

## Here's what hypnotherapists who attended in May and September 2005 write about these seminars:

'You advertised your course as a Master class and it was.

The morning session on Saturday was Masterful. I would love to have it on DVD as well as my own internal memories.

What you did was to set the whole weekend alive with your brilliant processes. I have studied NLP for over 10 years and Hypnosis for over 8. What you did for me was to integrate the processes in ways which I have already been tentatively exploring.

I came to hypnosis from an NLP training. I realised at an early stage the power of trance work and the NLP approach combined. Interestingly over the last few weeks I have begun to move towards using personal powerful states to increase the effectiveness of my work with clients.

Your demonstrations took this even further.

I loved and absorbed every second of your demonstrations. Why? Simply, because they utilised so much of the client's world, reintegrating it in more resourceful ways.

Sir, you are a master in the clinic.

That whole aspect of the weekend shone, nay sparkled and blossomed. Truly it demonstrated masterful techniques.

Your focus on the client and student as individuals is exemplary. I just love watching your work in the practical demonstrations.

I have watched others do similar things. In comparison to you they are still learning. It is obvious that you have studied and learned from the highest sources.

In three words I "loved your demonstrations."

You really are a masterful Hypnotist....

To put my comments into context I have taught at all levels for over 30 years working with students from nursery to adult, including teachers and other professionals. (I also consider my therapeutic work as teaching.)

Another aspect of the weekend that I really loved was your use of physiology when presenting and working with clients. The steady stance or seating position you use is so powerful. I'm integrating that one too.

At the centre of your masterful master class is you, your style and your knowledge. I gained an awful lot that I am already using in my work. I'm looking forward to using my version of your approach with my smoking clients when I have it fully integrated....

Keep up the good work.

Remember how amazing you are....The Sunday morning session was also extremely effective for me.'

**Ian Bracegirdle, East Morton, North Yorkshire**

'Just wanted to write to thank you for providing the Smoking Cessation Seminar on 7<sup>th</sup> and 8<sup>th</sup> May. It was the first seminar I have attended and found it very informative and full of progressive initiatives that combine a number of techniques that I feel I can incorporate into my own repertoire in order to build an effective and eclectic practice. I found it very helpful being provided with a manual containing everything in the course for future reference as it was a lot of information packed into two days to be able to take it all in....I saw that you provided learning through a number of ways and the demonstrations provided reinforcement of the techniques taught....'

**Paul French, Worcester**

'I very much enjoyed it, you're a good speaker and I liked the content.'

**Donald Robertson, London**

'Just a quick note to say a huge thankyou for producing such a fantastic seminar. I have attended a couple of seminars in the past run by so called highly regarded hypnotherapists and yours just put theirs to shame! It was such a pleasant change to listen to someone of such integrity! I really enjoyed the demonstrations which showed the full process, it really helped. Not forgetting all the written information that you gave out and free cds!! If you ever decide to do other seminars I'll be there!!!....

My head is still buzzing with all the information and so I need to sit down and plan my move forward. Actually, while I'm thinking about it have you ever thought of running full hypnotherapy training courses? I attended a part-time course over 12 months and all we did each class was to take it in turns to read out the

course manual and we had three 15 minute practicals the whole time!!! Even though I find Hypnotherapy absolutely amazing and awesome there have been several occasions over the past 12 months that I thought of packing in the business but I haven't because I know this is what I want to do. I know that my lack of confidence is because of the training (or should I say lack of) that I received. Anyone can stand at the front and just get people to read out a paragraph at a time. To me this is definitely not training having been a trainer in the past when I worked for BUPA. After watching you this weekend I couldn't help think that you would make a great trainer and I wish I had been taught by someone like you. Who knows what my business would be like now if I had received proper training in the first place!!!

**Wendy Price, Manchester**

'A thank you-note for the seminar. It was great. I got a lot out of it and woke up filled with vim and vigour for the marketing fray....

[T]he content and writing of your handbook are excellent....

I got some VERY good ideas from different people's input during the marketing Q & A....

I look forward to the day when we can both say of each other - "Know him? Oh yes. I knew him before he was famous."

**Andrew White, Taunton**

'I just wanted to write a short note of thanks for the great seminar at the weekend. For me as someone just starting out on the long road of building a practise it was invaluable. I learnt many new resources and keen to incorporate them into my professional life, everything was put across in an easy to learn format and the approach simplified, while obviously extremely affective.'

**Robin Goodman, Cheshunt, Hertfordshire**

'Excellent, really got a lot from it. You did it all very well, and looked like you were enjoying it too....John and I at the back were creased up at your self deprecating humour....The more humour the better I always think - just to keep people invigorated....very many thanks again.'

**James Ellery, Teddington, Middlesex**

'The workshop was excellent and very worthwhile. David's "no nonsense" approach to NLP and Hypnosis for smoking cessation was most impressive.

Many trainers get you along to a work shop that turns out to be more of a sales pitch for their "Advanced" training. By contrast, David was very generous with the amount of material provided during the weekend and gave much more than I expected in reference material.'

**Robin How, Luton**

'I would like to thank you for an interesting and enjoyable weekend. I certainly have lots to digest and to consider.'

**Peter Davis, Edinburgh**

'I have attended smoking cessation seminars before and I am always looking for more positive results whatever therapy I am involved in. I found your particular approach quite refreshing in that it was very positive method compared with the usual doom and gloom mainly negative attitude. I also thought the presentation was first class.'

**Brian Watson, South Shields**

'I would like to thank you for a most enjoyable seminar the week-end before last. Not only was it well organised but the content and presentation were spot on. I have been inspired to take on more of the smoking cessation work that I have previously avoided (despite its profitability) so should soon recoup the outlay! To be fair, I think the week-end was value for money, if only for the marketing tips so the hypnotherapy was an added bonus....All in all, a great success and a boost to my hypnotherapy practice.'

**Wendy Pearce, Bilford, Devon**

'I am usually fairly sceptical about some of the training courses for practising hypnotherapists. However, David's promotional literature looked different and the seminar certainly lived up to my expectations. It makes all the difference learning from a practising hypnotherapist who has to make his therapy work with clients every day - someone who actually practises what he preaches! The seminar offered me many valuable new techniques, insights and ways of working which I have adapted for much of my work - not just smoking cessation.

'The positive approach and simplified NLP techniques have been a success with my clients, and I have enjoyed using them. David has certainly put a lot of thought into his work, and the seminar fired me up with a new enthusiasm and an added confidence in my work.'

**Fiona Sielski-Waters, Sevenoaks**

'I am currently getting a good success rate with the stop smoking. Clients are amazed how all urges stop just after 1 session!'

**Jennifer Chadwick, Calne, Wiltshire**

'May I thank you for your course which I enjoyed immensely.

I am hypnotising someone on Friday for smoking and will apply your advice directly.

Although I have had success in relation to emotional and psychological problems success with smokers has been harder so I am looking forward to seeing how it goes. And I am confident that it will be a success.

It was particularly enjoyable to be trained by you as it was our initial meeting that stimulated my interest in hypnotism. And it was good to meet you more informally.

'Best wishes and thanks again.'

**Richard Peacock, London**

'I don't believe I had an opportunity to tell you of the bookings in my diary I made whilst in my hotel during the weekend of your course!

I knew that I was on to something when I had a chance to use the induction you showed me to reassure a client before accepting her appointment for a week hence.

'When I saw the client in the office it was possible to gain an immediate deep rapport - and after most of my customary pre-talk (with her having gone with the early relaxation induction) I had the confidence to attempt some future pacing and reframing of her first daily cigarette....

'From there I was of the opinion that I must simply throw away the "one size fits all" script that I have come to regard as a template, and simply concentrated on eliciting new feelings associated with the act of taking power to throw away a lit cigarette.

'From here I was able to develop the association of the client's mindset into a strong contemplation of calmness, relief, happiness and a sensation of flight above previously insurmountable worry and fear of stopping smoking. I used lots of ideas from your "Mind and Body Tone-up" along with some I developed as I thought of them.

'And the client never even got to go over to the couch - it all took place in front of the desk!

'This is to thank you for opening my eyes to new ways of working that I find freeing and creative. I believe this way of working creates a much more powerful belief in the client that they will succeed and allows the position of the interventionist to be far more credible too.

'I am looking forward to seeing people this week and feeling more confident in my own judgement as to the best ways to go about helping.

'Please accept my sincere thanks for your extremely generous input during your course last weekend.

'That sounds too formal! David - the time went by all too quickly, I learnt stacks of new and powerful stuff and enjoyed meeting everyone there! It was great. Cheers! You're a star!'

**John Cutts, Plymouth**

'Just to let you know I thought the marketing seminar was excellent, and found it really invaluable, and have already started writing letters.

'Many courses offer so much but rarely deliver. I just want to say thank you so much - it was quite refreshing to go on your smoking cessation course, and actually receive what you promised. The content was fantastic, the presentation was totally professional, and I eagerly await any other courses you may wish to run.

'I also found that the information received from yourself, i.e. the folders, is concise and in great detail. Worth every penny.

'I was so impressed I was straight onto the phone to my friend in Taunton singing your praises. I believe she has now booked to go on your next course. I will continue to sing your praises and recommend you to all people I meet.'

**Mike England, Dudley**

### **'Successful Marketing for Hypnotherapists**

'I found this very useful, especially the making CDs part, I'm playing with this now. The exercise to tap into our own uniqueness was enlightening. Good tips on running events and joint ventures, which if I'd thought about it before makes sense (JV bit). It is often things we/I know but never (hardly ever) really think about. The stress management session for businesses was very useful, as I would like to do this at maybe a later stage. No -

you said we should do loads of things at the same time; I'll start on this talk/session/whatever this weekend. As you said we can't wait to see how one thing works out before we start another. It's just a matter of getting one thing done first and then starting the next straight away....

### **'Smoking Cessation Mastery Seminar**

'Very good to see how you run a session. It confirmed for me that the things you did, I knew but where I fall short at present is keeping the dialog going from one part to the next.

I didn't really appreciate at the time that this was a group session, I was thinking of groups as being more than just two, but you are right more than one is a group!....I also picked up some extra tips on inductions and the fast phobia cure had an extra displacement to how I learnt it - very good.

One word reframe - excellent and quick!

The physiology of smokers was good and the fact about craving lasting 10 seconds, so get them to find something to do, I never knew....

### **Presenter**

David, you were very approachable, friendly and still professional. You, unlike other teachers/coaches/supervisors I have come across were very open about how you work and not afraid to tell us or share with us your scripts and information. I found this extremely reassuring that despite being in a commercial business there are some who are willing to share information and learn from each other as this to me (I may be wrong) is about providing the client with a good service.

Once again, many thanks for the 3 days. On the whole I learnt a lot and it gave me some of my confidence back. As I'm just starting to build a practice and often don't see clients for weeks I start to doubt myself and my ability to help people help themselves. Thanks for restoring some of my confidence.'

**Karen Abdy, Rotherham**

'Thank you for your very comprehensive seminar for Smoking cessation.I really enjoyed it and felt that I have got a lot out of it.

The integration of the content, format and structure for the sessions was clear and gave good direction as to how to conduct a session with the client.

The manual is full of information and beneficial material and will be a great help.

Having the session, as demonstrated, written up in the manual is extremely useful especially including the relevant scripts and when to use them.

I was impressed by your generosity in sharing your material. This is not always the case. I have attended courses where much was said but with little content and direction for application .

The information about marketing has motivated me to take steps to make my business more profitable rather than just relying on Yellow Pages....

Thank you for a great seminar in which you gave lots of information and also the direction of how to apply it practically.'

**Hilary Elliott, Watford**

'I placed a tremendous value on the smoking weekend that I attended.'

**Matthew Hall, Hillingdon Heath**

'I believe in my ability in communicating more powerfully, and learning more and more how to tailor the session to the client's unique world, while maintaining a continuous connection,with the simplicity and integrity you have passed on,from yourself, the seminar and the material - thank you!....

'I keep listening to your mastery seminar CD's to help me with motivation...especially the marketing for Hypnotherapists... I'm also constantly referring to the ring binders (they haven't gone in a cupboard yet) as I think they are a valuable resource of knowledge and information.

'I'm sure I will keep enjoying playing about with all of the material you have kindly passed on, and I feel and know I'm a lot more confident in Building a Successful Hypnotherapy Practice.'

**Stephen Ward, Spalding**

"I found the course really helpful and have put the techniques taught into practice successfully. I had not felt that smoking cessation was an area I wanted to work in until your training because the script I had been taught seemed too heavy-handed an approach. Anyway, since then I have successfully worked with three clients. They are now non smokers and have recommended me to others. I would recommend your training to others. I thought your provision of materials generous and useful." **Gillian Chester, Brentwood, Essex**