

November 2014  
Volume 1, Issue 1



# PHA Inc News

## Special Interest Articles:

- **Tips to Building a Thriving Business**
- **Script of the Month - page 4**
- **Library Article of the Month - page 4**
- **Resources – page 4-5**

## Special Note:

**Do you have any skills you'd like to share during a training session with other PHA members? If so, please contact Ken Eldridge at [kenneth@perthhypnoclinic.com.au](mailto:kenneth@perthhypnoclinic.com.au)**

## Welcome!

Hi and welcome to this first edition of the PHA News.

As the editor of the newsletter I hope to be able to provide you with interesting and valuable information each edition but I really welcome your feedback and help with ideas and contributions with articles.

If you've had an interesting case or an experience you feel would be valuable to share with other members, why not write a short case study. I'm sure other members would love to read it. (Please remember not include any client names).

If you do have anything to contribute, please don't hesitate to email it to me at [kriskern@iinet.net.au](mailto:kriskern@iinet.net.au).

I look forward to receiving your articles and ideas!

Thanks to Verona Gibson for the first contribution. Her article on building a thriving business is below.

## Tips to Building a Thriving Business

Our economy has been in a roller coaster these past few years and this has put pressure on our community and especially small businesses. So I thought I would write about a few tips that you may like to know or know already on how to increase your business and attract more clients.

So how do we do it?

It is a fact that small business owners put time and energy into creating and maintaining a strong online presence.

Firstly by using your website as a way to introduce yourself and to serve your community. As technology changes rapidly this is one of the easiest ways for a new client to seek you out.

Review your website often and include up to date information about your membership to PHA Inc (and any other if you have multiple skill sets/qualifications) with links to these associations so that your client can confirm you are qualified and registered with an

association. There are studies to show that it's possible to generate at least 80% of new clients through this medium. You may wish to have articles and videos about important issues relating to mental, emotional and physical health and well-being (please ensure you do not breach copyright laws).

Secondly through use of social media. Social media has and is playing an invaluable role in acquiring and retaining clients, the importance of which cannot be overstated.

## Tips to Building a Thriving Business cont.



*“Social media has and is playing an invaluable role in acquiring and retaining clients, the importance of which cannot be overstated.”*

It can change your business and ensure it continues to thrive. You could be the best practitioner in your local area but unless people know how to find you – this will not be very helpful to your business or to them.

Thirdly, create articles for associations that you belong to – ask them to place the article in their publications or contact

your local newspaper and express your desire to write an article about the benefits of hypnotherapy.

This can create an awareness and a level of trust with future clients and you can educate your community about your services without leaving your clinic.

And fourth, contact the PHA Inc about conducting a training presentation for

other members and fellow practitioners in this health care field – organise or suggest a ‘guest presenter’ that you feel others may be interested in knowing and learning from.

This expands your networking references and increases your presence in your community. This is another way to encourage your local newspaper to ‘get involved’.

## The benefits of mentoring

Find and contact a person who you feel has qualifications and experience, with whom you can engage in a ‘business mentoring relationship’.

Some contact a “Business Life Coach” who will support them with aspects of their business in which they need motivation or new ideas/skills (especially in marketing if you feel you need further assistance).

This may be something that you dismiss due to costs but please know that these costs will very quickly turn into a wonderful resource for you and your business.

If you can, including this aspect of your business growth and change with your Supervisor/Mentor would be an amazing bonus.

Compassion fatigue, vicarious trauma and caregiver burnout are common among helping professionals including Hypnotists and Hypnotherapists.

Psychologist Herbert Freudenberger who coined the word burnout, defines it as “the extinction of motivation or incentive, especially where one’s devotion to a cause or relationship fails to produce the desired results”.

Many of us come into this field with devotion to helping others and idealised expectations about our ability to assist other’s lives. The importance of self-care is paramount.

Isolation in our business is a universal form and it can be unpleasant. We know that attachment to others is part of our neurological connection – this can be offset with having regularly attendance with fellow practitioners in the allied health field at PHA Inc meetings/training.

Continued next page.



## More tips for a thriving business

Take off your therapist hat every day and allow yourself to feel your feelings. Helping others manage their life crises can get us out of the habit of acknowledging and feeling our deepest feelings.

Tune in and allow yourself the freedom to express whatever you are feeling – the support you for is there via several different options: arrange a session for yourself regularly, express via a journal, meditation, see your Mentor/Supervisor and enjoy your environment and acknowledge your own experiences.

Nurture your physical self during your working day. Don't give away your self-care time to your clients or business. Every time you go over your allotted session time you are giving away your self-care time. Over the long run this is actually a disservice to your clients. Have food and water handy so you don't go too long without eating or drinking.

Take breaks regularly – get out of the clinic often to

gather some vital Vitamin D.

Practice daily self-compassion. Three common components that defines this are – self-kindness, common humanity and mindfulness.

Self kindness is simply treating yourself as you would treat another person who is suffering. Common humanity is the concept that while human tendency is to shrink from others when we have made mistakes or are faced with imperfection, suffering is the common experience of all humanity.

We are not alone in our suffering. Mindfulness is the ability to experience what is present, without judgement.

Reclaim child-like joy. Child-like joy is the antidote to burnout. Think of something that you loved to do as a child – something that allowed you to be in the moment and full of joy. Find a way to bring that activity back into your life.

It can be as simple as blowing bubbles, walking in nature, laying on the grass and watching the clouds drift by, playing a musical instrument or singing to your favourite song as loud as you wish or as soft etc. Recreating child-life happiness in your adult life on a regularly basis can be an excellent 'stress buster'.

Prioritise your close relationships. It's much easier to help clients with their relationship problems than to work on our own.

Part of self-care is nurturing our own intimate relationships with family and friends. Build in time to spend with your partner or child or friend and make sure that your relationships are thriving.

The best way to take care of yourself is to make sure that you own needs are met – ensuring your passion for yourself and your business is been fuelled. Part of this process is valuing yourself, your time, education, and valuing your expertise.

*Reclaim child-like joy – it is the antidote to burnout*



I am confident that there is a lot more I could write about this – or maybe you might like to write about it and send it to our editor Kris for others to read. Sharing our knowledge or skills is vital for each and every one of us as we are so important to our community of hypnotherapist/hypnotists – so I would like to invite you to share with your fellow practitioners in the next PHA Inc Newsletter.

Wishing you amazing passion and happiness in all that you do.

Verona Gibson

---

October Script of the Month is  
*Confidence - The Garden of Your Life*

## Script of the Month

One of the aims of this newsletter is the sharing of information which benefits all members.

While you may not normally use scripts, it can still be beneficial to have a collection of scripts from which you can gather ideas to use during your sessions.

You probably already use metaphors and I'm sure you'll agree, you can never have enough of them, so reading through scripts others have developed can be a great way of increasing your metaphor bank.

And even if you already have suitable metaphors for a specific problem, having more will also make your life as a therapist more interesting.

This month's script titled "Confidence - The Garden of Your Life" was provided by Ken Eldridge and can be downloaded by [clicking here](#). Thanks to Ken.

If you have any scripts or metaphors you'd like to share, please email them to Kris.

## Library Article Feature of the Month




---

PHA library has a Gerald Kein DVD and two books dedicated to the subject of using hypnosis with children

At the September training Lisa Webber gave us a really informative presentation on working with children. For those interested in hypnosis with children, the library has a Gerald Kein DVD and two books dedicated to the subject. Scripts and Strategies in Hypnotherapy with Children and Hypnotherapy with Children. Both books offer ideas on how to structure your sessions.

Scripts and Strategies in Hypnotherapy with Children by Lynda Hudson is one I would recommend to anyone who is seeking information and ideas with regards to working with children. As the jacket reads - "it contains advice and background information, including contradiction and possible pitfalls on common and not so common childhood problems. Offers easy to follow, solution-focussed ways to structure treatment sessions. Clear

and easy to use, it will appeal to all levels of experience".

Hypnotherapy for Children by Niccolous L Thompson is another excellent resource. In this book, Niccolous explains the issue and suggests a solution. He has also provided a range of age appropriate inductions.

Ken Eldridge  
Librarian and Training Officer

## Resources

This section is designed to give you some journal references, articles and other resources you might find handy for specific conditions.

Verona Gibson has kindly provided the following link to an article on Depression from the World Health Organisation.

<http://www.who.int/mediacentre/factsheets/fs369/en/>

Dr Michael Yapko has several books you may find helpful for helping your clients with depression. Firstly his book [\*Treating Depression with Hypnosis: Integrating Cognitive-Behavioral and Strategic Interventions\*](#) and also his audio program [\*Better Focus, Better Life: Positive Possibilities \(Volume 1\)\*](#). The latter includes powerful mindfulness and focusing exercises.

---

## Hypnosis Resources cont.

Here are some other useful personal development books, some of which could be recommended reading for clients:

[\*Depression Is Contagious: How the Most Common Mood Disorder Is Spreading Around the World and How to Stop It\*](#) by Michael Yapko

[\*The Secret Language of Feelings\*](#) by Calvin Banyan

[\*Awaken the Giant Within\*](#) by Anthony Robbins

[\*Excuses Begone\*](#) by Wayne Dwyer

[\*The Biology of Belief: Unleashing the Power of Consciousness, Matter and Miracles\*](#)  
by Bruce Lipton

[\*The Miracles of Mindfulness\*](#) by Thich Nhat Hanh

[\*Letting Go of the Person You Used to Be\*](#) by Lama Surya Das

The series of books [\*The Five Love Languages\*](#) by Gary Chapman including *Hope for the Separated*, *The Five Love Languages Men's Edition*, *The Five Languages of Apology*, *The Marriage You've Always Wanted* and more

[\*The Little Book of Hope\*](#) by Paul Wilson

[\*The Little Book of Happiness\*](#) by Patrick Whiteside

[\*The Gifts of Imperfection: Let Go of Who You Think You're Supposed to be and Embrace Who You Are\*](#) by Brene Brown

[\*Grain Brain\*](#) by Dr David Perlmutter MD

Here are a few journal references:

[Efficacy of clinical hypnosis in the enhancement of quality of life of terminally ill cancer patients](#)

[C Lioffi, P White - Contemporary Hypnosis, 2001 - Wiley Online Library](#)

[Changes in respiration associated with hypnotically induced emotion, pain, and exercise](#)  
DL Dudley, TH Holmes, CJ Martin... - Psychosomatic ..., 1964 - Am Psychosomatic Soc

[A benchmarked feasibility study of a self-hypnosis treatment for depression in primary care](#)  
**A Dobbin, M Maxwell, R Elton - ... Clinical and Experimental Hypnosis, 2009 - Taylor & Francis**

[Cognitive hypnotherapy for depression: an empirical investigation](#)

[A Alladin, A Alibhai - ... of Clinical and Experimental Hypnosis, 2007 - Taylor & Francis](#)



*Happiness is a  
state of Mind*