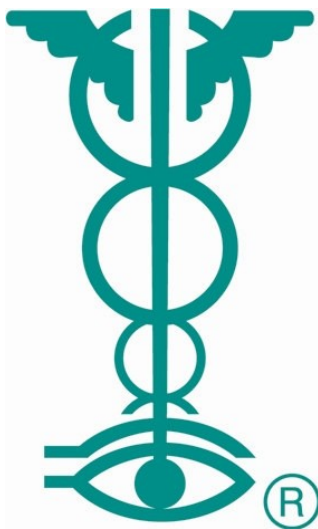


# Expert Hypnotherapy

Part of the Brookhouse Group of practises



- Hypnotherapy
- Neuro Linguistic Programming (NLP)
  - Coaching
  - Stress Management
  -

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## **About the Brookhouse Group**

Brookhouse Hypnotherapy is the name of a national group of practices, founded by Shaun Brookhouse. Shaun Brookhouse has appointed Bill Hard to run the practice for the Devon & Cornwall (based in Tavistock). You can find Bill's CV towards the end of this brochure, but here we would like to give you some background to the founder of the group.

Shaun Brookhouse is an award winning hypnotherapist and trainer (in both in the UK and US). Shaun is a Master Certified Instructor of Hypnotherapy with the National Guild of Hypnotists, the oldest and largest hypnotherapy society in the world. Shaun is also an ex- chairman of the National Council for Hypnotherapy , one of the UK's premier hypnotherapy societies.

Additionally, he is a UKCP Registered Hypno-Psychotherapist and an NLP Master Trainer . Shaun was one of the first hypnotherapists in the UK to earn US Board Certification, as well as being one of the first two hypnotherapists to earn the externally accredited Hypnotherapy Practitioner Diploma.

He is Principal of the The National College of Hypnosis and Psychotherapy and lectures on the subjects of Hypnosis and Neuro Linguistics internationally.

## History of Hypnosis

Hypnotic or suggestive therapy has been used as a healing technique since the beginning of history. References to it can be found in the Bible, although the name was not introduced until much later. It was of prime importance in the "sleep temples" of Ancient Greece which were places of pilgrimage and healing.

In the Middle Ages belief in miraculous cures associated with religious shrines was widespread. Healing was brought about by touch and prayer. During the 18th Century the theory of "Magnetism" was developed. Franz Anton Mesmer argued that the planets influenced mankind through their magnetic effects on the "fluid" which occupied all space. He discovered that he could induce people into a trance like state and concluded that he himself must be a kind of magnet, hence the term "Animal Magnetism".

This idea was soon discredited by a French Royal Commission which found that the magnetic fluids did not exist. James Braid re-examined Mesmerism in the 19th Century and reached similar conclusions. It was he who coined the term "Hypnosis" for the induction of a trance like state through simple suggestion.

In the early part of the 20th Century hypnosis was used almost exclusively by stage hypnotists, thereby projecting a hopelessly distorted view of the very powerful therapeutic tool. However, in 1955 the British Medical Association endorsed the practice of hypnosis in Medical School education, since then it has become a valuable addition to conventional medical treatment.

## What is Hypnosis?

Have you ever been so involved with a task that you have lost track of time? Have you ever driven from one place to another and arrived safely, but not remembered the journey? Have you ever read a book and become so involved with the plot you can see scenery and hear characters speak? Have you ever day-dreamed? These are everyday examples of an altered state of awareness.

Hypnosis is another example of an altered state of awareness-one which can be used for self help. It is a perfectly natural state which occurs between being fully awake and fully asleep. In the clinical setting hypnosis is usually accompanied by a pleasant state of physical relaxation which in itself is beneficial, especially in the symptoms induced by or aggravated by stress. The term Hypnotherapy means the use of hypnosis for the treatment and relief of a variety of somatic and psychological symptoms.

It is important to note that no one can be hypnotised against their will and no one can be forced to do things while under hypnosis that they do not want to do. Hypnotherapy is completely natural and safe. There are no harmful side effects. When administered by a professionally trained and skilled Hypnotherapist the benefits are long lasting and often permanent.

During hypnosis, you will be aware of what is happening: most people do not "feel hypnotised." You are still in control. Hypnotherapy Hypnotherapy is therapy that utilises hypnosis: as simple as that! Therefore it is important that a hypnotherapist is properly trained, as Bill is, in therapy as well as being a competent hypnotist. There are various models of hypnotherapy, and the decision as to which to use will be made jointly by Bill and you.

Bill specialises in the following:

- Fears and Phobias
- Confidence issues & motivational issues
- Anxiety & stress reduction and management

But also works with a wide range of other issues. If you are wondering, just phone or email and ask!

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## **What Conditions Can Hypnotherapy Treat?**

Modern hypnotherapists use hypnosis to treat a variety of psychological and somatic problems. Medical issues can also be dealt with using hypnosis, but this is only undertaken by a physician or under a physician's referral/supervision. Hypnotherapy can be used in the effective treatment of:

### **Thoughts and Ideas**

People can suffer from thoughts of low self-esteem, or obsessive thoughts about someone or something. They may not be able, for example to get out of their minds the idea that they are suffering from an illness, despite medical reassurance, or that a partner is unfaithful. HYPNOTHERAPY can help the client to change such ideas.

### **Fears**

People often experience an irrational fear of a variety of insects, animals, objects or situations and HYPNOTHERAPY is particularly renowned for its effectiveness in assisting sufferers to overcome these distressing and inhibiting conditions.

### **Feelings**

People can suffer from a wide variety of distressing feelings such as panic attacks, anxiety, jealousy, guilt, anger or inadequacy. Whatever the problem feeling, HYPNOTHERAPY can deal with it more specifically than can a drug – and without harmful side effects.

### **Habits**

People can find themselves in the grip of many habits that they seem unable to control, from something like nail biting or smoking to more deep-seated compulsions. HYPNOTHERAPY, using hypnotic techniques, can help to remove habits with precision and again, with a total freedom from side effects.

## **More Applications of Hypnotherapy**

Hypnotherapy can help with a very wide range of problems; the list below is just an example.

- Smoking Cessation
- Weight management
- Stress management and reduction
- Improve confidence and self esteem
- Anxiety & panic attacks
- IBS
- Assertiveness
- Pain management
- Improve study skills
- Improve your performance at your sport
- Improve your performance at work
- Overcome obstacles and achieve your goals

And much more! Call now for an informal chat 0800 7566493

It can also be used to enhance performance and assist in self-development and personal growth bringing about a greater alignment of spirituality, values and everyday behaviour.

## **What is Stress Management?**

Due to a variety of socio-economic conditions, stress has now become more widely recognised by both individuals and employers. People in the UK lose several thousand days of work to excess stress, not to mention the great personal anxiety that can lead to, amongst other things, physical illness, relationship problems, depression and in extreme circumstances suicide.

Many situations can lead to the development of the symptoms of excess stress including fear, overwork, responsibility, loss, lack of fulfilment and illness. Every individual has different tolerance levels when it comes to stress. The therapeutic needs of the individual are paramount in the treatment of stress and stress related disorders. Willpower alone is not an effective or permanent solution to stress problems.

This practice offers a comprehensive stress management programme for both individuals and corporate clients. Effective stress management takes in various therapeutic models and tailors a programme to include not just dealing with the presenting stress, but to also help clients to avoid reaching high stress levels in the first place.

## What is Coaching?

Coaching is a formalised means of one person helping another to achieve their hopes and dreams, and to fulfil their potential. Many of us spend too much time existing, and not enough living. We often find it difficult to know how to get where we want to go, and even to know where we want to go. Coaching can help.

Your coach will assist you to gain clarity (if you need it) as to your goals. What do you truly value in life? What and who do you truly want to be? From this point, your coach will guide you, support you and motivate you in your journey towards meeting your goals.

Goals may be on many levels:

- career
- home
- family
- friends
- finance
- activities
- other personal achievements.

Goals may be small or huge, vague or precise. Whatever you bring will be you're your coach will be helping you with: you will not be told what your goals should be! Bill Hard is a certified professional coach.

## **What is Neuro Linguistic Programming (NLP)?**

Neuro Linguistic Programming (NLP) is a model of communication that focuses on identifying and using patterns of thought that influence a person's behaviour as a means of improving the quality and effectiveness of their lives. It offers a paradigm of how the brain works (neuro), about how language interacts with the brain (linguistic), and how we use this interaction to get the results we want for ourselves and others (programming).

It is an effective, proven vehicle for accelerated human change, radically altering the "old way" of lengthy psychotherapy. NLP was initially created by linguist Dr. John Grinder and computer scientist and Gestalt therapist Dr. Richard Bandler. Together they produced a linguistic model that identified the language patterns of a few gifted individuals such as hypnotherapist Milton Erickson, MD., Fritz Perls of Gestalt therapy, anthropologist Gregory Bateson and Virginia Satir of family systems therapy. The synthesis of their findings, a blend of cognitive and behavioural science, resulted in the technology known as Neuro Linguistic Programming.

In the 20+ years since it was first developed, NLP has grown, changed and expanded, and it continues to do so today.

Bill Hard is a certified NLP Practitioner

## **Schedule of Fees & Registration**

Bill Hard's schedule of fees is as follows:

Devon & Cornwallshire

£40 per session –allow approximately one hour.

Payment may be made by either Cash or Cheque. Payment is due at the time of the appointment.

Initial consultation (approx. 20 minutes) free of charge. Sufficient time is booked for those people who wish to proceed with their therapy sessions immediately.

Consultations are by pre-arranged appointment only. The phone will always be answered by Bill in person, or if he is occupied the answer phone will respond to all calls. If you choose to leave a message, this will be responded to as soon as possible. Please wait for the tone, and then speak slowly and clearly, repeating your telephone number.

In view of recent reports of poorly qualified persons offering therapeutic services, it may be of interest to you that Bill Hard is registered with the following bodies:

The National Council for Hypnotherapy

0800 9520545

Feel free to phone and check!

## **Bill Hard**

Bill Hard, DipCAH, DipN(London), CPC, HPD, BCH, CI, MNCH(Reg)  
Certified Instructor (NGH America)  
Diploma in professional Counselling UK Academy of Therapeutic Arts and sciences  
Board Certified Hypnotist (NGH America)  
Certified Professional Coach  
Certified Hypno Coach :

Principal Consultant for BCS & Brookhouse Hypnotherapy in the Devon & Cornwall Area  
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Tel: 080007566483

Bill Hard runs Expert Hypnotherapy Devon & Cornwall. Bill has been personally trained and mentored by Shaun Brookhouse and is the principal consultant for Brookhouse Hypnotherapy for the Devon & Cornwall area.

Bill is a qualified and internationally registered Hypnotherapist and a Certified NLP practitioner.. He is a member of the National Council for Hypnotherapy in the UK and holds Senior Clinician Status, and a member of the National Guild of Hypnotists in America (the largest and oldest hypnosis organisation in the world)

For many years he worked as a trainer and coach within the NHS, specialising in relationship building and communication skills. Bill is also a very experienced meditation teacher.

Bill has worked as a freelance management consultant and executive performance coach. He now specialises in Hypnotherapy to assist people to make powerful changes in their life.

He is available for private and corporate demonstrations, workshops, talks and training days. Group sessions can be arranged for confidence, sports performance, business, motivation, relaxation, weight control, Self-Hypnosis and many other areas.

Call now on 080007566483 for an informal chat or email  
[bill@experthypnos.co.uk](mailto:bill@experthypnos.co.uk)