

# APA Newsletter – August

## UPCOMING EVENTS

- **NGH annual convention**  
Aug 8-10
- **Hypnotherapy Certification Course #102\***  
Aug 16-17
- **Free\* Past Life Regression**  
Aug 23  
*\*) – Read details below*
- **Free\* Effortless Success**  
Aug 30 \*)
- **Hypnotherapy Certification Intensive\***  
Course #101-103, **Sep. 8-14**
- **Healing with Medicine Wheel**  
Sep. 27

## HAVE YOU HEARD?

**\*) Hypnotherapy Certification Course #102...** This will be the last time in 2008 you will have a chance to attend this course on the weekend. Why is it important for you to know?

**Here is why...** if attending the class over the weekend is the only option for you and... the economy swings create some internal discomfort then you may want to consider taking H102 **now**.

What does it give you? By the time we offer it next, you can have clients (providing yourself with some financial support.) And second, next year – **most likely** – tuition will go up.

The same is true (or almost true) for the Intensive training. If the H102 class in August is **definitely** the last weekend class of 2008, then the Intensive in September **most likely** will be the **last** Intensive class this year.

Just stop for a moment and think... When you made the decision to take H101 what was the #1 reason you wanted to take it? Perhaps, it was to learn how to help others... or to open new doors for yourself...

Now, after learning the fundamentals, you know better than anyone how our universe works. So, let me ask you this... what types of experiences will you end up manifesting? Is this experience aligned with your desire and your highest good? When now would be a good time to take the next step? To enroll, **call 847-760-5000** or do it on-line:

[www.APAClasses.com/hypnotherapy](http://www.APAClasses.com/hypnotherapy)

**Healing With Medicine Wheel Workshop...** On **September 27**, we will have a half-day workshop that will allow you to learn how you can create a healing environment in your office (and home) by properly working with universal energies.

Why the Medicine Wheel? – Good question... You have to attend this workshop to find out. One thing I can tell you now is that the creator of this program - Dr. Bluehawks Stec - has been using Medicine Wheel very effectively in his practice for many years and has helped a great deal of his clients.

As you learn **your spiritual place** in the universe and **connecting with your spirit guides**, you

too will be able help your client to release negative thoughts, emotions, and physical elements that no longer serve your purpose. What about **creating a healing and protective** environment in your own **home** and/or **office**? **Would it be valuable** for you to know? You have to enroll **by Sep.10th** to reserve your sit at early bird tuition AND go get a free copy of Dr. Bluehawks Stec new book. **Call 847-760-5000**. Any questions to Dr. Bluehawks Stec? – submit them at [www.APAToday.com/ask](http://www.APAToday.com/ask)

**\*) Free workshops...** This month we will have two of them: Past Life Regression and Effortless Success: Living the Law of Attraction. Both of them come with the same **rule** – you must enroll prior to the class (check [www.APACalendar.com](http://www.APACalendar.com) for the time-frame.) It doesn't mean that you can not attend them without registering. What it means is that **without** making this step you will have to invest **\$25** – no exceptions. **Bring a friend!** 😊

**And last, but not least...** - I am planning to offer another free “lovely kick from behind” session to help you to jumpstart your practice. But (and you are going to love this)... this time, it will be a **one-on-one** session AND... you don't have to drive to school – it will be given over the phone. (This means that a distance between you and me has no influence.)

**Now...** taking into consideration the 1-on-1 thing, you understand why I am going to warn you about “**limited space**” and why this opportunity is available on the by “**application only**” basis. And yes, there is a dead line to take advantage of it – **August 20th**. Apply at [www.APAToday.com/1on1](http://www.APAToday.com/1on1) now, while your time-spot is still available...

## **TO YOUR SUCCESS!**

**Attracting clients to your business:** one of the most powerful lessons I've learned from my mentor (actually two mentors)...

What if I told you that there is one strategy, one single client strategy that is more powerful than ALL of the others? In fact, this is the one strategy that is most likely to work at the lowest cost and the highest “client attraction index”; in other words, this strategy has the highest leverage you can use to in your business... To tell you even more, most likely, **you have been using** this strategy already (but not in your business.)

It is called “endorsed marketing.” This is when another person (business) tells their clients (customers) about your services via endorsement. No other method of marketing is as powerful or as “certain” to get results. Use endorsed marketing whenever possible.

And as usual, yes, there is a process of turning this tool on. It starts with you answering these two questions (assuming that you already know WHO your client is; if you haven't defined it yet, it is time for you do so; have no idea where to start? – take advantage of the 1-on-1 session):

**Who already has your clients?** – Who already invested time, effort, and energy to attract your client, and would be open to telling their customers and prospects about your service? The best place to start is to tap into “related” products and/or services (like a massage therapy school in our case.)

**How can you add value to them?** – What can you offer to a potential endorsed marketing partner that they would see as adding VALUE to them and to their customers' lives and/or experiences?

Make two lists.

Get ready to handle traffic and only after that, contact one person at a time from list #1 and offer them an item from list #2.

When doing so remember, not everyone has to be your partner. Some of them are ready to see the value you can add, and some of them are not (but they may be... a little bit later.)

Over the years, this little (and simple as you can see) technique has proved to be the most certain "customer attraction" strategy that has generated billions of dollars in profits – USE IT.

## CONVERSATION CORNER

### Losing our Faculties: A simple way of keeping our mind sharp

Many people "out there" worry about losing their mental capacities as they grow older. What the majority of them don't know, is that there's a very simple technique we can adopt that will help keep us sharp, researchers have recently discovered it.

They have found that our exposure to bright light can help ward off dementia. For people who already have early stages of the disease, bright lighting can slow its progress by **5%**, which can mean the difference between living at home and having to move to a care center.

Researchers from the Netherlands Institute for Neuroscience have found that cognitive decline is associated with **poor sleep patterns**, and people with dementia often sleep during the day and spend the night awake.

Now think... How can YOU improve these results even more when helping clients with this same type of problem? Hint: **bolded text**.

## WHAT – WHEN – WHERE – WHY - HOW

### "Hypnosis could banish hay fever" (Source: BBC)

Hay fever sufferers could benefit from using self-hypnosis, researchers say.

A Swiss team at Basle University taught 66 people with hay-fever the art of hypnosis and found it helped them alleviate symptoms such as runny nose.

The volunteers also took their regular anti-hay-fever drugs, but the effect of hypnosis appeared to be additive and reduce the doses they needed to take. The findings appear in the medical journal *Psychotherapy and Psychosomatics*.

### Self-Hypnosis

The study took place over two years and included two hay fever seasons. During the first year, some of the volunteers with hay-fever were taught and asked to regularly practice hypnosis as well as take their usual allergy medicine.

The hypnosis training consisted of one two-hour session with an experienced trainer. The remaining volunteers had no other treatment apart from their normal allergy medication. After a year, the researchers found the volunteers who had been using self-hypnosis had

reported fewer symptoms related to hay-fever than their fellow volunteers.

### **Runny noses**

During the second year, the researchers taught the remaining "untrained" volunteers how to use hypnosis. By the end of this year, these volunteers also reported improvement in their hay-fever symptoms.

Although the improvement in symptoms was not statistically significant and, therefore, could have been down to chance alone, the researchers also found that the volunteers had cut down on the amount of hay-fever medication they used after learning self-hypnosis.

Professor Wolf Langewitz and his team also tested the volunteers in the laboratory to see what effect the hypnosis was having on the body.

Using a machine that measured how forcefully a person could exhale through their nose, the researchers found that the hypnosis was helping to improve nasal airflow, even when the volunteers were exposed to things that triggered their hay-fever, such as pollen and grass.

Professor Langewitz suspects that hypnosis might work by altering blood flow and helping alleviate congestion in the nose that can occur with hay-fever.

Dr Peter Whorwell from Wythenshawe Hospital in Manchester, who uses hypnotherapy to treat people suffering from irritable bowel syndrome, said some of his own patients who also had hay-fever had commented to him that their noses were less runny after hypnotherapy sessions.

He said: "It is known that you can alter blood flow with hypnosis. Hypnosis has been used for a variety of medical conditions, including asthma, eczema and migraines. It's definitely an area that is worth researching."

### **"UKRAINIAN GRANDMA SECRETS"**

#### **Did you know?**

A small amount of salt will make a grapefruit taste sweeter... Why would you like to know that? – Grapefruit has been used to dissolve the inorganic calcium found in the cartilage of the joints of people with **arthritis**. It also is effective in lowering the cholesterol level. Eating 7 ounces of ("normal") carrots every day for three weeks can lower cholesterol level too.

Ease the **Parkinson disease**... Fill a thermos with three glasses of boiling water, add three table spoons of the St. Johns Wart herb and leave this "tea" to sit overnight. In the morning, filter it, split it into 4 even portions, and drink it 4 times per day, 30 minutes prior to eating.

For those who experience a **stomach ache** when waking up in the morning... Consider eating one apple right before going to sleep at night 😊

When babies experience a stomach ache – just rub their tummy around the belly button clockwise.

Men can ease their stomach ache by eating aloe - that's right, just dip in honey and eat it – it's delicious and healthy.

# Let's celebrate!

## ~ The First APA Newsletter Anniversary ~

If you are completely satisfied with where your business is right now, please discard this note, otherwise...

**Take advantage of this rare opportunity to schedule your free 1-on-1 consultation to lay out a marketing strategy blueprint for your practice**

By the end of this 1-on-1 "session" you will know exactly

- What to do next to assure your practice is growing independently of economy swings
- What steps can you take to make your marketing efforts more effective and...
- You will reclaim your peace of mind and clarity... ALL you have to do now is to raise your hand and let me know at [www.APAToday.com/1on1](http://www.APAToday.com/1on1)

**Attention: I can make only 10 time slots available for this offer**