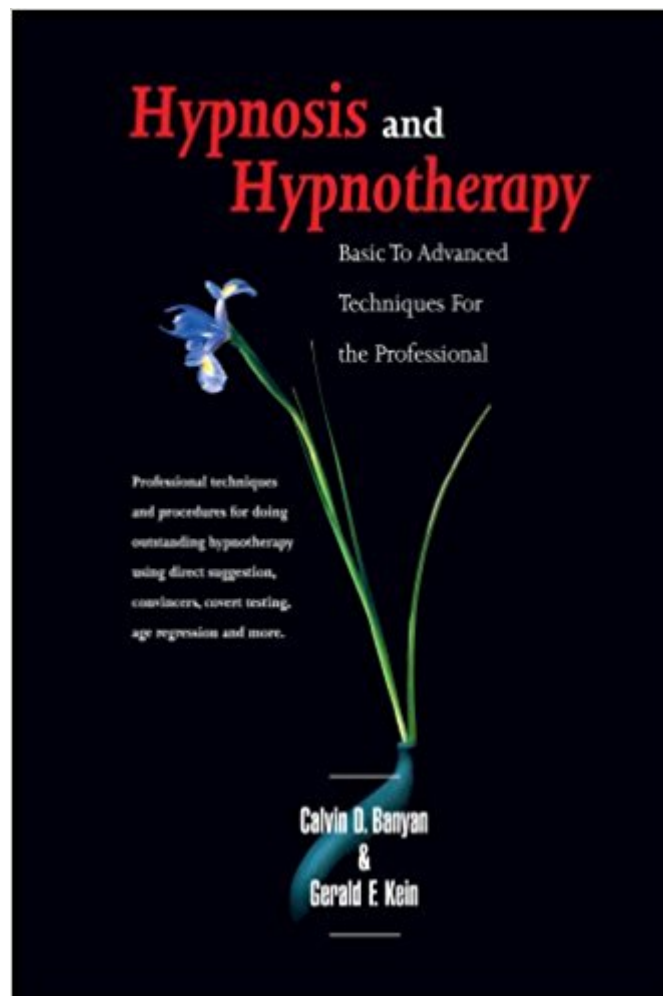




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# Hypnosis And Hypnotherapy Basic To Advanced Techniques For The Professional



## Synopsis

Professional techniques and procedures for doing outstanding hypnotherapy using direct suggestion, convincers, covert testing, age regression and more. This is an exciting new book for professionals who are using hypnotherapy in their work (or would like to). It is highly organized and readable, and outlines and explains some of the most powerful and reliable techniques and procedures available to the modern hypnotherapist. A treasure of over 180 Hypnotherapy Techniques and Procedures that lead to successful hypnotherapy including: how to hypnotize every client, how to show every client that he or she was hypnotized, how to make your hypnotic suggestions more powerful than ever, how to make each session 10 times more powerful than the last one, how to covertly test your clients and use convincers that cannot fail, how to expertly conduct age regression sessions that are successful, how to work with overly-analytical, resistant or nervous clients, and how to amaze your clients and receive referrals from other professionals.

## Book Information

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## Customer Reviews

I bought this book several years ago when I was starting my own hypnotherapy practice. It had all the answers to all the questions that weren't covered in the basic NGH Certified Hypnotist training, or in all of the advanced hypnosis training I'd taken, or in all of the additional basic counseling training I'd taken. The info is in here. :) After I read it, I then recommended it to several hypno-friends (who had been classmates) and they also RAVED about it! Well done! It should be required reading for all new hypnotists.

Clearly written with excellent coverage, this is one of the best texts available. Although some basic elements of hypnotherapy are discussed this is mainly a book for the experienced practitioner. Both authors are masters of their subject and bring a wealth of clinical experience to the table. In particular, Banyan and Kein provide a systematic approach to resolving client issues. This is initiated by carefully preparing the client (very important) so as to minimise possible intellectual resistance and/or any misinformed preconceptions about how hypnotherapy works. Subsequent sessions follow a carefully planned sequence which identifies and then importantly 'heals' and mediates the components of the causal event. The authors provide a thoughtful approach. This recognises that hypnotic suggestions (although often beneficial) have their limitations in comparison to well structured age regression. The book also has two valued chapters on business development. Alan Gray Scarborough Hypnotherapy Scarborough, UK

I've been studying hypnosis and hypnotherapy since a time ago, and had some JONATHAN ROYLE courses, he's the best hypnotherapist and hypnotist I think, but I decided to buy this book because I've watched some videos from CALVIN BANYAN before on youtube, and I liked it, the way he explains things are very clear, and he usually details everything, this book is a great complement to any course, I recommend it to anyone who is looking for ideas wanting to learn a little more about hypnotherapy/hypnosis, it's a very interesting book, I'm happy I bought it, and again, I recommend it, and it's a book that deserves to be shown on the book shelf, specially on your new hypnotherapy office's shelf !

I selected this book thinking it would be directed at the "professional" (I'm a lawyer who has dealt quite a bit with medical/complex contractual issues), but found it was another "how to set up your hypnotherapy practice" book. I was more interested in something discussing the inner workings of hypnosis as a phenomenon. How does it work, neuropsychologically speaking? While this book has some interesting tidbits from working hypnotherapist, it has little of what I was looking for.

To become a certified Hypnotherapist/consulting hypnotist, you start with the basics and can stop there and help some people. But the power, the real healing power in hypnosis is in the advanced techniques Cal reveals in this book. The book, like his advanced training approach called 5-Path, surpasses others in it's step by step approach - it is clear, coherent and well structured. This takes advanced and complicated techniques and makes them easy to grasp and apply. I really appreciated the integration of many advanced techniques into a process that I could learn and start using. So if you are interested in hypnosis at all, start at the end and read this book first, then you will really know if helping people with hypnosis is really right for you. You may just find that hypnosis may not be what you think...I guarantee you, it is so much more!

This book contained some good advice for the beginning hypnotherapist, but, in contrast to other reviews, I would hardly call it indispensable. On the whole, the author and I simply approach our practices too differently for me to say I like his stuff... which reads as numbered must-do list... which, in turn, becomes incredibly tiresome. By the way, the "good advice" I referred to earlier, just so we're clear, is small and practical and usually not necessarily altogether hypnotherapy-related; for instance, for those who haven't been there before, keeping a small blanket in your office is good advice, not only for those occasions when a client may feel cold, but also for those occasions when a client wears too short of a skirt...

Excellent book. Very practical and informative. Covers things most beginners books don't/Highly recommend

It is a very easy to read, did put it down until I finished it. I am familiar with the 5 path method that Cal Banyan uses so I think that helps. Great value for money.

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