

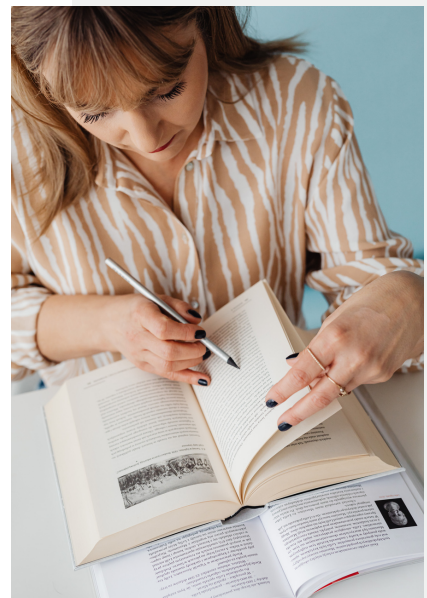
Diploma in Clinical Hypnotherapy



Course Prospectus
2023 - 2024

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Welcome & Introduction



Hi. I'm Claire and I want to welcome you to the Academy of the Inner Mind. In this prospectus, you'll have the opportunity to find out more about the Academy of the Inner Mind, the Diploma in Clinical Hypnotherapy and how you can turn hypnotherapy into a fulfilling, meaningful and financially rewarding career.

Recent years have witnessed a massively growing demand for hypnotherapy. More than ever, people are seeking out hypnotherapy to help them with a range of issues, from anxiety, to weight loss, to menopause and children's issues. Alongside approaches such as mindfulness, hypnotherapy has been brought into the mainstream and is now recognised by the National Institute for Health & Care Excellence (NICE) as a treatment for IBS.

Being able to work with clients face-to-face or via zoom has opened up unimaginable possibilities. For the first time, you can work with clients throughout the world, from the comfort of your own home and in a way which fits around your life. Training as a hypnotherapist is a huge step and if you'd like to have a chat about your choices, please [just get in touch](#) or [book a call](#) with me.

Claire Jack
PRINCIPAL

Dr. Claire Jack

About Academy of the Inner Mind



Deborah Craig

The Academy of the Inner Mind was established in 2012 and, since then, I've been privileged enough to accompany hundreds of hypnotherapists on their journey from student to registered practitioner. Training as a hypnotherapist is about so much more than learning a new skill base. To be a supportive, ethical therapist, you need to develop self-awareness and self-compassion and at the Academy of the Inner Mind, as much emphasis is placed on providing you with the support you need as teaching you theory and techniques.

Undertaking a therapy course, at this level, is about so much more than learning skills. It is a journey of self-development. Class numbers are kept small enough so that you receive the support you need as you gain a new level of self-awareness. Providing a high level of student care is at the core of AIM's values and I am personally there to support you as you take that first, or next, step in your journey.

AIM's other core value is to provide courses of the highest quality possible. I bring my academic background to creating a course which is grounded in a scientifically proven, clinically based approach. I provide support to every single student, whilst Deborah Craig, who has a first class honours degree in Psychology & Counselling is lead tutor. We're both practicing therapists, and share our experiences of life "in the field" as an integral part of our teaching.



Diploma in Clinical Hypnotherapy

Having discovered the truly transformative properties of hypnotherapy for myself when I received treatment for a driving phobia, I was determined to bring my academic strengths to delivering a course of the highest standard. You are guaranteed a course which meets GHSC requirements, and then goes so much further. Some hypnotherapy training courses fail to consider the scientific research into how and why hypnotherapy works, which means they're teaching outdated and, often, ineffective methods. Your learning on this course is firmly grounded in evidence based, clinically proven approaches.

Throughout the course, you will be encouraged to interact with your fellow students and engage in as much hands-on practice as possible. This level of experience is so important when you're training to become a professional who will be working with clients who may be in emotionally vulnerable states. The "hands-on" element is further developed during your work with case studies, where you have the opportunity to practice in a safe environment and receive continual support during the process.

Undertaking the GHSC Diploma in Clinical Hypnotherapy requires a commitment from you, in terms of time, effort and self-awareness. This commitment is rewarded in you becoming an ethical, confident and informed practitioner.

Diploma in Clinical Hypnotherapy: breakdown of hours.

This course is externally accredited by GHSC as meeting the Regulated Qualifications Framework across the UK at the following levels – Level 4 (England & Wales), Level 6 (Northern Ireland), Level 7 (Scotland)

Some courses' selling point is that you can learn in a few days, without the need for case studies and learning the theory behind hypnotherapy. Ask yourself, for a moment, would you rather visit a healthcare professional who has devoted their time to going into depth with their tutor and classmates, and who has spent hours practicing their trade with the personal input from an expert in the field? Or...would you rather visit someone who has skipped the practical learning, skipped the assignments and who has done a quick course? I know who I'd rather consult! If you're really serious about becoming the best therapist you can, there are no shortcuts. And that commitment pays off when you see your clients' results and know that you have the confidence to work safely with anyone who approaches you.

The 450 hours can be broken down as follows:

- 120 live zoom classroom teaching
- 230 hours preparing and completing assignments, including case studies
- 100 hours additional reading and research

This is in line with the requirements of the National Occupational Standards and GHSC.

What is Clinical Hypnotherapy?



Highly respected psychiatrists and psychologists use hypnosis within their work and there is a long-standing body of clinically evidenced research which supports the use of hypnosis for a range of psychological and physical conditions.

The title "Clinical Hypnotherapist" is not legally protected in the same way as the title "Clinical Psychologist", which means there is a bit of confusion around the title Clinical Hypnotherapist. Using the title Clinical Hypnotherapist implies to your client that you have undertaken a course of training which covers a range of medical and psychological issues and that you are equipped to work with these issues.

In order to qualify as a Diploma in *Clinical Hypnotherapy*, which will allow you to use the term Clinical Hypnotherapist, a course should meet the following conditions:

- GHSC Accredited
- The material should be grounded in evidence-based research
- It should cover a range of psychological and physical issues
- It should comprehensively cover the theoretical underpinning of hypnotherapy
- It should encompass at least 450 hours of supported training

What is Clinical Hypnotherapy?

Q&A

Q: Does being a clinical hypnotherapist mean I can only work with health conditions?

A: Absolutely not. You can work with anything from confidence building & sports performance, to anxiety & chronic pain. What it means is that you'll have the skills & confidence to work with a wide range of issues.

Q: Are all GHSC courses clinical diplomas?

A: No. Some course place a different emphasis on hypnotherapy and lack a grounding in clinical evidence. They may also be limited in terms of the client issues they explore.

Q: I'm trained in a different modality (such as Reiki or CBT). Can I call myself a Clinical Hypnotherapist alongside that?

A: Yes. You can add clinical hypnotherapy to your existing client work, whatever your existing skill base.

Q: I'm completely new to this. Can I train as a Clinical Hypnotherapist?

A: Our students come from a huge range of backgrounds and include everyone from Clinical Psychologists and counsellors to people with no experience. This is an in-depth, comprehensive, hands-on training course which provides you with everything you need to establish your practice, even if you have no previous therapeutic training.

Q: I'm interested in all aspects of hypnosis, including past life regression. Can I work in a more holistic way with clients?

A: The Clinical Diploma means that you can work ethically and confidently with clients whatever your area of interest is.

Career Opportunities



Clinical Hypnotherapists primarily work in private practice or in conjunction with a larger organisation. In addition to people who wish to train as hypnotherapists, students include psychologists, medical practitioners and counsellors who wish to incorporate hypnotherapeutic approaches into their work.

"Claire amended the course content to suit my particular need which was to learn hypnotherapeutic techniques to augment my practice as a Clinical Psychologist. The course met with all my expectations in terms of its content and Claire's delivery was professional, informal and warm".

Dr Alyson Jack, Head of Clinical Psychology, Gibraltar Health Authority

Private hypnotherapists can expect to earn between about £70 to £150 per session. Some hypnotherapists, particularly those who specialise in an area such as children's hypnotherapy, menopause or IBS, can charge in the region of £250 per session. The Academy of the Inner Mind has created a range of Continuing Professional Development (CPD) courses to help you gain a recognised qualification in a range of in-demand practice areas.

Some hypnotherapists choose to work with organisations, including charities and community organisations such as Anxiety UK, hospices and local mental health charities.

Career Opportunities, specialisation and setting up a business.



Supporting you in establishing your practice is of extreme importance to me. You can be an ethical practitioner and make a great living, at the same time as pursuing a meaningful career path. You'll receive three months peer supervision following the course, where, in addition to discussing your client load, we spend some time looking at business management and marketing. Both Deborah and myself are experienced coaches and are on hand to offer additional services, including 1-2-1 business coaching and start-up advice should you need it.

I offer a range of CPD courses which are designed to meet in-demand areas and help you to stand out from the crowd. These are exclusively trademarked to the Academy of the Inner Mind and, as a previous student, you qualify for a 30% discount on all CPD courses.



Children's hypnotherapy is increasingly in-demand from parents who want to do the best for their child. Children's hypnotherapy requires a completely different skill set which is comprehensively covered in KidsMatters®



Hypnotherapy is recommended as a treatment option for Irritable Bowel Syndrome (IBS) by NICE, which has led to increased demand for hypnotherapy. Only hypnotherapists who have completed this course can use the title HypnoIBS® Practitioner



With an increased interest in menopause, there has been a growth in the demand for complementary treatment options. HypnoMenopause® is grounded in clinically proven research which shows that hypnosis alleviates menopausal symptoms by up to 74%.



The mind and body are constantly communicating with each other and the body is a storehouse of memories and past trauma. Learn how to help your clients heal and recover, at a physical level, from past trauma with Somasense®

Career Opportunities, specialisation and setting up a business.

Q&A

Q: Can I really make a good living as a hypnotherapist?

A: You can make a very comfortable living as a hypnotherapist. The start-up and running costs are comparatively low and, at a modest estimate of £100 per client per session, just 30 clients would cover your training. When therapists aren't making a good living, it usually comes down to a lack of confidence or business knowledge (I run a therapist boot camp annually, for therapists from a range of backgrounds, to help them create the business they desire). That's why we spend time on the course helping you shape your business vision and additional business coaching is available.

Q: Can I work as a hypnotherapist without prior training?

A: Yes. And that's why it's so important to do a fully GHSC Accredited Diploma level course. We go into great detail about what it means to be a therapist and how to work ethically and ethically with clients, and to know when to signpost clients on to someone. with more experience or a different skill base.

Q: Why is supervision important?

A: Therapists have supervision in order for them to receive the support they require whilst they are working with clients. It's important for you to take care of yourself whilst doing client work, as some of the issues you're dealing with may be triggering for you. It's also important to seek out advice from someone with more experience about how to help your clients. As a GHR member, you are required to undertake ongoing supervision as part of your professional responsibilities. That's why I offer 3 months post-course free supervision.

Accreditation & Professional Membership



Like other professions, hypnotherapists are encouraged to join a professional body. Doing so provides you with:

- Support
- Ethical & industry regulations
- Demonstration of skill level & expertise
- Quality assurance with regard to training

There is a huge range of professional hypnotherapy bodies in the UK. Some require very little training and you can join after undertaking an online course or a course which lasts for a few days. Others are long-established and require that you undertake a recognised course of training which meets National Occupational Standards (NOS). Any course which is accredited by the General Hypnotherapy Standards Council (GHSC) is mapped onto NOS and ensures you have undertaken a high quality, nationally recognised course of training.

The General Hypnotherapy Register (GHR) is the oldest and largest professional hypnotherapy body in the UK with international standing. You must complete a course which meets NOS before joining.

This course has been awarded CPD Accreditation by the British Psychological Society (BPS). BPS accreditation recognises the evidence-based nature of this course and the excellent quality of teaching and support. Very few hypnotherapy training providers hold BPS Accreditation. If you are a BPS member, you can count this training towards your CPD requirements.

Accreditation & Professional Membership

Q&A

Q: Do I have to join a professional body?

A: There's no legal requirement to do so. However, joining one of the few bodies which is linked with the GHSC provides your clients with the assurance that you have undertaken training of the highest quality and the support which comes from being a professional member.

Q: There are so many professional hypnotherapy bodies. Aren't they all the same?

A: No. Only a very small handful of professional bodies require you to undertake a GHSC Accredited course of training.

Q: Can I join more than one professional body?

A: Absolutely. I advise my students to join the GHR and they can also join the ACCPH and IPHM, both of which have a broader remit than hypnotherapy and allow you to list as a practitioner on their websites, which means that prospective clients can find you.

Q: What other benefits are there to joining the GHR?

A: Clients are increasingly aware of the importance of finding a hypnotherapist who has undertaken a GHSC Accredited course. The GHSC was established in order to bring a level of regulation into what was, previously, an unregulated profession. Many insurance companies, and even therapy rental rooms, will only work in conjunction with practitioners who are sufficiently qualified. You also receive support from the longest-standing & largest professional body in the UK.

What Previous Students Have to Say...

“Mission accomplished!”

Anne-Marie Parham

<https://signaturehypnotherapy.co.uk>

I absolutely loved the flexibility of the course online, it helped me to achieve my career goals whilst managing my family life too. Claire is a kind, understanding and knowledgeable person whom I felt very safe and comfortable with.

Lucy Hine, Mental Health Therapist & Training Provider
<https://haveaword.org/lucy-hine>



Claire is an amazing woman and inspiring role model. Claire is a fun and phenomenal teacher. It was an honour to be trained by her. Claire's conduct was impeccable and allowed me to feel safe, cared for and at ease. The return on investment in this course is invaluable. The benefits are priceless. Thank you again.

Lorraine Conway, Counsellor
Accredited Member, BACP



The course content was amazing and covered so much, with a great balance of practical and theory. Although it was live online learning, I did not miss out building a good relationship with my peers. Claire was really supportive during and after the course. I had supervision and business coaching with which gave me the kickstart in developing my hypnotherapy practice.

Sarah Noel, Social Worker, Counsellor & Hypnotherapist
<https://www.shapinglivestoday.co.uk>



Why This Course?

Once you've committed to looking for a GHSC Accredited diploma level course, you'll find that there's a massive choice, which is fantastic because it means that you can find the course that's right for you. On the other hand, it can make it difficult to choose between courses which offer a similar syllabus in order to meet National Occupational Standards and which are GHSC Accredited. Here are some reasons you might choose the Academy of the Inner Mind.

Small class sizes

Following an introductory weekend, class sizes never exceed 15 students, and may be much smaller. You're continually monitored & receive personal feedback during practice and following the course.

Emphasis on hands-on practice

Coming from an academic background, I'm the first person to value theory and evidence-based approaches. But at the end of the day, what makes a great therapist is practice. The emphasis is firmly on gaining as much observed experience as possible during your training and participating in class discussions at an in-depth level.

Ongoing support

Completing your training is just the start of your journey! You'll receive free peer supervision, a personalised business plan which you produce during the course, & ongoing support after you qualify.



Why this course?

Q&A

Q: Can you tell me a bit more about the GHR?

A: There are a handful of bodies which meet NOS and offer membership to students who have undertaken GHSC Accredited training. The GHR is one of the longest-established and largest professional bodies. If you're considering working with clients from abroad, it carries the greatest weight at an international level.

Q: Do you use course tutors?

A: I am involved in the running of each & every course, alongside lead tutor Deborah Craig. It's important to me that I can offer every student the support and guidance they need, rather than hire a range of tutors.

Q: Will you be running face-to-face courses?

A: Since offering our courses online, we have found that live zoom training offers a superior student experience & allows for greater observation during practice. When you train online, you emerge as a confident practitioner who can work with clients throughout the world. All our courses will continue to be delivered via live zoom training.

Q: Is there anything else which makes you unique?

A: Many courses lack an emphasis on business start-up. That's why I offer 3 months free peer supervision/ business advice groups, and support for up to a year following the end of the course. Our courses blend academic excellence, hands-on practice and self-development in a holistic way which has been developed over many years.



Establishing your practice

Some of our students are already practicing as therapists, or are employed by organisations. Others are completely new to the world of therapy and business in general. When I completed my training, I fell into the latter category. I had some great skills, and no idea what to do with them or how to attract clients through the door. And I see so many counsellors and therapists from other backgrounds who have exactly the same experience.

That's why, if your dream is to establish a successful practice, I place a huge emphasis on helping you do just that. I offer 3 months free peer supervision/ business advice group after you register with the GHR. This gives you the chance to share advice with both new and more established practitioners as you learn how to market your practice and attract the clients you want.

It's so important to have this support, and particularly important that you receive it from someone who runs a successful practice. I work with clients throughout the world and I'm one of Psychology Today's in-house experts, in addition to being featured in Psychologies Magazine. I know what it takes to create a thriving practice, and I'm on hand to offer you all the support you need while you create your business. Doing a great course and receiving a GHSC Accredited qualification is the start of your journey; I'm there to accompany you on the next stage.



Course structure

This course is mapped onto the National Occupational Standards and GHSC requirements. As such, it meets the following broad learning outcomes:

Theory and evidence based practice

Therapeutic relationship

Therapeutic approaches and modalities

Client issues

Business start-up, CPD, insurance and registration

These themes are covered through a mix of live learning, student practice, tutor observation & feedback & ongoing reading and research.

Throughout the course, you are encouraged to practice with fellow students and your practice is observed by course tutors. The classic "triad" model is adopted which means that one student practices as therapist, one student acts as the client and a third student observes and offers feedback. In addition, you receive ongoing feedback from myself or Deborah Craig.

The first half of the course covers how to be an ethical therapist, in addition to going into detail about different therapeutic modalities which contribute to a pluralistic hypnotherapeutic approach. We then explore particular issues, such as anxiety & depression, in detail.

Course structure

Q&A

Q: Is it important to practice with the other students?

A: Hands-on practice is at the core of the diploma. This is where you develop your skills so that you can work safely and ethically with your clients. Observation & feedback from myself and Deborah will help you identify any areas for progression within a supportive environment.

Q: When can I start working with case studies?

A: Once you have gained a clear understanding of what hypnotherapy is, how to work ethically with clients and have discovered how a variety of approaches, such as CBT and mindfulness can be used in conjunction with hypnosis, you will be ready to work with your case studies.

Q: How easy is it to fit in the practice, class attendance & assignments?

A: How you structure the course largely comes down to you. Some students focus on attending the live classes and don't start working on assignments until after the live training finishes. Others do several hours work whilst attending the course. You have a year following the end of the course to submit your portfolio.

Q: If I miss a day or need extra help is that available?

A: Absolutely. You're required to attend 80% of the live training days and if you miss the odd day there are extensive online materials to help you catch up. If you have additional learning or health needs, please make me aware of these before you start the course and I will do my best to accommodate you. Ongoing, informal support is always available and I'm happy to have a chat whenever you need. If you need extra tuition, that is available too for £50 per hour.



Course dates

All courses run between 9.30am to 5.00pm

We take a 45 minute lunch break and a break in the morning and mid-afternoon. If you have any additional health or learning needs which mean that you might require more frequent breaks, please let me know before the start of the course.

Teaching days are always on Saturdays with the exception of the introductory weekend, which is held on a Saturday and Sunday.

It is often possible to start the course at a slightly later date if you have missed the introductory modules. Please contact for details.

Please note: courses starting 7th-8th October include an introductory weekend, before moving to Saturday attendance.

Course dates - Fast-track

7th October 2023 - 17th February 2024

Includes introductory weekend 7th-8th October before moving to Saturdays

07/10/23 - Module 1

Introduction to hypnotherapy

08/10/23 - Module 2

Neuroscience and hypnotherapy

14/10/23 - Module 3

Inductions, deepeners and trance termination

28/10/23 - Module 4

The therapeutic relationship (part 1)

04/11/23 - Module 5

The therapeutic relationship (part 2)

11/11/23 - Module 6

Person centred & psychodynamic hypnotherapy

18/11/23 - Module 7

CBT hypnosis & NLP anchoring

25/11/23 - Module 8

Ericksonian hypnosis & indirect approaches

02/12/23 - Module 9

Direct & authoritative approaches

09/12/23 - Module 10

Neuro Linguistic Programming (NLP)

16/12/23 - Module 11

Mindfulness hypnosis

06/01/24 - Module 12

Weight loss

13/01/24 - Module 13

Smoking cessation & addiction

20/01/24 - Module 14

Anxiety

27/01/24 - Module 15

Phobias

03/02/24 - Module 16

Depression

10/02/24 - Module 17

Chronic pain

17/02/24 - Module 18

Establishing a successful practice

Learning outcomes detail



The modules, which are outlined in detail below, comprehensively increase your understanding of hypnotherapy, with each week building on the previous week.

Each module is mapped onto the more general NOS themes and GHSC requirements. Live zoom teaching is highly interactive and students are encouraged to participate in class discussions. There's also the opportunity to discuss issues in more depth in breakout rooms, which allow for a greater degree of privacy and reflection.

When we come to the second half of the course - where we start to explore client issues such as weight loss, chronic pain and anxiety - we revisit everything we have learned during the first half of the course and ask the question, "How do I apply this approach to this particular condition?". This means that your learning is constantly ongoing, and is revisited regularly. Unlike some courses which cover a technique and leave it there, we adopt a far more holistic learning approach and ensure that you are confident in applying all the skills you have learned.

If there's a particular field you're interested in, which isn't covered as a client issue, you may be able to work with that issue as a case study. All case studies are discussed with me and we can come up with a plan to work with a wide range of client issues.

Learning outcomes detail

Module 1 - Introduction to hypnotherapy

- Introduction to hypnosis and hypnotherapy
- Exploration of terms relevant to hypnotherapy
- Conscious and unconscious mind
- How does hypnotherapy work?
- State theory
- Non-state theory
- The experience of hypnosis
- How to tell when someone is hypnotized
- Who can be hypnotized?
- Ideomotor signalling
- Accessing, using and referencing academic texts and journals

Module 2 - Neuroscience and hypnotherapy

- Overview
- Brainwaves
- Default Mode Network
- Brain Hemispheres
- Autonomic Nervous System
- The vagus nerve
- Neurons and mind-body connection
- Neural pathways
- History of hypnotherapy

Module 3 - Inductions, deepeners & trance termination

- Inductions overview
- Direct inductions
- Indirect inductions
- Naturalistic inductions
- Confusion inductions
- Physical inductions
- Deepening trance state and selection of appropriate deepener
- Fractionation
- Safe place
- Testing hypnotic state
- Testing for susceptibility - formal and informal
- Termination of trance state using various techniques
- Measurement of trance states
- Convincers

Module 4 - The therapeutic relationship (part 1)

- Establishing and maintaining client rapport
- Meta communication and client feedback
- Utilisation
- Active listening
- Empathy, acceptance & congruence
- Client and therapist boundaries
- Transference and counter-transference
- Client actions, reactions and interactions
- Abreactions
- Implied and informed consent
- Signposting clients
- Evaluation
- Client cooperation and participation
- Physical surroundings
- Online therapy
- Legal considerations

Module 5 - The therapeutic relationship (part 2)

- Session structure - first and subsequent sessions
- Client history to inform treatment
- Goal setting
- SUDS
- Scaling system - solution focused questions and scaling
- Diagnostic trance
- Post hypnotic suggestions
- First session - confidentiality statement and initial contact form
- Subsequent sessions
- Responding to developments from previous session
- Feedback forms and meta communication

Module 6 - Person centred & psychodynamic hypnotherapy

- Therapeutic modalities overview
- Person centred framework
- Combining person centred approach with hypnosis
- Psychodynamic approach
- Regression
- False memory syndrome
- Combining psychodynamic therapy with hypnosis

Module 7 - CBT-hypnosis & NLP Anchors

- Cognitive Behavioural Therapy (CBT)
- ABCDE interviewing
- NLP Anchoring
- Combining CBT with hypnosis
- Developing an integrated approach

Module 8 - Ericksonian & indirect approaches

- Indirect versus direct approaches overview
- Ericksonian/ indirect approaches in hypnotherapy
- Metaphor
- Clean language
- Open language
- Permissive language
- Therapeutic storytelling
- Milton model language

Module 9 - Direct & authoritarian approach

- Direct/ authoritarian approach
- Mechanistic techniques
- Positive language
- Self-help
- Self-hypnosis

Module 10 -Neuro Linguistic Programming

- Neuro Linguistic Programming (NLP) overview
- Reframing
- Modalities and submodalities
- Association and dissociation
- Cause and effect
- Pseudo orientation
- Parts therapy
- Meta model language

Module 11 - Mindfulness hypnosis

- Mindfulness overview
- Neurology and mindfulness
- Therapeutic application
- Mindfulness and hypnosis

Module 12 - Weight loss

- Complexity of weight issues
- Managing client expectations
- The problem with weight loss goals
- Lifestyle considerations
- Creating a weight loss programme
- Weight loss protocol
- Research findings

Module 13 -Smoking cessation & addiction

- Smoking cessation overview
- Managing client expectations
- Creating a package
- Smoking cessation protocol
- Adapting to vaping
- Marketing your services
- Research findings
- Addictions overview
- Neuroscience of addictions
- Why people become addicted
- Types of client and when to signpost
- Managing client expectations
- How can hypnotherapy help?
- Addictions protocol

Module 14 - Anxiety

- Anxiety overview
- Neurology and physiology of anxiety
- Causes of anxiety
- Explaining anxiety
- Managing client expectations
- How hypnotherapy can help
- Anxiety protocol
- Research findings

Module 15 - Phobia

- Phobia overview
- Difference between simple and complex phobias
- Causes of phobias
- Phobia treatment protocol
- Research findings

Module 16 - Depression

- Depression overview
- Neuroscience of depression
- Categories of depression
- Causes of depression
- Treatment options
- How hypnotherapy can help
- Managing client expectations
- Hypnotherapy protocol
- Researching findings

Module 17 - Chronic pain

- Chronic pain overview
- Physiology of chronic pain
- Psychology of chronic pain
- Holistic approach
- Initial consultation
- Managing client expectations
- How hypnotherapy can help
- Hypnotherapy protocol
- Research findings

Module 18 -Establishing a successful practice

- Unique Selling Point (USP)
- Packaging your business
- Insurance and public liability
- Fee structure
- Where to run your business
- Hypnotherapy directories
- Social media
- Advertising on radio, television and local outlets
- Proactive targeting - specialist groups and seasonal campaigns
- Presentations and guest lectures
- Group work
- Website design, management and income stream
- Referrals
- Data protection
- Other sources of income including CDs and diversification
- Supervision and Continuing Professional Development

Course fees & registration



Choosing to undertake the Diploma in Clinical Hypnotherapy is a decision you want to make sure is right for you. I am more than happy to discuss the course with you in further detail. If you have any questions at all about accreditation, career opportunities, classroom attendance or how this might fit with your existing practice, please just [get in touch](#) or [arrange a call](#).

The full course fee is £2400. This includes all teaching materials, training days and exam marking. There are no hidden extras in the fee. Payment must be made in full at the time of booking. Because places are strictly limited, refunds are not available once payment has been made and you are registered as a student. However, if you cannot attend for whatever reason, I will do my best to accommodate you on a future course. A range of payment options are available including apple pay and credit card options.



For more information...

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