



**ARE YOU  
READY TO TAKE  
THE NEXT  
STEP?**

Fast track your  
way to a  
successful and  
rewarding career  
as a  
Hypnotherapist  
and  
Mind  
Coach



## Welcome Message from Susan Wallace, Principal of Hypnotherapy Business Academy and ResultsXO

Welcome to our hypnotherapy training prospectus. Here you will find all the information you need to make an informed decision on the next step in your career.

My mission is simple. I help therapists. I help them to *be* the best, *have* the best and *give* the best to their clients. I do that by teaching them the best therapy skills, giving them sound marketing advice to grow a financially successful therapy practice and by providing the best CPD and support when they graduate.

We have three great training locations for you to choose from:

- Marino Institute, Dublin 9
- NUI Galway
- University of Limerick

The Diploma you will earn with Hypnotherapy Business Academy has been fully assessed and is accredited by the General Hypnotherapy Standards Council so you will gain an internationally recognised and respected diploma in hypnotherapy.

Our Diploma Course in Strategic Hypnotherapy is perfect for:

- Counsellors and psychotherapists who want to add evidence-based hypnotherapy to their portfolio of client services.
- Individuals with no experience in therapy who want to start a successful career helping others.
- Individuals who want high-end personal development and wish to find effective ways to get the most out of life.

We are unique in the market because we provide you with the following benefits:

- Fully accredited training
- Continued professional development
- On-going supervision and support
- Competitive insurance under our group scheme with Balens
- Practice ready training so you graduate ready to welcome fee-paid clients

Enjoy reading the prospectus and when the time is right please feel free to connect with me. I'm here to help.

*Susan Wallace, MSc, MIHA, GHR, Rc Hyp, Dip Hyp, NGH, RTS, CBH, MNLP*



## **LEARNING OUTCOMES**

The Diploma in Strategic Hypnotherapy is an advanced diploma course designed to teach you the skills you need to launch a successful hypnotherapy coaching practice.

We have three specific learning outcomes for you:

- Provide you with a fully recognised evidence-based diploma in strategic hypnotherapy.
- Give you the confidence and competence you'll need to work as a hypnotherapist or mind coach.
- Assist you with the marketing and promotion of your hypnotherapy skills so you can grow a successful private practice.

All our modules are pleasingly intensive and highly enjoyable. You will learn everything you need to know so you can deliver breakthrough experiences that transform lives.

Our approach is highly practical. On every module, you will watch and participate in (if you wish) live demonstrations of hypnotherapy interventions.

You'll learn how to hypnotise yourself and others by practicing all the technique being demonstrated. You'll get individual attention, personal encouragement and support from the course developer and principal, Susan Wallace.

Susan's hands-on approach will ensure you can become the best therapist that you can be and graduate from the course competent with a set of skills to last a lifetime.

## **HYPNOTHERAPY FOR COUNSELLORS AND PSYCHOTHERAPISTS**

We are the preferred school for counsellors, psychotherapists, dentists and doctors who want additional tools to help their clients and patients. The interventions we teach blend well with all forms of modern psychotherapy and counselling. Hypnotherapy shortens the time required to get tangible results which makes it very useful in situations where medical professionals are short of time.



*“Every year I witness amazing transformations in the classroom as my students experience the benefits of learning hypnotherapy. I watch their confidence and competence grow as they realise that they too can get great results. But the most enjoyable part of it all, is seeing how they overcome their own personal challenges and limiting beliefs. I love witnessing how they become who they truly are – talented, inspirational individuals who are proud of their achievements and are ready to make a difference to the lives of others.” Susan Wallace, Tutor*

## **SUPERVISION SERVICES AND MENTORING**

We are the only hypnotherapy training school that offers first-class supervision to our graduates. We have two psychotherapists/hypnotherapists who are IACP accredited, and hold MA’s in Supervisory Practice, available to help you manage a busy case-load and work through any personal issues you may have. Preferential supervision rates and packages are available for all our graduates who wish to avail of it.

## **SKILLS TO WORK THROUGH UNCONSCIOUS RESISTANCE**

One of the most remarkable benefits of learning hypnotherapy, is that it provides a set of very effective tools to help clients work through unconscious resistance which can often slow therapy down. Very often despite their best efforts, people are unable to change the habits and behaviors of a lifetime. This can often be due to some secondary gain or some deep seated beliefs held at an unconscious level. This kind of self-sabotage can challenge even the most qualified therapists. Regression therapy, parts therapy and inner child work all done through hypnosis can help break through this kind of unconscious resistance and quickly resolve internal conflict.

## **CONTACT INFORMATION**

If you have any questions about our training or if you would simply like to speak to your tutor before you book, call Susan on 086 343 2992 or email [susan@resultsxo.com](mailto:susan@resultsxo.com)

We are proud to be associated with the following great organisations:





## 7 GREAT REASONS FOR PSYCHOTHERAPISTS TO LEARN CLINICAL HYPNOTHERAPY

1. The health and wellness sector of the economy is experiencing **massive growth** as governments all over the world encourage citizens to take greater responsibility for their health and well-being before they become unwell. Hypnotherapy has an important role in maintaining mental health, physical well-being and developing emotional intelligence.
2. A new **integrated medical model** is replacing the older (allopathic) model. Complementary therapists are now finding opportunities to work alongside mainstream medicine in hospitals to support surgical treatments and improve outcomes.
3. **Hypnotherapy is one of the most researched and clinically validated modalities.** As a result of this, hypnotherapy is the number one treatment for a wide range of issues from weight management, smoking cessation, phobias, anxiety disorders, stress management, psychosomatic illness, self-esteem issues, habit disorders and lifestyle challenges.
4. Despite the mixed publicity hypnosis receives in the media, the demand for clinical hypnotherapy continues to rise. **Demand is driven by consumers** who hold the belief that hypnotherapy is powerful because of what they see on TV and in stage hypnosis shows. This fuels expectancy and belief that hypnotherapy can deliver results. Thankfully the portfolio of skills we offer can deliver tangible results to meet client expectations.
5. **Easy integration with other psychological disciplines.** Hypnotherapy integrates very well with all other client centered disciplines. It provides a set of brief, solution focused techniques to deliver great results when time is of the essence.
6. **Hypnotherapy is timeless.** It is grounded in evidence-based cognitive behavioural therapy, positive psychology and neuro linguistic programming so the skills you will learn will stand the test of time.
7. **Hypnotherapy is the perfect stepping stone** if you are thinking of training to be a counsellor or psychotherapist. It takes a fraction of the time to learn. You can get qualified and earning quickly. You will have an additional income to financially support yourself while you attend longer courses.



## Ultimate Results Diploma in Strategic Hypnotherapy

On our diploma course you will learn the 10 Tools Used by Talented Therapists. These are the ten most effective tools that are used by therapists world-wide to get consistent results with their clients. The 10 tools are:

- Tool 1: Access the Control Centre of the Mind
- Tool 2: Ask Revealing Questions
- Tool 3: Unlock Personal Power with the Master Keys
- Tool 4: Transform Fear and Anxiety
- Tool 5: Reframe the Past with Regression Therapy
- Tool 6: Restructure Thinking and End Self Sabotage
- Tool 7: Develop Positive Patterns of Action with NLP
- Tool 8: Manage Willpower and Surf the Urge to Prevent Relapse
- Tool 9: Buffer against Depression with Positive Psychology
- Tool 10: Manifest Abundance and Prosperity

### Tool 1. Access the Control Centre of the Mind

You will become skilled in the most highly effective hypnotherapy inductions. You will also learn a framework that you can use with every client regardless of the presenting problem. You will:

- Learn how to use classic inductions, guided mindful meditation inductions, permissive inductions, relaxation inductions, rapid medical inductions, instant somnambulism and our unique 'failure free' method of delivery.
- Understand how our clients turn hypnotherapy suggestions into mental, physical and emotional responses and how to use these responses to get tangible results.
- Develop skills using the three principle styles of hypnotherapy – Direct, Permissive and Ericksonian hypnotherapy
- Master a structured, easy to deliver session framework.

*Did you know...*

*We offer a pay as you go option to all students on our diploma course.  
Pay as little as €175 for each weekend of training.*



## **Tool 2: Ask Revealing Questions**

Learning how to ask questions ‘the right way’ will build rapport between you and your clients. It helps boost your confidence when you have the information you need to deliver the best interventions. Asking the right questions will help your client think in a solution-focused way. The right questions create the environment for change and will inspire and motivate your client to invest in a successful outcome.

Here is a list of the questionnaires and forms you will have at your disposal to help you design and develop hypnotherapy treatment plans for your clients. You will be shown how to use each one to help you deliver effective therapy for each new client.

- De Shazer’s Miracle Question
- Source and Outcome Frame
- Goal Setting and Agenda Setting
- Weight Loss Questionnaire
- Nicotine Cessation Questionnaire
- Medical Hypnotherapy Questionnaire
- Subject Units of Distress (SUDS)
- Froggatt’s Cognitive Restructuring
- Albert Ellis’s ABC
- Prochaska and DiClemente’s Stages of Change Model
- Dealing with Lapse and Lapse Prevention

## **Tool 3: Unlock Personal Power with the Master Keys**

Hypnotherapy is a lot more than just giving positive suggestions to your clients. Great hypnotherapy provides a catalyst for change. Our students love learning the three Master Key Interventions. They help erase deeply entrenched beliefs and attitudes that might otherwise stop your clients from getting the best from their hypnotherapy experience.

Plus, we want to make sure your clients speak highly of their hypnotherapy experience and have no doubt that they were hypnotised by you! Therefore you will learn how to add colour, depth and richness to the hypnotherapy experience so your clients don’t just benefit from the experience but also enjoy it.



By the end of this module you will have the skills to develop a case history, deliver a full session of hypnotherapy, test the results and obtain client feedback. Plus you will have done it at least *twice* on a fellow student.

*“Nothing feels as good as the feeling of confidence and competence that comes with knowing that you are equipped to meet whatever challenges might come your way!”*

#### **Tool 4: Breakthrough Fear and Anxiety**

On this module we will examine the causes of fears, anxiety and stress related disorders. You'll learn the step-by-step way to help your clients to manage anxiety, overcome self-sabotage and control internal dialogue. You will also learn how to help your clients access a state of calmness whenever they feel anxious. You will also discover how to break through your own fears and limitations so you can become the best therapist you can be.

Being able to show your clients how to successfully manage anxiety has a profound effect on their confidence in themselves and their belief in you. Imagine how great it will feel when you can easily and effortlessly provide *instant* relief to anyone who is stressed out, having a panic attack or an anxiety attack.

Having this skill is priceless. It will ensure that your clients are inspired to complete the course of hypnotherapy you have recommended. Additionally it will create a non-stop flow of word of mouth referrals.

Some of the techniques and interventions you will learn include:

- Dissociation and Association
- Breathing Retraining
- Classic Desensitisation
- The Telescope Technique
- Rapid Relaxation Technique

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## **Tool 5: Reframe the Past with Regression Therapy**

Many novice hypnotherapists are both intrigued and terrified of regression hypnotherapy. Yet, when you learn how to harness the power of the past and use it as positive and powerful force you will find that old fears, worries and anxieties just fade away.

Regression hypnotherapy will show you how to guide your client through the painful experience of the past, so that they can release trapped emotions that often sabotage their success.

You'll also learn how to successfully manage unexpected abreactions. An abreaction is when a client has a sudden, strong and often unexpected emotional response during hypnotherapy. You will learn how to recognize it, value it and use it to move your client past emotional blocks and self-sabotage.

One thing to remember is this; if you are working with a client and they have an abreaction, you can feel privileged that their subconscious mind felt safe and secure enough with you to allow strong private feelings to surface. With that understanding, let me reassure you that you will learn the effective step-by-step process to manage abreactions and to successfully use regression hypnotherapy in your practice.

Some of the skills you will master include:

- Regression hypnotherapy
- Trauma Release Techniques
- How to enable clients to reframe painful memories as powerful learning experiences
- How to help clients end self-sabotage
- Eye Movement Integration Therapy for Trauma Processing
- The powerful VK Dissociation Technique
- How to avoid False Memory Syndrome and Confabulation

In addition Inner Child Therapy will provide you with a very gentle but highly effective way to explore your clients past without having to resort to Regression Hypnotherapy. You'll learn how to use the metaphor of the Inner Child to help your clients to forgive (themselves), forget and let-go of past hurt and pain, so that they can begin a process of healing and learn how to move on.



## **Tool 6: Restructure Thinking and End Self Sabotage**

So many people struggle to achieve lasting success because they end up sabotaging their own efforts. They make great efforts to change, but then a setback leaves them feeling like a failure all over again. This module will teach you how to help your clients end self-sabotage for once and for all without having to delve into the issues of the past.

You will learn how to use Parts Therapy to communicate with the sabotaging part of your client personality and harness the power of positive intention. You will learn how to get the part of their personality that sabotages their efforts to work *for* the client and not against him or her.

## **Tool 7: Develop Positive Patterns of Action with NLP**

Did you know that the therapy that is known as Neuro Linguistic Programming (NLP) was developed because hypnotherapy was illegal in some States of America? NLP provides us with wonderful Mind Coaching systems without the need to go into a trance. On this module you will learn the most effective NLP mind coaching techniques and how to incorporate them into the hypnotherapy framework. You'll gather together a wealth of techniques that you can use both inside and outside of hypnotherapy. For example, you will learn:

- NLP Presuppositions – Empowering Beliefs for Clients and Therapists
- Four pillars of NLP
- SCORE model for History Taking
- Generalisations, Deletions and Distortions
- “There is no such thing as failure, only feedback”
- Association and Dissociation
- Circle of Excellence
- Fast Phobia Cure
- Swish Pattern Technique
- Triggers and Anchors Mastery
- Prospective Imagination – Future Life Pacing

Learning them will be easy as you'll get easy to follow prompt sheets and lots of demonstrations, practice sessions and video tutorials to enhance the learning experience.



## Tool 8: Manage Willpower and Surf the Urge

Most people confess to not having enough willpower when it comes to tackling their problems. To get long-term success it's important you know exactly how to help someone manage their willpower challenges and what to do if they fall off the wagon and feel like a failure.

You will enjoy learning through experimentation and personal understanding how to –

- Boost your willpower reserves
- Appreciate your abundance of willpower
- End self sabotage and “I’m a failure” mentality
- Reduce cravings so they no longer sabotage you
- Learn how to ‘surf the urge’ to effectively undermine addictions and cravings

You will get lots of tasty free sweets, chocolates and savory snacks so you can learn first hand how willpower works and how willpower fails. You’ll discover how to master your own willpower challenges and what you can do as a professional hypnotherapist to teach willpower mastery to your clients.

## Tool 9: Buffer Against Depression with Positive Psychology

Every now and again life throws us a curve ball. It catches us unawares and we find ourselves struggling to deal with a situation.

It’s when times are tough that we need to dig deep inside ourselves and find the energy we need to keep going when we just feel like giving up.

Positive psychology helps to build *resilience* so that when we face difficult times we are better equipped to face our troubles and overcome them.

On this module you’ll learn how to teach your clients eight simple but highly effective exercises that they can use on a daily basis. These exercises act as a buffer against depression. The purpose of this module is to ensure that both you and your clients know that you have the skills not just to survive, but to *thrive* and even *flourish* when you are under fire.



## **Tool 10: Manifest Abundance and Prosperity in your Life**

On this module you will learn how to ‘flick the switch’ from poverty to prosperity based thinking and welcome abundance and prosperity into your life. I’m sure you’ve heard of a business plan but on this module you’ll develop a prosperity plan instead. This is a business plan for heart-centered business owners. It’s focused around attracting abundance and prosperity in your own life and in the lives of your clients.

You’ll learn how to tap into the source of universal abundance and how to attract health, wealth and happiness into your life, relationships and finances. Many new therapists often find it difficult to charge for their services. To help address this issue you will discover that your biggest expense is the money you are not making. You will be energised and motivated to get busy and set up your practice and deliver your best work to your clients. Furthermore, you will be given the opportunity to address any issues you have around pricing and it will help you accept that a regular income is a reward for a job well done. And that’s not all, we will also focus on creating abundance in other domains too:

- Abundant Health
- Meaningful Relationships
- Fulfilling Work
- Intellectual Growth
- Material Possessions
- Soul Purpose

## **BONUS! Ultimate Results Breakthrough Formula**

On the last weekend of training, you will also master the Ultimate Results Breakthrough Formula. This demonstration will show you how to deliver the same kind of breakthrough experience you see Tony Robbins do in large conferences and jam-packed events and on his recent film “I am not your guru.”

Learning the Ultimate Results Breakthrough Formula will give you the skills to turn hard-to-manage feelings such as anxiety, worry, fear and panic into calmness, relaxation and confidence. Your clients will deeply appreciate your help in enabling them to overcome disabling emotions that stop them from getting the best from life.



## ACCESS TO OUR PROFESSIONAL ONLINE LIBRARY

You will gain access to our professional online library jam packed with essential audio and visual resources. Plus you will receive a set of professionally produced course manuals and study guides to assist you on each module. Everything is included in the price of the full Ultimate Results Diploma in Strategic Hypnotherapy course.

✓	<b>Short Video Lectures</b> you can watch in your coffee break
✓	<b>Downloadable transcripts of video lectures</b> so you can quickly review key concepts
✓	<b>How To Videos:</b> guided instructions on interventions and techniques that you can use immediately with your clients
✓	<b>Video Downloads</b> of live classroom sessions to watch whenever and where ever you like
✓	<b>Script Master Manual:</b> A compendium of tried and tested scripts for a wide range of common and not so common problems
✓	<b>Master Session Framework Manual:</b> A simple but highly effective session template to keep you focused on delivering great results
✓	<b>Hypnotherapy Master Class Manual:</b> Access essential information and key interventions for a wide range of problems within seconds with this essential course manual
✓	<b>Voyage into the Depths of the Unconscious Mind:</b> This course manual contains all the research and evidence in the field of clinical hypnotherapy in one big reference book.
✓	<b>The Eyes Have It:</b> The history and application of eye fixation in hypnotherapy and how eye fixation can boost results
✓	<b>10 Tools Used By Talented Therapists manuals:</b> Easy to read instructions on how to use each of the 10 Tools Used By Talented Therapists



## **CERTIFICATION AND ACCREDITATION**

The diploma course is fully assessed by the General Hypnotherapy Standards Council (GHSC) in the UK. This ensures you get qualifications that have the highest status that can be conferred upon any course in hypnotherapy in Europe.

You will obtain two diplomas.

1. Ultimate Results Diploma in Strategic Hypnotherapy
2. 10 Tools Used By Talented Therapists Mind Coaching Diploma

As a graduate you are eligible to join the General Hypnotherapy Register (GHR). You are also eligible to join the Complementary and Natural Healthcare Council (CNHC) in the UK. The CNHC is the register of therapists that have been approved to work alongside physicians within the National Health Service (NHS). It is expected a similar register will be rolled out in Ireland in the next few years.

You will also qualify for full professional indemnity and public liability insurance on our group scheme with Balen's Insurance. But above all you will graduate a confident and competent hypnotherapist and mind coach ready to welcome fee-paid clients into your therapy practice.

## **GRADUATION EVENT**

You will end your training with a celebration graduation event. This event comes complete with graduation gowns and photos to mark your success.

On the last weekend, all students attend training in the Marino Institute. On the Saturday evening of the course, we have an optional Graduation Gala Dinner and Award Ceremony at a Dublin Hotel,

This weekend brings all of our Dublin, Limerick and Galway graduates and past students together in one great networking, awards and graduation event.



## **BONUS 1: EARN WHILE YOU LEARN**

This bonus module will help you to start earning an income from your developing skills while you are still in training.. You will learn how to deliver three high-demand therapy packages for weight loss, confidence and smoking cessation. Each package is worth a minimum of €250 up to €495 for smoking cessation.

This online module starts at the beginning of December and you will have access the course for two years. This course will get you ready to offer great hypnotherapy packages to clients in good time for the New Year Resolutions rush. Plus they will help you meet the cost of your training fees.

**Venue:** Online  
**Cost:** €395 (FREE FOR EARLY BIRD STUDENTS)  
**Award:** Triple Certificate in Weight Loss, Confidence and Smoking Cessation

## **BONUS 2: PAST LIFE REGRESSION & FUTURE LIFE PROGRESSION**

On this course, you will learn how to use therapeutic Past Life Regression. You will learn how to help your clients gain closure from unresolved and persistent challenges by exploring their pre-birth experiences. You will learn how to guide clients into experiences outside of this lifetime and use the '*metaphors*' that their mind develops to help resolve issues in the present.

You will be shown how to create a Past Life Regression package worth approximately €250.

You will also learn how to help your clients travel outside of time and experience their future best self. Using a combination of traditional hypnotherapy, positive psychology and NLP they will create and meet a compelling version of their future self.

**Venue:** Online from 1st March, 2017  
**Cost:** €475 (FREE FOR EARLY BIRD STUDENTS)  
**Award:** Certificate in Past Life Regression and Future Life Progression





**BONUS**

**FREE**

## Hypno Gastric Band Training

### **BONUS 3: HYPNO GASTRIC BAND**

This online course will teach you everything you need to know to become a Hypno Gastric Band weight loss specialist. You will learn:

- Six session Cognitive Behavioural approach to Gastric Band Hypnotherapy.
- How to deliver a powerful Virtual Band Fitting experience to your clients
- How to manage perceived failure and set-backs so your client stays motivated and gets results.
- Why the single session Gastric Band Hypnotherapy is doomed to fail and how to turn Gastric Band Hypnotherapy into a revenue generating goldmine.
- How to harness the popularity of The Gastric Band and give your clients cutting edge weight loss therapy that delivers results.
- Why our Cognitive Behavioural Gastric Band Hypnotherapy Programme will never grow old or become yesterday's news.
- How to rebrand the Gastric Band Hypnotherapy package into your own Bespoke or Signature Weight Loss services, products, seminars and webinars that attract high-paying clients.

### **Gastric Band Hypnotherapy Course: Bonus Content**

**Bonus #1:** You'll get one-to-one advice on how to rebrand and repackage all of the elements in the programme into your own bespoke weight loss programmes.

**Bonus #2:** You'll also learn how to run a Gastric Band Hypnotherapy Workshop to attract new clients to your practice.

**Bonus #3:** You will obtain reseller rights to the Cognitive Behavioural Weight Loss workbook so you can brand it with your own logo for distribution to your weight loss clients and use it in your own weight loss workshops and seminars.

**Bonus #4:** You'll get a digital recording of background music for the virtual journey to surgical theatre so you clients can have a 3D experience of the fitting of the Virtual Gastric Band.

**Venue:** Online  
**Cost:** €499 (FREE FOR EARLY BIRD STUDENTS)  
**Award:** Hypno Gastric Band Practitioner Certificate



**GHR GHSC**







## Kind Words from Some of Our Recent Graduates



Remarkable insight in how to run my practice as a successful business as opposed to a side-line and the importance of knowing how to position myself in the marketplace was crucial for my success. I can now build a business in the complementary therapy sector of the economy along with my counselling and psychotherapy.

*Elaine Martin, Counsellor/Psychotherapist & Clinical Cognitive Hypnotherapist/Training & Development Consultant (Reg MBACP). Relate Relationship and Couple Counsellor*



I can hardly keep up with all the enquiries and how suddenly my practice turned around! I need an admin girl to help with appointments and mails. Word of mouth has now kicked in, you said within 6 months and I would have a return on my investment for the course fees. But two months later I have turned a profit and that was after paying for all my flights and accommodation from South Africa to Dublin! I am so happy my passion is now reality. I'm even getting invitations as speaker.

*Annette Kenwright, Learning Development Consultant, Clinical Hypnotherapist, Cognitive Behavioural Consultant & Coach. [www.facebook.com/HypnoHeal1](http://www.facebook.com/HypnoHeal1)*



As a psychotherapist I was looking for additional training that would complement my practice. I spoke with Susan and I liked her approach. The standard and professionalism was excellent. I was delighted with the hands on approach from day one. I would highly recommend this course and it does what it says, 'a complete package'.

*Liam Cannon, Psychotherapist, MA Supervisory Practice, IACP Member  
[www.newdawn counselling.net](http://www.newdawn counselling.net)*