

APA Newsletter – April / May

UPCOMING EVENTS

- **Hypnotherapy Certification Course #101**
April 18-20
- **Reiki III & Master**
April 26
- **Hypnotherapy Certification Course #102**
May 3-4
- **NGH Chapter Meeting**
May 6 (7:30 PM)
- **Free Pain Management Seminar**
May 8 (6:30 PM)
- **“Walk In a Newbie, Walk Out a Master”**
Easy & Effective Marketing
May 16-18

HAVE YOU HEARD?

It appears that many of you didn't receive the newsletter last month. So, I will “reinforce” some announcements.

The Well Show... is doing well 😊 - Congratulations to **Oli Shelkey** on her first “full time” radio interview. (Give her applause.) We talked about her “best” clients – pain management. The interview went pretty well.

After Oli, we had **Julie Griffin** – very informative interview. She talked about asthma clients and how we can help them VERY effectively. (I didn't know that Julie suffered from asthma herself – not any more...)



Art Leidecker “visited” us too. He talked about how our school came to be and what he is doing now.

In case you didn't know, he is producing portable water oxygenators. During his “air” time, he shared some interesting data about this topic and how he came up with this idea.

Attention Interns and mentorship students! – It is time for you to step out and speak up 😊 - It's very hard to find a more affordable (and faster) way of building credibility than the phrase “As heard on the radio” next to your name and your message – **Take advantage of it!**

HypnoFertility™ Certification Training... will take place in our school on **June 7-8th**. The “early bird” tuition of \$395 will expire on May 15th. You can read more about the class on our website → Hypnotism.APAClasses.com – Lynsi is giving her training in many countries (and – BTW - people there, pay a much higher tuition.) We have students who will fly from California to take this certification.

Cell Memory & Cell Command... YES! – The time for this 4 (6) day training has been finalized as well – **July 10-13** for the basic training and **July 14-15** for the advanced. Advanced training is required to be certified and will cover how to use this technique with trauma clients.

I will invite Ed to answer your questions during our tele-training in May (or June – depends on his schedule.) Also, I am planning to have him on the radio. So make sure to attend both of

these events. Read a little bit **more about cell memory in the Conversation Corner** section.

“Virtual” mastermind group... The **KEY to benefiting from it is to be ACTIVE!** You know better than anyone how the Law of Attraction works... You have to give it first, so you can receive it. Facebook is an incredible place to learn the proper ways of marketing. However, all of them work **only** for those who are **active**, meaning leaving comments, inspiring others, sharing information or lessons learned, etc.

I can do as much to help you to succeed... And I can tell you the same thing you tell your clients: your actions **ARE** required to make it **work for you**. I made the hardest step – the first – and set up the stage for our little family. Now, is your turn – make an appearance and start typing in your thoughts, ideas, and experiences. **Start sharing**.

And last (but not least)... **We are “cooking” something for you...** If you **(1)** have decided to have a full-time practice in **6-12 months** (not 5-7 years) or **(2)** have decided to **speed up** the process of growth (via **cost-effective marketing** and adding **multiple streams of income**) and are **READY** to bring about positive changes in your career – stay tuned. This summer we will be starting something new that none of the schools offers. **Be on the look out** for more communication about it in the near future.

TO YOUR SUCCESS!

“Walk in a Newbie, Walk out a Master” series... Continued... First of all, everyone who attended the Audio CD Mastering class and left such incredible feedback – **thank you!** Thank you for the kind words that reinforced my love to teach and to share my knowledge.

Next in the series is **Easy & Effective Marketing** – a 2.5 day workshop that will send off your marketing results to a completely different level. You will learn everything you need to know to benefit fully from Podcasting.

Why Podcasting? - Podcasts accomplish three of **the most powerful** (and rewarding) **marketing goals**.

1 – Activate someone to have a one-on-one dialogue, not a monologue (that your printed marketing materials participate in.) As a certified hypnotist, you know better than anyone what happens when the only person who talks during the pre-talk is you...

First, you have no idea what issues your client has. **As a result**, it is almost impossible to plan your sessions to assure the best outcomes (and I am not even talking about the “rapport” side of the coin.) **As a result**, the client is not satisfied because “the hypnosis didn’t work”. **As a result**, your image starts glowing less and less. **As a result**, it is harder and harder to get new clients.

Podcasting is a type of communication that **creates an intimacy** (which has the same impact on marketing as believability & aura of expectancy on success of your hypnotherapy session.) **And the best thing is** that this intimacy derives from **your voice**.

Isn’t that what one of our goals is – to precondition them to our voice?

2 – Podcasts have an incredible ability to **amplify** your marketing message.

When your messages are delivered (or pushed down the podcast channel, which is not

disruptive in nature), minutes after you actually said it, it creates a sense of urgency that none of printed media will ever be able to create. And that's what makes them **act**, not "think about it."

3 – Podcasts **accelerate** the learning process. Now, just think for a moment... If our marketing is nothing more than educational marketing, **how much** do you think this one point can **affect the end results** of your marketing efforts in terms of ROI?

As you can see, I can talk and talk about it... (and I am going to... for 2.5 days 😊)

One thing you are going to love about this experience is that you will be able to "kill two birds with one stone" – your "**building a website**" **challenge will melt** like an ice cube in the sun.

So, the dates for this workshop are **May 16-18** (May 16: 5PM – 9PM; May 17-18: 9AM-5PM – may be longer, it depends on how well you absorb the material.) The "early bird" tuition (\$325) goes away on **May 2nd**. After that, it will be \$345. Call **(847) 760-5000** (Mon-Wed-Fri from 10AM to 7PM; Tue-Thu from 4PM to 8PM) or e-mail your request to:

registrations@apaclasses.com

***Oli & Patti**, with the radio interview recordings on your hands, you have no choice but take a next step up – **PODCAST IT** 😊 (Sorry, I just had to do it.)*

CONVERSATION CORNER

Cell Command Therapy® is the result of many years of studies done by Ed Martin, PhD & CH and other therapists working with hypnosis and hypnotherapy in his center. Ed Martin is a professional hypnotist who has worked for many years with hypnosis to assist in overcoming illness and disease. He has been a pioneer in using the tools of hypnosis for **critical illness recovery** and **cellular regeneration**.

During his work he had noticed that the suggestions given in deep level of trance appeared to cause cellular regeneration to occur. After numerous experiments it was found that the regeneration could eliminate or discard the error codes or the messages that were stored in the cells that caused pain, disease, illness or deterioration like aging.

These hypnotic **cell commands** given in this framework seem to directly affect only the cells and parts of the body that they are directed toward. They appear to **promote** and **accelerate** the re-growth of cells to their perfect, natural state.

The work completed shows that almost any form of therapy can benefit from using Cell Command Therapy® suggestions. It seems to provide a shortcut way to show the mind how to enable its own healing powers and then to stimulate or speed up that restoration and healing.

What type of issues can this technique help? You name it... Ed Martin has successfully helped clients in the 3rd stage of cancer (now cancer-free), AIDS (now HIV-negative), all types of pain, blood pressure, pos-trauma, hiatal hernia, mental blocks... As I said – you name it.

What exactly does he teach? Day 1-2 (Course HYP401) – Cellular Releasing Hypnosis (how to find mental & physical causes and release them); Day 3-4 (HYP402) – Basic Cell Command Therapy (diagnostic techniques, subliminal methods of using suggestion for therapy); Day 5-6 (HYP403) – Advanced Cell Command Therapy. (*Pre-requisite: completed Hypnotherapy 103*)

WHAT – WHEN – WHERE – WHY – HOW

Did you know that ... a cat purring can help with bone healing?

In a study of "High Rise Syndrome" found in the Journal of the American Veterinary Medical Association, Drs. Whitney and Mehlhaff documented **132 cases** of cats plummeting from high-rise apartments, the average fall from **55 feet**. The record height for survival was **450 feet**. **90%** of the 132 cats studied **survived** even though some had **severe injuries**. They were "purring out" their injuries.

And it makes sense. All the cats have purr frequencies between 20 Hz and 200 Hz. The research shows that there is a set of frequencies within this range that is the best for bone growth, fracture healing, pain relief, relief of breathlessness, and inflammation. Exposure to these signals elevates bone strength by approximately **30%**, and increases the speed at which the fractures heal.

I read this research a long time ago and forgot all about it (as there was no opportunity to "experiment" with it right away.) However ... (You know how it goes with the manifestation thing...) I was reminded about it.

A week ago Drake Eastburn called me and asked me to create some background music for him to use with the Olympic team to speed up the healing process from a couple of injuries. So, I did... Actually I created 3 different sets.

One of our students happened to be in my office right when I finished them. She liked all of them, but one of them ... she just fell in love with, which (probably) is a good thing for you. At first, I hadn't planned to make these sets available as Royalty Free background music. But then...

The one she liked was given a title (**Purr-fect Healing Relaxation**) and packaged in a box and is available for you (and your clients) to enjoy. You can listen to the sample at www.APAREcommends.com/hypnosismusic/ - you may like it too, it is purrrrfectly peaceful and... It also works really well to **relieve pain** as it contains the universal healing vibration.

"UKRAINIAN GRANDMA SECRETS"

Little secrets to a healthy hair...

To promote hair growth

Mix 3 table spoons of **carrot juice** with 6 drops of fresh **lemon juice** and have a drink. You can even give it to kids! Or... you can steam carrots, and then make pancakes. Please note that it is not recommended to those who have stomach, liver, or pancreas problems.

To prevent hair loss and/or to improve blood circulation to hair roots

Put **hot red pepper** in a jar or bottle. In the 1:8 weight ratio (where 1 = pepper weight), add **vodka** (of course ☺), close it tightly, and put it in a dark place for 25 days. Stir it once per 5 days. Then filter it.

To use, take 1 part of the solution, mix it with 10 parts boiled water that was cooled down to a room temperature, and rob it into your scalp using a cotton ball.

Add 3 spoons of fresh **lemon juice** to 100 ml of **vodka**, close tightly, and leave it in a dark place for 7 days. It is ready - rob it into your scalp using a cotton ball.