

Hypnosis Articles By Michael Watson



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Myths and Misconceptions about Hypnosis

Through the years, and due to its flamboyant history as well as the many dramatic misrepresentations offered in movies, on television, and in stage performances, a great mythology has arisen about hypnosis. One of the first things that a therapeutic hypnotist must do in order to establish rapport and trust is to clear up some of these misconceptions. Included here is a list of several false ideas that some clients may hold and which must be addressed.

It is the power of the hypnotist that causes hypnosis to occur.

Many unethical hypnotists like to capitalize on this idea, yet hypnosis is a collaborate process that arises as the natural result of a special communication between two people. The idea that the hypnotist has some mystical "power" that causes hypnosis is disempowering to the client and contrary to the therapeutic process. Some would say that "all hypnosis is self-hypnosis" and that the hypnotist is simply a facilitator of the natural process.

Some people can be hypnotized and others cannot

Because hypnosis is a naturally occurring phenomena and we all go in and out of trance throughout the idea, we know that it can be experienced by anyone. The issue is more a matter of working cooperatively with the client and training them in hypnotic process. If the client is willing to participate in the hypnotic experience, it is not a matter of whether the client can be hypnotized or not, but rather a question of how to best facilitate it.

You can be hypnotized to do things against your will

This is a commonly held idea that has its source in stage shows and other venues that capitalize on the "power" of the hypnotist. It's worth noting that occasionally a similar issue is raised - "Can someone be hypnotized to do things they wouldn't normally do?" Of course, the answer to that question is "Yes" when you consider that the purpose of hypnosis is often to do things differently than we have done in the past. However it's notable that these changes are not against the client's Hilgard's (1977) work at Stanford demonstrated a principle known as "The Hidden Observer" which indicates that there is part of the client which monitors the hypnotic process and which will protect them from responding in a manner that violates their ethical and moral standards.

You could get "stuck" in hypnosis

On rare occasions, a client may not choose to emerge from hypnosis as quickly as the hypnotist request emergence, and as a result this misconception has developed, but the hypnotized client always has the ability to come out of trance. If, for example, the hypnotist simply left the room without completing the process, the client would wait for a while and then just naturally return to waking consciousness.

Under hypnosis you will always tell the truth and could even reveal personal secrets

You can lie under hypnosis just as easily as in the waking state. In fact, as hypnosis gives you greater access to unconscious resources, you may even be able to tell more creative lies when in trance.

Highly intelligent people cannot be hypnotized

Studies have indicated that more intelligent individuals can enter hypnosis more easily and can make even better use of their trance experiences.

You will be unconscious if you are hypnotized

Much therapeutic hypnosis is performed interactively with the client and the conscious attention is often involved. On other occasions, a client may tend to "drift" away from time to time, but always retains the ability to pull the attention back. This misconception is a statement of the fear that clients have of being out of control and as such it is unfounded. Once again, the "hidden observer" is aware and can attend to anything that might arise during the hypnotic session.

You will be relaxed if you are hypnotized

While in clinical practice relaxation is generally an integral part of the hypnotic experience, it is by no means a requirement of the trance state. Hypnosis has been defined as a state of concentrated, focused attention and can be thought about in the same way as the experience of being "captivated" by a movie or a good book If these stories are stimulating (as in an involving action film or a compelling mystery), one might not be relaxed, yet the focused involvement could easily be described as a naturally occurring hypnotic state.

Hypnosis is therapy

This is a very common misconception. The fact that one is in hypnosis, does not necessarily mean that the trance is therapeutic. Hypnosis is a powerful tool that can be used as an adjunct to therapy. Many hypnotists are capable of facilitating good trances, but with no therapeutic results. When you are doing hypnotherapy, it's important to remember that after the induction, something of therapeutic value needs to be done. I often encounter lay hypnotists who seek additional training because, as they say, "I know how to perform an induction, but don't know what to do next."

Hypnosis can be used to recall historical events with great accuracy

There is a phenomena in hypnosis referred to as "hypermnnesia" which implies an increased capacity to remember things that have happened in the past. While there seems to be an increase in the vividness of the memory, the accuracy of the details are still open to question. There has been great debate, especially in the forensic community about hypnotic memory and it's use has been banned from legal proceedings in several states. In therapy, however, the information recovered in age regression (revivification) or simply by asking the client to remember an event continues to be useful information as it reflects the client's understanding of the situation being recalled.

Betty Erickson's Self Hypnosis Technique

Note: The technique described in this article is attributed to Elizabeth (Mrs. Milton) Erickson. I have seen it presented with a number of variations. It appears here in the form that I have used it and taught it to hundreds of students and clients who have found it both easy to master and highly effective.

Some Basics Premises

This self hypnosis method is based on the following premises. While there are a number of counter-examples to these notions, they will be of value in understanding and utilizing this process.

- An "altered state" of consciousness occurs when you process information outside of your primary representational system.
- Hypnosis is a state of concentrated, focused attention.
- Going into hypnosis involves turning your attention away from external experience and directing it internally.
- You can trust your unconscious mind.
- Understanding by the conscious mind is not necessary for change.

Let's consider these ideas one at a time.

Representational Systems and Altered States

We process information (that is, we *think*) in pictures, sounds and feelings. In NeuroLinguistic Programming, these sensory modalities are referred to as *representational systems*.

- **V - The Visual System** - The external things we see and the internal images that we create. This includes remembered images ("*What does the White House look like?*"), constructed images ("*What would it look like if it were painted with red and yellow stripes?*"), as well as "live" things we see about us.
- **A - The Auditory System** - The external things we hear, the internal sounds that we create. This includes remembered words or sounds ("*Think of the Star Spangled Banner*"), imagined words or sounds ("*Imagine the Star Spangled Banner played on accordions*"), "Self Talk", etc. as well as all of the "live" sounds around us.
- **K - The Kinesthetic System** - The things we feel. These can be actual physical sensations or imagined ones. *Can you imagine being on a beach and feeling sand between you toes ?*

Most of us have developed greater proficiency with one or the other of our representational systems though we each use all three of them. Since this is the case, an individual who "thinks" in images wouldn't experience an altered state of consciousness simply by visualizing. However, if that same individual were to experience a preponderance of feelings or sensations, this would be unusual - an alteration of their state of consciousness. When we talk about altered states, what we're really referring to is processing information in a different manner than usual. **Focused Attention**

Stereotypical images of hypnotists holding watches or other fixation devices for clients to stare at are the result of this understanding about hypnosis. If you've ever had the experience of becoming so involved in

television or a piece of music or a book, you've experienced this "naturally occurring hypnotic state".

"Going Inside"

The experience of hypnosis is typically an inwardly focused one in which we move away from the environment around us and turn our attention inward.

You can Trust your Unconscious Mind

Your unconscious mind is "chock full" of resources. In your lifetime of experience, it has learned a great deal and can apply that learning for you in hypnosis. Your conscious mind can only process so much information at one time. Your unconscious mind is not so limited. It can think holographically and is capable of finding better solutions for you than your conscious mind. This process is designed to take full advantage of the power and resourcefulness of your unconscious mind

Understanding by the Conscious Mind is not Necessary for Change

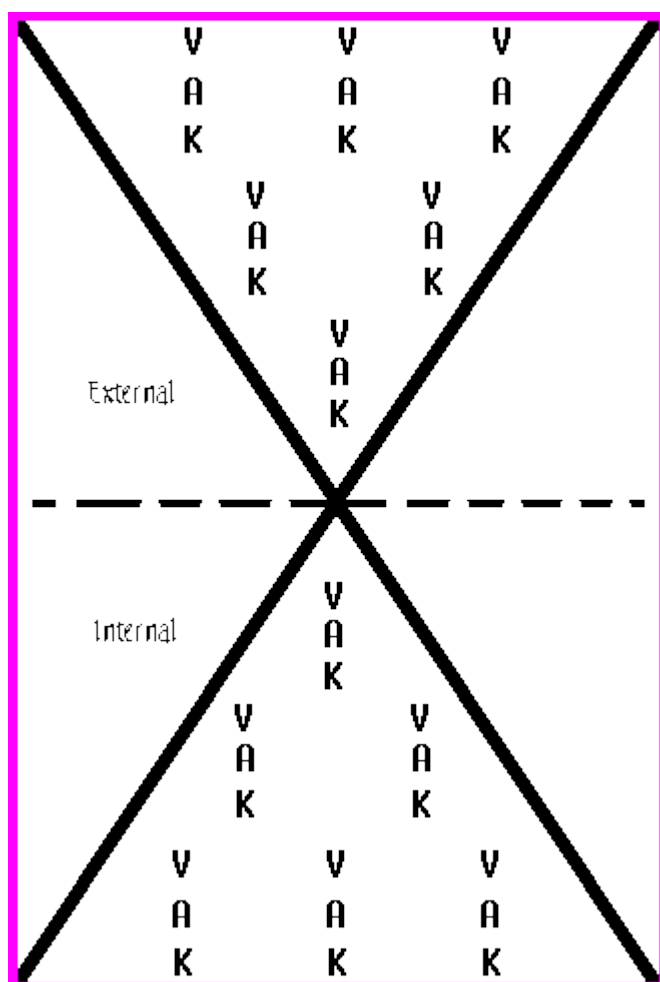
In many self-hypnosis procedures, the participants enter a trance and then give themselves suggestions. It seems to me that if my conscious mind knew what to do about the issues that I'm using self-hypnosis for, then there wouldn't be a need for hypnosis in the first place. In fact, it's often the case that our conscious mind gets in the way. It is the conscious mind that says "I can't ..." or "I don't know how to ..." or "I'm not smart enough ...". Some people are surprised to hear this, but consider that if you hear your "self talk" then it isn't unconscious. The process described below is designed to keep the conscious mind occupied so that it won't interfere while your unconscious mind is doing the work.

The Self Hypnosis Technique

1. **Find a Comfortable Position** - Get a position that you will be able to maintain easily for the time you are going to be doing this process. It can be sitting or lying down, though sitting is recommended to prevent you from falling asleep. Get yourself centered, just looking in front of you and breathing slowly and easily. Let yourself relax.
2. **Time** - Determine the length of time that you intend to spend and make a statement to yourself about it such as **"I am going into self hypnosis for 20 minutes ... " (or however long you want)** You will be delighted to discover how well your "internal clock" can keep track of the time for you.
3. **Purpose** - Make a second statement to yourself about your purpose in going into self hypnosis. In this process, we allow the unconscious mind to work on the issue rather than giving suggestions throughout, so our purpose statement should reflect that fact. Here's how I say it: **"... for the purpose of allowing my unconscious mind to make the adjustments that are appropriate to assist me in _____."** Filling in the blank with what you want to achieve such as "developing more confidence in social situations." I know that the text is "wordy" but that's how I got it from John Grinder. The actual words aren't nearly as important as the fact your statement acknowledges that you are turning this process over to your unconscious mind.
4. **Exit State** - Make a final statement to yourself about the state that you

want to be in when you complete the process. Typically in hypnosis, we have heard the idea that you should come back feeling "wide awake, alert and refreshed", but in the real world that may not be what you want. For example, if you are doing your self hypnosis before bedtime, you may prefer to come out of it "relaxed and ready for sleep". If you're doing it before some project you may want to come out "motivated and full of energy". Simply say to yourself, "**... and when I'm finished, I'm going to feel _____**".

5. **The Process** - The diagram below can assist you with this. If your web browser doesn't support graphics, [Click here for a text-based version of the diagram.](#) Looking in front of you, notice three things (one at a time) that you see. Go slowly, pausing for a moment on each. It is preferable that they be small things, such as a spot on the wall, a door knob, the corner of a picture frame, etc. Some people like to name the items as they look at them - "I see the hinge on the door frame". (If you don't know the name for the thing, try "I see that thing over there."). These three visual references are represented in the diagram by the 3 V's (Visual) in the top line.



Now turn your attention to your auditory channel and notice, one by one, three things that you hear. (You will notice that this allows you to incorporate sounds that occur in the environment rather than being distracted by them. This is represented by the 3 A's (Auditory) on the diagram.

Next, attend to your feeling and notice three things sensations that you can

feel. Again, go slowly from one to the next. It's useful to use sensations that normally are outside of your awareness, such as the weight of your eyeglasses, the feeling of your wrist watch, the texture of your shirt, etc. This is represented by the 3 K's (Kinesthetic) on the diagram.

Continue the process using two Visuals, then two auditorys and then two kinesthetics.

In the same manner, continue (slowly) with one of each.

You have now completed the "external" portion of the process. Now it's time to begin the "internal" part.

Close your eyes.

Bring an image into your mind. Don't work too hard at this. You can construct an image or simply take what comes. It may be a point of light, it may be a beautiful beach, or it could be a pizza pie. If something comes to you just use it. If nothing comes, feel free to "put something there". Name it as you did above. This is the first V on the "internal" side of the diagram. (I tend to see King Ludwig's castle in Bavaria ... don't ask me why.)

Pause and let a sound come into your awareness or generate one and name it. Although this is technically the internal part, if you should hear a sound outside or in the room with you, it's OK to use that. Remember that the idea is to incorporate things that you experience rather than being distracted by them. Typically, in the absence of environmental sounds, this is where I hear the sound of a Mariachi band. Again, don't ask. This is represented by the first A on the internal side of the diagram.

Next, become aware of a feeling and name it. It's preferable to do this internally - use your imagination. (I feel the warmth of the summer sun on my arms) However, as with the auditory, if you actually have a physical sensation that gets your attention, use that. This is the first K on the internal side of the diagram.

Repeat the process with two images, then two sounds, then two feelings.

Repeat the cycle once again using three images, three sounds, and three feelings.

- 6. Completing the Process** - It is not unusual to "space out" or lose consciousness during the process. At first some people think that they've fallen asleep. But generally you will find yourself coming back automatically at the end of the allotted time. This is an indication that you weren't sleeping and that your unconscious mind was doing what you asked of it.

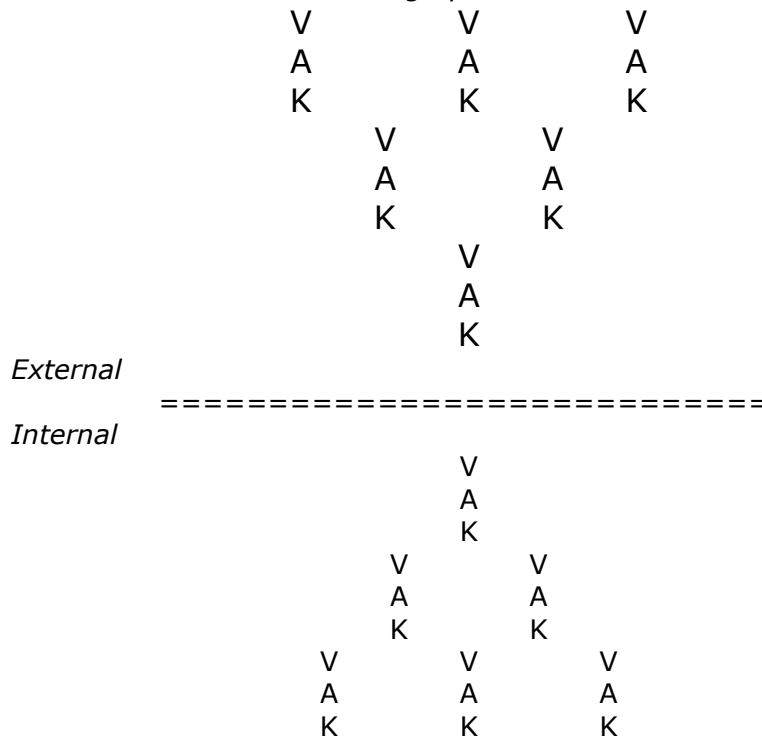
Note: Most people don't get all the way through the process. That's perfectly all right. If you should complete the process before the time has ended, just continue with 4 images, sounds, feelings, then 5 and so on. As for your goals, trust that your unconscious mind is working for you "in the background" while you're doing the process.

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Self Hypnosis Diagram

For non-graphic browsers



Keys to Success: Criteria and Submodalities

As hypnotherapists, many of us were taught to use descriptive language and to assist the client by building images that are compelling enough to generate the emotional charge needed for change. We want our inductions and suggestions to be mesmerizing, fascinating and captivating.

And often the first step in building compelling images is to look into our own internal imagery and offer the pictures and ideas that would be impactful if we were the client. For instance, with a weight loss client, we might hone in on the idea of looking and feeling good. And with that criteria idea in mind we may generate a representation of the client in motion, apparently comfortable in a new body, able to move easily and perhaps engaged in some kind of exercise. Yet this image has come from our own thinking and might not really be what the client is motivated by. It's an easy mistake to make if we assume that our client is like us and is motivated by the same things. Using standardized scripts without the ability to adjust them "on the fly" creates a similar dilemma as it presupposes that all of our clients are motivated by the same ideas and the same set of criteria.

During the intake interview we have the perfect opportunity to uncover the particular values that are behind the individual's desire to change and to include them in our hypnotic session. I often ask my clients, "What's important about losing weight?" or similar questions about their goals. I may find, for example that rather than ease of movement and body comfort, the client emphasizes resultant changes in her social life, or taking long walks in the woods, or a renewed relationship with her children. Having that information, I can select images and offer suggestions that stress these things that are particularly important key criteria to the client.. (Some of you may notice a relationship between this idea and the "benefits approach" as taught by Roy Hunter and others)

Since every client is unique and has her own sense of what's important and motivating, understanding a client's key criteria can go a long way toward helping her achieve her goals in hypnotherapy. And utilizing that criterion for maximum effectiveness can be artfully mastered with the application of submodalities

Not only does each client have her own criteria, but every client internally expresses her own criteria in her own unique way. When we think about things that matter to us (or even things that don't) we express those thoughts internally in the form of pictures, words or sounds, or feelings. Images, sounds and feelings have become known as the modalities of thought or experience. We've all learned to use pictures with visual clients, sounds and words with the more auditory, and feeling with those who are more kinesthetic, but how can you insure that the pictures will be the most effective pictures, or that the sounds or feelings will be just right for your particular client?

Alfred Hitchcock and other great filmmakers have shown us that there is more to a picture than it's contents. The camera angle, the lighting and other compositional elements have a great influence on the response that the picture will get when viewed by a movie audience. In the same way, the structure of the images that we offer in hypnosis is just as important as the subject of that image and it is the quality of the sounds or words that convey so much of the intended message. Linguists will tell you that communication is only about 7% words and that the tone and tempo convey a much greater part of the meaning of the message.

The specific qualities of images, sounds and feelings referred to here are known as "submodalities", and they can be the greatest source of power in influential communication.

Some of the visual submodalities include such things as whether an image is color or black and white, three dimensional or two dimensional, bright or dim, sharp focus or "softer" focus, location, size, close up or far away, associated or dissociated, panoramic or "framed", or whether it's a motion picture or a still image.

A few auditory submodalities include volume, tone, tempo, pitch, timbre, stereo or monaural or "surround sound", and location

And some of the kinesthetic (feeling based) submodalities are location, duration, temperature, pressure, movement, scope and others.

To use submodalities effectively it's important to consider WHICH submodalities to apply in a given situation. The more attention that is paid when making submodality choices, the more effective they will be. Many practitioners might seek the easy road and look for certain generalizations. While not the best approach, this method will be helpful in many cases, so I mention it first.

The easy road is simply to look at our own experience to discover what effect can be expected from the various submodality choices. Some are so common as to be almost archetypal. In fact, the more common implications of them show up throughout the culture in art and figures of speech. People will refer to a "bright" future for instance ... or a "dark night of the soul". And for many people bright pictures convey happy and exciting ideas while sadness or even eerie thoughts are more likely to have a dimmer presentation. We talk about a person with a colorful past (meaning that it is full of rich and interesting details) or an event that could be described as "the biggest day of my life". Having this basic information can often be just what is needed to make something more important, and so increase motivation. It can also be useful to make something less important when that is an appropriate response to a client's complaint.

Using these seemingly "standard" variables to construct images that will be compelling is a good enough way to start, but as I've already said, it is the easy way and with a little artistry the practitioner can be even more effective.

For an even more powerful result, it's good to understand the inside game of the particular person you're working with ... not to mention the rapport that results naturally by making such personal distinctions. We want to honor the uniqueness of each of our clients. Submodalities are like fingerprints. Everyone has their own unique set and there are peculiarities in each individual's internal way of expressing motivation or attraction or repulsion or commitment or whatever you might need. My suggestion is to find something else in the client's experience that already elicits the desired response. For instance, if you're going for motivation, consider something that the client is already motivated about. Ask questions about the submodalities that she uses to represent THAT (Big? Bright? Colorful? etc) and use that information to construct the motivating image of the therapeutic goal.

Trance in Transition – The Evolution of Hypnosis in Contemporary Practice

Nothing happens in the world without some intention behind it. Hypnotherapists often presuppose this concept in an effort to uncover the source of many client conflicts and difficulties. To figure out the reason behind the unwanted habit, or the cause of a particular limitation. Most of us have learned enough about the power of intention to realize that our inner objectives will insist upon finding expression in the world.

And when we chose our professional paths, we were guided by a deep intention as well. As an adolescent, I set my sights on the priesthood inspired by a self-declared, youthful and naively exalted mission to “lessen human suffering and bring some peace to those in distress”

I ambled into hypnosis by way of a series of “fortuitous accidents”. My evolving practice of trancework has been the result of an unfolding path that led me through monasticism and meditation, guided imagery processes, spiritual practices and past life regressions to NLP and hypnotherapy. Yet through all of these changes, the original mission remained essentially the same. Still aimed at helping people overcome their difficulties, my work began to reflect a greater interest in expanding self-awareness for those in my care.

When I was first trained in hypnosis some twenty five years ago, it seemed that the “bread and butter” for most hypnotherapists was weight loss and smoking cessation. I believe that this may still be the case for many of us. But as time went on, and as the public perception of hypnosis grew away from the limiting misconceptions of the past, hypnotherapists were called upon for assistance with a variety of unwanted habits and phobias, resolution of traumas, family troubles and more. I had set my sights on “human suffering” and I found it all around me.

So I was delightfully surprised one day when a client came to see me who didn't seem to have a problem at all. A client who didn't need “fixing”! All was going well for this artistic young man (a successful screen writer) who wanted to use hypnosis to stimulate his creativity. And then another client came to me who wanted to explore her dreams. And one who wanted guidance to find her purpose.

I had become so accustomed to doing remedial work with clients that it was a major paradigm shift for me to consider that troubles weren't a requirement of the process. This realization opened up a new and rewarding dimension to my practice to that been a source of professional enthusiasm and satisfaction ever since.

In practice, hypnotherapists are often called upon to uncover a client's resources and apply them in ways that can be used to achieve the goals of therapy. The purpose is to resolve some difficulty. This is remedial therapy.

As we let go of the assumption that our clients are broken and in need of repair, we can begin to utilize our clients' resources differently. Generative therapy involves processes that “generate” new options and understandings. Once initiated, these understandings seem to take on a life of their own and unfold through time in accordance with the inner needs and intentions of the individual.

Unlike the old understanding of hypnosis as a means of planting suggestions in the unconscious mind and programming it to conform to a consciously chosen directive, generative hypnosis invites the unconscious to come forward and express itself in the world. It utilizes the wisdom of the unconscious to make better choices than we can make consciously, and it invites further exploration and self-discovery.

The human potential movement has been maturing steadily since the 1960s when young people started to turn to non-traditional spiritual paths, meditative options, transformational training programs and other self-help and self-development choices. It has called us to take deliberate and conscious control over the direction of our own evolution. And to do so requires skills and tools.

The invitation to self knowledge and self unfoldment can be answered by a variety of techniques for which hypnotherapists are especially well equipped. Rather than the mistaken stereotypical notion of hypnosis as the imposition of the hypnotist will on a subject, we have the opportunity to use our expertise in ways that are ultimately respectful of the client. We create the context for change and growth and trust the nature of the client's unconscious mind to use that context appropriately.

In the descriptions to this work offered by NLP developer and researcher Robert Dilts, generative therapy involves finding some quality that already exists within the individual and enhancing it, making more of it, or finding more uses for it. And the real difference between one practitioner and another is how we go about finding those qualities.

Before I studied hypnosis, my own experience with altered states of consciousness began with meditation and I still appreciate the value that sitting daily in silence, openness and expectation offers me. Consequently I often find it worthwhile to teach my clients how to meditate. As a hypnotist I know how to induce deep meditative states and to install mantras, mudras or other anchors as a means for the client to re-enter these experiences on their own.

Some of the expansive processes available to the hypnotherapist such as past life regression or meetings with "inner guides" or "guardians" for example, have a more esoteric or spiritual presentation, yet equally effective results can be achieved by the use of more secular metaphors as well.

When we are invited to assist our clients in generative ways, we are given the rare honor to participate actively in the process of human evolution. The work involves the stimulation and encouragement of the client's desire to expand ... to become more. Not because he needs to, but because he can.

One of the most basic generative practices takes the form of personal and professional coaching, and the great success of the coaching industry in the past decade is evidence of the public interest in this kind of service.

As an instructor of hypnotherapy, and as a friend of the holistic and "new age" communities. I'm often asked to provide supportive services for new professionals as they establish their practices or create their businesses.

Another generative application involves guided meditation or structured processes that draw information out of the client. This could involve hypnotic dream incubation or a walk through the library of history or any compelling open-ended process that allows the client's unconscious to fill in the blanks in a useful way.

Milton Erickson taught that the reason for most client difficulties is that, on some level, they have lost rapport with their own unconscious mind. Another way to say it is that they are in a state of internal discord and that aspects of themselves are working against one another. Bearing in mind that all aspects of self have value, I especially like to use a process called "The Parts Party". Based on the work of Virginia Satir and embellished by numerous practitioners and trainers through the years, this process invites a dialogue between different "parts". Some parts that we especially like, some that we especially dislike, and some that serve us well are brought together to gain a better understanding and appreciation of one another so that they can develop more harmonious and cooperative relationships – freedom from conflict and peace within. These new relationships often result in creative expression as a result of the new collaborative possibilities they open up in the lives of our clients.

Erickson also said that hypnosis is a relationship and is a process of communicating ideas. However, in some approaches, the frame is "take these suggestions and ideas that I (the hypnotist) am giving you and make them your own." Sadly, the suggestions are often part of a script that is used for all clients with a particular issue and don't reflect any personal understanding or deep rapport, nor any individualized tailoring or true interpersonal communication. In such approaches the client is essentially told to "Go where I send you and do as I say." In more generative applications the client is encouraged, guided by her unconscious mind to "Go where you need to, and let me know what happens as the process unfolds"

Our hypnosis training has equipped us to facilitate the hypnotic process, while the client has the capacity to use whatever leadings her inner self has to offer as she proceeds to make progress within. She knows far better than we do what would make that inner adventure meaningful, and her unconscious mind knows even more than she does to lead her through the greatest of transformational adventures. Our clients resourcefulness is the single most valuable tool in our work and it is the unconscious mind which many of us are trying to muscle into compliance that needs to be given freedom of expression if our work is to be generative.

I'm all for doing whatever works to get the client what he wants, and the more traditional approaches can do that nicely up to a point. They are quite effective for the many people we see who are searching for remedial work with specific issues. These remedial protocols can be the backbone of a highly successful practice of hypnotherapy and save us from the need to re-invent the wheel with each new session. But when we find a client who is trying to re-invent himself it's time for us to create the space and the opportunity and to support and encourage him to find his own way.

Rather than developing dependencies, the generative client knows that she has not changed because of the power of some hypnotist who said the magic words and without whom she couldn't have succeeded. But because we've assisted her to establish a new and empowering relationship with her own creative and resourceful self.

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You probably already know that I'm a big fan of hypnosis. I've been studying & using hypnosis for many years, & have established Salad as the world's leading source of products for developing hypnotic language skills. But there's something which I haven't mentioned before.

I've never been formally trained as a hypnotist or hypnotherapist! I've been fortunate to learn from many amazing hypnotists, & I've picked up tons of great stuff on NLP courses & from books. But **I still felt that there was a gap in my knowledge, understanding & hypnotic skill.**

And while that's OK, I started to realise that if I was going to be working in this field, it would be a good idea for me to get some formal training in hypnosis. So I started searching for **someone who could teach me things about hypnosis I didn't already know.** I'm sure you can sympathise.

- I wanted to **learn from someone who's a true master in their field.** There are many people who claim to be masters of hypnosis, but I wanted to find someone who is truly amazing, & could teach me things I didn't already know.
- I thought it was time to **get unshakeable confidence in my ability to help people with hypnosis.** While I'm great at getting people into a trance, I've never been formally trained in what to do with them while they're in there. As a result, I've come up with my own techniques & methods, but I wanted to learn what works from a master hypnotist.
- I knew there must be more ways to **continue using the power of hypnosis in my own life.** I wanted to learn from someone who really had something new to say.
- I wanted to **discover cool techniques & approaches that only the pros know.** Let me explain. I've never officially worked as a hypnotist or hypnotherapist, & while I use hypnosis all the time on my trainings & with private clients, I really felt there must be 'tricks of the trade' that I didn't have.
- I wanted to **take my skills with Ericksonian hypnosis to the next level.** I continue to be astonished & delighted by the approaches of Milton Erickson, & I felt it was time for me to get even more training in how to use them.

So I started searching for a teacher. I looked throughout the UK & couldn't find who I was looking for, but then I heard of an American trainer called Michael Watson. Michael is virtually unknown in the UK, but in the USA he's much more

well-known. Why? Because he's been training people in NLP & Ericksonian Hypnosis for the past 15 years, & has been working as a hypnotherapist for 25 years. Not only that, but Michael's been involved in the human potential movement since the early 1970s; the list of 'greats' he's trained with reads like a "Who's Who" of the consciousness movement, & includes Richard Bandler, John Grinder, Judith DeLozier, Steve and Connirae Andreas, Robert Dilts, Stephen Gilligan, Charles Faulkner, David Dobson, David Gordon, Todd Epstein - **he's even trained with Timothy Leary & Ram Dass!**

I listened to a recording of Michael teaching, & I knew I'd found my trainer. But then I thought, **"Why go all the way to the USA when you could train with Michael in the UK?"**. Why not bring this amazing hypnosis trainer here to the UK, & share him with my Salad readers & clients in the UK? So I asked him **"What would have to happen for you to come & train with Salad here in the UK?"**

To cut a long story short, I'm delighted to be able to tell you that Michael has finally agreed to come to the UK to run his complete 8-day program in contemporary hypnosis to a select group of Salad clients.

Successful completion of this course meets the requirements for certification through the American Board of Hypnotherapy and the International Association of Counselors and Therapists.

PLEASE NOTE - The laws pertaining to the practice of hypnosis and hypnotherapy vary from place to place.

The Art & Practice of Hypnosis - A Professional Training Program

This unique and exciting "hands on" training is the perfect opportunity to develop and master life-changing skills. Whether you're interested in creating a new career or simply becoming more effective in your life and work, this course will offer you the tools you need to achieve your goals and to assist others. In eight days of intensive training you will learn to easily induce hypnosis in anyone and to use the hypnotic state for behavioral change, personal growth and empowerment and enhanced creativity. The material in this program ranges from a fresh look at traditional methods to the latest developments and ground-breaking advances in hypnotherapy.

" I attended three separate certifications under Michael's instruction (Prac, MasterPrac, Hypnotherapy) His grasp of the content, ability to deliver in a light and enjoyable style, and ability to create a collegial community of learners is unparalleled.

Michael's light hearted style, accessibility to students, and breadth of knowledge and experience with the content provided me with a solid understanding of NLP & Hypnosis and how to apply both to better myself and aid others."

- Tory Wozny (HR Executive)

Discover...

- The language skills of influential communicators
- The value and uses of altered states of consciousness
- The mechanisms of change and growth

- How to communicate with your inner self
- The secrets of stage hypnotists
- How to develop your own unique approach
- Naturally occurring hypnotic states
- Your wealth of inner resources

"For the last three years I have been bringing in Michael Watson to conduct Hypnosis and NLP Certification Trainings for my company. When I first hired Michael, my expectations were very high, based on his reputation, and I have to say that he has greatly exceeded my highest expectations.

Michael brings to his training a unique ability to communicate complex ideas and techniques in a way that allows the students to easily absorb the information at a deeper level. His entertaining delivery, along with his wealth of personal experiences with many of the pioneers in the business through the years, assists students to not only learn valuable concepts, but also to obtain a richer understanding of the history of how those concepts were formed.

I suppose the best testimonial for Michael's skill and personal appeal is the number of return students. People just seem to enjoy his energy and wit and, like me, want to be in his presence as often as possible. We all refer to Michael as the "NLP Guru"! He is a treasure, indeed."

- Patricia V. Scott, President UP Hypnosis Institute

You're going to be amazed as you master...

- Numerous approaches to induction and intervention
- Hypnotic phenomena
- Deepening Trance
- Rapid Induction
- Behavioral Change
- Eliminating unwanted habits
- Transforming the past
- Overcoming deep seated fears
- Using hypnosis for healing
- Pain control techniques and strategies
- The language of the unconscious
- Metaphors
- Emergency hypnosis
- Regression and Introgession™
- Problem solving
- Resolving inner conflicts
- Achieving personal and professional goals
- Transformational hypnosis
- Hypnosis and meditation
- Self Hypnosis
- Hypnosis and the law
- ... and much more

"On behalf of my clients, I want to thank you, Michael. Your Ericksonian classes doubled my hypnotist toolbox and tripled its effectiveness.

There's so much to learn! Michael made it fun, memorable, and thorough.

Learning means doing, and Michael's classes emphasized both sides of the experience: we students were both hypnotists and hypnotees, learning fully and well."

- Michelle Beaudry (Certified Hypnotherapist)

About Your Trainer – Michael Watson

Michael has been active in the human potential movement since the early 70's. He has been a practicing hypnotherapist for over twenty five years. Known for his light hearted, insightful and provocative style, his vast experience enables him to bring together the wisdom of traditional teachings and the innovation of contemporary applications to present a comprehensive understanding of hypnosis, NLP and other transformational modalities. He brings a unique and refreshing perspective that is of great value to beginning and accomplished practitioners and students alike. Creating a supportive learning community, his programs are experiential, practical, and easy to understand.

Michael is a Master Practitioner and Trainer of NLP and hypnosis and is a member of the American Board of Hypnotherapy, the Hypnosis Education Association, and the International Association of Counselors and Therapists. Michael trains hypnotherapists and NLP practitioners and offers supervision groups throughout the US. A frequent speaker at conventions, professional associations, colleges and other groups he maintains a private practice in Orlando, Florida

[You can find out more about Michael and access free audio samples and articles by clicking here](#)

So the usual questions are: **where, when and how much?**

The "where" is at our custom designed training venue in Hinckley, just 90 minutes drive from London

The when is the 30th May - 6th June 2007.

The how much is up to you!

Let me explain. I've spent tens of thousands of pounds developing my skills, but I'm going to offer them to you and 30 other people (only 32 people will get a space on this training, & I'm one of them!) for the price of just **£1997 + VAT** (a total of £2346.48).

One of the great things about having this number of people on the training is that every person has the opportunity to get personal coaching on their skills and personal objectives from Michael. Many people who have attended Salad trainings have found the personal work justified their investment by itself. The fact that they got all the skills and learnings on the curriculum as well just increased their level of happiness with what they received.

We're going to be recording this workshop, so I'm keen to ensure a full house. For this reason, I'm going to go one step further and offer a SUPER early bird discount of £400. You can save £400 and **pay the low price of just £1597 + VAT if you book before 30th December 2006**. When you book before this date, you will pay a £400 deposit, with the balance of fees being due by the start of the course (instalment schemes are available upon request).

So why else did I say - how much is up to you??

Because for every friend or colleague you refer who pays for and attends the workshop and is a new client to Salad, I'll give you £75 off your total investment.

Because there are only 15 places available on this workshop, we're expecting that it will sell out, so 'click add to cart' to book online or ring the Booking Hotline on 0845 650 1045 to reserve your place now.

I'm looking forward to seeing you at the workshop.

[Click Here to Secure Your Place Now](#)