

APA Newsletter – June

UPCOMING EVENTS

- **Hypnotherapy Certification Course #103**
June 14-15
- **Obtaining the Golden Key**
June 18 (mentorship session)
- **Cell Command Therapy Certification**
Early Bird: June 25 (Saves \$50)
- **NGH Meeting**
July 1
- **Cell Command Therapy Certification**
July 10-15
- **Hypnotherapy Certification Course #101**
July 25-27

HAVE YOU HEARD?

Cell Command Therapy Certification... I just had a conversation with Ed Martin about the upcoming training and asked him to approve my decision to **reward** the decisive students. Well... He agreed to the following: everyone who signs up for this 6-day certification course **before** June 25th will receive a check for **\$50** after the training. As you may know, the tuition for the entire training (that consists of 3 courses) is \$885.

Another thing that I didn't discuss with him (and he is completely unaware of this...) I personally know what type of clients I have been able to help using this method. (If you are curious, the range is from smoking to weight loss to cancer...) And I know how effective this technique is.

To make it **easier** on you, I've decided to give you an opportunity to **split** the tuition on several installments as long as you pay in full by July 10th - **Now...**

You don't have to sign up for all three... You can sign up for Cell Release only (which is on July 10-11) – the tuition for this course is \$395. Please note: if you choose this option and find yourself liking the course and decide to finish the certification program, your tuition will be \$395 per course.

If you don't know what you can achieve with this method, read the case studies on the insert.

Medicine Wheel Workshop... In September, we will have a half-day workshop that will allow you to learn how you can create a healing environment in your office (and home) by properly working with universal energies. This workshop will be presented by one of our graduates - Dr. Bluehawks Stec. He has been using Medicine Wheel very effectively in his practice for many years and has helped a great deal of his clients. We will give you more information next months. For now, I just wanted to let you know that it is coming.

Parts Therapy Certification Training... Roy will be teaching his program in August (first weekend.) Tuition for his training is \$325 (early bird.) Everyone who attended his training says that it was one of the best training classes they had. It's not so often you have an opportunity to learn from the world authority in the field...

And last, but not least... - a couple of "AHA" moments from one of our last workshops. As you may know, last month we had 2.5 day workshop on how to make your audio work for you 24/7. And – as you also may know – every time you come to APA to learn, you always get much more than you expect to get. (As Tom said, "...we get what was promised plus what we need **10 fold.**")

At the end of this workshop, I asked our students to write down their "aha" moments. Some of them are so great (and educational) that I just had to give them to you (Oli, **thank you** 😊 for allowing me to do so.)

AHA #7: If they are not looking for a solution to their pain, it doesn't matter how good your solution is, you can't sell it.

AHA #12: If you follow the herd you never get a clear view through the dust.

AHA #6: If you don't get the marketing/business stuff hypnosis will always only be your hobby!

AHA #1: If you don't know the who-what-why-where-when-how, all your efforts will be futile!

To YOUR SUCCESS!

I and Mike just came back from another (\$3000+) training. Would you like to leverage on our investment? Here is what I have in mind...

If you pay attention to all the changes around us, you too agree with the fact that gas prices are not the only thing that became more expensive lately. Marketing budget requires getting bigger too, especially if you keep doing the same thing you were doing before or what everyone else is doing... (**Hint:** AHA #12 & AHA #6)

The only way to become immune to economy swings is to create your "own market" that knows who you are and trust you. That's what the **AHA #1** is all about. And, as **AHA #2** says... marketing "IS investment NOT expense **IF** you have #1 figured out. "

It's time for us, as a school, to review and reshape our #1, so our marketing stays effective and profitable... now, "What does it have to do with me?" - you may ask. I am so glad you did 😊

There is a **process** that allows you to actually **fine-tune** your marketing and **turn** it into profits... every day... All you have to do is to take some time to learn it. I don't know about you, but based on my own experience, there is only one method of learning that leads to 100% success - it's when someone who has done it before shows you the steps, then do it so you can absorb, then you do it while your mentor is watching over your shoulder.

This is exactly what I have in mind. Instead of going through this process alone, I thought that it would be a great opportunity for you to "flip the coin lucky side up" by allowing yourself to participate and learn. And as a result, you'll master **the key element** of your successful practice.

If your **true desire** is to help people while having a lifestyle you want, then I invite you to **come** to the school on Wednesday, **June 18th** at 5 PM CST and **obtain** this **Golden Key**.

What is your investment? 1) - Just **3-4 hours** of your time and 2) - your **commitment to show up** in a form of \$50 refundable deposit (both items are required).

After this "mentorship session", you will have a **blueprint** that will save you TONS of money allowing you to **experience** the difference between marketing expense and investment. And yes, it will bring you as many clients as your heart desire. **Call 847-760-5000 and reserve your spot**

This session is the only opportunity. Our plans for this (and next) year have a lot of different things, but this is not one of them.

May be (just may be) it's a good time now to tell yourself the same thing you tell your clients: "Success is a decision." And as a certified hypnotherapist, you know better than anyone, there is big difference between knowing the path and walking it...

CONVERSATION CORNER

Smile... 😊

A perfect example of an embedded suggestion

Dear Dad,

School i\$ really \$well. I am making lot\$ of friend\$ and \$tudying very hard. I have \$o much \$tuff, I \$imply can't think of anything I need. \$o if you like, \$end me a card, a\$ I would love to hear from you.

Love, Your \$on

Dear \$on,

I kNOw astronomy, ecoNOmics, and oceaNOgraphy are eNOugh to keep an hoNOrs student busy. Do Not forget that the pursuit of kNOwledge is NOble task, and you can't study enough.

Love, Dad.

WHAT – WHEN – WHERE – WHY - HOW

Introducing... The Ruler of Mood & Attitude

(Some scientific facts you may choose to use with your clients)

That's right... each one of us has a little part that is responsible for a lot of things happening in our lives.

When it's happy, it sets the emotional tone of the mind, filters external events through internal states, "tags" events as internally important, stores highly charged emotional memories, modulates motivation, controls appetite and sleep cycles, promotes bonding, directly processes the sense of smell, and even modulates libido.

When it is not happy, it creates moodiness, irritability, clinical depression, negative thinking, perceives events in a negative way, decreases motivation, produces a flood of negative emotions, appetite and sleep problems.

This part of our body is called **Limbic System**.

The deep limbic system lies near the center of the brain. Considering its size -- about that of a walnut -- it is power-packed with functions, all of which are critical for human behavior and survival. It adds the emotional spice, if you will, in both positive and negative ways.

This part of the brain is involved in setting a person's emotional tone. When the deep limbic system is less active there is generally a positive, more hopeful state of mind. When it is

heated up, or overactive, negativity can take over.

The deep limbic system, along with the deep temporal lobes has also been reported to store highly charged emotional memories, both positive and negative. If you have been traumatized by a dramatic event, such as being in a car accident or watching your house burn down, or if you have been abused by a parent or a spouse, the emotional component of the memory is stored in the deep limbic system of the brain.

On the other hand, if you have won the lottery, graduated magna cum laude, or watched your child's birth, those emotional memories are stored here as well. The total experience of our emotional memories is responsible, in part, for the emotional tone of our mind. The more stable, positive experiences we have the more positive we are likely to feel. The more trauma in our lives the more emotionally set we become in a negative way.

The deep limbic system, especially the hypothalamus, controls the sleep and appetite cycles of the body. Healthy sleep and appetite is essential to maintaining a proper internal milieu. Both of these components are often a problem with limbic abnormalities.

The deep limbic system, especially the hypothalamus at the base of the brain, is responsible for translating our emotional state into physical feelings of relaxation or tension.

The front half of the hypothalamus sends calming signals to the body through the parasympathetic nervous system.

The back half of the hypothalamus sends stimulating or fear signals to the body through the sympathetic nervous system. The back half of the hypothalamus, when stimulated, is responsible for the fight or flight response, a primitive state that gets us ready to fight or flee when we are threatened or scared. This "deep limbic" translation of emotion is powerful and immediate.

Current research on depression indicates increased deep limbic system activity and shut down in the prefrontal cortex, especially on the left side.

"UKRAINIAN GRANDMA SECRETS"

Did you know?

Alcohol helps... 😊 It is always a good idea to have it in your bathroom for more than first-aid purpose. It cleans the bathtub caulking, and shines chrome and glass.

If a **dripping faucet** keeps you up at night, simply tie a piece of string to the nozzle and place the other end on the drain, or... Just cover your head with a pillow 😊

Yet another reason to never run out of **white vinegar**... If your clothes aren't as clean as you'd like after washing, your detergent might not be to blame. More likely, soap scum has accumulated in the washer hoses, which causes the machine to not work efficiently. To dissolve this build up, simply add one cup of white vinegar to an empty machine, set on small, and run with hot water. I wonder if you will be as amazed as I was at the change...

White vinegar yet again... The easiest way to keep your garbage disposal smelling clean and running properly is to grind vinegar ice cubes a few times a month. You will "kill two birds with one stone" actually... The vinegar deodorizes while the ice sharpens the blades and removes any dried food that might be stuck.

Cell Command Therapy®

As you read these success stories, imagine receiving this type of letters from your clients...
How does it make you feel? What does it mean to you?

LETTERS FROM CELL COMMAND THERAPY® CLIENTS

"I was able to **release pain** that I had for **12 years**, and start a new life with happiness and enthusiasm." Karen-Houston, TX.

"Cell Command Therapy® helped me **enhance my traditional treatment for lymphoma**. I had no troubling side effects from the chemotherapy, and I kept an optimistic outlook. I am now in remission." Rose- Houston, TX.

"I chose to have **chemotherapy** for my **Stage 3 breast cancer**; however, I also chose emotional support through hypnotherapy. How lucky I was to find Cell Command Therapy®. I was a demonstration subject at one of the Intensive training classes, plus I went for sessions during my cancer treatment. **I was able to have treatment without horrifying side effects**. I also dealt with my grief over the sudden death of my brother. The end of the story is: I am in total remission. I have left Houston, Texas and a high stress job. I now live in my home state of Kentucky and am very happy." Kay, formerly Houston, TX. - Now Kentucky.

"I came initially for **stress reduction**. This was so successful that I worked on my weight and success. I lost the extra weight and was named 'Employee of the Year' winning a trip to the Bahamas. As you can see, my life has significantly improved through this therapy. This all was accomplished in a very short time for such remarkable results." Bobby- Houston, TX.

"I had **severe allergies** for years. I released all symptoms and gained insight into what caused them, in a very short time." Ann-Spring, TX.

"I was a demonstration subject at a Cell Command Therapy® seminar. In front of a group of people I released all my **arm and neck pain** that had been bothering me for six months--no medical reason had been found for the problem. I gained insight into the subconscious causes. That night I was able to sleep deeply for the first time in over a year."
Mike- Detroit, MI

"I was able to release the **blocks keeping me from success** ... I was able to successfully pass the Bar Exam and with the releasing techniques in private sessions, I released my fear of success and taking tests. I have referred many people for the Super-learning Program since."
(Lawyer) Ellen-Fort Worth, TX.

"I had **recurring neck and shoulder pain** for years. In one session, I released this pain and began to understand the causes. I have not had a single reoccurrence. "
Alice- Houston, TX

"I had **back pain** for so long, I didn't remember being without it. I am a nurse. In the hypnosis training classes, I released the pain. **I am now free of both back and leg pain.**"
Terri- Houston, TX.

"We were able to restore my **self esteem** and **confidence**. I also began the process of dealing with my grief and loss. After every session, I felt so much better about my life and more determined that I would survive. With this therapy and my own personal efforts, it has been a total turnaround in my life." Ron- Houston, TX.

"After taking the Ed Martin courses, I began to use hypnotherapy techniques in my classroom--calling them 'imaginings' with my students. My student's scores on the standardized tests showed miraculous improvement. Everyone in the school has noticed the change in their behavior, motivation, and achievement." Connie - New Caney, TX.

"Cell Command Therapy® and cellular releasing® helped me bring my **grades** up in school so I could again play **sports**. I also found it helpful in improving my sports abilities. My mother was impressed and worked on her sales motivation successfully". Roger--Kingwood, Tx.

"Using Cell Command Therapy® and Cellular Releasing® I have released the **lingering grief** and anger over my mother's death." Jennifer--Birmingham, Al.

"I have had **recurrent back and leg pain** for years. The medical treatment was drugs since no physical component could be found. I was delighted when, as a class demonstration, I released the pain. The truly amazing part was when the initial cause for the pain came to my consciousness while in the hypnotic trance, the cause was a childhood experience. Later, I fell in pneumatic fluid on my job as an engineer. Situations that were similar emotionally to my childhood experience and the smell of pneumatic fluid would re-trigger the pain. I released all of that **without experiencing any negative emotion**." Weldon -Houston, TX.

"I had worn a TENS unit for years for my **shoulder pain**. I released the pain (no physical problem other than stress had ever been found) and all the reasons for it. I am now free from the pain and the electrical stimulation unit forever." Vicki-Houston, TX.

"I had **recurring back pain** as my mother did while I was growing up. I released the back pain while taking the class. I now use hypnotherapy in my counseling practice, and my former chiropractor refers many people to me. I used to be a regular customer of his who came in for regular tune-up visits. My release of back pain got me referrals for his long term, chronic clients." Josh-Houston, TX.

"I came for private sessions because of **high stress**. I am a pediatric nurse with three small children of my own. The results after one session were phenomenal. So phenomenal that my mother took me to lunch to ask what was different. I painted a mural in my daughter's room, cleaned and had cleaned all areas of my home, and experienced a **profound feeling of well-being**." Formerly stressed R. N.--Birmingham, Al.

"I never slept soundly. I came to work on my **sleep disorder** that had started in childhood. I now sleep and I can also tolerate my stepmother. After my sister saw this new me, she also came and changed many areas of her life by the cellular releasing." Viola-Houston, TX.

"I had been diagnosed with **ulcerative colitis** for many years. During these classes, I released all pain and all the symptoms. Before I retired, I decided to see what the interior of my colon looked like. I now have a normal colon with no colitis and the medical records before and after to prove it." Dolores- Pasadena, TX.

"I was diagnosed with **Stage 3 colon cancer with 23 of my lymph nodes involved**--looking at my medical record after remission; my oncologist gave me little hope. I was written up as 'this unfortunate, nice man.' Using private sessions of Cellular Releasing®, Cell Command, and Self Hypnosis, along with continuing chemotherapy (Without any SIDE EFFECTS because of the HYPNOSIS); **I have been cancer free for three years.** My Oncologist wrote this is a **miracle remission.** "Warren- Houston, TX.

What Level of Satisfaction and Accomplishment Will You Feel When You Are Able to Provide the Same Quality of Help?

Introducing... another advanced hypnotherapy technique:

The Cell Command Therapy that is based on the ability of our cells to remember what it's like to be healthy and happy - presented by the creator of the program, Ed R. Martin, Ph.D.

Here is what knowledge and what skills you will possess by the end of this certification training.

Class HYP401: Cellular Release Hypnosis®

- Higher self or soul concepts and the mind of man
- Defining the mind (what & where)
- Communicating with the conscious, the subconscious, the pre-conscious & the higher conscious mind
- Subconscious releasing methods & completing release on all levels
- Rarely used ways to communicate with the subconscious mind
- Major subconscious communication technique
- How to find causes, blocks and reasons for symptoms
- How to release mental and physical causes on the subconscious levels

Class HYP402: Basic Cell Command Therapy Hypnosis®

- Systems of the Body, Mind, and Spirit
- The Cellular Command and hypnotic suggestion
- Basic concepts of Cellular Command
- Commanding the bodies systems, glands or body parts
- Establishing the hierarchy of mental commands
- Review of the cellular Command (what, why & when)
- Cellular and Glandular systems review
- Diagnostic techniques (what, how & why)
- Subliminal methods of using suggestion for therapy
- Therapist visualization and aura diagnoses

Class HYP403: Advanced Cell Command Therapy Hypnosis®

- Cell Command Therapy® and the Mind-Body-Soul connection
- Overcoming abuse effects - Phase I
- Defining with and understanding the abuse cycle
- Overcoming the abuse effects - Phase II
- Increasing conscious awareness and energy with Cell Command
- Cell Command Therapy® for critical and life threatening illness
- Cell Command Therapy® for creating the will to live (heal)
- Cell Command Therapy® and psychic enhancement
- Understanding empathy and mental protection techniques

In addition, you'll get:

- ▶ Practice, practical experience, and casework internship assignments...
- ▶ Complete scripts and "prescriptions" of hypnotic suggestions...
- ▶ **54** hours of instruction and **30** hours of internship casework...

It is not important that the completion of the program, the certification exam and the casework qualifies you for certification in Basic and advanced "Cell Command Therapy®"

What is important is that **you obtain knowledge and skills** that will allow you to **effectively help** people with catastrophic or critical illnesses.

There are only **two things** remaining that I must remind you about:

1. Our classroom is not expandable – seats are limited
2. Ed has an EXTREMELY busy schedule – besides seeing clients, he is teaching and his schedule is pretty much defined for the year

Before you decide to "think about" this opportunity to learn this effective and powerful method, close your eyes and allow yourself **FEEL** the level of **satisfaction** you'll gain by being able to **truly help** those who suffer from chronic pain (physical or emotional), abuse, or life threatening illnesses...



If you are curious about Ed R. Martin... He is a Light-type of person, you know, the type of people that radiate light, which touches others in a good way.

Ed Martin as a professional hypnotists, Reiki Master teacher and practitioner. He has been a pioneer in using the tools of hypnosis for critical illness recovery and cellular regeneration. He is best known for his work to assist catastrophic illness healing using Cell Command Therapy®.

CELL COMMAND THERAPY ENROLLMENT REQUEST

HYP401 - HYP403
July 10-15, 2008

Name: _____ **Email:** _____

Address: _____ **Phone:** _____

City: _____ **State:** _____ **Zip:** _____

Billing Name/Address is the same Visa MasterCard Discover AmEx

Card Holder Name: _____

Card Number: _____

Exp Date: _____ CC Security Code: _____ Tuition Amount: _____

Fax Enrollment Request By June 25th To Save \$50 on Tuition
Fax: (847) 697-3309 or enroll online at Hypnotism.APAClasses.com