their relationship, for both of them.

Read the book, re-engage with kindness in your life and reap the rewards!

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

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Committee Members

AfSFH.com

Association for
SOLUTION FOCUSED HYPNOTHERAPY



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.



Trustee: Susan Rodrigues

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



Trustee: Matthew Cahill

Matthew is one of our Trustees whilst also being heavily involved in training Solution Focused Hypnotherapy. He is also a director of UKCHO which is involved with moving the hypnotherapy profession forward.



CEO: Alex Bronger

Alex is a staunch advocate of the Solution Focused Hypnotherapy model and its effectiveness for helping our clients achieve their goals. He is proud to be AfSFH's CEO and strongly believes our standards are higher than any other hypnotherapy professional body in the UK.



Magazine and Newsletter Editor: Duncan Little

Duncan Little's past was predominately in journalism where he worked for 15 years for various news organisations. He retrained following time as a SFH client himself and has found it useful in his quest to repeatedly run the Paris Marathon.



Head of IT: 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.



Head of membership: Polly Hawkins

Polly will be helping you to renew your membership and resolve any membership issues that you have. Polly qualified in February 2011 and has worked full-time as a hypnotherapist since that date. She also qualified as a supervisor in early 2016. Prior to becoming a hypnotherapist, Polly had worked for more than 20 years in marketing.



Compliance Officer: Colin Hudson

Colin has vast experience of Solution Focused Hypnotherapy and runs his own SFH based business in Sussex. His role as Compliance Officer has been running since 2015 with a focus on helping AfSFH members to achieve best practice by ensuring their insurance, supervision and DBS checks (where applicable) are up to date and in place.



Ethics Officer: Dorothea Read

Ethics are the principles and values that we hold and that we live by. She is a full time SF Hypnotherapist and Supervisor who founded The Hospital Hypnotherapy Service and she works with a team of SF colleagues. She has a background in nursing and I studied philosophy at university.



Finance Officer: 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