

The Essex Institute



*Training in Clinical Hypnosis & Psychotherapy*



ACCREDITED PROFESSIONAL  
HYPNOTHERAPY TRAINING

2010-2011 PROSPECTUS



Thank you for your interest in studying with us!

I'm Terence Watts and I have been in professional practice as a psychotherapist and hypnotherapist since 1989. I founded the Essex Institute some 10 years later and from the outset it has been a very successful school. The origins of this psychotherapy course date back to those first days in practice and include everything that led to my own success.

The world of therapy is and has been a wonderful 'place of work' as far as I am concerned. I love every part of it; the therapy itself, writing, research and discovery (and I've made a few of those) and above all teaching. I still spend a lot of time with student classes at the Institute, from absolute beginners on their first lesson all the way up to advanced practitioners taking in their Continual Professional Development seminars and supervision groups. Teaching is what I like best, whether I am doing it at the Institute or somewhere in 'foreign parts' like the USA, the EU or Hong Kong. The world of therapy is wide and far-reaching and I'm delighted to be involved in it.

I hope that I can look forward to helping to get you started on a long and extremely rewarding career; to that end, I personally guarantee that you will have my professional support and guidance from the very moment you begin your studies and onwards for as long as you might need it. My interest in you certainly doesn't stop when your studies do.

When you have read through this prospectus, please do contact us with any questions you may have and we will attempt to answer them as fully as possible.

I hope to meet you personally very soon.

A handwritten signature in cursive script that reads "Terence Watts".

**Terence Watts, MCGI**  
**Principal, the Essex Institute**



# Unique learning for unique people

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# Training and development for the Professional

The prospectus carries a wealth of information about our courses and training but sometimes it helps to have the salient features outlined so

## 15 Reasons to study at The Essex Institute

1. **Full professional training from clinically experienced tutors**
2. **Choice of several training options**
3. **Course devised by a leading professional in the field**
4. **Professionally prepared course notes in excess of 140,000 words**
5. **All course reading material included in the fees**
6. **FREE ongoing support during and after training**
7. **Full post-graduate supervision programme**
8. **All course books included in the price**
9. **School accredited by leading UK professional associations**
10. **Our own premises – we are always here when you need us**
11. **A comfortable learning environment**
12. **Learn and practice in a true professional environment**
13. **All skills covered in depth**
14. **Course accepted for professional indemnity insurance**
15. **Visiting lecturers give a sound all-round 'hypno-education'**



These 'reasons to study' apply to our classroom-based courses and not all are applicable to our distance learning courses

At The Essex Institute we pride ourselves on providing probably the most professional training experience available, coupled with a wide range of skills taught with the clarity and expertise that comes only from true professionalism.

If you have any questions about the course or training in general, please contact us by email at [admin@essexinstitute.co.uk](mailto:admin@essexinstitute.co.uk) or by telephone on: 01702 434431

We look forward to meeting you!

**Administrative Department,  
The Essex Institute**

# The Essex Institute learning experience

By the time Terence Watts started to write the Professional Practitioner course, he had already been in practice for many years and had thousands of hours of professional experience with clients 'under his belt'. This course is the distillation of those thousands of hours with clients into a practical course to teach a therapy that actually works!

Add to that a teaching method born of massive experience (Terence has been a teacher of adults since 1966), and one that makes the assimilation of powerful information easy and fast, and you have the chance to develop not just a career but your entire life to a level you might never have thought possible. We make learning enjoyable and fun - and that's a promise.

The course came into being as a result of the recognition that much of the available training 'out there' did not deliver; either the material or the presentation fell short of what is required to provide the best start as a professional therapist. From the outset, the emphasis is on quality and ease of learning.

## **Positive slant on life**

At the end of just the first lesson, you will have a new, positive slant on life and success; by the end of the second, you will be astounded at how rapidly you can understand friends and family... and anybody else you choose to focus upon.

When people train at the Essex Institute, they soon discover that it is not just about learning a new skill, gaining a new career... but effortlessly gaining a new and positive approach to living. It is what the course does for the student - and what the student does for his/her clients after graduation.

Terence decided from the start there would be visiting lecturers on the Professional Practitioner Course. Individuals at the top of their own specialisations, so that the training received is at the highest level. His reputation as a first class educator and therapist meant he could persuade some of the most successful therapists in the UK to become part of the training programme.

## **No Jargon**

The course was professionally designed and written with the complete newcomer in mind. It's totally jargon-free (though it does teach you everything you need to know to understand anything else you might read later!) and does not depend on any previous academic success.

## **Free Professional Support**

At any time you need speedy professional help or advice, the principal and staff are here to answer your queries - because we have our own premises (many schools do not) we are immediately contactable by email or telephone.

This support system is completely free (some schools and colleges charge their usual session fee per hour or part hour for this service).



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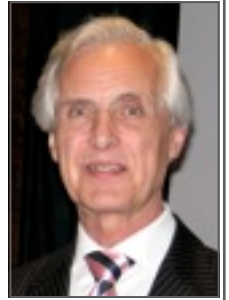
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# The Importance of Sound Teaching Methods



*The Principal of the Essex Institute, **Terence Watts**, has been a full-time hypnotherapist and psychotherapist in private practice since 1989.*

*He holds Fellowships in many major organisations, including the Royal Society for the Promotion of Health, and in 2007 was awarded the prestigious 'MCGI' - Member of the City and Guilds Institute.*



*In addition, he is author of several books and manuals about hypnotherapy, a popular presenter, international educator and lecturer, as well as Founder/Chairman of the **Association for Professional Hypnosis and Psychotherapy**.*

When you learn a new skill, especially one which is going to involve interaction with other people on a personal basis, you need to be certain that you receive your training from properly competent professionals. As yet, there are no hypnotherapy qualifications which are recognised by the UK Government, although this situation may well change in the not-too-distant future. If legislation is introduced, then all working therapists will need to be able to show that they have been trained in safe, efficient and modern techniques.

At the Essex Institute, we ensure that just such a standard of 'hypno-education' is maintained, both via the strength of the material we teach and the manner in which it is taught, covering every necessary practical and theoretical aspect of the work in fine detail. The multiple accreditations that we enjoy, from leading associations, are your guarantee of competent training.

## **A Thorough Preparation**

To be able to become successful as a professional therapist, a thorough preparation is essential.

To this end, we ensure regular attendance days from visiting lecturers, all specialists in an individual therapeutic methodology. This is beneficial in two specific ways:

- You gain several different insights into the world of therapy, encouraging you to have an eclectic and non-judgemental outlook, one the essentials for success
- You make contact with some of the top therapists in the country, which is a wonderful resource for the future
- You acquire working methodologies that have been honed and 'polished' in their own practices by the professionals who teach them to you.

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The Essex Institute

# Your qualification

The Essex Institute is dedicated to providing the very best of personal tuition for every student, whether that student is studying at home or in our classroom. All homework and examination papers are assessed by experienced professionals.

Our tuition is first class and our ongoing interest in our students is second to none, extending beyond training into lifetime professional support, whether you go into full-time practice or just 'dabble' with the occasional quit-smoking session. In addition, our 'In House' classes are limited to a student/instructor ratio of a maximum 9:1 - in this way, we are able to ensure that all students have total confidence in their skills.

The Institute is fully accredited as a bona fide hypnosis and hypnotherapy training school by these major organisations for practicing hypnotherapists:

- **The Society of Stress Managers**
- **The National Council of Psychotherapists (hypnotherapy division)**
- **The Association for Professional Hypnosis and Psychotherapy**

All Classroom or Personal Tutorial students successfully passing the Essex Institute final examination are eligible for membership of these respected bodies. In addition, we are affiliated to the **National Register of Advanced Hypnotherapists**, a professional body for those who can illustrate above-average expertise. All successful students of the Professional Practitioner course can register with this body, gaining full membership after two years in practice.



**Our training is so complete that The Open College Network says:**

*"I have discussed the content of your work with my colleagues and we are of the opinion that your programmes are of a higher level than we currently accredit..."*

**Deputy Chief Executive Officer, Open College Network Eastern Region**

# Professional accreditation

All students who pass the final examination of the **Professional Practitioner Course** are entitled to use the letters 'DHP' (Diploma in Hypnotherapy) after their name on stationery and advertising. Although this is not a government-recognised qualification, it is generally accepted as the 'standard' for hypnotherapists in the UK.

Some schools issue 'Dip. H.', or other similar letters, which mean the same as 'DHP'. You will occasionally see 'Master Hypnotist', 'MA', 'BA' or even 'Dr.' being used, but none are officially recognised in the UK or any other country. There are, in fact, no 'official' qualifications for Hypnotherapists anywhere in the world.

In House students will be entitled to certification by each of the accrediting bodies listed above, and will therefore be able to append the relevant letters to their name on all advertising and publicity and in connection with any professional endeavour. These letters reflect the grade of 'Licentiate' and are: **MSSM, LNCP, LAPHP**. Currently, no reputable registering body will accept membership from individuals who have completed their studies solely by Distance Learning; this is not a bar to commencing professional practice, however, and membership of these bodies may often be attained after two years of consulting room work.



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# Level One

## Hypnosis & Hypnotherapy

### Level 1 - Part-time One year

Guided Learning hours 160

This full training programme for the Professional Practitioner was designed and written by successful UK therapist Terence Watts, based around his many thousands of hours of consulting room experience and countless lectures. It will give you a sound working knowledge of the application of ethical clinical hypnosis and hypnotherapy, even if you have no previous experience of the field. The following subjects, and more, are all covered in detail:



- **What hypnosis can and cannot do**
- **What hypnosis is - and what it is not**
- **How to be a successful professional hypnotherapist**
- **The difference between the stage hypnotist and the hypnotherapist**
- **How to hypnotise almost anybody - even yourself**
- **Choosing the best induction**
- **How to recognise when somebody is hypnotised**
- **How to effect safe release from the hypnotic state**
- **Direct and indirect therapeutic intervention**
- **Creating the right impression and ethical behaviour**
- **An overview of Past Life Regression**
- **Working with pain and physical illness**
- **Dealing with stress and anxiety**
- **Successful client management**
- **Instant understanding of personality types**
- **Working with cause, rather than effect**

#### **Lifetime support**

The Professional Practitioner course is comprehensive enough for you to be able to go successfully and competently into private practice as soon as you are qualified, safe in the knowledge that you have the lifetime support of the principal and staff of the Essex Institute. At any time you should need professional help/advice, we are here to answer your queries.

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### **An overview**

The tuition programme is conducted in a modular fashion and covers all that you need to know in order to start finding success as soon as you are qualified. It is impossible to show you, in this prospectus, everything that is covered, so there is really just an overview here.

### **Hypnosis**

Literally everything that you need to know to be successful; how to induce it, how to end it, and how to use it effectively and safely, every time.

### **Fears, Phobias and other symptoms**

How to easily tell the difference between a fear and a phobia, and why it is important; what a phobia really is; how to find the root of your client's problem fast, and how to easily assess the best method of hypnotherapy for any individual.

### **Anxiety**

The root cause of most emotional difficulties; stress; neurosis, the 'hard evidence' of psychological conflict; anxiety and sexuality; the fight, flight or freeze response; the importance of discovering the Initial Sensitising Event.

### **The power of suggestion**

Dealing with habits, smoking - the course includes the award-winning and amazingly successful 'Easy Quit Smoking Programme' from Hypnosense - weight control, nail-biting, exam nerves/fears, speaking in public, concentration and study, etc.; how to write hypnotic suggestions and posthypnotic suggestions; indirect suggestion, covert suggestion, how to use embedded commands; how to ensure that your suggestions 'take', every single time.

### **Client management**

Learn how to get it absolutely right from start to finish - every time; ensuring that every client becomes a healthy, happy and satisfied client who refers others on to you for years to come.

### **Techniques and practice**

Writing your own scripts; using self-hypnosis; harnessing the amazing power of visualisation; creating and using posthypnotic 'triggers';

understanding and using modalities; understanding somnambulism; spontaneous hypnosis; covert hypnosis, suggestibility tests; twenty signs of hypnosis; how to make sure you apply exactly the right sort of hypnotic technique.

### **In depth studies**

There are detailed overviews of: Repression theory; Obsessive Compulsive Disorder (OCD); False Memory Syndrome; working with pain and physical illness; depression; hypnoanaesthesia; regression therapy, abreaction and catharsis; the 'fast phobia cure'; ideomotor response; selective thinking and the Conscious Critical Faculty; working with grief and loss; the 'Swish' technique for rapid change... You will be well enough equipped that you will be able to work with most difficulties that you encounter.

### **Entry**

This **Level 1** training programme will give you a thorough and sound knowledge of the application of ethical clinical hypnosis and hypnotherapy, even if you have no previous experience of the field - and you don't need any previous qualifications, either. Our training (which many students say seems to work literally like a knowledge implant!) teaches you all you need to know and the professional hypnotherapy qualifications you will receive qualify you to obtain full professional liability insurance. In addition, studying with us confers eligibility to be listed on the **National Register of Hypnotherapists**.

### **Qualifications**

You will receive your first professional qualification upon successful completion of **Level 1** of your training. This will be your '**DHP**' (Diploma in Hypnotherapy) and you will also receive a separate certification as a Hypnoanalyst. At this point you will be able to obtain Professional Indemnity insurance and take optional membership at **Licentiate** level of various accrediting bodies.

You won't have to wait until the end of the course to see some results from your studies, though, because you will receive your **Primary Certification** after successfully completing your mid-course assessment, allowing you to work professionally with many basic issues.

## Teaching and assessment

Classes and Personal Tutorials are linked to a continual assessment programme based on course work, with a final written Diploma Examination.

## Course content and materials

The contents of this part of the course are a complete therapist's reference work containing everything you need at this stage of your training and include:

- Professionally written and prepared resource pack of 140,000 words.
- Audio support in the form of 8 CDs of 60 minutes duration each.
- A comprehensive reading list (included in fee for In House students)

In addition, when you pass the final Diploma examination, you will receive:

- The *How to Build a Successful Practice* manual from HYPNOSENSE, containing full details of how to be the most successful therapist you can be.
- 'The Analytical Therapist's Extra Help File'. This is small but invaluable document provides hundreds of hints and tips for effective working.
- A CD of copyright-free music for you to use as background music in the consulting room or on any tapes you make for clients or for sale, without breaching the copyright laws.
- A framed and personalised diploma in Clinical Hypnosis.
- A personalised Advanced Diploma in Hypno-Analysis (In House students only).
- The entire course contents on searchable CD/Disk for future reference.
- Free email/telephone professional support



*This list shows just a few of the conditions you will be able to work with:*



- **Quitting Smoking**
- **Dealing with habits**
- **Anxiety 'nerves' and stress**
- **Personal problems**
- **Phobias and fears**
- **Weight control**
- **Pain relief**
- **Some depressions**
- **Test and examination fears**
- **Unresolved grief issues**
- **Work related stress**
- **Personal confidence problems**
- **Poor body/self image**
- **Career enhancement**
- **Goal Achievement**
- **Public speaking**
- **Psycho-sexual difficulties**
- **Sleeping difficulties**
- **Concentration and memory**
- **Relationship issues**

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# Study options

## **In House, in the classroom**

Ten consecutive, monthly, intensive two-day weekend classes providing a total of 150 hours tuition, coupled with a few more hours per week of home study – a required reading list is provided along with a written course in excess of 140,000 words. There are homework assignments to be completed each month, which include essays and a mid-course assessment written examination.

## **In House, via Personal Tutorials**

You start when you want to, you see your tutor when you want to (although all tuition sessions must be pre-booked), and you complete your homework assignments when you want to. This means that you can pace the duration of the course to suit yourself and fit around other commitments.

## **Distance Learning (Home Study)**

The same material as in the attendance-based course but allowing you to study at your leisure. Modules are normally despatched at monthly intervals; the period can be longer if you wish, though not shorter. Proper assimilation and practice of what you learn on each module is essential.

## **Interactive Distance Learning**

The same course material as the In House course, studied via distance learning with the assistance of an appointed tutor with whom you have telephone contact on a monthly basis. This is a sound way to learn and allows the tutorials to be personalised to a very large extent.

## **Exam Passes and Qualifications**

Classes and Personal Tutorials are linked to a continual assessment programme based on course work, with a final written Diploma Examination. Distance learning students receive a written examination with their final lesson. All successful

students are entitled to append the letters 'DHP' after their name; the following also applies:

**In House** students are eligible for registration by our accrediting bodies at **Licentiate** level. These letters are: **LAPHP, MSSM, LNCP.**

**Interactive Distance Learning** confers the registration of **Associate - AAPHP.** This is not a full professional qualification but will allow you to apply for full registration after two years.



# Level Two

## Advanced Diploma

### Level 2 - Part-time One year

Guided Learning hours 63



This advanced training is entirely optional and will extend your skill level to the point where you can be totally confident of being able to provide effective care and help for even highly complex situations and circumstances. You may also style yourself after graduation as a 'hypno-psychotherapist' if you wish but please note that this is *not* a formal Psychotherapy qualification.

### Worthy of the title 'expert'

The skills you will gain from the Professional Practitioner course are certainly enough to take you into successful practice but this advanced course takes you to a higher echelon of achievement. It will give you many skills in psychotherapy, allowing you to work without hypnosis when necessary thus extending your skills and versatility.

Completing the Level 2 training means that you will have skills in understanding and client-handling far in excess of otherwise, along with the ability to work without conscious hypnosis when necessary – essential when dealing with certain types of personality. Not only that, but you will also have a huge variety of techniques to hand, ensuring that you always have the right 'tool for the job'. *You will truly be worthy of the title 'expert'.*

### Course materials

All study materials are included in the cost of the course and the training modules are each individually certificated, giving you proof of extended and advanced study for your consulting room wall.

This is not just 'for show' nor is it designed to be an ego-booster of sorts; it is so that your future clients can have confidence in the depth and thoroughness

of your training, the more so since the certificates will be signed by some of the major names in the world of hypnotherapy and psychotherapy.

### Entry

The Level 2 training follows on from the **Professional Practitioner Course**. Before commencing, it will be necessary to complete the first year course and take membership of *The Association for Professional Hypnosis* at Licentiate level.

It is possible to attend the advanced course to gain this certification from us, even if you did not train with us, as long as you already have obtained a qualification (DHP., CHt. or similar) in hypnosis or hypnotherapy from a reputable accredited school via a classroom-based course of at least 120 attendance hours.

The training comprises a series of intensive one day seminars and workshops; upon full completion you will receive your 'Advanced Diploma in Hypnotherapy and Psychotherapy' and will be eligible to upgrade your membership of the above body to full Member status.

The classes are held on the second Monday of each month and are conducted by many top professionals in the field.

### Qualifications

Upon completion of **Level 2** training, you will receive your advanced diploma and automatic upgrading to full member of ***The Association for Professional Hypnosis and Psychotherapy***; this means that 'DHP' can now be 'DHP (Adv.)' and 'LAPHP' becomes 'MAPHP(Reg.)'.

## HYPNOTHERAPY PROSPECTUS

To complete the course successfully, you will need to attend all classes and ensure that the mandatory requirements have been met. These include:

- **Writing an overview of each class**
- **Assessing the usefulness and practicality of the material covered**
- **Writing up your overall observations of each class**

You will receive a 'Level 2 Assessment Portfolio' to complete at the end of each class; you must submit a successfully completed portfolio at the end of the training before you can be awarded your Advanced Diploma.

**If a class is missed or part of your work is not of a satisfactory level, you will need to complete that section of the course again the following year.** This is to ensure a 'protected standard' so that all those who achieve the advanced certification are worthy of the title: '**Advanced Hypnotherapy Practitioner**'.

*NB: This course may only be completed via attendance-based study. First year Distance Learning students or Interactive Distance Learning students are not eligible to enrol on Level 2 training.*

### Course content Seminar programme

#### Stress Management Techniques in Practice

**One day Seminar:** Every therapist



needs a good understanding of the processes of stress and how to manage it. The Presenter on this seminar is **John Hudson**, a hugely experienced therapist who has worked extensively in the field of stress management with both individuals and companies. On this seminar he

will be teaching you some of his highly successful stress management methods – it is often not just a simple case of relaxation.

#### An introduction to Jungian Analysis

**One day Seminar:** The presenter for this seminar is **Benjamin Nagari**. An entertaining and hugely

popular speaker, Benjamin has a MA degree in Jungian analytical psychology from the University of Essex, UK. You will come away from this seminar with a clear understanding of the work of one of the 'forefathers of therapy', C.G. Jung.

#### NLP in Practice

**One day Seminar:** No psychotherapist can be effective without an effective grasp of Neuro-Linguistic Programming; this seminar, presented by **Neil Drew** will give you a huge amount of information and useful skills that will stand you in good stead for years to come.

#### Working with personality-related issues

**Two x 1-day Seminar:** Many therapists are not fully aware of the link between personality and specific types of emotional and psychological difficulty, including relationship issues, psychosomatic/psychogenic illness and anxiety. Presented by **Terence Watts** these two seminars teach some highly advanced and ultra-effective methodologies to assess and use your client's true personality type to good effect.

#### Analytical Psychotherapy

**Two x 1-day Seminar:** Including cognitive questioning techniques. When some form of analytical therapy is needed but your client is not suitable for hypnoanalysis, you need the work on these two seminars. Presenter **Terence Watts** takes you through several methodologies, some deceptively simple and disarming, to make rapid working with conscious techniques thoroughly effective.

#### Kinesiology for Learning

**Two x 1-day Seminar:** Presenter **Lin McAllister** is a highly experienced therapist who has been in clinical practice for many years, working, in her own words: "With children of all ages from 8 – 80." In these two seminars, she will teach you how to use the relatively new discipline of Kinesiology to achieve profound and rapid resolution of a great many difficulties.

*See enclosed 'Course Fees' page for details of fee structure.*

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# Study progression

The entire course is conducted in a modular fashion in three separate levels, the details of which are shown here.

## Level One

### Hypnosis & Hypnotherapy

This is the course to study if you want to go into practice, either full time or part time, as an effective Professional clinical hypnotherapist. It is possible to study just the first year course to become a competent hypnotherapist or you can take the two-year advanced course which includes psychotherapy training.

The first year course is of approximately 600 hours duration, including 160 hours of classroom study, and leads to a full Diploma qualification (DHP). This will allow you to acquire professional indemnity insurance so that you can go into practice immediately - and, of course, you can rely on our professional support whenever you need it.

## Level 2 Two

### Advanced Therapy Training

This section of your training builds upon the work you have done in 1 and is dependent upon the sound knowledge base that you will now have. You will be steadily expanding upon and enhancing your skills, as well as learning new methodologies, some of them that have stood the test of time and effective

working, others that are 'cutting edge' and dynamically alive in their approach to the work of the practicing psychotherapist.

During this Level of training, you begin to work in areas and with personalities that were previously not very accessible - if they were at all - to hypnotherapeutic techniques.

When you successfully complete this Level, you will receive your 'Advanced' diploma.

## Further progression Specialisms

The Essex Institute offers optional further certificated and accredited trainings that can enable the learner to be registered with the National Council of Psychotherapists as a *bona fide* Psychotherapist. Please ask for more details.



# FAQs - Frequently Asked Questions

## **What exactly is Hypnotherapy?**

There are many fears and misunderstandings about the use of hypnosis and hypnotherapy, and the myths and mystery that surround it are totally undeserved. The fact of the matter is Hypnotherapy is an astonishingly effective treatment method for a huge number of human difficulties, both psychological and physical. It is not unusual for somebody to find relief, within only two or three sessions, from a problem that may have persisted for years and may have been unresponsive to other treatments. And when used in a complementary fashion, to assist with rapid healing after surgery or for pain control, for example, the results can be truly astounding.

## **Nothing Magical**

There is nothing magical about hypnosis, it is not in any way dangerous (you cannot get 'stuck', lose your mind, or be 'possessed' in any way) and the therapy using it - hypnotherapy - has no harmful side effects. And the great thing about it is that you do not have to have some special 'gift of hypnosis' to be able to use it, because almost anybody can learn it. This means that you could soon be helping others to overcome their emotional and psychological difficulties and helping them to find a life that they had never thought possible.

## **The truth about Clinical Hypnosis**

Stage hypnosis shows, along with television and film portrayals, often appear to show that the hypnotised person has surrendered control to the hypnotist but this is most definitely not the case. An individual in hypnosis is certainly not in any way unconscious and retains completely free will and a

total awareness – often, in fact, *increased* awareness – of themselves and everything that is happening around them at all times. There is obviously a high element of showmanship on stage and a need for drama in film and television productions, and this is part of the reason why hypnosis is sometimes portrayed as a kind of 'mystical control'.

Although the Essex Institute does not teach any form of stage or entertainment hypnosis, you will learn, as part of your training, exactly what the stage hypnotist does to give the illusion of control during a show. This information will allow you to easily reassure any individual who fears that he or she might be at risk in some way.

Therapy using clinical hypnosis - Hypnotherapy - is a reliable technique for beneficial change which is centuries old and is recognised by many branches of conventional medicine as a valuable augmentation to medication, to assist with healing, and to help manage pain; like all therapies, it does not work for everybody, but it can certainly do no harm.

Whilst not a panacea for all ills, it is an effective drugs-free treatment method for a great many ailments where psychological factors are involved.

## **Are Hypnotherapists Registered in any way?**

Successful In House students of the Professional Practitioner Course will be eligible for provider numbers of both **NHS** and **BUPA** (BUPA after mandatory 5 years in clinical practice), meaning that clients may be referred by a doctor, medical specialist or consultant. Joining the *Association for Professional Hypnosis and*



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*Psychotherapy* also confers automatic registration on the National Register of Hypnotherapists



maintained by UKCHO (UK Confederation of Hypnotherapy Organisations) an umbrella body for Hypnotherapy. Find out more at [www.ukcho.co.uk](http://www.ukcho.co.uk)

### **What can Hypnotherapy achieve?**

These days, more and more people are turning towards 'natural' complementary treatments for mental, physical and emotional difficulties. Sometimes, they have a problem they have struggled to find relief from for years, without success. Other times, they just need someone to talk to, to help them through a difficult time in their lives. Still others may have a personal problem that they feel they cannot sort out on their own, but which causes too much embarrassment to discuss with family or friends, or even their doctor.

A trained therapist can be of great help with a wide variety of problems and be of great service to a huge number of people, whether working in full time practice or just part time from a home consulting room. It's not just about helping people quit smoking, though that is easy to do. It's about helping people to rediscover happiness and contentment, security and confidence. It's about helping them to get from where they are to where they want to be.

### **Will I be able to learn it?**

You need have no previous experience of therapy of any sort to become a successful hypnotherapist - in fact, all our courses are written with the assumption that the student may have no more than a vague idea of what therapy actually is and is supposed to do.

You don't need to be a 'special' type of person, either; successful hypnotherapists come from such truly diverse backgrounds as *shop assistants, company directors, lorry drivers, bank clerks, insurance brokers, housewives, househusbands, factory workers, car salesmen, computer programmers, ballroom dancers, musicians, welders,*

*electronics engineers, builders...* whatever occupation you can think of, it's almost certain that a therapist somewhere has been it.

### **Do you need the 'gift of hypnosis'?**

This is a common misconception. In reality, though, literally *anybody* can learn to hypnotise another, and in far less time than most people might imagine - it is a simple skill and one that requires no special abilities.

### **How much can a Hypnotherapist earn?**

That depends on many factors... how many hours you want to work, whether you are working from home or a consulting room, the fees you decide to set, and so on. All these eventualities are covered in detail in our tuition, since we teach you not just how to be a therapist, but how to be a **successful** therapist.

As a guide, most therapists charge somewhere between £50.00 and £95.00 for a fifty minute session (2008 prices), depending largely upon the geographical area in which they set up their consulting room. Although it might take a while to build up a full-time practice, it is certainly something which is within reach of most.

Not everybody works as a therapist in private practice, though, and those who choose to work in the commercial sector can easily earn more in a day than many people earn in a month. When you complete the Essex Institute Professional Practitioner course, you will have the necessary skills to pursue that avenue, if you wish. We can even teach you the presentation skills you would need to be outstanding in that field, too.

### **What other benefits are there?**

To be a Hypnotherapist is also to have a career for as long as you want it, an income for life – there are no age limits – and to work either full or part-time, with the option to take time off when you need it. Also, you can choose your work hours to suit your lifestyle, so you can fit your new career around other commitments.

# Methods of payment

Of course, we are happy to accept cash or cheques but there are alternative ways to pay for the course of your choice without having to find a lump sum. Here are a few suggestions:

## 1) BANK LOAN

We will support your bank loan application and banks tend to look favourably on course which can lead their customers to earn more money! You could, for instance, spread the cost to of the Professional Practitioner Course over 36 months.

## 2) CAREER DEVELOPMENT LOAN

Anybody can apply for this government-sponsored scheme, which has the benefit of deferring your payments, without interest, until after your course is finished. Please contact us for more information about this scheme.

## 3) CREDIT CARD

We accept all major credit cards, including American Express.



## 4) INSTALMENTS

If you pay by bankers Standing Order, we can accept payment for your course in instalments. The monthly payment is negotiable but we do require the first instalment before your course can start. Please contact us if you wish to pay by this method.

## A last word...

We hope you've found the study course that you are searching for. If so, all you have to do now is complete the enclosed application form and mail/ FAX it back to us with relevant payment. If you're still not sure, though, and want to ask some questions, then contact us via one of the following:



**The Essex Institute**  
**Essex House**  
**Clarence Road**  
**Southend on Sea**  
**Essex SS1 1AN**  
**England**

**Telephone: +44 (0)1702 434431**  
**FAX: +44 (0)1702 434432**  
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**WEB SITE: <http://www.essexinstitute.co.uk>**

*Terence Watts*

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# Commencement dates and fees

# HYPNOTHERAPY PROSPECTUS



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