

Practical Ericksonian Hypnosis

A two-day certification seminar
taught by David Botsford

Saturday February 18th and Sunday February 19th, 2012
Fairfield Inn Airport Orlando, 7100 Augusta National Dr, Orlando, FL 32822



Get two FREE reports:

"5 Ericksonian hypnosis techniques you can use right now to enhance your work with clients."

"3 real-life case studies using Ericksonian approaches."

Visit www.selfhypnosiscd.com or e-mail davidbotsford@gmail.com or call 863 420 3634

This workshop is aimed at practising hypnotists and those who already have some experience or training in the field of hypnosis. Participants will learn the essential techniques of indirection, utilization and tailoring in hypnosis, drawing on the methods of Dr Milton H. Erickson (known as Ericksonian hypnosis).

Many hypnotists who have heard about the power of Dr Erickson's techniques have gained the impression that they are complicated, obscure and difficult to master. In part, this is because Erickson's writings were aimed at professional audiences of medical doctors, academics, dentists and psychologists and are laden with jargon. However, the essential Ericksonian techniques can be, and are, both simple and enjoyable to master.

The purpose of this workshop is to teach participants the essentials of Ericksonian hypnosis in the simplest possible way. Your instructor is a "lay" hypnotist who first trained at the National School of Hypnosis and Psychotherapy with Ray Keedy-Lilley, who was the first to introduce Ericksonian hypnosis to the United Kingdom. He has used Ericksonian hypnosis consistently in one-to-one sessions with clients for 16 years. His goal is to ensure that you gain the most useful and practical knowledge to enhance your hypnosis practice, optimize your results with clients and enhance your reputation as a trance-former. In addition to two days of intense live training, you will receive a handout of over 100 pages and a set of audio CDs as a permanent resource for the future, plus a bonus gift instructional DVDs.

Because many hypnotists are feeling the effects of the challenging economy, the price for attending this seminar is being kept as low as possible in order to keep it affordable.

Attendance: ~~\$295~~ Price reduced to only \$100!

To secure your place, please visit www.selfhypnosiscd.com
or www.4cornershypnosis.com or call 863-420 3634.



About your instructor

David Botsford is a hypnotist, originally from England, has been practising Ericksonian hypnosis since 1994. He is a member and Certified Instructor with the National Guild of Hypnotists. He is the author of the book *Hypnosis for Smoking Cessation* and numerous hypnosis CD sets.

Practical Ericksonian Hypnosis

Overview

Dr Milton H. Erickson pioneered a new approach in hypnosis. Instead of using standardized and authoritarian inductions, he learned to use indirection, tailoring and utilization in order to enable clients to enter trance, access unconscious resources, and achieve their goals. This seminar will teach those aspects of the Ericksonian approach which are most useful for hypnotists in helping their clients to achieve their goals most effectively. Students will learn how to observe the client closely and deliver reliable inductions based on their observations. They will learn to tailor the session to the individual client and to utilize the client's resources in order to gain a successful outcome. They will learn the essential Ericksonian approach to some of the most common issues dealt with by hypnotists, including weight control, pain management and achieving emotional well-being. Each attendee will receive a workbook of over 100 pages which is intended to be a permanent resource for their practice, together with audio CDs and bonus DVDs.

This workshop intends to be as close as possible to the reality of the work done by hypnotists. Both days will start with a live demonstration of an actual session of Ericksonian hypnosis, carried out with a volunteer from the audience. On the first day, the volunteer will keep secret the issue to be dealt with ("secret therapy"). This is because the first day will deal with process rather than content. In the demonstration on the second day, the volunteer will announce what the issue is to be dealt with. This is because the second day will be more focused on content.

Day 1: Inductions.

Session 1: Demonstration of an actual (brief) Ericksonian session with a volunteer from the audience. The volunteer does not announce what that issue is that being addressed. This is an example of "secret therapy" or process (not content) instructions.

Session 2: Overview of Milton Erickson's approach and his contribution to hypnosis. How Erickson's indirect approach, based on tailoring and utilization, goes beyond traditional authoritarian hypnosis in the possibilities it opens up.

Session 3: Essential skills underlying Ericksonian hypnosis: pacing and leading, observation, the permissive approach, trance induction through sensory experience and utilization. Includes exercises.

- a. Trance is an amplification of responses and experience. Describe an experience talking about what has to be there, in order to help the subject amplify his/her response.
- b. Matching and verbalizing as means of building rapport.
- c. Smooth transitions to assist going into an altered state ("as", "while", "and", etc.)
- d. General signs of trance: facial asymmetry, then more than usual facial symmetry, muscular relaxation, small involuntary muscle movements, flushing, changes in breathing.

Session 4: Specific inductions. These includes: verbal pacing and leading (5-4-3-2-1), non-verbal pacing and leading, accessing a previous trance state and utilizing naturally occurring trance states.

Session 5: Therapeutic communications: the use of metaphor, anchoring trance states, analogue marking, eliciting a positive outcome.

Day 2: Utilization.

Session 6: Demonstration of a second actual (brief) Ericksonian session with a volunteer from the audience. This time, the volunteer specifies what issue is being dealt with.

Section 7: The use of process instructions (not content). The Milton model: vague language. Outline of the Ericksonian therapeutic approach.

Section 8: Structure of an Ericksonian hypnosis session. How to deal with the client in front of you from start to finish.

Section 9: Ericksonian hypnosis for groups. Tailor your induction by using the "group mind" and utilizing experiences.

Specific applications:

Section 10: Weight management. How to enable your client to enjoy better choices in their eating and exercise.

Section 11: Pain control. How to alter a client's representation of pain - to be used only with a physician's referral.

Section 12: Emotional well-being. How to change a client's emotional life using his or her inner resources.

Section 13: Attendees split into pairs and do a complete mini-session based on techniques learned at this seminar.

Section 14: Questions and answers.

Section 15: Benediction. A motivational group hypnosis session to reinforce learning and inspire attendees to success.

Handouts

100+ pages course manual. Audio CD with voice techniques. Retail CD sets: *Freedom from Pain* (2 CDs), *Free from Depression* (2 CDs), *Eat Less, Lose Weight for Women* (2 CDs). Bonus: DVDs of a 3-hour presentation on Erickson.

Learn how to transform the effectiveness of your hypnosis
Master the essential techniques of Dr. Milton H. Erickson in one weekend with this
Certificate Course in Ericksonian Hypnosis

109 Ambersweet Way # 111, Davenport, FL 33897
e-mail: davidbotsford@gmail.com
www.4cornershypnosis.com

Tel: 863 420 3634

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Dear Fellow Hypnotist:

Would you like to dramatically improve the results you get from your hypnosis practice? Would you like to build a reputation as the hypnotist of choice in your area? Would you like to learn how to tailor your hypnosis to each individual client? Would you like to be sure that every single one of your clients enters trance? Would you like to learn how to utilize your clients' experiences so that they can achieve a solution in a unique way?

Now you can – with a two-day seminar which teaches you the essential hypnotic techniques of the legendary Dr. Milton H. Erickson, who is considered by many to be the greatest medical hypnotist of the twentieth century. In the traditional authoritarian approach, the hypnotist essentially “tells the client what to do”. By contrast, Dr Erickson developed a permissive approach which utilized the client's experience and tailored the session in a unique way to each individual. He recognized that the client's unconscious mind already has all the resources needed to achieve the client's goals.

As a hypnotist with 16 years' experience in working with clients using one-to-one Ericksonian hypnosis, I would like to invite you to the Fairfield Inn Airport Orlando, 7100 Augusta National Dr, Orlando, Florida 32822, for a two-day practical seminar which teaches you those techniques of Ericksonian hypnosis which are most useful for working hypnotists. By the end of these two days, you will know:

- the essentials of the Ericksonian approach to success through unconscious learning;
- how to perform hypnotic inductions based on close observation of the client;
- how to listen to your client for resources you can use to achieve his or her goals;
- how to pace your clients, reframe their experiences and lead them to the solution they require;
- Ericksonian hypnotic inductions which will mobilize your client's unconscious resources;
- numerous communication techniques to influence your client's unconscious;
- how to apply this knowledge to weight management, pain control and emotional well-being;
- and much, much more.

This is a practical workshop. We will begin both days with a live demonstration of a mini-session with a real person dealing with real issues, using the techniques taught in this workshop. If you have any issues you would like to deal with, you are invited to volunteer to be the client in either of those sessions. (Please note that the whole workshop is likely to be videotaped.)

This certificate course is being kept as low-cost as possible to make it affordable in the present economic climate. However, the goal is to provide exceptional quality and value for money, so please don't let the low price deter you! You will also receive a comprehensive, 100+ page manual which will be a permanent resource for your hypnosis practice, plus a series of CDs and DVDs.

It is my belief that once you master the material on this course, your effectiveness in hypnosis will be massively increased, so that you can become the hypnotist of choice in your area. Also, using the Ericksonian approach on yourself through self-hypnosis can bring massive improvements to your own life.

In order to attend this event, please either return the form overleaf or enroll on-line at www.selfhypnosiscd.com

If you have any questions, please feel free to call me on 863 420 3634 or send an e-mail to davidbotsford@gmail.com

Always glad to help.

Sincerely,



David Botsford

Practical Ericksonian Hypnosis: A two-day certification seminar

Fairfield Inn Airport Orlando, 7100 Augusta National Dr, Orlando, FL 32822

Saturday 18th February, 2012 from 10.00am to 6.00pm and

Sunday 19th February 2012 from 10.00am to 6.00pm

Your instructor: David Botsford

Attendance is now only \$100!

Yes! I want to learn a powerful, systematic approach to Ericksonian hypnosis to enhance my practice with clients.

Please register me for the Practical Ericksonian Hypnosis Seminar on 18th and 19th February 2012.

Name _____ Address _____

e-mail _____ Phone _____

Please fill in the form and either (1) make out a check payable to David Botsford for the correct amount or (2) supply your credit card details and send this form to: David Botsford, 109 Ambersweet Way # 111, Davenport, FL 33897. Or, please either register on-line at www.selfhypnosiscd.com or send \$100 via PayPal to davidbotsford@gmail.com

Please find enclosed a check, made out to David Botsford, for ~~\$295~~ \$100.

Please charge my credit/debit card (please circle one) ~~\$295~~ \$100 as above

Please circle one: MasterCard Visa Amex Other

Card number _____ Start date _____ Expiry date: _____ CVC
(last 3 digits on back) _____

Signed: _____

I am paying via PayPal at davidbotsford@gmail.com ~~\$295~~ \$100 as above

Is there an issue you would like to deal with in a session in front of the entire group? If so, you could get a free place on this seminar (first come, first served). Please call David on 863 420 3634 to discuss this.

Are there any issues relating to Ericksonian hypnosis that you would specifically like to see covered? If so, please list them below.

Terms and conditions

I understand that the seminar may be professionally recorded. I hereby give permission for the recording of the seminar, including anything I may say during it. I accept that copyright in the recording is owned solely by the organizer of the event.

Refund policy: I understand that I may cancel any time up to 15th January 2012 and receive a refund, less a \$25 cancellation fee. I understand that if I cancel after 15th January 2012, I will receive a refund of 50% of my fee.

I agree to the above terms and conditions.

Signed _____ Date _____

Special discounted hotel rate for attendees of this event

Fairfield Inn Airport Orlando, 7100 Augusta National Dr, Orlando, FL 32822, where this seminar to be held, offers attendees of this event a discounted room rate of only \$94 per night + 12.5% tax. There is a free shuttle to and from the hotel from the nearby Orlando International Airport and a complimentary breakfast. If you would like to book a room at this rate, please call the hotel on 407-888-2666 and mention that you are attending the event Practical Ericksonian Hypnosis.