

ADVANCED HYPNOTHERAPY FOR THE BUSINESS PERSON

STOP SMOKING IN ONE HOUR

As Seen On TV

Smoking, panic attacks, phobias, weight problems, anxiety, stress etc can all be treated quickly and pleasantly with new techniques in mind power, including hypnosis, alpha state and NLP



by VALERIE AUSTIN-HALL

Harley Street Consultant Hypnotherapist & Corporate Psychologist

The Stop Smoking In One Hour programme has been successfully practised over two years with a 95% success rate, saving many people's lives. The reason it only takes one hour is that smoking very rarely begins with a trauma; e.g. a person given their first cigarette at the scene of an accident - this would be a trauma.

The cost of the therapy is £150, which includes the back-up session if necessary.

Despite the newspaper blockage of the stunts and publicity generated by independent bodies such as QUIT for Stop Smoking Day, at least the television news coverage was generous, but then again, it would be cigarette advertising is no longer allowed on TV.

I was invited to take part in a Stop Smoking Day promotion presented with Kiss FM radio, which had the motto "Kiss It Goodbye".

DEMONSTRATION WORKED

The Chippendale boys were there to kiss any lucky young ladies who gave up. That certainly brightened up the day for a lot of females, me included! I had agreed to do live demonstrations and with the help of my colleague, Patricia Leslie, the day was very entertaining.

Both the demonstrations of hypnosis I did were filmed and one appeared on TV news;

my stop smoking technique.

I'm pleased to say the person who under-

the situation. I was particularly curious to find out how effective the therapy was,

case there were many distractions: the television cameras were whirring, photographers from newspapers running the full gamut from *The Times* to the *Daily Mirror* were flashing away and there was a discotheque blaring away in the next hall!

So I was under a lot of pressure but battled on. My client told me later that, though she was aware of everything going on, she felt isolated from the commotion around.

After all that, the only promotion picture from the event published the next day was in the *Daily Sport*. I'm happy to say that at least I wasn't in that one!

CHANGE YOUR CAREER

I'd like to point out that if you have any thoughts about a career change, there are places left on my May course, which is designed to appeal to three different levels of interest:

- * People looking for a change who may themselves want to qualify as a corporate psychologist or consultant for stress counselling and stopping people smoking;
- * People wanting to make use of their new-found skills in their existing employment;
- * Those simply wanting to improve their quality of life.

The 50-hour diploma courses are held at the London base (£1500), or as a Luxury Holiday training course set in the Isle of Wight - including food and accommodation (£2500). No prior experience is necessary.

For appointments for stopping smoking,

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Don't Believe The TV!
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(NEW SERVICE - NOW OPEN SAT. MORNINGS)

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The 5% who fail are usually trauma-based and need a back-up session (which is inclusive in the price). Therefore, if a person comes back for the back-up there is no reason why the therapy shouldn't be 100% successful.

The cost of the one hour session is £150.

DR CHRIS GOT IT WRONG

I was horrified to watch the popular morning programme *This Morning* giving advice on how to stop smoking - it made me cringe. The so-called expert obviously wasn't up-to-date on his research, and therefore could hinder a person from knowing there are simple and painless ways to quit smoking.

He advised that you should keep nicotine in the system while stopping, using some of the various brands on the market. I have many problems with smokers who use nicotine replacements than most others. He made a sweeping statement that hypnosis and acupuncture only had a long-term success rate of 20%.

I can't comment on acupuncture, as it's

fact that hypnosis is only a relaxation technique and the success rate is *totally dependent* on the method used.

For example, hypnosis with just a suggestion - the most common method used until a few years ago - *could* have a low success rate, depending on the suggestion and the therapist. To make a sweeping statement like that is a bit like saying exercising in health clubs is bad for your health. Maybe so in the old days, but it completely disregards the excellent, professional and modern clubs with the latest equipment that are around now, which are fully supervised for the individual. Of course, these are expensive, but the expertise and the incredible equipment has to be paid for.

Similarly, the method we use incorporates advanced techniques of hypnosis, and in addition NLP techniques which in turn



change the attitude so the smoker simply doesn't want a cigarette. The satisfaction normally derived from smoking is channelled to more beneficial behaviour, so the smoker no longer wants to smoke, doesn't suffer withdrawal symptoms and can be in the company of smokers without attacking them.

For many years hypnosis has helped people give up smoking and stay stopped. Dr Chris seemed to think this was highly unlikely, therefore taking away hope for many people desperate for help to stop smoking.

I have stopped people smoking for nearly three years with a 95% success rate - and I have had to give satisfactory proof in order to publish such a high success rate. I have been featured in the national press and have written many articles on the subject, as well as teaching hypnosis and corporate psychology.

When it comes to using hypnotherapy to stop smoking, I can only say I stand on my record and only add that wise old saying - don't believe everything you see on the TV.

TRAINING COURSES

There are two places for the January course, which has been booking up quickly. If you are interested in a career change by learning hypnotherapy as a business, the course incorporates 50 hours of concentrated learning - a little more than that required to obtain a private pilot's licence - with additional home study before the exam. Hypnosis is used to accelerate learning throughout the course. Because there is extensive training throughout the course, the trainee finishes fully confident to set up their own practice, either as a consultant to a company or in their own practice. The course costs £1500.

For details on stopping smoking, or the training course, call the South Molton Street Clinic on 071-408 2333 or 071-233 9794 (24 hrs).