

APA Newsletter - February

UPCOMING EVENTS

- **Regression Certification Training**
February 2, 3
- **Pain Management Certification Training**
February 8, 9, 10
- **Hypnotherapy Certification Course #102**
February 16, 17
- **"Walk in a Newbie, Walk out a Master!"**
February 22, 23
- **Solid Gold Weekend**
March 1, 2
- **Hypnotherapy Certification Intensive**
Course #101, 102, and 103
March 10 - 16

ANNOUNCEMENTS... ANNOUNCEMENTS... ANNOUNCEMENTS...

The Well Show... is doing well ☺ - The show time will change... Beginning from February 11th, our air time will be **every Monday** from **6PM** till **7PM CST** on **1410 AM** and **on-line**. What have we talked about so far? We talked about hypnosis (of course) and what people have to pay attention to when choosing a practitioner; what training a practitioner has to have in order to help with different types of problem.



We had Drake Eastburn and Lynsi Eastburn on the call. Drake was talking about his involvement with the Olympic team. Lynsi shared some new stories about HypnoFertility babies.

We also had one of our students on the show as well – Rev. Patty Pipia. We had a discussion about hypnosis and spirituality.

Are YOU going to be the next? Contact us, so we can discuss your ideas.

The good news about this show is that it is broadcasted on-line in real time at www.wrmn1410.com - however, this is the only time when it is broadcasted.

We decided to change it... Accordingly to our plans, by the end of February we will have TheWellShow.com podcast up and running.

Pediatric Hypnotism training... Was re-scheduled and will take place in March 28, 29, and 30. We will have a tele-class with Alicia prior to this training, so you can ask her your questions. Stay tuned for the class announcement.

"Walk in a Newbie, Walk out a Master" series... This series will have at least two workshops. One will be held on February 22 and 23rd and it will be about mastering your Audio CD production (you may read more about this class at www.AudioCDMastringNow.com); the second workshop will turn your audio into a 24 / 7, "Set It and Forget It" type marketing machine. It will take place on April 4-6.

Now, there are a couple of little **“pay attention”** things for the first workshop...

1 - It will be **the last time** you can take it for “life”. It doesn’t mean that you won’t be able to learn it though. This work shop will be recorded and become a part of our new coaching program (as a home-study course.)

2 - Because we’ve already had this workshop before, we’ve decided to allow you to “audit” it for **50%** off the class tuition. Why? – We truly believe that this home-study course will deliver much more value when it answers your questions.

So, it turned out to be a win-win situation: **you get a chance** to “get in” for 50% off and have YOUR questions answered. **We get** real questions to answer. To enroll, you can or visit the www.AudioCDMastering.com or call us at (847) 760-5000.

Drake Eastburns new book... Drake is about to finish his next book that will be about hypnosis (of course) and weight loss. With this book, he is going to do something he hasn’t done before. He wants to make sure he addresses as many **real** concerns as possible. Your advice (help, or concerns) will be really appreciated.

Please visit www.AskDrakeEastburn.com and submit your question (or wish.) When submitting your question, you may do so from a hypnotherapist view point, or from a client stand point of view, or both (in this case, please submit your questions for each role separately.)

Here is the best part: everyone whose question is included in the book (or manual, whatever it will end up being) will get a free copy of it.

We **may be** able to have him on the call (you know, with his involvement with Olympic team it can be challenging.) Of course, you will be given the opportunity to ask him your questions as well.

And... the questions you ask on this call will be treated the same way as if they were coming from the “Ask Drake” site (which means that you may get a free copy of his book.)

If you are one of those students who took advantage of an opportunity to ask an expert, you know better than anyone that you get **a lot more in return** than you would get otherwise.

To YOUR SUCCESS!

Ever wonder what you can talk about or write about?

You probably already know that public speaking (or writing) is an incredible way of building up your credibility and, as a result, your practice.

Well, it can become even **more potent** when you talk (or write) about what people **want** to know.

But how can you find out what exactly they are looking for? Or what else can you offer for discussion?

It’s easy. Go to www.KWMap.com (which is short for key word map) and enter a topic into keyword search box.

What this little (free) tool will do is the following:

- It will “go out” and build a map of relevant terms
- Each of the terms on the map is clickable (which means that you can “dig deeper”)
- It also will give you a list of most searchable keywords on the topic

Do you see the power of it?

First, you know what **they** are looking for. Next, almost each keyword phrase can become a topic of a public speech or article (or both.)

CONVERSATION CORNER

Seth Speaks series...

This is a series of books that you can read over and over again. And every time you do, you find something new.

Here is what Seth says about the purpose of life. (I find it helpful to use with clients.)

“In the most basic sense, the purpose of life is **being** - as opposed to not being. In your system of three-dimensional reality you are learning about mental energy (also called thought energy or psychic energy) and how to use it.

Knowledge about mental energy and its use is learned by constantly transforming your thoughts and emotions into physical form (your physical reality) and by then perceiving and dealing with the matter and events that are formed.

From doing this, you are supposed to **get a clear picture of your inner development** as it is reflected by the exterior environment. You participate in physical reality so that you can operate and experience within this dimension. Here, you can develop your abilities, learn, create, solve problems and help others.

Your dreams, thoughts, expectations, beliefs and emotions are literally transformed into physical matter. **How does this work?**

Every nerve and fiber within the body has an unseen inner purpose. Nerve impulses travel outward from the body, along invisible pathways, in much the same manner that they travel within the body.

These pathways are carriers of telepathic thoughts, impulses, and desires containing all the codified data necessary for translating any thought or image into physical actuality, altering seemingly objective events.

This telepathy operates constantly at an "automatic" or subconscious level, providing communication to back up sensory data. Telepathy is the glue that holds the physical universe in position, so that you can agree on the existence and properties of objects. In one respect, your body and all physical objects go flying out in all directions from the inner core of the whole self.

What seems to be a perception, an objective concrete event independent from you, is instead the materialization of your own emotions, energy and mental environment.

The intensity of a thought or image largely determines the immediacy of the physical materialization. All such images or thoughts are not completely materialized, in your perception, as their intensity may be too weak.”

WHAT – WHEN – WHERE – WHY – HOW

Did you know? – Chronic Pain May Harm the Brain...

Here are some interesting facts that were published recently (in February of 2008) by the Journal of Neuroscience.

A new study (done at Northwest University in Chicago) indicates that chronic back pain (CBP) has a widespread impact on overall brain function. This finding may offer a possible explanation for many of the common cognitive and behavioral comorbidities seen in such patients.

Using functional magnetic resonance imaging, researchers found that individuals with chronic pain had alterations in the functional connectivity of their cortical regions - areas of the brain that are unrelated to pain - compared with healthy individuals.

According to Dr. Chialvo, previous research has shown that, et rest, the healthy brain is in state of cooperative equilibrium, so that when 1 region is active, the others become less active or deactivated. The brain regions engaged in this resting state (known as DMN) usually “shut off” when an individual is paying attention or undertaking a task.

However, the current study found out that compared with healthy individuals, the regions of DMN in chronic pain patients **never** “quiet down.”

The research has shown that pain not only hurts patients, but the underlining perception of pain also harms the brain.

The study also suggests that, over time, chronic pain may lead to permanent reorganization on the brain.

“UKRAINIAN GRANDMA SECRETS”

Potato and arthritis...

The raw potato juice is considered one of the most successful biological remedy for rheumatic and arthritic conditions and it has been used for centuries.

Here is how you can use it: cut a medium-sized potato into thin slices, without peeling the skin, and place the slices overnight in a large glass filled with cold water. The water should be drunk in the morning on an empty stomach.

Fresh juice can also be extracted from potatoes. A medium-sized potato should be diluted with a cup of water and drunk first thing in the morning.

If potato is not “your cup of tea”... one cup of green juice, extracted from any green leafy vegetable, mixed in equal proportions with carrot, celery, and red beet juices is good for arthritis as well.

Garlic is another effective remedy for arthritis. Eat it raw or cook according to your individual preference.