Set Up Your Practice To Prosper

#22043

National Guild of Hypnotists Convention 2023

Rev. C. Scot Giles, D.Min., BCC, DNGH

This Presentation

- Is Available: www.csgiles.org
- My Story - What I did right and wrong
- Apply hypnotic theory to your practice
- Ideal Micropractice and Inner Marketing

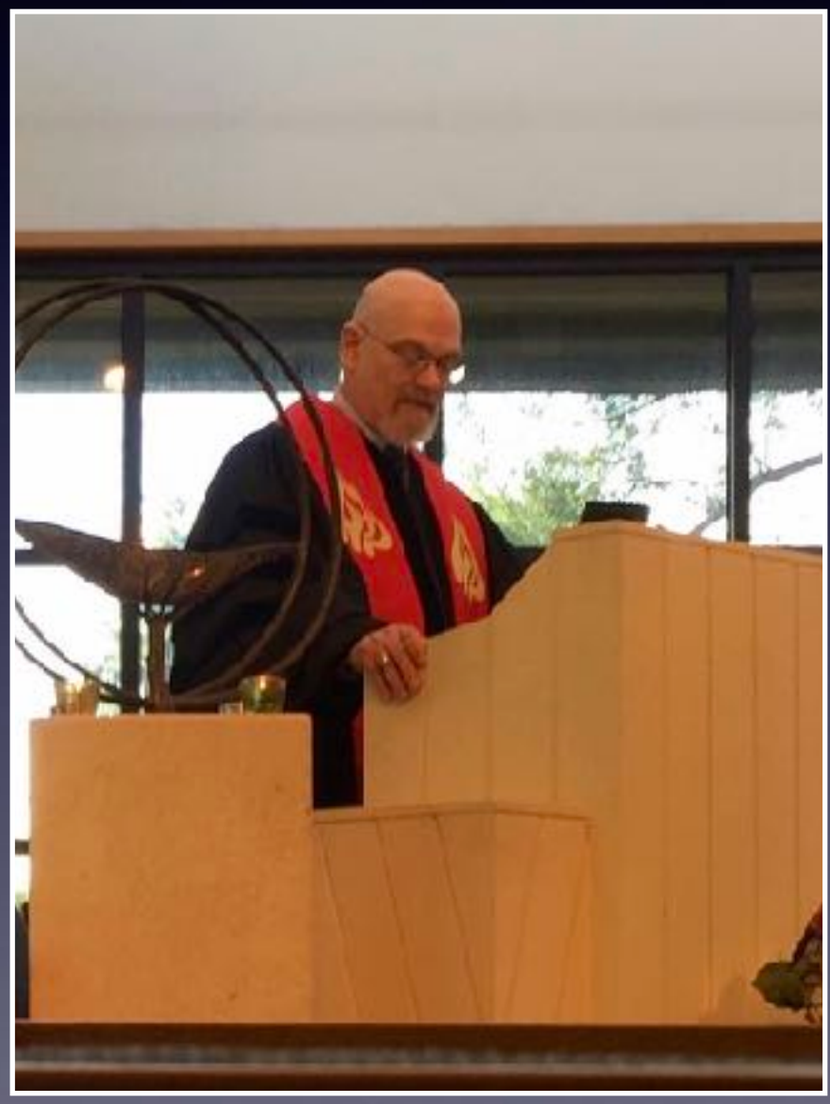
Don’t Be Overwhelmed

- For new practitioners especially - I’m showing you what I do after 30+ years of experience.
- I didn’t start out with this level of sophistication. It developed over time.
- Just get started and pointed in the right direction, then upgrade.

About Me

About Me

- A Unitarian Universalist Clergyman
- A Doctor of Ministry, a Board Certified Chaplain, a Diplomate of the National Guild of Hypnotists and a Certified Professional Hypnotist
- In practice for 32 years as of 2023



Results

- I see about 18-20 clients/week at $180/ session.
- I have earned well into six figures for decades
- I have won many awards, am on the Guild Advisory Board and am the Ethical and Safe Practice Officer for the National Guild of Hypnotists

My Practice

- Specialty in Hypnotic Medical Coaching
- Private clients seen at a home office
- Research Program, LaGrange Memorial Hospital, now our online Master Mind Group
- Three Free Clinics for up to 75 Cancer Patients each month

My Story

- Interested in hypnotism since age 10.
- Started out as a parish minister and transitioned into community work ASAP.
- I started with no savings, no income and no guidance.

I Made Expensive Mistakes

- No idea how to market my services.
- The public perception of hypnotism was not as positive as it is now.
- There were few role models of successful practice.
- I took on debt to get started.

Startup Curve

- Year 1 - Doing well if you cover expenses
- Year 2 - Start to pay yourself a token salary
- Year 3 - The salary gets more reasonable
- Year 5 - Practice takes on a life of its own
- Use savings, debt or a bridge job to make this work.

What I Did Wrong

- I seriously undercharged for my services.
- I paid a lot of money for worthless advertising.
- I tolerated bad clients and "port of last call" clients.
- I did not hold to boundaries regarding cancellations, etc.

The Result

- I slowed down my success.
- I hurt my own self-respect.
- I let myself get gamed by characterlogical people.

What I Did Right

- Did a 2 year Mentorship with a senior practitioner.
- Hired a practice coach who got me to step up my game and stop making mistakes.
  - Inner Marketing System

What I Do

- I blend the work of Dr. Milton Erickson with the scientific approach of Drs. Herbert and David Spiegel, using the electronic techniques of William Jennings Bryan, Jr.
- But you should NOT do the same. You do you.

Hypnotic Systems

Guild Standard

- What you learned in the Guild Core Curriculum
- Based on the Harry Aarons System and the Positive Thinking Movement
- Direct Suggestions, Affirmations and a Structured Approach.

Dave Elman System

- Also know as the Omni or Boyne Systems
- Instant Inductions
- Direct Suggestions
- Regression to Cause with Abreaction
- Somnambulistic Trance, Deep Trance

Ericksonian System

- Hypnotism as a method of communication
- Light Trance and Conversational Trance
- Complex linguistic constructions
- Double Binds, Implied Directives, etc.

Spiegel System

- Reliance on objective biological markers for trance capacity and personality
- Use of Cognitive/Behavioral Strategies
- Methods constantly revised based on research.

Gibbons System

- Hypnotism as Experiential Theater
- The BEST ME Technique
- Hyperempiria and Consciousness Expansion

Nicholas Spano's System

- Hypnotic behavior as meaningful goal-directed striving to fulfill a social expectation of behaving like a hypnotized person.
- Formalized placebo effect

NLP

- Richard Bandler and John Grinder appropriation of the work of Milton Erickson, Virginia Satir and Fritz Pearls
- Formulas and Rules
- Modeling and Rapport Theory
- Representational Schemes

Alchemical System

- Elaborate Visualizations
- Spiritual Techniques
- Light Trance Phenomena
- Neo-Shamanism

Tebbets System

- Parts Theory, based on work of Paul Fedem's Theory of Ego Parts
- The mind can be conceived as made up of sub-parts and problems can be resolved by working with individual parts.

Banyan System

- 5-Path, a synthesis of Elman and Tebbets updated with current psychological theory
- 7-Path, a system of self-hypnosis and personal spirituality

Medical Hypno-Analysis

- William Jennings Bryan, Jr., M.D., Ph.D., J.D.
- Reliance on electronic hypnotism
- Word Association and Dream Interpretation
- ISE, SSE, SPE, SIE, Regressions

All Systems Work

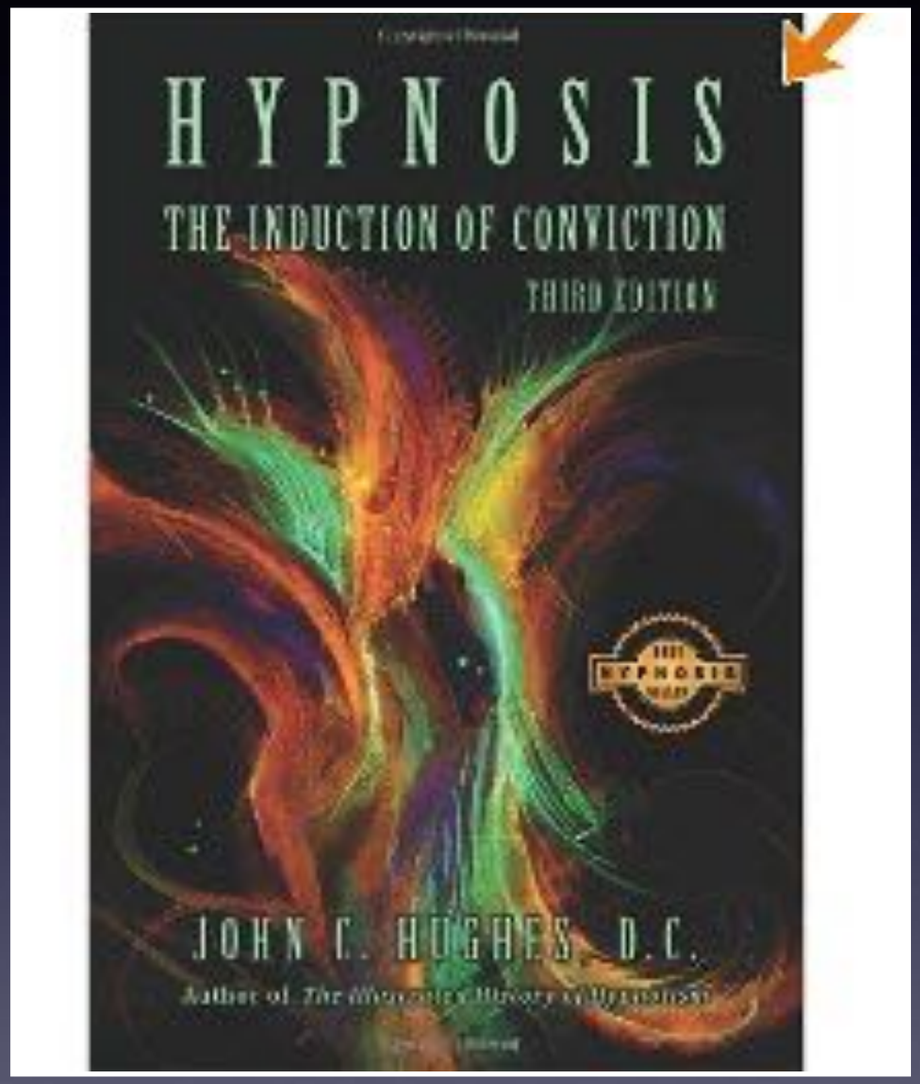
- The trick is using a system(s) that are a good match to temperament and your personality.
- What you do has to be who you are.

Use Hypnotic Principles

Hypnosis

The Induction of Conviction
Third Edition

John Hughes, D.C.



Trance v. Suggestion

- Is hypnotism about trance or about suggestion?
- It's about suggestion. Hypnotism is the induction of conviction, not of trance.
- We use trance because it increases receptivity to suggestion.

The Secret

- The client does all the work, but the client has to be convinced you can help them.
- The Placebo Effect
  - Your ability to convince the client that you can help is what mobilizes the client's placebo power.

Drs. Herbet & David Spiegel

- Trance and Treatment
- Aura -the expectation set
- Enhancement -the ceremony
- Plunge -the entry into self-hypnosis

Aura

- 90% of the work is done in the Aura.
  - Experiment with Recorded Induction reported in The Inner Source by Donald Connery
- Profound trance achieved
- Recording was Swiss yodeling

Positive Aura

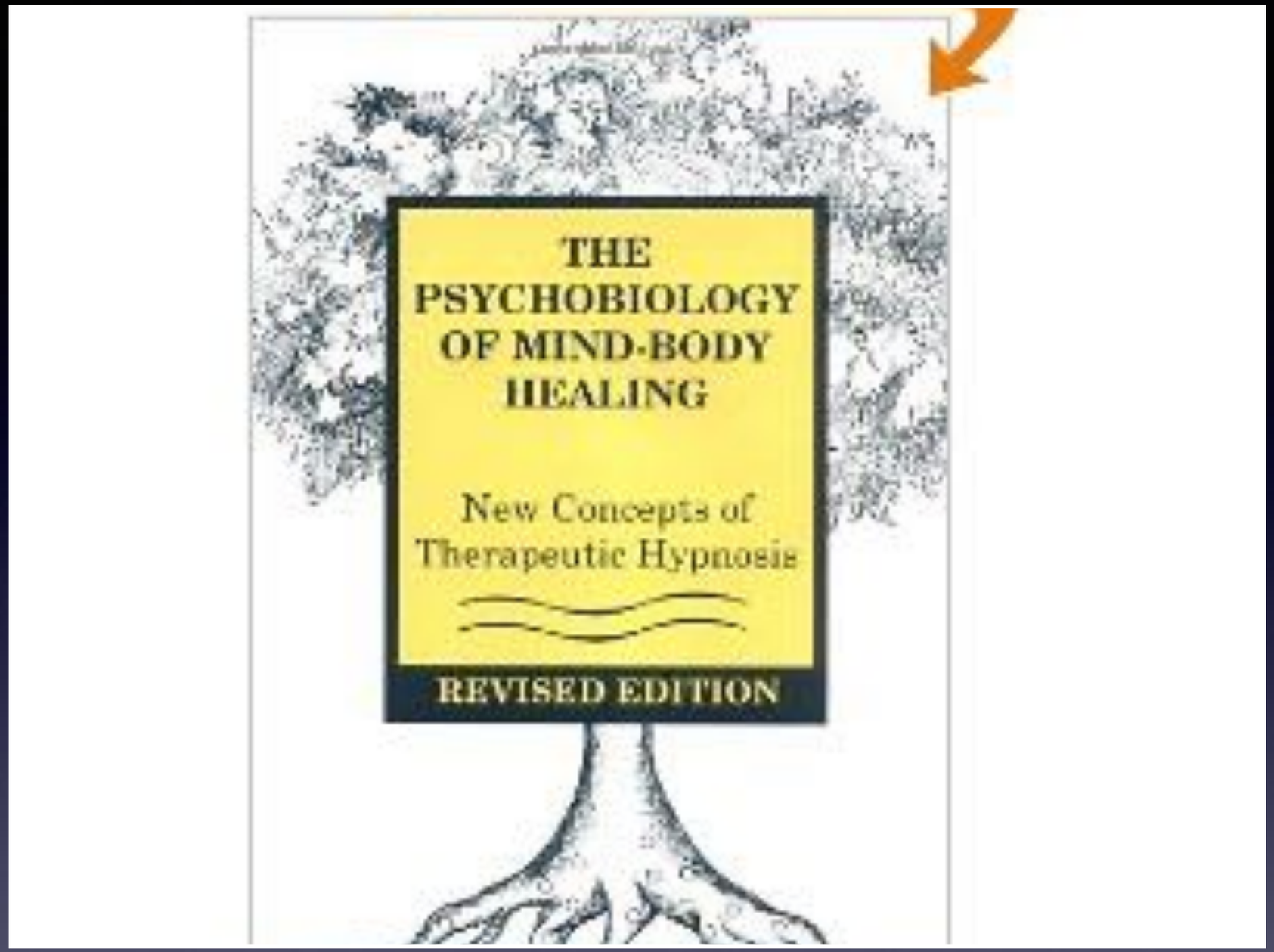
- A client with a positive aura does not have to be tricked into trace.
- The craft is to create the positive aura because then you have created conviction.
- Once a positive aura exists, you can succeed with any method or school of hypnosis.

Creating Conviction

- We create conviction by using suggestion to persuade the client that we can help and that the client has the power to solve the client's problem.
- "The success of all methods...depends on the patient's conviction that the therapist cares about them and is competent to help." Jerome Frank, Persuasion and Healing

Conviction

- Prior to 1850 the history of medicine was the history of the placebo effect -Jerome Frank, Persuasion and Healing.



Ernest Rossi, Ph.D.

Example

- The Likeable Mr. Wright
- Lymphosarcoma in advanced stage
- Krebiozen
- Remission
- Rapid Death when Krebiozen discredited

Simonton

- Getting Well Again, 1978
- Spectacular Early Successes
- Subsequent Research Failed
  - Secondary Researchers didn't communicate conviction. They failed to create a positive aura.

Aura Creation

Suggestion Begins?

- When does suggestion management begin?
  - Prior to first contact.
    - When the client learns you exist.
  - The aura exists before you even first hear from the client.

Mastering Suggestion

- Too often we blow it.
- We cannot not communicate
- Virginia Satir; 80% of communication is nonverbal or metaverbal.
  - The Command to Look

Satir

- Our survival depends on communication, verbal, nonverbal, metaverbal, written, etc.
- We see contradictions between verbal and nonverbal/metaverbal communication readily.
- These double messages shatter conviction and destroy the aura.

Nonverbal Suggestion

- How you market your work
- What your brochure/card implies
- Your physical appearance
- Your office setting
- All of these create an expectation. If the expectation is fulfilled, you have conviction.

Congruence

- Your presentation to your clients must be free of double messages.
- There must be a match between what you say, how you say it and the environment you say it in.

I’m a Successful Professional

Things to Consider

How You Dress

Business Practices

- Many create anxiety by setting too low a fee.
- Credibility can be damaged by failure to keep to time limits.
- Credibility can be damaged by failure to enforce practice policies (example, cancellation policies).

Your Decor

- Match between practice image and practice setting.
- A high-hype image does not fit with a shabby office.

On-Line

- Which email looks more professional?
  - John.Smith@gmail.com
    - SexyDudeXXX@hotmail.com
- What about your Social Network Profile?
- What about your Website/Blog?

Walk Through

First Hearing

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Hypnosis for Stress issues H-
cancer

PT Code 90880

☐ MAY SUBSTITUTE
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REFILL ____ TIMES ____ PRN Dr. Winter JLRN

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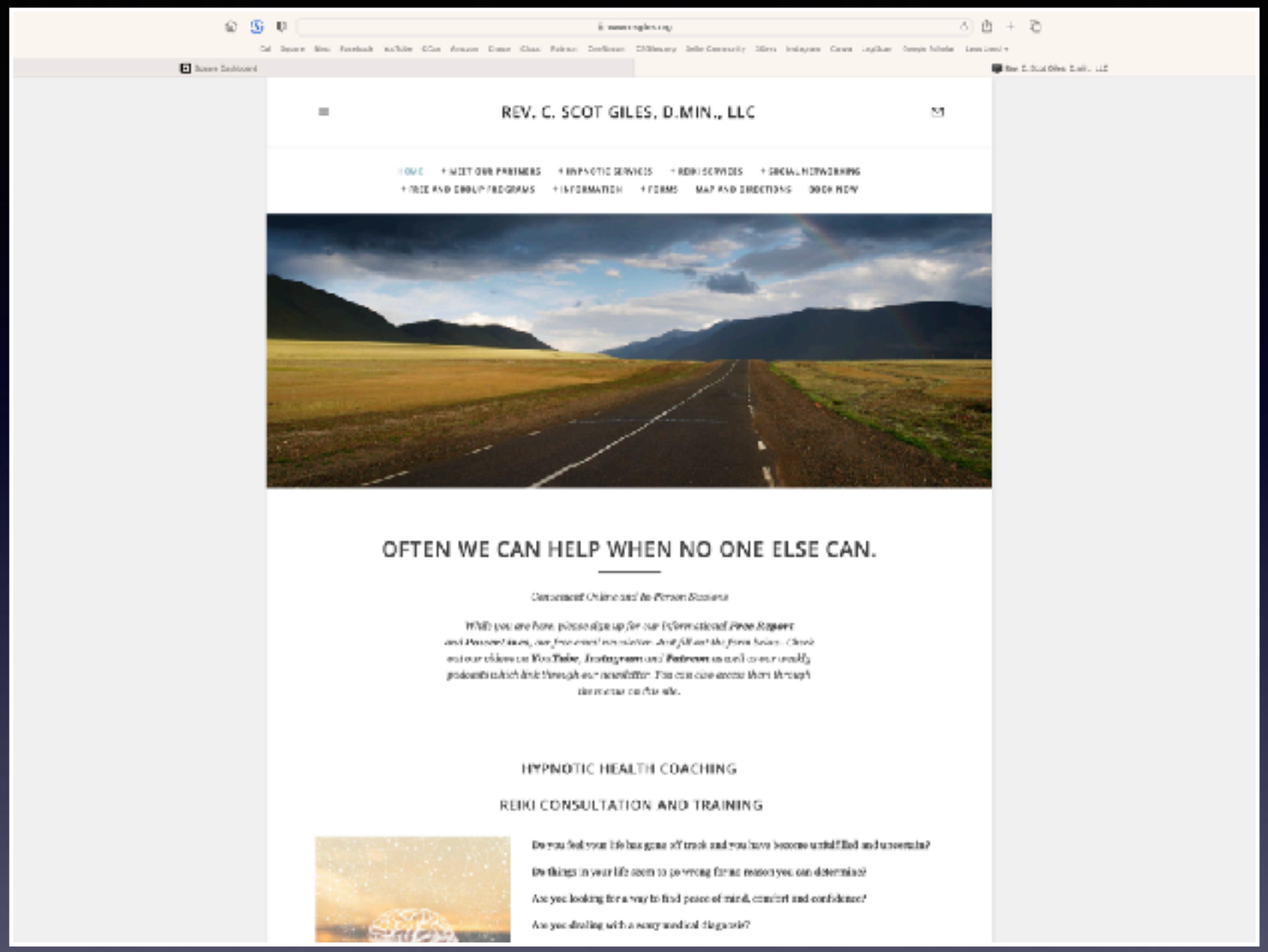
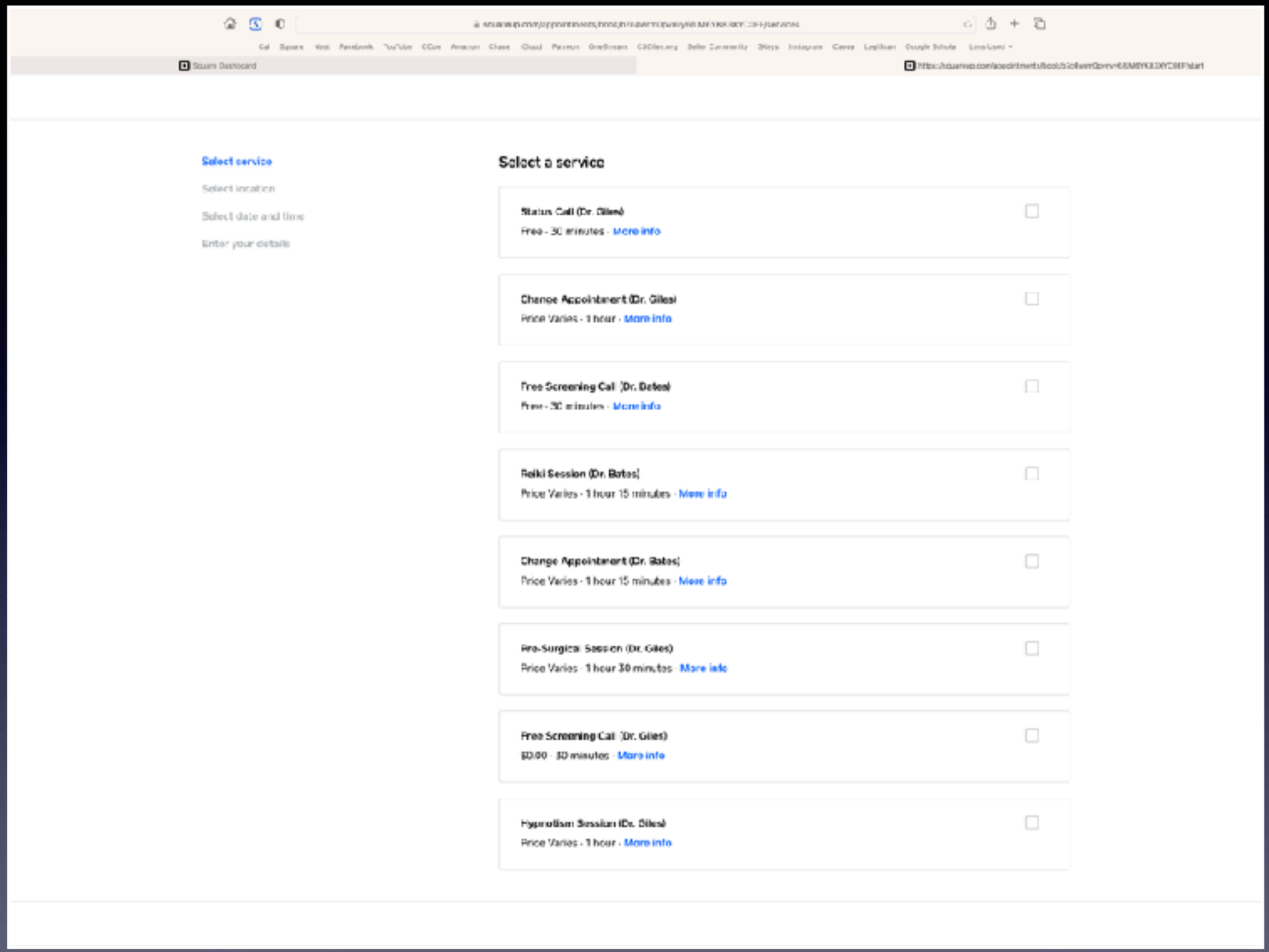
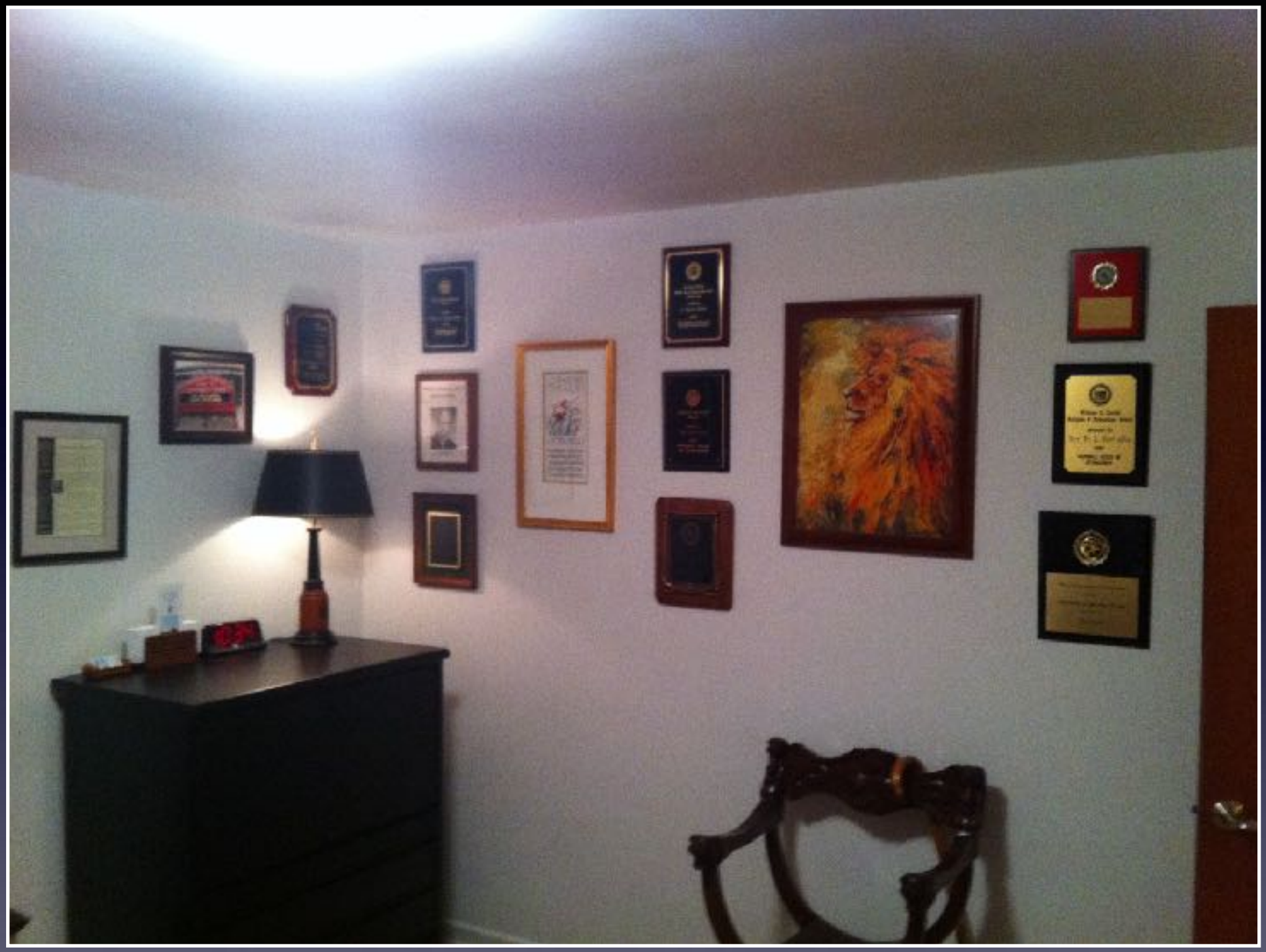


First Contact


Square Dashboard
Select service
Select location
Select date and time
Enter your details
Select a service
Status Call (Dr. Giles)
Free - 30 minutes · More info
Change Appointment (Dr. Giles)
Price Varies - 1 hour · More info
Free Screening Call (Dr. Bates)
Free - 30 minutes · More info
Reiki Session (Dr. Bates)
Price Varies - 1 hour 15 minutes · More info
Change Appointment (Dr. Bates)
Price Varies - 1 hour 15 minutes · More info
Pre-Surgical Session (Dr. Giles)
Price Varies - 1 hour 30 minutes · More info
Free Screening Call (Dr. Giles)
$0.00 · 30 minutes · More info
Hypnotism Session (Dr. Giles)
Price Varies - 1 hour · More info

Scheduling

Setting



First Impressions

Handicapped Accessible

High Security

High Tech

Practice Style

Intentional Aura Creation

- I am a senior practitioner, well regarded by my profession and the medical community, who practices as I see fit.
- I practice a scientific discipline.
- I am successful by any standard one would use to measure a clergyman.

Do It Your Way

- Don’t copy me, because you’re not me.
- Decide what style matches your personality and interests and create a coherent image around that.
- See that everything matches the image you want to create.

Ways to Create a Positive Aura

Already Discussed

- Congruent Image and Practice Setting
- How referrals are received
  - Aspectarian Ad v. Physician Referral

Overwhelmingly

- Successful Hypnotists Use Depth Testing and Convincers
- Avoiding Convincers is a Beginners Mistake and often a career-ending one.

www.hypnosiscenter.com/free_article-hidden_tests_and_convincers_improve_success.htm

Banyan Hypnosis Center

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Course Schedule

Hypnosis Certification

- October 31 - November 11, 2011
- February 6 - 17, 2012
  Early Registration Discount: Save $600!

Use Hidden Tests And Convincers To Improve Success and Receive More Referrals

Calvin D. Banyan, MA, BCH, CI

One of the ongoing frustrations for many hypnotherapists is that their clients don't feel or think they were hypnotized. This is unfortunate because there can are many benefits to having your clients leave the office knowing that they were hypnotized. Here is how to accomplish that.

Is It Important That Your Clients Believe That They Were Hypnotized?

When a client believes that she has been hypnotized she becomes the ideal client. If she leaves your office thinking that she had just wasted her time, you may never see her again and be unable to complete your work with her. She may even undo any work that you did with her because of her lack of positive mental expectancy, which can result in counter suggestions because of doubt. But, fear not! You can avoid these problems with some planning on your part.

The benefits of having your client convinced that she was hypnotized are considerable. Here are just a few:

- She will not reject your suggestions because of doubt

Hypno-Wimps

Convincers

- *Eye Catalepsy*
- Arm Catalepsy
- Hand Clasp
- Palm to Nose
- Heavy Hand/Light Hand
- Finger Touch
- Time Distortion
- Retrograde Amnesia
- Imaginary Lemon
- Chevruel Pendulum
- Partial Analgesia
- Number Block
- Positive Hallucinations
- Negative Hallucinations

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REVIEW

Hypnosis in Contemporary Medicine

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Abstract

Hypnosis became popular as a treatment for medical conditions in the late 1700s when effective pharmaceutical and surgical treatment options were limited. To determine whether hypnosis has a role in contemporary medicine, relevant trials and a few case reports are reviewed. Despite substantial variation in techniques among the numerous reports, patients treated with hypnosis experienced substantial benefits for many different medical conditions. An expanded role for hypnosis and a larger study of techniques appear to be indicated.

Mayo Clin Proc. 2005;80(4):511-524

AMA = American Medical Association; IBS = irritable bowel syndrome; PET = positron emission tomography

As alternative treatments for medical conditions become popular, contemporary medicine is being challenged to take a more integrative approach. The National Institutes of Health is supporting clinical trials of complementary and alternative medicine, which includes hypnosis. To determine whether hypnosis has a role in present-day medicine, this review evaluates relevant clinical trials involving hypnosis. Some important case reports and reviews are included to give insight into the current and past practice of hypnosis in medicine by professionals. This review pertains to the use of hypnosis for conditions not believed to be primarily psychological (eg

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Historical Profiles of

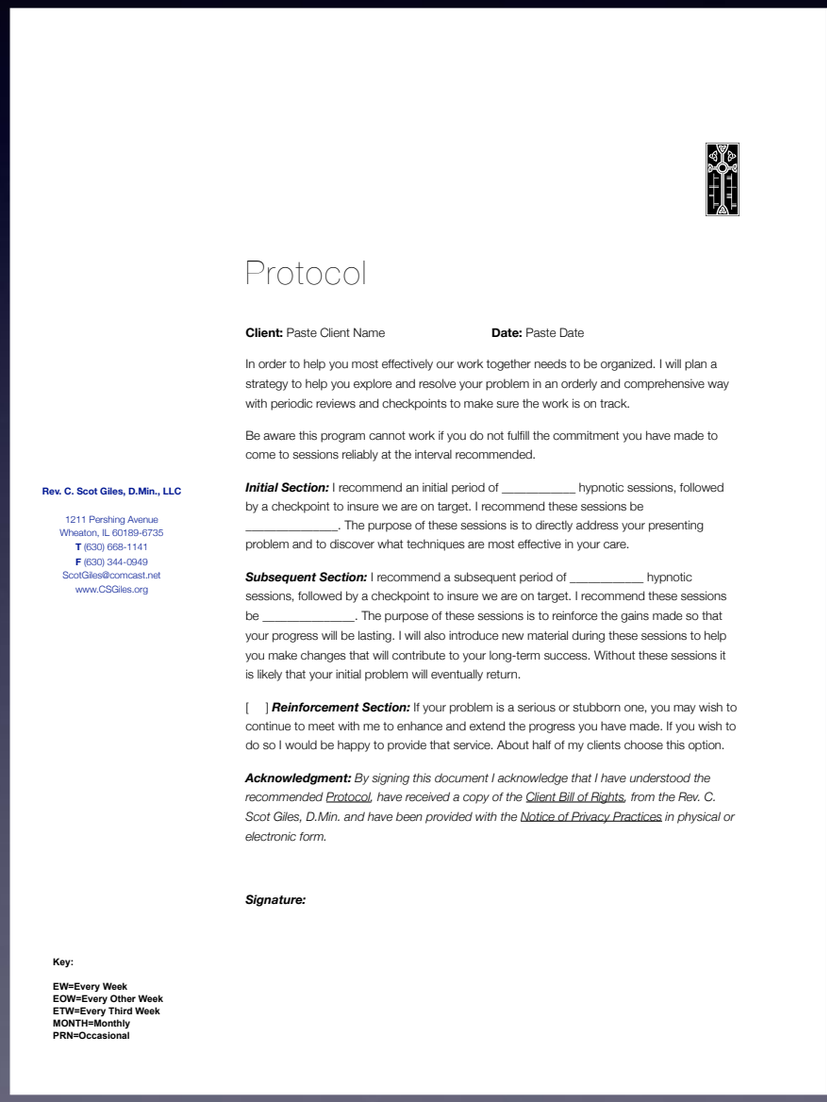
Outcomes Data

Outcomes File

- Journal of Hypnotism, Hypnotic Outcomes
- https://www.NIH.gov
- https://scholar.google.com/

Check-Points

- Create a roadmap for your clients about what results you expect to see, and periodically verify that you are getting them.



Protocol

Client: Paste Client Name **Date:** Paste Date

In order to help you most effectively our work together needs to be organized. I will plan a strategy to help you explore and resolve your problem in an orderly and comprehensive way with periodic reviews and checkpoints to make sure the work is on track.

Be aware this program cannot work if you do not fulfill the commitment you have made to come to sessions reliably at the interval recommended.

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Initial Section: I recommend an initial period of _____ hypnotic sessions, followed by a checkpoint to insure we are on target. I recommend these sessions be _____. The purpose of these sessions is to directly address your presenting problem and to discover what techniques are most effective in your care.

Subsequent Section: I recommend a subsequent period of _____ hypnotic sessions, followed by a checkpoint to insure we are on target. I recommend these sessions be _____. The purpose of these sessions is to reinforce the gains made so that your progress will be lasting. I will also introduce new material during these sessions to help you make changes that will contribute to your long-term success. Without these sessions it is likely that your initial problem will eventually return.

[ ] ***Reinforcement Section:*** If your problem is a serious or stubborn one, you may wish to continue to meet with me to enhance and extend the progress you have made. If you wish to do so I would be happy to provide that service. About half of my clients choose this option.

Acknowledgment: *By signing this document I acknowledge that I have understood the recommended Protocol, have received a copy of the Client Bill of Rights, from the Rev. C. Scot Giles, D.Min. and have been provided with the Notice of Privacy Practices in physical or electronic form.*

Signature:

Key:

EW=Every Week
EOW=Every Other Week
ETW=Every Third Week
MONTH=Monthly
PRN=Occasional

The Heart of Hypnotism

- Creating the positive aura is vital to success as a hypnotist.
- One can learn to create it intentionally and most successful hypnotists do.

Now…On To The Micropractice!