

112 Special Elective 2-Hour Workshops

Tuition: \$25; 5 for \$100

SUNDAY, AUGUST 14

8:00-9:50 AM

(32081) THE 100K PERSUASIVE CONSULTATION FORMULA—How I Added 103k To My Practice In 9 Months With This Persuasive Free Consultation Formula

Dan Candell, CH, CI

All-levels

- The 5 best places to get people to sign up for your sessions
- The top 3 reasons why every hypnotist should be doing consultations
- How to build credibility and position yourself as THE go-to hypnotist
- How to handle the 5 most commonly used client objections
- The 1 question to ask that will get clients to sell themselves on your sessions

In this 2 hour workshop, you will learn the exact formula for successful and persuasive consultations, and you will know exactly what the ten steps are that you MUST hit in every consultation to get clients signing up for your sessions. These strategies will give you the competitive advantage that you've been looking for.

Lecture/Discussion/Q&A

(32082) THE GOULDING PROCESS: SLEEPTALK™ FOR CHILDREN—Developing A Child's Emotional Resilience

Cheryl Elman, CH

All-levels

- Describe the 5 main steps of the Top Hat Theory as it applies to the child's conscious and subconscious mind during the sleep process
- List 6 areas of behavior that can be helped by the Goulding Process of SleepTalk™
- Identify 3 under targeted markets to schedule presentations which will increase your client base
- Identify 2 special needs populations that this process works very well with.

“The Goulding Process: SleepTalk™ for Children” teaches and guides parent to develop their child's emotional resilience - the mind's firewall. Joane has worked with this process for over 35 years. Cheryl has assisted her giving presentations for several years. Come learn the ‘Top Hat Theory’ of the child's conscious and unconscious mind and applicable areas of behavior. This process can increase your client base. SleepTalk™ for Children works well with all children, including special needs groups.

Lecture/Discussion/Q&A

Complimentary Coffee & Pastries
will be available to all attendees
7:30-9am Fri, Sat, Sun

(32083) HOW CAN YOU FACILITATE HYPNOTIC DEPTH?—Hypnotic “Depth” Is A Matter Of DEGREE!

William Mitchell, CI, BCH

All-levels

- Identify 4 specific methods of facilitating hypnotic depth
- List the 6 Arons Hypnotic Depth Tests/Challenges
- Demonstrate both compounding and manual compounding to facilitate depth
- Define the A.R.E. (Dr. Zeig) method of Hypnotic Induction to produce depth, Absorption, Ratify, Elicit

Because Depth matters, the question arises: “How to facilitate DEPTH?” You will be given specific techniques that hypnotists use to produce depth in the experience of the subject. In addition, demonstrations and brief practice sessions will allow you to practice the list of specific techniques taught, such as Dr. Jeffrey Zeig's A.R.E. model of hypnotic induction, ratification techniques, compounding and manual compounding, fractionation & formal deepening strategies.

Lecture/Demonstration/Practice/Q&A

(32084) SLEEP APNEA: WHAT IS IT?—Hypnosis As A Tool For CPAP Compliance

Boris Opancha, MS, BCH

All-levels

- Understanding what Sleep Apnea is
- How to help people to improve CPAP compliance

Despite being so common, many people may not know they have OSA. Up to 82% of men and 93% of women with moderate to severe OSA have not been diagnosed and, therefore, are not receiving treatment. The big topic on everyone's mind regarding CPAP lately has been compliance. Many researchers agreed that treatment compliance rates were around 46%.

Lecture/Discussion/Q&A

(32085) IMPROVE YOUR WEB SITE WITH VIDEO TESTIMONIALS—Testimonial Videos Make All The Difference To Conversions Of Prospects

Theodore Robinson, BA, JD, BCH, OB

Intermediate-Advanced

- How to make the most effective testimonials with clients in the video format
- How to interview the client to determine what they intend to say
- How to direct clients before and during the video shoot of the testimonial
- How to edit video testimonials once you've obtained them
- Where to locate testimonials for the best effect

This workshop will specifically lead you through the process of taking a client's words, focusing them and directing them in order to make the best possible video statement that is most usable to you and your practice. We will go into the physical set-up and lighting needed to set up and shoot the video testimonial. There will also be specific recommendations made about how to use specific frames from testimonials within brochures, website, book jackets and a host of other areas that will help promote your business. The legal limitations of obtaining and editing testimonials will also be covered.

Lecture/Discussion/Demonstration/Q&A

(32086) SOUL MEDIUMSHIP®—Healing Grief And Connecting With Loved Ones In Spirit

Karen Paolino Correia, CH

All-levels

- Help clients connect to their loved one in spirit for healing
- Help clients hear, feel and receive messages from their loved one(s) in spirit
- Help clients release their fear of death and receive validation about the continuum of life

Come and discover how you can help clients move from grief and loss of a loved one to healing and profound peace. Learn an induction guiding your client to reconnect with loved ones who have passed and discover how this process can help your client: heal relationship issues left unresolved, say goodbye, and gain inner peace and a knowing that they are never alone. Come and experience it for yourself and receive a message of healing and peace.

Lecture/Demonstration/Experiential/Q&A

(32087) HYPNOSIS, NLP, AND MEDITATION

—The Future Has Been Here

Charles Crenshaw Jr., CH, CI

and Carol Creshaw, CH

All-levels

- Understand relationship between dis-association that occurs in NLP/Hypnosis and dispassion in meditation.
- Experience breath awareness meditation to note differences/similarities to self-hypnosis
- Goal of meditation in comparison to self-hypnosis and NLP

There are things that the science of yoga/meditation has bequeathed to hypnosis. A practical understanding of these things will empower the hypnosis practitioner's work tremendously. The past, present, and future of our field depends on a thorough and proper understanding of how these modalities relate to each other.

Lecture/Demonstration/Experiential/Q&A

(32088) THIS ONE'S FOR YOU —Bring In Your Personal Fears And Unwanted Behaviors

Nancy Klase, CH, CI

All-levels

- Learn some new skills and incorporate the tried and true
- Build your practice on your personal experiences

In this experiential workshop, you will observe and/or experience multi-media tools to reframe, release and transform your behaviors. If you have fears, limiting beliefs or blocks, now may be the time to let them go. You will witness over 20 years of experience brought into play using combinations of methods, including hypnosis, NLP, PSYCH-K, Emotional Codes and more. The magic is the emotional body.

Lecture/Demonstration/Q&A

(32089) ADULT ADD/ADHD FOR HYPNOTISTS & CLIENTS —Success Strategies When Either You Or Your Client Has ADD

Linda Donalds, BCH, CI

All-levels

- Identify at least 15 common challenges for someone with ADD/ADHD
- Identify 10 Key areas where hypnosis can help improve ADD symptoms
- Tips and strategies for inducing & deepening hypnosis in ADHD clients

Running a hypnosis business is both exciting and challenging, but if you have ADD/ADHD, sometimes it's overwhelming and plays havoc with your confidence. Learn a 6-Session Protocol for addressing key challenges that will help improve ADD symptoms; plus additional non-hypnotic strategies that can be woven into scripts or used as coaching points. Discover advantages to having ADD and learn to reframe the experience of ADD to be more empowering.

Lecture/Experiential/Q&A

10:00-11:50 AM

(32101) 21ST CENTURY NLP FLASH TECHNIQUE —Remove Restrictive Movement, Or Pain In Under 5 Minutes

David Frederick, CH

All-levels

- Remove any restricted movements, chronic pain, anger, hurt in under 5 minutes
 - Learn to use the technique immediately
- You will learn about PTSD on a cellular level. How it affects movement and pain, a demonstration on several people and learning the powerful technique.

Lecture/Demonstration/Participation

(32102) DOWSING - "TUNING INTO YOUR INTUITION"—Instant Rapport & Appropriate Inductions Every Time

Dorothy Campbell, CH, CI

All-levels

- Learn how to become balanced and centered to allow the intuition to process
- Understand how to use dowsing rods to tune into your intuition
- Learn how to ask clear, precise questions to receive accurate answers

When you know the condition of each energy field and chakra of your client, you have the information that will assist in choosing the most appropriate induction. Learn how to tap into your intuition through dowsing and accelerate the power of each hypnosis session. Learn how to locate and assess the client's energy fields and chakras to determine their physical, emotional, mental and spiritual condition before they arrive for their session.

Discussion/Demonstration

(32103) EXPERIENCING POWERFUL MOTIVATING FACTORS WITH HYPNOSIS —Deep Understanding Of The Driving Force Behind Client Reaction And Response

Lois Hermann, CH

Intermediate-Advanced

- Describe how to evaluate the primary motivating experience
- Experience an example of the discovery process
- Explain the importance of traveling the road to completion

Understand how to respond to your client's motivating energy to help them break through at profoundly meaningful levels. Discover and experience strategic ways to introduce, incorporate, and expand their personal awareness for habit change, extreme fear, grief resolution, or personal empowerment. Learn methods to help clients create profound transformation with lasting change.

Lecture/Discussion/Video/Exercise/Q&A

(32104) REVERSE MINDFUL HYPNOSIS: SOLVING AND PREVENTING STRESS & ANXIETY—Power Formula For Integrating Learning, Cognitive And Hypnosis

Jean Eljay

All-levels

- Name the 3 different types of theories that are integrated in Mindful Hypnosis
- List 3 major components of the reverse mirror technique
- Describe 3 ways to optimize the effects of Mindful Hypnosis in the use of hypnotic suggestions and standard scripts

Mindful Hypnosis is a powerful paradigm for change. Use this proven technique to increase your success in clients with overwhelming worries/concerns. Components of this fully integrated program include: 2 physical exercises, a metaphor, self-hypnosis scripts, 2 novel learning techniques and weekly homework. Every hypnotist, whether beginning or seasoned, will find the results of this program extraordinary.

Lecture/Demonstration/Practice/Discussion/Q&A

(32105) HOW TO CREATE YOUR OWN MAGIC SCRIPT —Deconstructing The Magic!

Lisa Halpin, BCH, CI, OB

All-levels

- Identify the key components in Hartland's script
- List several hypnotic triggers within the script
- Describe how/why the 'negative' language is actually a positive

For many years, I've been explaining how to effectively use Hartland's Ego-Strengthening script which is so effective that I refer to it as "The Magic Script". If you're a new or old fan of The Magic Script, join me to go behind the curtain as I deconstruct the magic script and show you the framework that can help you create your own magic!

Lecture/Visual/Q&A

(32106) HYPNODONTICS —Kick Start Your Practice Into High Gear With Dental Hypnosis

Timothy Jones, BCH, CI, BMin, FNGH

All-levels

- Identify the differences between dental anxiety, fear, and phobia, and how to measure them
- The inherent precautions of pain removal while enhancing and accelerating the client's natural self-healing abilities
- How to approach the dental practitioner and how to have their front office staff work for you referring clients
- The most effective ways to advertise your services, and to how to easily generate referrals from clients

80% of all people grow up affected with dental fear from a combination of experiences. It's estimated that 40-50% of that 80% don't seek dental help until their discomfort exceeds the level of pain expected during treatment. This workshop details how you can help reverse negative dental beliefs, boost client confidence and overall physical health, resulting in a noticeable increase in word-of-mouth referrals.

Lecture/Demonstration/Discussion/Q&A

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SUNDAY, AUGUST 14

(32107) USING NLP TO GET UNSTUCK—Creating Change In An Effortless Way

Charles Curtis, BCH *All-levels*

- How to detect when a client is stuck
- Define the “bodily sense” of a problem
- Describe how to teach a client to find the “bodily sense” of a problem
- Explain the NLP process for using the naming of this “bodily sense” to rapidly relieve the stuckness

Learn to access a bodily sense that contains the problem’s resolution. Experience this sense in your body. Learn how to coach your client into putting this bodily sense into words, and to cause the sense of “something wrong” to shift into “solution consciousness”. Without abreaction or emotional pain, the problem feels gone in a few minutes, replaced by peace and insight.

Lecture/Demonstration/Experiential/Q&A

(32108) QUICK AND IMPRESSIVE DEMOS YOU CAN DO ANYWHERE

Kevin Martin, CH and Brenda Martin, CH

All-levels

- List at least 4 occasions in which you can do demos
- List the types questions to ask to get the best candidate
- Differentiate these given demos from typical hypnosis demos

This workshop will show you 3 incredible and quick NLP based demonstrations that can create change within a person, instantly. Every demonstration will be broken down to show you how they work and everyone will be given a chance to practice one demonstration. These can be done anytime & anywhere.

Lecture/Demonstration/Q&A

(32109) TEACHING SELF- HYPNOSIS IN GROUPS —Make Money And Inform, While Publicizing Your Practice

Lee Pascoe, BCH, CI, FNGH, OB *Intermediate*

- Develop the confidence to present your own class
- Discover how to “wow” your audience
- Learn to structure your material

Teaching a self-hypnosis class not only establishes you as a credible professional, but at the same time you remove the fear of hypnosis, educate the public, create rapport with the audience, and actually make money for yourself instead of paying out for expensive publicity. Lee will take you step-by-step through a 6-hour course, to be presented over 2 or 3 separate sessions.

Lecture/Exercise/Q&A

(321010) BEING A SUCCESSFUL CONFIDENT WOMAN ENTREPRENEUR—Inspire, Empower, Ignite Your Excellence And Take Your Business And Income To New Heights!

Beth Keil, BCH, RN *Intermediate-Advanced*

- Identify the struggles that are unique to women
- Construct a business paradigm that enhances the ability to be an entrepreneur
- Identify the 5 “Ds” to assist you in staying aligned with your intentions while increasing your energy
- List THE essential ingredient needed to create balance in work & personal life

This workshop is for the woman who’s READY to take her practice to the next level or beyond! To increase revenue and grow your business, you need to be an entrepreneur! Does the idea overwhelm you? Having difficulty seeing yourself as one? Not sure where to start or you lost your momentum? Please join us in a supportive environment and step into your Brilliance and Excellence!

Lecture/Discussion/Demonstration/Experiential

2:00-3:50 PM

(320201) READING CLIENT BODY LANGUAGE—Learn To Be In Sync With Your Clients

Andrew Neblett, CH *All-levels*

- Recognize action clusters for body language accuracy
- Learn and perform how to create rapport using your own body language

This fun and enlightening workshop will show you how body language is read correctly and whether or not your client is with you or against you. Learn how to recognize and read body language clusters, if the client is in rapport with you, how to create rapport, and exude confidence and control in the office. Gender differences, personal space and cultural body language will also be explained.

Lecture/Demonstration/Exercises/Q&A

(320202) HOW TO ATTRACT CLIENTS WITH STAGE HYPNOSIS TECHNIQUES—Growing Your Practice Without Spending Your Money

Dan LaRosa, CI, BS *All-levels*

- Learn the very techniques I use in my stage hypnosis shows and lectures
- Rapid induction vs. traditional inductions
- How to overcome stage fright & develop public speaking skills

People are fascinated by hypnosis shows but you don’t have to be a stage hypnotist or an entertainer to do it. Instead, think of yourself as a teacher who teaches how hypnosis works. Learn everything you need to present your own hypnosis demonstrations and to dramatically improve your bottom line. Hypnosis works! You know it, now show it.

Lecture/Demonstration/Q&A

(320203) HOW TO USE THE WEB MESMERIZINGLY—Project Yourself And Your Story And The Art Of Hypnosis To Make Your Practice Mesmerizing

Ralph Benko, BA, JD, OB, CH *All-levels*

- Produce a site design using personal narrative to make the difference between a powerful website and a mere virtual brochure
- Design and set up an very affordable website
- Find and use excellent free site content
- Present yourself professionally and powerfully
- Use the Web to build a thriving professional practice

You will learn how, at minimal cost, to make your website and social media presence dynamic and mesmerizing. Learn the easy, inexpensive principles to distinguish yourself and your practice. Learn to use the Web mesmerizingly to attract a following and more, higher quality, clients.

Lecture/Discussion/Q&A

(320204) COLOR IN SUGGESTION & DEPTH TESTING

—Waking & Trance Uses Of Color

Billy J. Shilling, CI, CH, OB *All-levels*

- Describe the 3 levels or functional areas depicted in modern or contemporary models of non-conscious processes
 - Identify the relative importance & uses of colors in Western & other societies
 - Identify the differences in general (broad) category and narrowly defined
- Discover why “Red” is effective in hypnosis. Examine Non-Conscious, i.e. Sub & Unconscious, uses of color. Identify the Waking influence of Primary Colors. Examine the Stroop Test in Depth Testing. The use of black, white, red, yellow, green, and blue in suggestion will be examined.

Lecture/Discussion/Demonstration/Q&A

**“The ultimate hypnosis con-
ference experience!”**

—Michael Ellner, Tamarac, FL

(320205) FUTURE HYPNOTIC MASTERY METHODS—Your Must Have Forward Thinking Breakthroughs For Your Professional Practice – The Future Of

Enhanced Hypnotist Performance
John Cerbone, FNGH, BCH, CI All-levels

You will practice and master John Cerbone's personally developed breakthrough insights, induction techniques, along with many clearly innovative methods and tools! Learn how to focus on, unblock and virtually wipe-out resistance, perfecting your hypnosis skills for unbeatable results. Learn breakthrough methods of creative suggestion, while activating the subconscious mind to truly become a perpetual, self-adaptive life-improvement, resistance removal machine, unstoppable unblocking, while masterfully improving clinical benefit - easily generating maximum-impact results.

Lecture/Demonstration/Practice/Q&A

(320206) FREEDOM FROM COMPULSIVE HABITS—Hypnosis & NLP For Alcohol & Drug Issues

William Horton, PsyD, CMI, BCH All levels

- Learn the addictions process
- Discover the medical disease model
- Explain the cycle of recovery
- Learn the 12-Step model

Learn from Dr. Horton's 20 years in the field of addictions. He has worked in inpatient, outpatient, criminal justice, detox and long-term treatment facilities. Dr. Horton was the regional director for the Governor's Commission for a Drug Free Indiana. He teaches you how to blend traditional methods with cutting edge techniques for rapid and lasting change.

Discussion/Demonstration

(320207) ACHIEVE YOUR MARKETING GOALS THROUGH VIDEO—Generating More Money, With Professional Moving Image

Cynthia Lindner, CH All-levels

- Identify 3 reasons why adding video to your website makes you more money
- Name 3 techniques widely used in professionally produced film
- Identify strategies of using video to drive traffic to your site

This workshop can get help get you started acquiring the skills you need to do it yourself. Using video is an exciting low cost or no cost way to reach your target market. Cynthia will dispel the myths about producing video and teach you the value and ease of using video as

part of an internet marketing plan. You will get step-by-step instruction for video production. *Lecture/Discussion/Q&A*

(320208) REMOVING THE FAMILY CURSE—The Biology Of Passing On Emotional Memory

Fredric Mau, BCH, CI All-levels

- Describe the process of epigenetic
- Construct appropriate hypnotic metaphors and techniques to improve emotional health and reduce methylation
- Help clients construct more healthy ways to understand their personal family histories
- Apply this information to your marketing to healthcare providers and potential clients

Epigenetics demonstrates emotional memory is passed to future generations via chemical riders alongside the genetic code. Emotional trauma can be inherited biologically. Positive changes made in the current generation are inherited as well. This has profound significance for our understanding of past family traumas, even erasing the family curse and creating a new future – not just for your client, but for their children.

Lecture/Demonstration/Q&A

(320209) ALTERNATIVE WEIGH TO WEIGHT LOSS—Implement A Proven 4-Session Hypno-Behavioral Weight Loss Program

Adeline Kania, CH, OB All-levels

- Learn effective weight loss strategies & nutritional tips
- Learn empowering strategies to unplug emotional eating
- 7 Keys to effective weight loss

Addie, as an addiction counselor and energy worker, has effectively combined behavioral modification and hypnosis and energy work in her highly successful 4-session weight loss program. Her techniques have assisted her clients to create a healthy life-style, develop positive self-esteem and body image, unplug emotional appetites and to shed pounds to reveal their true "healthy size!"

Lecture/Discussion/Experiential/Q&A

(320210) ESCAPING THE INSULIN TRAP—A Protocol For Diabetes Self Management

Michael Raugh, BCH, CI All-levels

- Identify the common characteristics of Type II diabetes
- Explain how high insulin levels promote weight gain
- List the behaviors a client needs to adopt to manage their Type II diabetes

In this workshop, you will discover the relationship between insulin levels, fat storage, and metabolism and learn a protocol for teaching clients to improve their blood sugar by adopting the right habits and behaviors. We will do as much demonstration as possible so that you leave the workshop with a solid understanding of how these techniques apply. *Lecture/Demonstration/Q&A*

(320211) AN INTRODUCTION TO SOCIAL MEDIA—Use Social Media To Increase Business And Spread Your Message

Larissa Brazier, CH All-levels

- Identify and learn about the many forums for social media
- Describe the history and development of various social networks
- Understand the importance of monitoring and responding to the community that forms around your message
- Take away methods to help increase the amount of clients by formulating a social media marketing plan

The course will address what social media is and how we can use it to generate more clients, as well as more awareness about hypnosis. This workshop will give you the tools and knowledge you need to start utilizing social media. Introducing social media sites such as Facebook, Twitter, LinkedIn, YouTube, Google+, YouTube, Pinterest, Instagram and Periscope. *Lecture/Discussion/Q&A*

(320212) MINDFULNESS TRAINING AND THE CONSULTING HYPNOTIST—What Every Consulting Hypnotist Needs To Know

Michael Ellner, CH, OB All-levels

- List a 3 step approach to teaching clients how to practice mindfulness
 - List 3 benefits of practicing mindfulness
- Adding Mindfulness training to your hypnotism practice is an excellent way to join your local health care communities. This workshop will cover the basics of effectively communicating with clients and medical professionals about the many ways this evidence based self-care activity can promote healing, health and well-being.

Lecture/Discussion/Experiential/Q&A

"I had so much fun at my first NGH."

—LeeAnn Thomas, Newport, NH