

APA Newsletter - March

UPCOMING EVENTS

- Free Past Life Regression workshop
March 8
- Hypnotherapy Certification Course #101
March 10-12
- Hypnotherapy Certification Course #102
March 13-14
- Hypnotherapy Certification Course #103
March 15-16
- Hypnotists Mastermind Meeting
March 13
- Free Workshop "Infertility Be Gone"
March 27
- Free Pain Management Workshop
April 10
- Reiki I & II
April 12

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

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 😊 - The show time has been changed... Our air time now is **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 need to pay attention to when choosing a practitioner; what training a practitioner has to have in order to help with different types of problems.



We had Drake Eastburn and Lynsi Eastburn on the call. Drake was talking about his involvement using hypnosis with the U.S. Olympic team and his experience with weight loss clients.

Lynsi shared some new stories about HypnoFertility babies.

Ron Eslinger talked about hypnosis and managing pain...

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 on the radio 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 the month we will have TheWellShow.com podcast up and running. (Stay tuned for this update).

Pediatric Hypnotism training... HAS BEEN CANCELLED. At this point, we can't give you any more specifics on that. As usual, as soon as we have any updates on this topic, we will let you know.

Our Group (that we started at Yahoo) now has a new home... - Facebook! The reason why we've decided to move to Facebook is because this place gives **much more** opportunities for you to communicate with each other on a completely different level, allowing all of us to create a strong community where everyone wins.

All you need to do is go to www.APAClasses.com/goto/facebook/ and **become a fan** of this page. Read more details at www.APAClasses.com/goto/facebook/ under the "Products" (this is the only place I could find that seemed appropriate to put clarifications as it always will stay there) and "Notes" sections. (Products you find on the left under the APAToday.com picture, and Notes – on the right, under the Events section.)

As you can see, there is a (**Discussion Board**), a place for us to have discussions, a great place to create a "virtual" mastermind group; **Photos** are there for us to upload pictures (yes, you can upload yours as well and share your good times (and bad times if you wish); **Videos** – to do the same with the videos; **Notes** section – is like a blog and is perfect for us to "shoot" down the channel with quick updates or for you to leave a comment or give feedback; and the Wall – is like a blog for you, where you can "shoot" your ideas or thoughts... without using an email and dealing with email Spam filters.

So, welcome to our new community! I truly believe **we can build something really great there**. You can use the Wall right now and let us know how you see or want this community to grow...

At the end of the day, you know better than anyone that if we don't put our heads together to help hypnotherapy to take a well-deserved place in the mind of people who will benefit from our services... then who will?

To YOUR SUCCESS!

Because a lot of you have missed this announcement last month, the Marketing Minute will be about the **"Walk in a Newbie, Walk out a Master" series...** because IT IS about your marketing and making it more cost-effective and efficient.

Actually, our experience with the first workshop of this series was the "last push from behind" towards creating our own community place at Facebook. We did a mailing and email notifications a couple of days before the first class we couldn't understand why we had so little response (even though this class was scheduled after many requests of yours to have it.)

So, a day before the workshop I decided to call students who asked us to notify them when this class is offered again. Guess what... **8** out of **10** didn't receive anything from us and had no idea that the class "will take place tomorrow" – kind of a little bit too late to re-arrange all the plans.

A great marketing lesson for you to learn as well!

Any way... Here is what this series is all about: one of the most effective ways to promote and grow your practice ON A BUDGET. The format of each workshop is more like a coaching session that assures **you have a product** at the end, a product that can work for you 24/7.

This series is designed to have 2 workshops (at least that's what I have in mind right now, but this can always change... as technology does.)

The first workshop is ALL about professional recording. **One day** of this **2-day** workshop alone **will save you HOURS** of your time (especially if you think you know how to record and spend more than an hour to make one CD) and **unload a TON of frustration** from your plate.

"Do I really need to have CDs?" – You may ask... Let me answer you by asking **"Do you really love helping people?"** - CDs are not just about your income (even though it would be nice to have too), it's about **you** helping your clients ALL the time **without** taking your time away from you family (see the What-When-Where-Why-How section for some research studies...)

The second, **2.5-day** workshop, is about you working **smarter**, not harder... it's about today's technology and how it can **save you thousands** of dollars in advertising costs while making your audio work for you **10 times** harder and **10 times** more effectively. It's about **letting you** do the job **you love** while having your audio doing all the "heavy weight lifting" in terms of marketing.

If you attended at least one of our classes, you know better than anyone that I mean each and every word of this statement and **even more**.

Don't be surprised when you find some of your instructors (who have been practicing hypnosis for more than 10 years) sitting next to you during this workshop. If they see the value of this training and how it is important for their practices to have this stuff in place... Then you probably will benefit from this class as much (and even more - you can save a couple of years of "trial & error.")

Because a lot of you missed the opportunity to attend the first workshop in February, (and it wasn't your fault) I am giving you the **last chance** to attend it: **March 28-29th**.

Now, **everyone** who enrolls before or on **March 16th** will be able to "audit" it for the same tuition of \$162.50 that was offered last month (which is exactly **50% off**) – here is the place: www.audiocdmasteringnow.com/audit.php On **March 17th**, the tuition will go up to \$243.50; on **March 21st**, it will be \$325.

The second workshop of this series will take place in May. You can make a choice and enroll into any one of these classes separately or get both of them as a package and save an **additional \$50**. The "early bird" tuition for the next workshop will be \$325 as well. For the package option, call **(847) 760-5000** or send your request to registrations@apaclasses.com

CONVERSATION CORNER

Seth Speaks series... (Continues)

The following could be a great addition to any session, wouldn't you agree?

1. I am an excellent creature, a valuable part of the universe in which I exist...
2. My experience enriches all other portions of life, even as my own being is enhanced by the rest of creation...
3. It is good, natural, and safe for me to grow and develop and use my abilities, and by doing I also enrich all other portions of life...
4. I am eternally couched and supported by the universe of which I am a part...
5. By nature I am a good deserving creature, and all of life's elements and parts are also of good intent...
6. All of my imperfections, and all of the imperfections of others creatures, are redeemed in the greater scheme of the universe in which I have my being...

Those attitudes are inbred in the smallest microscopic portions of the body – a part of each atom and cell and organ, and they serve to trigger all of the body's responses that promote growth and fulfillment...

You are not one thing and illness another, for your thoughts and emotions are the triggers that lead to bouts of poor health. Once you know this, you can begin to take steps that will serve to promote exuberance and vitality instead of fear, doubts, and "disease." The sooner you begin to look at health and "disease" in these new terms, the healthier and happier you will become..."

WHAT – WHEN – WHERE – WHY - HOW

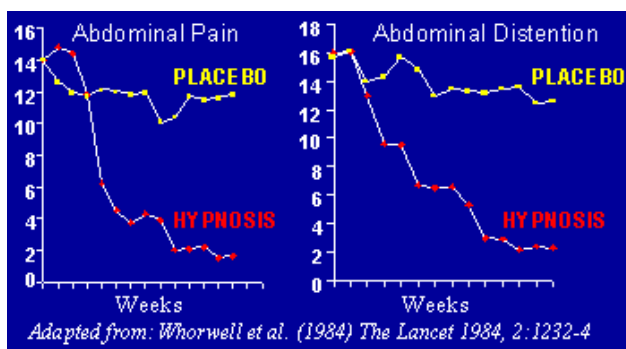
Hypnosis for Irritable-Bowel Syndrome (IBS)

Palsson OS, Turner MJ, Whitehead WE. Hypnosis home treatment for irritable bowel syndrome: a pilot study. *Int J Clin Exp Hypn*. 2006 Jan;54(1):85-99.

A 3-month home-treatment version of a **scripted hypnosis protocol** previously shown to improve all central IBS symptoms was completed by 19 IBS patients. Outcomes were compared to those of 57 matched IBS patients from a separate study receiving only standard medical care.

10 of the **hypnosis subjects** (53%) responded to treatment by 3-month follow-up (response defined **as more than 50% reduction** in IBS severity) **vs. 15 (26%) of controls**. Hypnosis subjects improved more in quality of life scores compared to controls. Anxiety predicted poor treatment response. Hypnosis responders remained improved at 6-month follow-up. Although response rate was lower than previously observed in therapist-delivered treatment, **hypnosis home treatment may double** the proportion of IBS patients **improving significantly** across 6 months.

Here is a graph adapted from another study, showing group differences in two of the main IBS symptoms:



This study is the earliest and perhaps the best study in this research area to date, as it was thoroughly placebo-controlled and showed **dramatic** contrast in response to **hypnosis treatment** above the placebo group. **30** patients with severe symptoms unresponsive to other treatment were randomly chosen to receive **7 sessions of hypnotherapy** (15 patients) or **7 sessions of psychotherapy plus placebo pills** (15 patients).

“UKRAINIAN GRANDMA SECRETS”

Potato Facts... 😊 Did you know...?

To speed up the baking process wrapping it up in foil is NOT the best thing to do... A much faster method is to rub the skin lightly with vegetable oil.

To keep peeled potato from discoloring, place them in a bowl of cold water with a few drops of white vinegar (or lemon juice) and place it in a refrigerator.

Potatoes (so do onions) prefer to be stored in... panty hose (have you ever seen these two words together?) That's right... back in Ukraine panty hose had a "second life" by serving as storage bags for potatoes and onions. Just cut a leg off, drop the potatoes in, tying a knot between them, and then hang in a cool dry spot, but...

Never store potatoes with onions! Onions HATE potatoes (or potatoes onions...) The reason is that because moisture from the onions causes potato to spot and alter the potato's flavor.

To prevent potatoes from popping open during baking simply prick the skin with a fork before baking. Also...

Never pour cold milk into cooked potatoes. It will give the starch unpleasant flavor.