



COURSE MATERIAL FOR THE CERTIFIED HYPNOTHERAPIST PROGRAM

110 - Introduction to Hypnosis

- Hundreds of opportunities exist in the field of Hypnotherapy. ANHI students come from various occupations, professions, and careers.
- More than half of ANHI students use hypnotherapy in their already established careers such as, social workers and counseling professions.
- Some students wish to use left/right brain concepts to communicate with employees and management more effectively, therefore enhancing rapport and co-operation.
- More and more businesses and industries are becoming interested in hypnotherapy for the improvement of their employees' performance and quality of life. Absenteeism, substance abuse, and other problems resulting from stress take a heavy financial toll on companies. Reducing stress and increasing sales motivation can result in higher productivity and financial gain.
- Thousands of nurses and medical doctors, in the United States, use hypnotherapy to enhance comfort levels, reduce pain and stress, lower blood pressure, and facilitate the healing process. Dentists use Hypnotherapy with great success.
- Others find Hypnotherapy as an exciting and financially rewarding career helping individuals and families live happier and more productive lives.



COURSE MATERIAL FOR THE CERTIFIED HYPNOTHERAPIST PROGRAM

- How many of you have ever been hypnotized?
- Do you think that the only time you might be hypnotized is by a hypnotist or hypnotherapist or when you practice self-hypnosis on yourself?
- You have been hypnotized many times; you just did not realize it. Some people prefer to call it an altered state of mind; others may say the unconscious mind or environmental hypnosis.
- Have you ever been so caught up in what you were thinking that you did not hear someone call your name? Have you ever imagined or visualized something to the point that you focused on it so that you were able to ignore other conversations around you?
- Remember at time when you were driving down the road, you had your conscious mind deep in thought about something and then suddenly you got to where you were going, and you thought, “I don’t remember turning that corner or how did I get here so fast?” Your conscious mind was on the problem. So, who took you where you were going?
- You were in an altered state of mind. You were in environmental hypnosis.
- Do you remember seeing a TV advertisement for pizza, popcorn, or something else you like? All of a sudden, that was what you wanted? Why did you want it after you saw the advertisement and not before?



COURSE MATERIAL FOR THE CERTIFIED HYPNOTHERAPIST PROGRAM

- You were suggestible to it. By the time you finish this course, you will understand just how much, not only the suggestions in your everyday life but even your own self-talk influence you. You live in a world of suggestions every day of your life. It is a normal and natural God-given state.
- Whether we are talking about hypnosis, visualization, image therapy, guided imagery, meditation, biofeedback, or relaxation techniques, they are all built upon the foundation of hypnosis.
- Hypnotherapy is now scientifically respected and has been medically and professionally accepted. Both the British Medical Association in 1955 and the American Medical Association in 1958 approved hypnosis as a valid medical treatment.
- Hypnosis has gone through a transition over time, and is growing very rapidly now because more people are interested in things they can do to bring about positive changes in their lifestyle. All the self-help books, classes for self-improvement, hypnotherapy, biofeedback, and many other self-help classes are evidence of this fact. Because of this it is estimated that over 1/3 Americans have chosen some type of complimentary or alternative treatment in their lives along with conventional medical treatments.
- People are more educated and knowledgeable now than perhaps any time in history. They are asking questions. They are taking more personal health responsibility, in positive and natural ways.



COURSE MATERIAL FOR THE CERTIFIED HYPNOTHERAPIST PROGRAM

- I think it seemed too easy for most people to believe in the past and for many it still is that a simple suggestion or their belief could make changes in their lives. There must be some medication or at least some suffering to bring about those kinds of changes. How could a suggestion given in an altered state of mind make a positive difference?
- The more we learn about the brain, the more we understand that it is more than “just a suggestion.” Because of that suggestion, there are electrical and chemical changes taking place in the brain. The brain is sending out messages throughout their entire body.
- By the time you finish this class, you will know what suggestibility and hypnotherapy really is all about, and how it can affect a life in a positive way.
- Clinical hypnosis is a skill of using words in particular ways to achieve a specific outcome.
- With the acceptability of hypnotic processes growing in scope, the need for a sensible, understandable approach seems greater than ever before.
- Scientists have long known of the connections of the brain and the body. The autonomic nervous system connects the mind with every cell in the body. Through the autonomic nervous system, a thought held in the mind affects hormonal balance, blood flow, and metabolism.



COURSE MATERIAL FOR THE CERTIFIED HYPNOTHERAPIST PROGRAM

- Therefore, it makes sense that thoughts can produce a state in which disease or health occurs. Scientists also know that the Central Nervous System regulates the endocrine glands, which regulate basic bodily processes such as metabolism.
- Physiological changes accompany all emotions. We have all experienced examples of the relationship between our body and mind in our daily lives.
- When you are afraid, you experience increased rate of heartbeat, more rapid breathing, and butterflies in your stomach, perhaps palpitation of the heart. When you are angry, there is increased heart activity, elevation of blood pressure and changes in carbohydrate metabolism.
- Might draw in some discussion here. Remember a time when you felt somewhat fearful. What did you feel like?
- Just as we have all experienced fear and excitement, we have also experienced feelings of relaxation. This includes a slowing of heartbeat and breathing, and a lack of tension in the skeletal muscles.
- Draw in some discussion here. Where are you most relaxed? Remember a time—maybe walking by a beautiful lake, or at the seaside, or maybe the mountains. Close your eyes for just a minute and think those peaceful, calm, and relaxing thoughts. (wait a few minutes) Now how does that make you feel inside?