

# APA Newsletter - November

## UPCOMING EVENTS

- **NGH Chapter Meeting**  
November 6
- **NGH Certification in Medical Hypnotism**  
November 10, 11
- **Hypnotherapy Certification Training**  
Course #101: November 27, 28  
Course #102: November 29, 30
- **Tele-seminars**  
Resolving Trauma with Brent Baum  
Paul Aurand Answers

## IN THIS ISSUE

- **Getting Better At What You Do:** Mid America annual conference "treasures"
- **To Your Success:** Marketing bytes
- **Conversation Corner:** Announcements... Announcements... **Announcements...**
- **What - When - Where - Why - How:** Medical Hypnotism - is it for you?
- **"Ukrainian Grandma Secrets":** By your request

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## GETTING BETTER AT WHAT YOU DO

Sometimes I wonder if I ever stop being amazed when I go to some type of conference or seminar. The **Mid America Hypnosis Conference** was no different.

First of all – congratulations to all of you! – It was great seeing you there, and knowing that you are at the right place and the right time. I invite you to share your experience with others: go to [mach.apatoday.com/thebestof](http://mach.apatoday.com/thebestof) and send us your thoughts. Only **together** we can multiply our efforts in helping more people.

Here is my "Aha!" moment (that actually reconfirmed a lot of my thoughts that were going through my mind back in 1984. In those days, there wasn't anyone around that I could talk about it with... It's always nice to get confirmation that you're normal, isn't it? - Even if it comes 20 years later... 😊)

Introducing... **Brent Baum** and his techniques for resolving trauma in body, mind, and spirit. Over the past **ten years** he's had the opportunity to work with over **twelve thousands** trauma clients. As a result he has developed a number of strategies for resolving the emotional pain of stress inducing and traumatic events.

When describing **how his healing strategies came to be** Brent says: "A trauma is a psycho-neuro-physiological disassociation – an altered state of consciousness, removed from the main flow of imagery. It is a **spontaneous state of self-hypnosis** created by our body to protect us from being overwhelmed. Both positive and negative memories are multi-dimensional or 'holographic' in nature..."

The encoding of trauma in the nerve cells of the body is facilitated by the limbic-hypothalamic-pituitary system and exercises a profound influence on the functioning of the autonomic nervous system, the endocrine system, and the immune system.

At the moment of traumatization, all sensory perceptions are "paused" and **stored**

**holographically** at one millisecond prior to the worst part of the event. The event is encoded as a holographic fragment and is stored in the nerve center(s) of the body where the pain first became overwhelming.

Focusing on such memory fragments provides access to the stored memory, as every fragment of a hologram contains the whole.

### **The holographic nature of our perception forms the foundation for self-hypnosis.**

We daydream and fantasize, using positive imagery to sustain us through difficult times. We can use this trancing ability to consciously create and maintain the safety we need to heal the negative moment(s)...

While creating the safety needed for my clients to resolve their trauma memories, I discovered a number of techniques which allowed me to support and enhance the functioning of their nervous systems during the process.

With these new tools in place, my own style and technique of memory resolution began to evolve very quickly. Soon I saw some **amazing results**:

- **The negative feelings** of a specific trauma could be **fully resolved without** having to **re-live** the event and without subsequent recurrence
- **The triggers** that had fostered relapse, flashbacks, and depression due to the presence of trauma in the body were **no longer present**
- The physical symptoms and many illnesses of my clients **completely disappeared...**

As you can see, I can talk and talk and talk about Brent's techniques.

But I think that **the best person for you** to learn them from is Brent Baum. We are currently speaking with him about setting up a time when he can answer your questions. **Everyone** who signed up for our free monthly training at [www.APATraining.com](http://www.APATraining.com) will be notified as soon as the agreement is finalized.

If you haven't signed up yet, now could be a good time to do so...

### **To YOUR SUCCESS!**

November marketing bytes: apply principles you already know and use in your practice to your marketing. Here is what I mean by that...

Most likely you describe hypnosis to your clients as "focused concentration" and maybe you even draw them a nice funnel showing how hypnosis works.

Guess what... Marketing your practice is like hypnosis. This means that you can achieve desired results only through focused concentration.

I know that you can help "everyone" who is ready to receive your help. However, only when your marketing "talks" to **one person** at a time, promising this person to **resolve** his/her **current problem**, will you then earn their trust.

**Let them come to you first**, and then show them how **else** they can benefit. Remember the most important question to ask from the last newsletter? That's right, "what **else**?"

People are searching for someone they can “hire” to make their problem(s) go away. That’s what they’re ready to pay their money for. And they **will** pay that money...to someone they learn to trust.

If you sound the same as any other hypnotist around, then why do you think they will choose to trust you and not someone else? Just think of how many **possibilities** you can open for yourself in winning that client when you focus on **his** pain, **his** solution, and nothing else...

## CONVERSATION CORNER

- **Tele-seminars this month...** We plan to have two tele-seminars, one with Paul Aurand and the other with Brent Baum. Prior to the event we will send out an email notification with the dial-in information and instructions on how you can ask your question(s).

If you signed up for at least one of our free monthly training(s), you will be notified. Otherwise, please visit [www.APATraining.com](http://www.APATraining.com) and join our “virtual” class.

- Last month we had an interview at one of the radio stations. You can listen to the interview at [www.APAToday.com](http://www.APAToday.com). If you find some interesting facts, you may use them to educate your current and future clients.
- **By your request...** Some of our students suggested to the center a “practice night” allowing our students to get together and practice their techniques. It sounded like a great idea, so...Every **second Monday** of every month (excluding holidays, of course) from **6:30 PM till 8 PM** our school will be open for you to **practice** with each other. **Call us in advance** to insure space availability.
- **Halloween party...** The prize for the **Spookiest dish** went to Sasha Korol. (She made a chocolate cake in a shape of a spider. It was sooo spooooky that no one touched it, but every one liked it.) The prize for the **best costume** went to...Spy Man. You can see the pictures of the winners (and happy others) at [www.APANewsletter.com](http://www.APANewsletter.com) (click the APA Newsletter link on the top of the page)
- **Medical Hypnotism Certification...** **As you may know**, certification in Medical Hypnotism is offered in the Midwest by the NGH once per year. **What you may not know** is that in our school it will be offered only once per **two** years and 2007 is **THE** year. The certification training will take place on **November 10-11th**.

If you were planning to take it and haven’t enrolled yet...then you may want to take it now, in state, to avoid travel/hotel expenses. You can call us at **(847) 760-5000** or call the NGH at **(603) 429-9438** to enroll you in this course.

To find out if this training is for you, read the **What – When – Where – Why – How** section.

- **Music, Sound, You & Your Success...** This was the title of the presentation I gave at the Mid-America conference.

If you were one of those people who had to choose between three presentations given at the same time or if you were there but missed something, such as one student who said... “Hello Tatiana, I was fortunate to meet you and take in your light and sound workshop at the recent conference. The subject is fascinating and I would like to ask if I could have a copy of the handout, which I missed along with any other information on the subject...” **You can find materials at [mach.apatoday.com](http://mach.apatoday.com)**

## WHAT – WHEN – WHERE – WHY - HOW

### Medical Hypnotism – is it for you?

Hypnotherapy is rapidly becoming recognized as an invaluable aid to medical treatment. Many hospitals now encourage hypnotists to work alongside physicians. Increasingly, physicians are willing to refer patients for hypnosis to make treatment received from the physician more effective.

With this new openness to hypnotism has come a **concern** on the part of the medical community to insure that **hypnotists** working in the medical setting **are properly trained**.

In response to widespread request, the NGH now provides a specialty certification in the complementary use of hypnosis for medical purposes. This course will be taught by the **Rev. Dr. C. Scot Giles**, who directs the first medically-approved, hospital-based program for the hypnotic treatment of cancer in America and **Arthur Leidecker**, a Guild Instructor and founder of the Leidecker Institute.

If you are working (or planning to work) with clients in pre-surgical, emergency situations, or helping to reduce medicinal side effects, in mental health settings, as well as dental offices – then this certificate will open more doors for you giving you confidence in what you do.

The **Complementary Medical Hypnotism** certification course will teach you what you need to know to **lawfully and professionally** make your hypnosis services available to the medical community.

It will also teach you **how to speak to medical professionals** and **how to work with patients** to help make the services they receive from their physicians more effective.

**You will come away with** specialized knowledge and everything you need to successfully work with the medical community. To take this certified training you **must be** a certified hypnotherapist. **For more details call (847) 760-5000.**

### “UKRAINIAN GRANDMA SECRETS”

By your request...

My mother arrived a couple of days ago from Ukraine and will stay with us until April. You may use this time to learn from her wisdom. I've created a page to accept questions or requests from you and pass it over to her (or you can ask her yourself...in Ukrainian...😊):

[www.UkrainianGrandmaSecrets.com](http://www.UkrainianGrandmaSecrets.com)

First request: “I am waiting for the Grandma Secret about **kidney stones**.”

- Carrot juice – take one tablespoon 3-4 times per day for 4-6 months
- Lemon juice – drink juice from one lemon 3-4 times daily for two weeks (not more). You may mix it with carrot, or beet, or cucumber juice
- Birch juice (you can collect birch juice in spring) – dissolve one tablespoon of honey in one cup of birch juice; drink the whole cup 3 times per day
- Olive oil – take two tablespoons daily