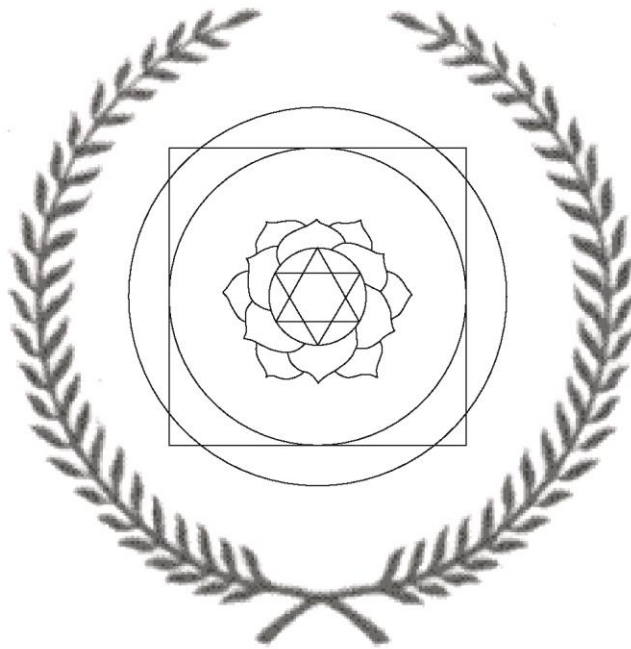


Institute of Interpersonal Hypnotherapy



Advanced Hypnotism
HT201 - Practice Management
HT202 – Advertising and Marketing
Strategies

Advanced Hypnotism

Objective

To study and learn the concepts that relate to more advanced hypnotism practices which utilize the hypnotic state to promote positive change, while preparing the student to enter into a professional hypnotherapy practice with the required tools for successful business operations.

Description

A comprehensive 100 clock hour program to teach the theory and practice of the more advanced principles of hypnotism, as well as providing skills for building and operating a successful hypnotherapy practice.

HT201	Practice Management	10
HT202	Advertising and Marketing Strategies	10
HT203	Transforming Subconscious Beliefs	5
HT204	Focusing and Core Transformation	5
HT205	Advanced Neuro-Linguistic Programming	10
HT206	Parts Therapy	15
HT207	Life Mastery Course	5
HT208	Manifesting Prosperity	5
HT209	Ericksonian Hypnotherapy	5
HT210	Practical Hours	30
Total Clock Hours		100

Course Descriptions

HT201

Practice Management

(10 clock hours)

To prepare the student, upon successful graduation, to enter in to the field of professional hypnotherapy with the skills to operate a successful business. This includes note taking, scheduling appointments, file management, referrals, office and equipment set-up, accounting principles and other components of operating a business and hypnotherapy practice.

HT202

Advertising and Marketing Strategies

(10 clock hours)

To prepare the student, upon successful graduation, to have the necessary skills to promote a professional hypnotherapy practice and to ensure a healthy client base. This class focuses on creative tools to build one's business as well as the legal and ethical parameters of promoting one's self as a hypnotherapist with the State of Florida.

- HT203** **Transforming Subconscious Beliefs**
(5 clock hours)
This course empowers the student with skills for uncovering the underlying belief systems which generate negative emotions and which motivate unwanted behaviors. Techniques are taught to uncover these beliefs as well as to change them into positive and constructive models from which to live one's life.
- HT204** **Focusing and Core Transformation**
(5 clock hours)
This course covers the fundamental practice of the Focusing method of Dr. Eugene Glendlin and the Core Transformation method of Connie Rae Andreas as a means of uncovering and transforming the cause of one's problems. Special attention is given to the theme of opening the heart and working with the shadow side of the mind.
- HT205** **Advanced Neuro-Linguistic Programming**
(10 clock hours)
Covers more advanced NLP techniques and language patterns including; expanded uses of anchors, meta-models, visual swish patterns, visual squash patterns, new behavior generators and many others.
- HT206** **Parts Therapy**
(15 clock hours)
Prepares the student to utilize the hypnotic state to align sub-personalities towards a client's goals. The basics of Transactional Analysis are taught as well as archetypal models for working with the subconscious mind. Extra time is given to this modality as it lays the foundations for the regressive hypnosis models to follow in future programs.
- HT207** **Life Mastery Course**
(5 clock hours)
Assists the student to empower him/herself and his or her clients to set goals, write mission statements, define life values, visual outcomes and use the power of the mind to achieve these goals. Incorporates the Getting Organized Process and the Creating and Manifesting Formulas as taught through Anahat Meditation Center.
- HT208** **Manifesting Prosperity**
(5 clock hours)
Empowers the student with teachings and skills to develop a "success mind-set." Based upon Anahat Meditation Center's Manifesting Prosperity Workbook, this course helps students to empower themselves and their clients to increase abundance in their lives in all ways, beyond just financial.
- HT209** **Ericksonian Hypnotherapy**
(5 clock hours)
An in-depth exploration of the therapeutic style of Milton H. Erickson and his contributions to the fields of hypnosis and NLP. This course teaches the basics of

Ericksonian Hypnotherapy, metaphor therapy and advances the students use of indirect/inferred induction styles.

HT210

Practical Hours

(30 clock hours)

Practical (hands-on) hours are interspersed throughout this program to encourage students to practice each and every technique that they have been taught on their fellow students. This allows students to not only practice what they are learning, but also to experience it for themselves.



Books - Advanced Hypnotism

Required Readings

1. **The Ethics of Caring** – Kylea Taylor
Read Chapters – All
2. **Self-Esteem** – Matthew McKay
Read Chapters – All
3. **The Dark Side of the Light Chasers** – Debbie Ford
Read Chapters – All

Recommended Readings

1. **Richard Bandler's Guide to Trance-formation: How to Harness the Power of Hypnosis to Ignite Effortless and Lasting Change** – Richard Bandler
2. **Book Yourself Solid: The Fastest, Easiest, and Most Reliable System for Getting More Clients Than You Can Handle Even if You Hate Marketing and Selling** – Michael Port
3. **Therapeutic Metaphors for Children and the Child Within** - Joyce Mills and Richard Crowley
4. **Core Transformation: Reaching the Wellspring Within** - Connirae Andreas
5. **My Voice Will Go with You: The Teaching Tales of Milton H. Erickson** - Sidney Rosen
6. **Focusing** – Dr. Eugene Gendlin

HT201 - Practice Management - (10 clock hours)

To prepare the student, upon successful graduation, to enter in to the field of professional hypnotherapy with the skills to operate a successful business. This includes note taking, scheduling appointments, file management, referrals, office and equipment set-up, accounting principles and other components of operating a business and hypnotherapy practice.

HT202 - Advertising and Marketing Strategies - (10 clock hours)

To prepare the student, upon successful graduation, to have the necessary skills to promote a professional hypnotherapy practice and to ensure a healthy client base. This class focuses on creative tools to build one's business as well as the legal and ethical parameters of promoting one's self as a hypnotherapist with the State of Florida

**Program HT - Advanced Hypnotism - HT201 - Practice Management
Student Learning Objectives**

1. Explain the basis of ethical practice management based upon Hypnosis Law, IAIH standards and IIH protocols
2. Describe the Client Bill of Rights and the IAIH Disclosure Form
3. Discuss client referrals, contraindications for practice and client discharge
4. Discuss mandatory reporting requirements
5. Explain the fundamental set-up of an office, including proper note taking, file systems and the basic equipment needed for client comfort and satisfaction.

**Program HT - Advanced Hypnotism - HT202 – Advertising and Marketing Strategies
Student Learning Objectives**

1. Demonstrate the multiple components of creating a powerful first client session
2. Deliver an overview of all of the available marketing strategies listed in the IIH training manual
3. Customize an individual marketing plan catered to one's personal and professional goals
4. Demonstrate a successful prospective client first interaction whether on the phone or in person
5. Prepare a business plan that follows the formula of “plan, act, review.”

The Occupational Title of Hypnotherapist

In the early 1970's the occupation of "Hypnotherapist" was acknowledged by the United States Department of Labor in a document which was formally known as The Dictionary of Occupational Titles. This occupational description read:

CODE: 079.157-010

TITLE: HYPNOTHERAPIST

"Induces hypnotic state in client to increase motivation or alter behavior patterns: Consults with client to determine nature of problem. Prepares client to enter hypnotic state by explaining how hypnosis works and what client will experience. Tests subject to determine degree of physical and emotional suggestibility. Induces hypnotic state in client, using individualized methods and techniques of hypnosis based on interpretation of test results and analysis of client's problem. May train client in self-hypnosis conditioning."

As The Dictionary of Occupational Titles is no longer in print, it is our understanding that the Occupational Information Network (ONET) Index has now become a federally accepted standard as a directory for listed occupations. Hypnotherapist was listed under the category of "Therapist, Other", yet upon careful further review ONET no longer lists the separate categories of "Therapists, Other."

Now the United States Department of Labor, Bureau of Labor Statistic's Instructional Program Data lists Hypnotherapist as "513603 Hypnotherapy/Hypnotherapist", along with other such occupations as Acupuncture, Homeopathic Medicine, Massage Therapy, Yoga Teacher, and Health Professions and Related Clinical Sciences. <http://www.bls.gov/jobs/forms/ip3datastandard.pdf>

National – United States and other Countries

State

County and City



Client Agreement and Disclosure Form

(Practice and Personal Name / Address)

(Email & Phone)

Name: _____

Address: _____

City: _____ State: _____ Zip: _____

Phone: (H) _____ (W) _____ (C) _____

Email: _____ Age: _____

How did you find out about (Name)? _____

The reason for your visit? _____

Have you ever been in therapy before? _____

Have you ever been hypnotized before? _____

Are you currently taking any medications? _____, and if Yes, please state for what reasons?

List your preferred communication method: _____

Do I have your permission to record your sessions? _____

As I enter into this relationship, I agree to the following:

1. I am participating in hypnosis by my own choice because I want to be here.
2. I understand that I am not a patient, but a co-operator in my hypnosis experience.
3. I understand that my progress here involves how I care for myself physically, mentally, emotionally and spiritually.
4. I understand that transformation is a process and that it can take time.

*** By signing this form I acknowledge that I will give a 24-hour notice in case I need to cancel or reschedule my appointments and that if I do not that I will pay for the full price of the session that I had scheduled.

Signed: _____ Date _____

As your hypnotherapist, I commit to you that I will utilize all of my skills to help you to reach your goals in the shortest time possible. You have my assurance of my full integrity, professionalism, confidentiality and respect.



Client Agreement and Disclosure Form

Contact Information: My name is (Name, Address and Contact Info)

Education and Training: I was trained in hypnotism at the Florida Institute of Hypnotherapy, Tampa, FL a Florida Department of Education state licensed school. I am a Certified Member of the International Association of Interpersonal Hypnotherapists (IAIH), and I do annual continuing education to maintain my training at a high level.

Notice: AS THE STATE OF FLORIDA HAS NOT ADOPTED EDUCATIONAL AND TRAINING STANDARDS FOR THE PRACTICE OF HYPNOTISM, THIS STATEMENT OF CREDENTIALS IS FOR INFORMATIONAL PURPOSES ONLY. Hypnotism is a self-regulating profession, and its practitioners are not licensed by state governments. I am not a physician nor a licensed health care provider and may not provide a medical diagnosis nor recommend discontinuance of medically prescribed treatments. If a client desires a diagnosis or any other type of treatment from a different practitioner, the client may seek such services at any time. In the event my services are terminated by a client, the client has a right to coordinated transfer to another practitioner. A client has a right to refuse hypnotism services at any time. A client has a right to be free of physical, verbal or sexual abuse. A client has a right to know the expected duration of sessions, and may assert any right without retaliation.

Redress: I am a certified member of the IAIH, and practice in accordance with its Code of Ethics. If you have a complaint about my services or behavior that I cannot resolve for you personally, you may contact the IAIH at 201 North Franklin Street, Suite #3415, Tampa, FL 33602 (complaints must be in writing setting forth the basis of the claim). Other services than my own may be available to you in the community. You may locate such qualified providers through the IAIH. As my client you have the right to refuse any aspect of services, to completely terminate services at any time, or to choose another practitioner.

Fees: The charges for my services are (Rate) per hour. Sessions may run from 1 to 3 hours. Fees are due at the time of each session in the form of cash, check or credit card. You will be given a 14-day notice of any change in fees. I have a 24-hour cancellation policy; clients are charged for one and a half hours of time if they do not call to cancel or reschedule in accordance with this 24-hour notice. Hours paid in advance in the form of package deals are good for 6 months from their time of purchase. After 6 months of absence from hypnotherapy, these hours are forfeited. Packages are non-refundable.

Confidentiality: I will not release any information to anyone without a written authorization from you except as provided for by law. You have a right to be allowed access to my written record about you. As my client you have the right to complete and current information concerning any aspect of the professional/client relationship.

Insurance: I suggest you think of my services as something that you will pay for personally. That will both protect your privacy and help you value the work you are doing more. In general, most insurance companies do not cover hypnotic services, and I caution you not to expect them to do so.

My Approach: It is my goal to help you to achieve lasting results through the use of hypnosis, NLP, meditation and other related self-help modalities. Through the power of your own mind, I will assist you in reaching your goals in a way that you and I both agree to be in your best interest, and in a way that is in compliance with state and federal laws, as well as with the standards of the organizations to which I belong. I agree to use my

experience to facilitate the changes as are mutually agreed to be in your best interest. I am professionally committed to helping you achieve your goals in a timely manner.

I am of legal age and understand I am entering into a cooperative relationship of my own free will. I accept that I am a willing participant in this cooperative relationship that will employ hypnotic techniques, regression, NLP and any other appropriate modality by (Name). Therefore, I being of legal age or with a parental signature if under 18 years of age, my heirs, executors, administrators and assignees, do hereby release and discharge (Name), any of (her) employees from all claims of damages, copyright, demands or actions whatsoever in any manner arising from or growing out of my cooperative participation. I understand that recordings may be made during my sessions for my personal ongoing use and with my preapproval and knowledge and (Name) retains the copyright of these recordings. Any concerns or questions can be addressed with the International Association of Interpersonal Hypnotherapist as the governing and credentialing body. I have received and read this Client Agreement and Disclosure Form and understand what I have read:

Client Name: _____

Client Signature: _____ Date: _____

Parental Signature if under 18: _____



Client Agreement and Disclosure Form

Hypnotherapy is a self-regulated profession and does not qualify for state licensing in the United States. The International Association of Interpersonal Hypnotherapists is the credentialing body for The Florida Institute of Hypnotherapy, a Florida Department of Education state licensed school offering career Diplomas in Hypnotherapy, Clinical Hypnotherapy and Transpersonal Hypnotherapy. The IAIH's Ethics Committee can suspend or revoke certification of its members. Certification is awarded to those who complete 500 hours of training and receive State Licensed Diplomas from FIH. Alternatively, certification and membership is also granted to a hypnotherapist who has attended a state licensed school or the international equivalent, received at least 300 hours of training, and who has successfully completed the IAIH Interpersonal Hypnotherapy Course and passed the IAIH practical and written exam. The IAIH has the highest standards and requirements for certification of any major hypnotherapy credentialing body currently in the United States. Hypnotherapists certified by IAIH have agreed to provide professional services in accordance with the IAIH Code of Ethics. IAIH Hypnotherapists practice within the scope of their individual credentials and engage in the profession legally and ethically. IAIH Hypnotherapists also understand and embrace the hypnosis laws that regulate our profession on international, federal, state, county and city levels. The IAIH works with state and federal legislators to raise the industry standards and protect the practice of hypnosis by qualified practitioners.

When you see the IAIH logo you have the assurance that the hypnotherapist is highly trained and certified. Clients choosing an IAIH Certified Hypnotherapist are entering into a professional relationship knowing it is a cooperative relationship designed to assist the client to reach their goals in a timely manner. The IAIH defines hypnosis as a natural, yet altered, state of mind where communication and responsiveness with the subconscious mind is present. Ultimately hypnosis transcends the critical and analytical level of mind and thought, providing a natural yet altered state wherein practitioners can help facilitate the acceptance of suggestions, directions and instructions desired by the client. Through IAIH hypnotic techniques and teachings the client's deep inner mind can access information and insights necessary to extend themselves and others the forgiveness, understanding, compassion, acceptance and ultimately love necessary to produce a compassionate philosophy and state of being.

IAIH Hypnotherapists are committed to honoring the importance of relationships in every aspect of the human experience. In cooperation with clients and with mutually agreed upon goals, IAIH Hypnotherapists utilize their advanced training to personalize an approach to uncover life defeating and limiting belief systems of their clients, identify repeating negative patterns, and use sound principles and techniques to help clients discover their inner transformative power, reframe defeating or negative thoughts into positive truthful thoughts and feelings, and achieve effective and lasting results.

It is the goal of every IAIH Hypnotherapist to help clients achieve their goals as quickly as possible and to become obsolete in the client's life in a timely manner by empowering each client with powerful techniques to achieve goals and resolve issues through self-hypnosis, hypnotic reprogramming and reframing techniques. The IAIH Interpersonal hypnotherapist will utilize dialogues, and advanced hypnotic techniques honoring the sacredness of the relationship while working to uncover underlying patterns or limiting belief systems and ultimately transforming those to align with the truth that all persons are perfect, whole and complete, and worthy of love, abundance and respect. Through this, the IAIH Interpersonal Hypnotherapist empowers the client, and together they achieve effective and long lasting results.

IAIH Code of Ethics

Dear Hypnotherapy Enthusiast,

Since its inception, the International Association of Interpersonal Hypnotherapists has believed in setting a standard of excellence in the field of professional hypnotherapy. We, as experienced hypnotherapists, see the challenges at hand and understand the need for a set of guidelines for all members to follow to help them grow, develop and expand their businesses within the guidelines of ethical professionals. To this end, we are implementing a Code of Ethics, which will be a primary document of adherence for all members of the Association and a benchmark for Interpersonal Hypnotherapy.

Professional hypnotherapy organizations have long subscribed to a body of ethical statements developed for the benefit of the clients. As a member of this profession and an interpersonal hypnotherapist, we must recognize a responsibility not only to clients, but also to society, to other complimentary professions, to a greater global perspective and to ourselves as both helpers and seekers of transformative modalities. This framework outlines that professional behavior and level of responsibility.

Having ascribed to the basic tenets of the body of ethical statements of the hypnotherapy profession mentioned above, interpersonal hypnotherapists further embrace a broader set of values. The IAIH broadens the values and tenets of hypnotherapy to integrate the more esoteric constructs, which are often missed or even avoided in the hypnotherapy profession.

This broader construct requires us to embrace a code of ethics, which is flexible enough to accept and encompass a variety of cultural structures, while adhering to the most basic values that our agreements and these other cultures and professions express.

It's our sincere hope you will recognize and support the attached code of ethics to raise the level of our work and industry standards.

Sincerely,

A handwritten signature in black ink that reads "Matthew Brownstein". The signature is written in a cursive, flowing style.

President, International Association of Interpersonal Hypnotherapists

Preamble

Interpersonal Hypnotherapy is more than just a new technique—it is a way of looking at the world and a way of looking at our clients. To practice Interpersonal Hypnotherapy, we practice letting each moment be a sacred moment. We honor that our clients are our very own selves and that in Truth there is no separation between us and them. In every relationship we enter into we are both the transformed and the one being transformed. The Association of Interpersonal Hypnotherapists (IAIH) combines a powerful balance of spirituality and prosperity. Hypnotherapy is a business and it is also a transformative modality. It is a beautiful place where we can combine love and compassion with an occupation that can provide a healthy financial foundation in one's life. Members are encouraged to understand the Hypnosis Laws that regulate them on the federal, state, county and city levels. It is each individual's responsibility to understand the scope of their credentials and to engage their profession legally and ethically. The IAIH provides legal support, continuing education, and is a member driven organization. Members agree to engage in 30 hours of CEU every two years for continued inclusion in the association.

Principles

- We understand and abide by the Hypnosis Laws that regulate us on international, federal, state, county, and city levels.
- We know that in every relationship we acknowledge the divinity in each other. This experience carries with it a natural reciprocity, and there is a cooperative relationship between both the practitioner and the client.
- We understand that prosperity achieved through this occupation reflects a higher purpose fulfilled.
- We honor all life, and recognize the truth that the separation we perceive between us is an illusion.
- We accept and adhere to the tenants set forth herein.

Values

- Love is the core state
- Harmony and Balance
- Community is the arena in which we contribute and grow
- Compassionate Service as the primary purpose of this work
- Our birthright is abundance and prosperity

Mission Statement

The mission of the International Association of Interpersonal Hypnotherapists is to set the standard for the education and ethical practice of Interpersonal Hypnotherapists worldwide. Through the efforts of Board and Association Members, IAIH intends to continue to raise the standards of Hypnotherapy training in a way that nourishes the unique qualities of an Interpersonal Hypnotherapist.

Through public awareness, high ethical standards, compliance with Federal and State standards of education, transparency, continuing education, and synergistic growth, IAIH works to lead the way in global transformation through honoring the importance of relationships in every aspect of the human experience.

We, as an association can combine love and hypnotic technique with an occupation that can provide a healthy financial foundation in our members' lives while empowering our clients to embrace comfort, compassion, understanding, forgiveness, and love.

IAIH Code of Ethics

1. Compassionate Service:

As an Interpersonal Hypnotherapist you practice love and service in a balanced and harmonious approach with all of humanity.

2. Advancement of Hypnotherapy Profession:

In all activities related to the profession and association with the IAIH, the primary goal must be to build trust and credibility for the hypnotherapy profession.

3. Standards of Professionalism:

In Interpersonal Hypnotherapy we acknowledge that no one symptom, energetic imbalance, or emotion exists as an isolated entity. In a universe of inter-connectivity we must not separate a human being into discreet parts and assume that we can treat that part aside from the whole.

4. Scope of Practice:

With medical and mental health conditions we honor that Interpersonal Hypnotherapy is powerful, and the methods that are discussed ideally require that the hypnotherapist receives the prescription, referral, supervision, or direction from what the Florida Hypnosis Statutes calls a “licensed practitioner of the healing arts.” IAIH members will have full understanding of hypnosis laws that regulate them on the federal, state, county, and city levels. It is each individual’s responsibility to understand the scope of their credentials and to engage their profession legally and ethically. IAIH works with its members to provide support, and works to improve legislation that positively impacts our profession and the lives of our clients.

5. Health & Safety:

All hypnotherapists and associates of the IAIH will keep health and safety at the forefront of all activities for themselves and their clients.

6. IAIH Client Agreement and Disclosure Form:

IAIH members are required to use the IAIH Client Agreement and Disclosure Form with all clients and may only modify as needed for individual identifying purposes.

7. Maintaining Confidentiality:

Members have a primary obligation to take all precautions to protect confidential information obtained. All confidential information shall be stored in a safe and protected manner. Clients receive a copy of the IAIH Client Agreement and Disclosure Form. Clients’ confidential information is protected and only provided to others under court order. Disposal of confidential information shall be in a manner consistent with current HIPPA laws (or equivalent) of the state or province where the member practices.

8. Individual Respect:

All members shall hold respect for the individual in high regard, and hold precious the sacredness of each relationship.

9. Communication:

Members shall professionally endeavor in all activities to create a culture of open and honest communication about hypnotherapy and the IAIH.

10. Capitalism & Competition:

Members understand that in a capitalist environment competition is an acceptable result and will act within ethical guidelines in all competitive environments.

11. Advertising and Marketing:

Members agree not to imply in their advertising and marketing communications that they provide medical or psychotherapy services unless qualified to do so. Members agree not to advertise hypnotherapy as a substitute for medical or mental health treatment. In advertisements or in promotion of their practice members agree not to use words outside of the scope of their training, such as “treatment,” “cure,” or “healing.” Members agree to not refer to themselves as a psychologist, psychotherapist, therapist, doctor of hypnotherapy or licensed hypnotherapist, unless qualified to do so. When working with clients, members agree not to refer to sessions as “treatments.”

12. Referral and Scope of Practice:

Members agree to immediately refer clients to appropriate practitioners should they exhibit behaviors or make statements that would indicate the client should be assessed by a licensed professional of the healing arts. Any client requesting hypnotherapy for a diagnosed condition requires a prescription, referral, supervision, or direction from a licensed practitioner of the healing arts.

13. Conflicts of Interest:

Members will follow all policies of the IAIH in regard to conflicts of interest with any person or persons and act accordingly.

The sacredness of Interpersonal Hypnotherapy constitutes that members should refrain from intimate or sexual contact with clients for a period of two years after the conclusion of the professional relationship.

14. Payment:

When setting fees, members establish fees that are fair, reasonable, and commensurate with the services performed. Bartering arrangements are not encouraged. When entering into a bartering relationship involving services, the potential exists to create conflicts of interest and misunderstandings in relationships with clients.

15. Discrimination:

Members agree to respect all persons seeking help through hypnotherapy by not discriminating against clients based on sex, religion, race, gender identity, sexual orientation, handicap, or age.

Clients under the age of 18 must have parental permission to utilize hypnotherapy services and parental signature must be obtained before any service is to be provided.

16. Recording:

Before recording voice or images, permission must be obtained from clients in writing. Recordings will be treated as confidential unless use is expressly permitted for demonstration, public use, or marketing.

17. Termination of Relationships and Service:

Interpersonal Hypnotherapists take reasonable steps to avoid abandoning clients who are still in need of services. Should the member feel it is in the best interest of the client to withdraw services, then members should assist clients in finding or making appropriate arrangements for continued assistance with the appropriate professional.

18. Length of Service:

Interpersonal Hypnotherapists shall strive to become obsolete in the lives of their clients in a timely manner and not prolong services unnecessarily.

19. Society and Politics:

When possible and appropriate, members should promote social and political conditions that encourage respect for all persons in culture and society. Members should work to abolish the exploitation of, and discrimination against, any person, group, or race, ethnicity, national origin, color, sex, sexual orientation, gender identity or expression, age, marital status, political belief, religion, immigration status, or mental or physical disability when appropriate and possible, and in harmony with this Code of Ethics.

20. Advance Hypnosis Knowledge and Public Awareness:

Interpersonal Hypnotherapists maintain a commitment to education, and will make any relevant information or findings available to clients, colleagues, and the public to continue to advance the science and global benefits of hypnotherapy.

21. Media Presentations and Working with Organizations:

When providing public advice, presenting in public, engaging on the internet, blogging, using radio, print advertising, television appearances or any medium demonstrating hypnotherapy, IAIH members take precautions to ensure that any and all statements are: (1) based on their professional knowledge, advanced training, and supported by appropriate documentation (2) maintain a consistent approach in alignment with this Ethics Code, and (3) are truthful and respect and support the profession of hypnotherapy.

22. Personal Interests and Issues:

IAIH Hypnotherapists should refrain from participating in activities knowing there is a substantial likelihood that their own personal issues may prevent them from performing their work in a competent manner. Should an IAIH Hypnotherapist become aware that any personal issues are causing them to not perform their work adequately, they agree to seek appropriate assistance in order to find balance and harmony, and restore their competence.

23. Ethical Behaviors:

In all situations, members are expected to act in a manner that is professional and ethical, and above all else, they should "Do the Right Thing" if no ethical rule, policy or procedure applies to the situation.

24. No Retaliation and Discrimination:

- a. IAIH Certified Hypnotherapists do not discriminate against or retaliate against any persons having made a complaint or being interviewed by the IAIH Ethics Committee prior to, during, or after any rulings have been made.
- b. The IAIH upholds a "no retaliation" policy and will enforce immediate dismissal and rejection of certifications should any such activity be found accurate and truthful after an investigation.

25. Unethical Conduct of Colleagues:

Shall unethical or illegal practice of Hypnotherapy become evident by a colleague or other practicing hypnotherapist or hypnotist; it is a member's responsibility to report abuse and unethical use of hypnosis or hypnotherapy to the IAIH and/or any other governing body.

26. Cooperation with other Professionals:

When appropriate and indicated, when it is not in violation of a client's confidentiality, and with the client's consent, members will cooperate with other professionals in order to serve the greater good of the client.

27. Trainings and Teachings:

Any trainings, materials, or information acquired by members may fall under the umbrella of proprietary information, and should be treated as such unless written permission is given to distribute said materials.

28. Continuing Education and Maintaining Competence:

All IAIH certified practitioners are required to engage in 30 hours of hypnotherapy related education every two years through IAIH approved organizations.

29. Infractions and Complaints:

- a. Any infractions of this Code of Ethics are subject to review. Such review is laid out in the policies and procedures section. All review determinations will be duly recorded and processed as outlined within the policies section.
- b. The Board of Advisors will form a committee of 3 members to serve as the Ethics Committee to review all written complaints, whether peer-to-peer or from the public, regarding services received from our members. The Ethics Committee will determine the validity of said complaint or inquiry and maintain the utmost standards for those practicing as Interpersonal Hypnotherapists. Should there be reasonable cause, the Ethics Committee will form a review board to receive testimony from all parties. After the complaint and response to the complaint are reviewed and a decision is reached, a findings report will be issued to all parties. A 30-day appeals process will then commence for the accused to challenge the findings. Failure by the accused to respond to the complaint within the allotted time will default to the accuracy of the reports. Review and subsequent findings of all complaints will result in one of the following: 1) Dismissal of the complaint as invalid, 2) Member receives a written warning, 3) Member is given a reasonable time frame to halt or change the behavior or practice that brought about complaint, 4) Suspension from the association for up to 5 years, 5) IAIH membership is revoked permanently, and should an illegal practice or behavior be discovered thereafter, a report will be made to the appropriate authorities.
- c. All written peer-to-peer complaints regarding activities of our members shall be reviewed, and should there be reasonable cause, the Ethics Committee will form a review board to receive testimony from all parties. After the complaint and response to the complaint are reviewed and a decision is reached, a findings report will be issued to all parties. A 30-day appeals process will then commence for the accused to challenge the findings. Failure by the accused to respond to the complaint within the allotted time will default to the accuracy of the report's findings. Review and subsequent findings of all complaints will result in one of the following: 1) Dismissal of the complaint as invalid, 2) Member receives a written warning, 3) Member is given a reasonable time frame to halt or change behavior or practice that brought about complaint, 4) Suspension from the association for up to 5 years, 5) IAIH membership is revoked permanently and should an illegal practice or behavior be discovered thereafter, a report will be made to the appropriate authorities.

Ethical Advertising Regulations

Do not make grandiose claims that project hypnosis or hypnotherapy as a panacea.

Be certain that your advertising does not infer or imply that you have medical or psychotherapy training or any training that would qualify you for state licensing as a medical or mental health professional (unless you are qualified to do so).

It is especially important that hypnotherapists avoid the use of the following words:

- Psychologist
- Psychotherapist
- Psychotherapy
- Psychological
- Therapist (without the word Hypno- before it)
- Counseling
- Counselor
- Medical
- Clinical - in various States
- Dental
- Treatment
- Treat
- Cure
- Health Care
- Healing
- Healer

INSURANCE

As a hypnotherapist, you probably cannot take insurance as payment for your hypnotism. Clients however will sometimes desire to submit a claim to their insurance companies on their own.

Under the supervision of a medical professional you might find that Medicare will pay for your services.

REFERRALS AND CONTRAINDICATIONS

Before taking on a client it is contraindicated to work with people who are:

1. Suicidal
 2. Homicidal
 3. Illegal Activities
 4. Medical Conditions
 5. Psychiatric Disorders
 6. Crisis Situations
 7. Desired Amnesia
- If a client asks you if hypnosis can be used to erase a “bad memory” from their mind, the proper response is “no, however processing negative events at the subconscious level can change the feelings attached to “bad memories.”

CLIENT DISCHARGE

After a client is already working with you, and you are considering a client discharge:

1. Understand the devastating affects this can have on a client
2. Create a mutually agreed upon situation
3. Orchestrate a coordinated referral

MANDATORY REPORTING

Child or elder abuse or neglect

Florida Statute: § 39.201(1); § 39.204

Professions That Must Report:

- Health care professionals
- Mental health professionals
- Social work professionals
- Education/child care professionals
- Law enforcement professionals
- All persons

Others:

- Judges
- Religious healers

Standard: Know or have reasonable cause to suspect

Privileged Communications: Attorney/client

Contact: For child abuse call - 800-96-ABUSE or 800-4-A-CHILD

FLORIDA STATUTES 39 - REPORTING CHILD ABUSE

39.201 Mandatory reports of child abuse, abandonment, or neglect; mandatory reports of death; central abuse hotline.

39.202 Confidentiality of reports and records in cases of child abuse or neglect.

39.2021 Release of confidential information.

39.203 Immunity from liability in cases of child abuse, abandonment, or neglect.

39.204 Abrogation of privileged communications in cases involving child abuse, abandonment, or neglect.

39.205 Penalties relating to reporting of child abuse, abandonment, or neglect.

39.206 Administrative fines for false report of abuse, abandonment, or neglect of a child; civil damages.

MANDATORY ABUSE REPORTING REQUIREMENTS

Any person who knows, or has reasonable cause to suspect, that a child is being abused, neglected or exploited by a parent, legal custodian, caregiver, or other person responsible for the child's welfare (as defined in Section 39.201, Florida Statutes), is required to report such knowledge or suspicion to the Department's Central Abuse Hotline at 1-800-96-ABUSE (1-800-962-2873).

According to Section 415.1034, Florida Statutes, any person who knows, or has reasonable cause to suspect, that a vulnerable adult has been or is being abused, neglected or exploited shall immediately report such knowledge or suspicion to the Department's Central Abuse Hotline at 1-800-96-ABUSE (1-800-962-2873).

Failure to report known or suspected cases of abuse, neglect, or exploitation is considered a criminal offense.

A NOTE CONCERNING CLIENT ON CLIENT SEXUAL ABUSE

Known or suspected sexual abuse (or any other type of abuse) between two individuals with developmental disabilities must also be reported immediately to the Central Abuse Hotline at 1-800-96-ABUSE (1-800-962-2873) so that an investigation may occur in order to determine whether or not the abuse which occurred was the result of inadequate supervision or neglect on the part of a service provider or caregiver. In addition, service providers must also report the incident immediately to the District/Region Developmental Disabilities Program Office to ensure the continued health and safety of the individuals involved.

APPROPRIATE TOUCH

WORKING WITH MINORS

GROUNDING AND CENTERING METHODS

1. Personal Self-Care before coming into the office
2. White Light Technique
3. Extending Roots
4. Abdominal Breathing
5. Prayer
6. Self-Hypnosis
7. Meditation
8. Feet on the Earth
9. Sunshine

COMPASSION VS. SYMPATHY/EMPATHY

SERVICE VS. HELPING

CREATING POWERFUL FIRST SESSIONS

1. Advertising

2. Initial Phone Conversation

3. Waiting Area – Paperwork filled out

4. Office

5. Pre-Hypnotherapy Interview (Reviewed and Expanded Upon)
 - A. Care for your client
 1. Can I get you anything? Water? Bathroom?
 2. Is there anything you might want to share or ask before we do anything at all?

 - B. Build Rapport – NLP Listening Skills

 - C. Discover the Problem

 - D. Use intuitive listening/get to the heart of the issue

 - E. Discover the solution – “How will achieving this goal change your life?”

 - F. Educate/Dispel Myths

 - G. Educate about the empowering nature of hypnosis, hypnotist as a facilitator, how they are personally responsible to reach their goals

H. Build Belief

I. Build Expectation – Excite their imagination - Outline for them the nature of the session and how it most likely will unfold

J. Check for Comfort

K. Create Yes-Mindset

FILE FOLDERS AND NOTE TAKING

- A. Keep a file folder for each client with all notes, referrals and signed IAIH Client Participation Agreements
- B. Varies per type of session
- C. Write only what is necessary to benefit the client
- D. Do not write diagnostic terms unless you have a referral for that specific condition
- E. Write Client's Name and Date
- F. Write Number of Hours Used

ADVERTISING AND MARKETING STRATEGIES – IN POWER POINT

1. Advertising and Marketing Strategies
2. Disclaimer
3. Matthew's Story
4. Tips
5. Psychic Advertising
6. SLP's Creating and Manifesting Skills
7. SLP's Life Mastery Course
8. SLP's Manifesting Prosperity Download
9. SLP's Manifesting Prosperity Workbook
10. Goal Setting
11. Goal Setting – Calendars and Lists
12. Design Your Own Programming
13. Finding Your Five
14. Learning New Skills
15. Delegating
16. Income vs. Expenses
17. Assets vs. Liabilities
18. Risk-to-Reward Ratio
19. Accounting Software – Excel, Quicken, Quickbooks
20. Pay Yourself First
21. Demographic Research and Analysis
22. Branding
23. Professional Photo
24. Branding Components
25. Branding Yourself
26. Clearly Define your Services
27. Specialize? Your Target Markets
28. Your USP – Unique Selling Position
29. Business Cards
30. Testimonials
31. Press Releases
32. 3-Fold Brochures
33. The One-Page Flyer
34. Flyer Distribution Lists
35. Free Sessions
36. Internet Marketing
37. Website Themes
38. Domain Name
39. Website Overview
40. Online Paid Advertising PPC
41. A/B Split Testing
42. Google Business Listings
43. Organic Listings – SEO
44. Social Media
45. Blogging

46. The Shoestring Budget
47. Email Marketing
48. Display Advertising
49. Rate Cards and Media Kits
50. Display Ad Example
51. Public Lectures
52. Radio Advertising
53. PSAs – Public Service Announcements
54. Calendar of Events
55. Magazines
56. Publish Your Own Magazine
57. Write Letters
58. Trade Shows/Health Fairs
59. Signs in Waiting Area
60. Word of Mouth
61. Referrals and Current Client Referrals
62. Networking
63. Start Your Own Networking Group
64. Workshops/Classes/Seminars
65. Other Professionals Become Your Clients
66. Door-to-Door
67. Lunch and Learns
68. Corporate Work
69. Medical Settings
70. Stages of Buy-In
71. Loss Leaders
72. The Structure of Persuasion
73. Plan for Evaluation
74. Service and Product Development
75. Pricing
76. Up the Sale
77. Answering the Phone
78. Scheduling Appointments
79. Package Deals
80. Maintaining Long-Term Clients
81. Conclusion – Now What Do I Do?
82. Listing Your Five
83. Appendix 1 – Office Set-Up
84. Appendix 2 – Recording Equipment and Software
85. Appendix 3 – Uploading to the Cloud

BUSINESS AND PRACTICE MANAGEMENT

1. Office Space
2. Liability and/or Malpractice Insurance
3. Business License
4. Taxes
5. Accounting
6. Incorporating
7. Pricing/Discounts/Insurance
8. Business Hours
9. Number of Sessions
10. Location
11. Organization
12. Scheduling System – Policy to be sure the appointment time is written down
13. File Systems
14. Note Taking
15. Client Contact: Phone, Email, Text

ANSWERING THE PHONE

1. Answer the phone – He who answers gets the business
2. 5 to 10 minutes per phone call
3. Answering Services
4. Forward to cell phone
5. Do not discuss price until the end – First build value
 - If they ask, “How much for your sessions?” say, “Well, what would you be coming in for?”
6. Ask them questions. Engage them in conversation.
7. Be authentic, sincere and understanding.
8. Assume they are a client already. Pace and Lead (First if, then when, then as my client or as a client)
9. Build belief and expectation. Excite the imagination. Tell success stories – personal and testimonials.
10. Have the attitude of “I am way over booked. I do not need this one specific client.” No one client will make or break you.
11. How did you hear about me?
12. Ask for the sale. Offer a free consultation if necessary.
13. Offer specific times for the appointment – not, “when would you like to come in?”
14. Get contact information – Name and phone number
15. Reconfirm the appointment 3 times
16. Tell them about your 24-hour cancellation policy and ask them to kindly call if they cannot make it
17. To take credit card information or not???

SELF - LEADERSHIP

1. Motivation

Why is success important to me?

2. Goals

Where do I want to go?

A goal is a stretch but is achievable and measurable within a specific time frame

Focus on 3 to 5 at a time

3. Make a Plan

How do I get there from here?

4. Life Mastery Work

- Getting Organized
- Creating and Manifesting

5. Take Action

- To Do List

6. Review Progress

What was the progress in relationship to the goals?

What went right? What can be improved?

Plan, Act Review