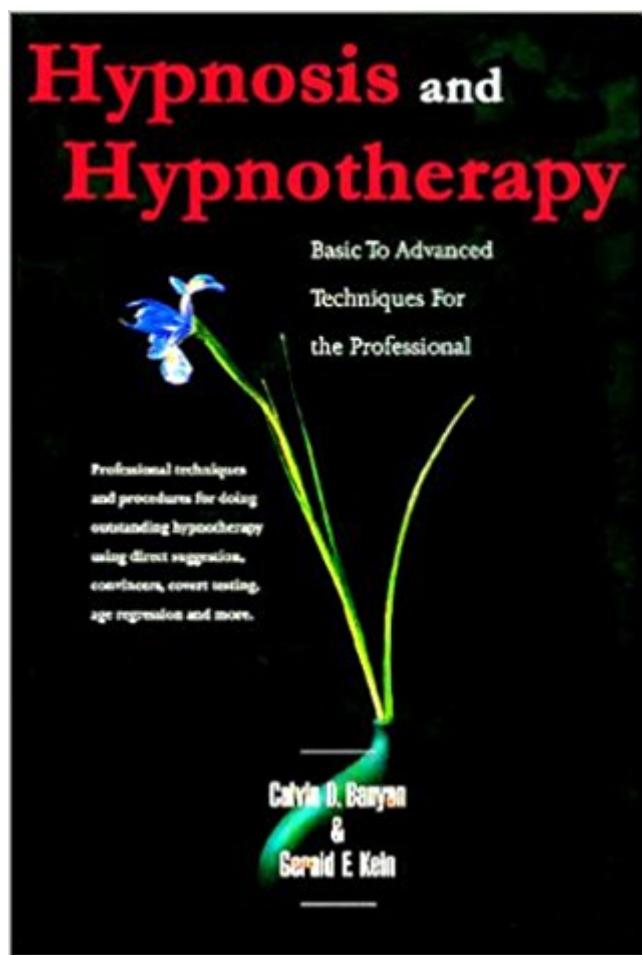


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# Hypnosis And Hypnotherapy Basic To Advanced Techniques For The Professional



## **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**

This book, more than any other, I've read - and as a practicing Clinical Hypnotherapist I've read few hundred books on hypnosis - focuses on helping a practicing hypnotherapist set up a successful practice. You will find the book useful for the business aspect of your practice, rather than as a tool for learning hypnosis. It will be useful to you AFTER you have completed your training and already know how to use hypnosis successfully. The book is not intended to teach you hypnosis or hypnotherapy, merely how to successfully MANAGE your practice. Here's what you can learn from this book:- Getting Started In Hypnosis And Becoming Better- Setting Up The Office for Success-

Preparing Your Client - Before You Begin Your First Session- What To Do During The Pre-Hypnotic Interview- How To Increase Your Success For A Successful Age Regression- Deepening The State Of Hypnosis- Giving Hypnotic Suggestions- Wrapping Up The First Session- Preparing For The Age Regression Session- Induction And Deepening For The Age Regression Session- Using The Affect Bridge- Uncovering Initial Sensitizing Event And Subsequent Sensitizing Events- Transforming The Sensitizing Event- Setting Your Client Up With A Vision Of Success- Age Regression To A Specific Date, Time Or Event- Wrapping Up An Age Regression Session For Maximum Results- What Can You Do After The Session For Continued Great Results- Continue To Learn And Grow As A Hypnotist

This book is obviously professionally written. The only contention I had with the book was that it was misleading in the description that it explains how to preform hypnosis. It does not do that. This book is written for the professional Hypnotherapist and not a novice person who wants to gain an understanding on how hypnosis works and is performed. The book essentially explains what things you can do to better your skills once you attain the basics of hypnosis/hypnotherapy. It goes on about how you can use such and such method to each a desired outcome but assumes you know how to perform that method. So it is definately not a beginners book. With that said, the reviews are correct in saying that it is written in a style for everyone to understand. It is very readable and well written.

Mostly a rehash of free articles available on the author's website and a promotion tool to sign up for his 5 Path training. There is practical and useful descriptions of organizing your practice and making good initial impressions. The author describes the first 2 of his 5 "paths" including age regression in great detail and then invites the reader to sign up for training to learn about the final 3 paths. I respect Mr. Banyan as a hypnotherapist and businessman, but writing is clearly not his best talent. This book is poorly written and there are several typos, which is unprofessional looking. The author has also employed a hypnotic writing technique at the start of each chapter that states everything "you will learn" in the following chapter. It is annoying and time consuming. I don't want to be told what I will learn, just give me the information. While the book has some merit, most of the information can be gathered by reading the free articles on his website.

As a professional I am very disappointed by the contents of this text as the title is very misleading. The suggestions and advice contained in the book is elementary not at all implied by the

title. Much of the information is related to the experiences of the author and that which works for him. It is also too generalized and not specific enough. The enclosures of taking a course or ordering hypnosis material from his institute gives the intent of writing this book away. I am truly dismayed. There are far superior books on this subject to be had.

I was recently speaking with a world-renowned and published hypnotherapist, and I asked him the question, "What percentage of all practitioners in the world are REAL HYPNOTISTS?" By "Real Hypnotists", I meant, "What percentage of hypnotists use the most powerful, state-of-the-art techniques available---these being, namely, instant/rapid inductions, and also age regressions." The expert told me that no more than 1-2% of all hypnotists use these transformational techniques. Welcome to Cal Banyan and Jerry Kein's book, "Hypnosis and Hypnotherapy". Both of these authors are also teachers with their own hypnosis schools, and both teach instant/rapid inductions, as well as age regressions. The work that these two are doing is phenomenal. And they have packed their book with trade secrets that are not widely available. Matter of fact, many hypnosis "masters" keep their most effective techniques to themselves. Not the case with Banyan and Kein, who have put their egos on the backburner and filled this book with effective methods for having dramatic hypnosis sessions. Notice that the key word that I use above is technique. Many of the hypnosis books currently available are filled with theories and recounting of the history of hypnosis. This current book contains easy to understand techniques, passed from Master to student in an unbroken lineage. Not since Dave Elman's classic book entitled "Hypnotherapy" have I seen this be done. For students who are serious about taking a quantum leap in their hypnotic skills, going to the root cause of emotional issues, this book is highly recommended and worth its weight in gold.

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