

APA Newsletter - January

UPCOMING EVENTS

- **Neuro-Subliminal Communications**
January 12, 13
- **Hypnotherapy Certification Training**
Course #101: January 18, 19, 20
- **Pediatric Hypnotism Certification**
January 25, 26, 27
- **Tele-seminars**
Alicia Marcos-Birong Answers
Drake Eastburn Answers

ANNOUNCEMENTS... ANNOUNCEMENTS... ANNOUNCEMENTS...

About Rachel... On December 21st of 2007, after long hugs and tears, we said "goodbye" to Rachel. She has received an offer she couldn't refuse. Alicia Marcos-Birong (who is teaching the Pediatric Hypnotism certification training in our school) offered Rachel her mentorship. It is an incredible opportunity for Rachel, so let's wish her luck and tremendous success.

Introducing... Marina Fair. She will be our "virtual" assistant handling all email communications. With her, you will have an opportunity to learn more of Russian-English ☺. Her Russian-English is almost as good as mine (I think), so please welcome new member to our family and remember: when you see the name **Marina** in the "From" field in your inbox, most likely this email is from us...

The Well Show... This is the title of our new talk show that will be broadcasted live (beginning from January 9th) **every Wednesday** from **6PM** till **7PM CST** on **1410 AM** and **on-line**. The goal of the show is to raise awareness about complementary health care, which will make your job of getting new clients much easier and here is how:

As hosts of The Well Show, we are allowed to place commercials through out the show. This gives you an opportunity of getting your word out in front of a "pre-sold" audience that is already interested in complementary health care modalities and educated by us during the show. (We're talking about **120,000** live listeners and a little bit more than **1,000,000** on-line visitors!)



Here's the deal... The Radio station sells **prime-time** commercial spots for \$55-\$60 per **30 sec.** For our students we've negotiated much better rates. Send an email request to thewellshow@apaclasses.com to get more details on different options (as well as the web address for the show).

Would you like to be interviewed on the radio? - (For free) -

Send an email to thewellshow@apaclasses.com to find out how. Can you imagine the effect of this interview on your credibility and your "appointment book"?

Regression and Pediatric Hypnotism training... As you know, pediatric Hypnotism is scheduled for Jan. 25-27 and Regression training - Feb. 2-3; what you may have forgotten is this: because those classes are provided by the "external" instructors, we have a "minimum attendees" requirement. If this requirement is not met during a specific time frame, the class is canceled. **Unfortunately...** many of you prefer to register the last minute. Just to let

you know - the “last minute” for these classes **is not the same** as the scheduled date. It is:

Pediatrics: January 11th; Regression: January 14th.

We know how the “after-Christmas-lean” wallet feels; don’t be shy to use our multiple installments tuition option. You can read more about these classes (as well as choose your enrollment option) at Hypnotism.APAClasses.com

About tele-classes this month... In January, we will have 2 tele-classes scheduled: one with Alicia Marcos-Birong (you may have a chance to hear Rachel on the call 😊). As usual, we give an opportunity to ask your burning question(s) about hypnotizing kids and/or special cases and techniques that you start using NOW.

Everyone who registered for our free monthly training at www.APATraining.com will receive an email notification about the time and “place” each event will be held (hint: most likely it will be your favorite chair.)

My job is to encourage you to **ASK** questions. “Your answers are your questions” – ask the wrong question and... If you have no idea what question to ask – **just say it**, so our guests know what they need to focus on the call.

The greatest and **most expensive** mistake you can ever make in your practice is to allow yourself to be indecisive and inactive. And specifics of our profession require us to constantly “renew and refill” our tool-chest.

And last (but not least)...

By your request! – To help you to **get started** (and **keep moving**), we have created a password protected (“for your eyes only”) area on our site with some wonderful resources. Every time we find something new (and exiting), we will publish it in the resources area.

You’ll find there facts and information that you can use to promote your practice like information on how to create press releases, ideas on different seminar topics you can give (including outlines); tools we are using in our business, and **much** more. To get information about how to access this area, send blank email to resources@apaclasses.com

To YOUR SUCCESS!

Spicing up your public presentations... using Google’s funds... It would be nice, isn’t it?

As our student, you already know that the best way to promote your practice is public speaking (this is one of the reasons why we’ve decided to open the radio channel and make it available to you.)

To make sure that (a) **you** are not bored and (b) **your audience** is not bored with your presentation – spice it up with latest facts & stories (remember - people LOVE stories). But who has time and money to do all this research? – You may ask. Good question.

The good news is: someone (and I mean **someone**) does have time and money and... you can **leverage** on it. ALL you need to do is to allocate less than **3 minutes** of your time, then:

- Go to www.google.com/alerts
- Fill out the "request" form (make sure to be specific when giving information for the "search terms" – remember the idea of hypnosis: focused concentration)
- Click the Create Alert button
- DONE!

After that... take a deep breath and...relax... Google will send you email notifications with links to stories related to the search term you specified in the form as soon as someone publishes them. All you have to do is to check your email (which you, most likely, already doing any way.)

CONVERSATION CORNER

I just read the "Wellness Workbook" – How to achieve enduring health and vitality, by John Travis, M.D. and I really like the way he represents wellness. I think this is something you can use during your **pre-talks**. (Sometimes even doctors could be on our side.) Here's what he says:

"Wellness is a choice – a decision you make to move toward optimal health" – a good way of placing responsibility for success where it belongs – client's shoulders.

"Wellness is a way of life – a lifestyle you design to achieve your highest potential for wellbeing" – another way of empowering your clients. Or...

"Wellness is a process, never a static state – a developing awareness that there is no end point, but that health and happiness are possible in each moment, here and now... High-level wellness involves giving good care to your physical self, using your mind constructively, experiencing your emotions effectively."

"Illness and health are only the tip of an iceberg. To understand their causes, you must look below the surface."

"Wellness is a balanced channeling of energy – energy received from the environment, transformed within you, and returned to affect the world around you."

"Wellness in the integration of body, mind, and spirit – the appreciation that everything you do, and think, and feel, and believe has an impact on your state of health and the health of the world."

"Wellness is loving acceptance of yourself."

"Wellness is the right and privilege of everyone. There is no prerequisite for it other than your free choice."

"Diseases and symptoms are not really the problem. They are actually the body-mind-spirit's attempt to solve a problem – they are a message from the subconscious to the conscious."

'Sometimes a problem develops because we have collected a poisonous supply of negative attention. Many of us tend to store it up until it eats away at us from within. Hurts, anger, fear, deep sadness – these create an energy that will look for an outlet somewhere in the body if it doesn't get conscious recognition or expression. Such outlets include:

- Smoking or overeating
- Driving recklessly
- Gritting teeth
- 'Getting' a sore throat, an asthmatic attack, or a headache
- Building defenses, be withdrawal and depression, to keep us from being hurt again"

Isn't it nice to have a reference to what a **doctor** says?

WHAT – WHEN – WHERE – WHY - HOW

Hypnosis facts – Although diabetes is one of the most serious global health problems, there is no real cure yet for it... Multimodal treatments seem especially promising, with hypnosis as an addition to insulin treatments in the management of both Type 1 and Type 2 diabetes for stabilization of blood glucose and decreased peripheral vascular complications. (JEH, Jan 2008 Lund University, Sweden)

Hypnotically assisted treatments have been used to reduce stress, strengthen immune function, and potentially reduce inflammation. Such treatments may also help reduce disease flares and improve quality of life in inflammatory bowel diseases (IBD). There was a significant improvement in IBD. No negative effects of treatment were found. (Rush University Medical Center, Chicago)

A study being done by a team of University of Florida researchers is finding that learning self-hypnosis gives a patient greater control over the stress, anxiety and pain of medical operations. "Training patients in hypnosis prior to undergoing surgery is a way of helping them develop a sense of control over their stress, discomfort and anxiety," says Dr. Paul Schauble, "It also helps them better understand what they can do to bring about a more satisfying and rapid recovery."

In an ongoing pilot study being done by University of Florida, groundwork results show hypnotized patients with hypertension are more easily able to make lifestyle improvements that can lower blood pressure

"UKRAINIAN GRANDMA SECRETS"

Russian storage tricks...

Probably it would be better to give them to you earlier, but... As they say in Russia, "better later than never." (Yes, they do use this saying.)

Any way, did you know that there are a number of foods that should never be refrigerated? Here they are: garlic, onions, potatoes, and tomatoes. And there is a good reason for that. When you refrigerate them it will cause sprouting, loss of flavor, or conversion of their starch to sugar.

Store garlic, onions, and potatoes in a cool, dark place instead. Tomatoes should be stored at room temperature.

If you think about freezing, you may know that freezing tends to intensify the flavors of certain food, such as garlic, peppers, and cloves. So, use less of these ingredients if you are planning to freeze the dish.