

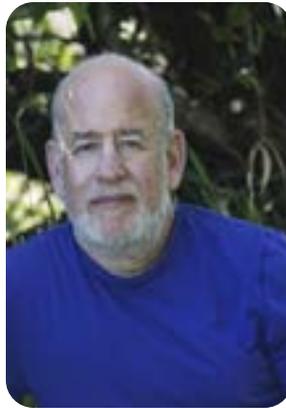
# IACH

# the script

## Winter 2020

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Dear IACH members,

First of all, our apologies for not getting the newsletter out sooner. There has been a lot of focus on counseling and indirectly, hypnotherapy legislation in BC and the rest of Canada. There are now four provinces in Canada that currently have legislation relating to counseling. Each one is different. However, Alberta is the closest to what we are proposing in BC. Hopefully, they might have actual legislation by the Fall of this year. BC has announced that they plan to take some action to reorganize the existing colleges in BC and possibly amalgamate new colleges into the existing one. If that sounds confusing, it is. They asked for and received public input on this matter when they will determine what will happen next. I've been involved in this for many years, and it has been a bit of a roller coaster. Fact BC has recently met with the deputy minister and others. As usual, I will keep everyone informed as soon as I hear anything. **FACTBCUpdate**

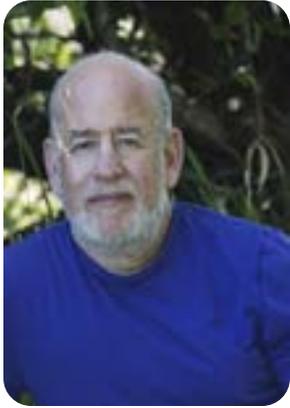
Once again, we are hoping that our members outside of Canada appreciate the importance of what happens to our field in regard to hypnotherapy. We understand that this does not directly affect you and thank you for your support. On another note, IACH has recently added another approved school. Cheryl Otterbein runs the Edmonton School of Hypnotherapy and we welcome her and her students to the IACH. I hope you enjoy this newsletter and thank our director, Sandra Wall and VP, Diane Auld, for their efforts in putting this together. Thanks. Sheldon and the rest of the IACH executive.

*"A trance state is using your brain so that you can entertain any thought and give reality to that thought, to that memory, the same way you can dream at night."*



Milton H. Erickson

Dream Sequence by Sheldon Bilsker



**President** - Sheldon Bilsker, RCC, HT

Sheldon Bilsker is a practicing Counseling Hypnotherapist and Registered Clinical Counsellor with 38 years of experience in private practice. He is past President of The Canadian Hypnotherapy Association and is a former member of the Legislative Review Committee of the BC Association of Clinical Counselors. In 1986, Sheldon began training students in hypnotherapy and other therapeutic approaches. It was at this time that he founded Orca Hypnosis Seminars, now, Orca Institute These training programs are well known throughout British Columbia and across Canada and now becoming known worldwide for their practical application, broad perspective and high standards. Sheldon founded IACH in 2004.

**The International Association of Counseling Hypnotherapists**

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[President@hypnotherapyassociation.org](mailto:President@hypnotherapyassociation.org) - <https://hypnotherapyassociation.org>



**Vice President** -Diane Auld -Vancouver, British Columbia

Diane is a counselor, hypnotherapist, and hypnotherapy teacher with Orca Institute. She has a private practice in Vancouver BC., Canada She uses Counseling Hypnotherapy and The Way of the Heart™ Integrations in her practice. One of her passions is Life Mission Coaching, utilizing sacred geometry and numbers as a way to help facilitate the change clients are desiring in their life. Diane is also a Registered Clinical Supervisor with the ACCT, supporting counselors and hypnotherapist as they work with clients. Together, clients and I work to find those resources that are buried deeply within and bring them out to assist one in moving more fully into life, making the life changes necessary or supporting a time needed for healing and grieving. Counseling hypnotherapy and therapy is a process of finding new ways of being the unique individual you truly are and living life fully from a more integrated way of being.

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### IACH Mission Statement

Our commitment is to create an international organization of professional hypnotherapists and those interested in this healing modality, to continue to increase public awareness, acceptance and support in the therapeutic and ethical use of hypnotherapy through education and promotion.

### IACH Executive

President - Sheldon Bilsker  
Vice-President - Diane Auld  
Treasurer - Sheldon Bilsker  
Newsletter - Diane Auld & Sandra Wall  
IACH Standards - Angela Bain  
Social Networking - Jarett Metcalfe  
Membership - Sheldon Bilsker, & Sandra Wall  
Secretary - Sandra Wall





## IACH Media Update

Thank you to everyone who has been sharing links, stories, videos, and insights within our Facebook Group. Our Facebook group provides a place to interact with other IACH members, ask questions, share information and experiences, and participate in lively debate. The IACH Facebook group currently has 34 members. All IACH members are welcome to join - type IACH into the Facebook search engine, and you will be sure to find us. Or click on this link into the search field. <https://www.facebook.com/groups/831982723549928/>

If you are interested in writing a weekly article, presenting a monthly blog or video blog, writing a book review, asking or answering questions, or just sharing words of wisdom, we would love to hear from you. Whether you are a student just starting out or an accomplished hypnotherapist, our Facebook community provides a safe space to express yourself and network with other members. If you are looking for practice partners, or you want to get some feedback on a new technique or approach you have discovered; networking with other IACH members can be very beneficial.

Via Facebook Group articles and updates the Fact-BC initiative and its counterparts in other provinces have been discussed. We are confident that all the hard work and dedication of those involved will result in the future creation of a College of Counseling in British Columbia, Alberta, Saskatchewan, and Manitoba.

IACH President, Sheldon Bilsker posts Important messages and updates for members and is available to answer any questions or concerns. Other posts and topics of discussion range from scientific advances in the understanding and application of hypnosis, neuroscience, and neurobiology. Some members have shared videos and teachings by Milton Erickson and about Ericksonian Hypnotherapy, as well as videos by many of Erickson's former students (Bill O'Hanlon, Jefferey Zeig, Margret Mead, Michael Yapko and Rob McNeilly) to name a few. Members have utilized this community to ask questions and share answers about insomnia, hypnotherapy practices, on-line marketing, mind-body connections, caring for the caregiver, rewiring the brain, solution-oriented hypnosis, and so much more.

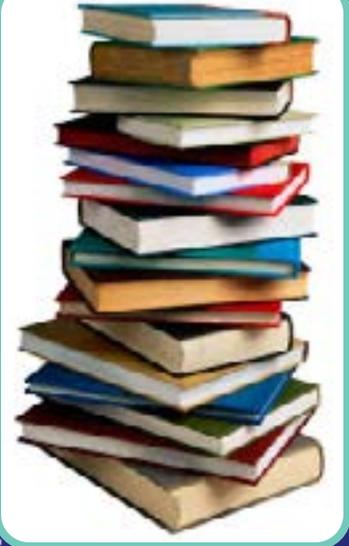
If you have some ideas for what you would like to see offered on our Facebook page, or in the Newsletter, please contact:

Sandra Wall [networking@hypnotherapyassociation.org](mailto:networking@hypnotherapyassociation.org)

We also have a twitter account. So, if you like to tweet, be sure to follow us at IACHinfo

“The basic rule of storytelling is ‘show, don’t tell’

*Julianna Baggott*



There's always  
room for a  
great story  
that can  
transport  
people  
to  
another  
place.”

J.K Rowling



<https://www.facebook.com/groups/831982723549928/>



<https://twitter.com/IachInfo>

“You can pretend anything and master it.”

Milton H. Erickson



## Transformation: The Why & How of Hypnotic Stories

By Keiya Hanna Tasire, MS, CH, RMT 2020-01-08

Specializing in Counseling Hypnotherapy, Trans-personal, & Energy Psychology Interventions.



### In the Beginning?

The history of stories is ancient. Much older than the history of the written word.

We speculate that the origin of stories has its genesis in need to avoid failure.

<http://www.storytellingday.net> Yet it is possible that a mother or father created the first story to comfort each other, a friend or child, when they were afraid or needed to be calmed. The stories themselves were healing, reassuring, and gave examples of how to face and overcome adversity with examples of courage, fortitude, perseverance, and acceptable actions to take to survive life challenges.

Our minds, heart, and body continue to embrace these stories that have been handed down through the generations. At first, stories emerged possibly through pictures drawn in the sand as the storyteller told the story. From between 15000 and 13,000 BC, the cave paintings in the Lascaux Caves in the Pyrenees Mountains told the story of early man's rituals and hunting. Today, in the 21st century, stories are in and through every aspect of our daily lives—each carrying a message that touches us deeply consciously and subconsciously. We have access to ancient writings, classic writings, current novels, video stories, scrapbooks, poems, prose, personal memoirs, journals, news media, and movies. They are found on the Internet, public libraries, and our personal bookshelves.

Stories define and shape our beliefs, culture, values, desires, and dreams. They teach us what to love, how, and what to celebrate. They shape what we avoid, define our prejudices, teach us who is entitled, and who is not. The stories we are taught are the very core of our strengths and our weaknesses. As adults, we repeat these stories in our living. Our stories are filled with truths, half-truths, rules, and guidelines that kept us safe as a child. In our adult lives, these wreak havoc and bring unhappiness, dysfunction, and pain. Our growth begins when there is a desire to shift and change toward new beliefs, understandings, and actions that will bring increased love, peace, and joy. Changing the story to open the door for desired changes is where Counseling Hypnotherapy steps into the healing process. As a therapist, how do we begin to engage our clients, supporting them in their desired changes? The first step is to understand the structure of the story, then how to engage the client as we share the story for their desired transformation. We learn to support the client's articulation, revision, and the deconstruction of their misaligned story into one that presents a life-changing alternative.

### How do Stories Keep us Engaged?

In stories, we meet the different characters. In fables, fairy tales, ghost tales, hero stories, trickster stories, legends, and epic adventures that stretch into a series of stories, movies, and books. We love stories strung together. They captivate us. We stand in awe excited, waiting for the resolve of the cliff hanger. As we greatly anticipate the next book, the next episode, the next movie or show. It is the sweet, agonizing anticipation that keeps us coming back for more. It is wondering what our hero will do to persevere, endure, and overcome their perplexing situation. We are hooked because something deep inside of us relates, and we want to know what they will do and how they do it. When we reach the climax to glean the nugget of wisdom that resolves our dilemma or conflict we are taught, we are satisfied on a deeply personal, interpersonal, and leadership level. It is the very structure of stories that keep us engaged and opens us for the lesson of growth and change intended through sharing the story.

### The Angels' Cocktail

We biochemically react to stories by releasing a combination of neurotransmitters and hormones into the brain. It hijacks your brain cortex. This creates a shift in the mind. In essence, the story tricks us. By leading us into an emotional investment, by feeding the longing, yearning, and dreaming for everything to become more positive. The three positive neurotransmitters and hormones 1) dopamine, 2) oxytocin, and 3) endorphins are known as the "Angels' Cocktail. They cause you to feel good about a story. It is this combination that helps the clients to relax, trust, and open to accept the nuggets of new wisdom the healing story offers.

### Creating a Dopamine Release

As the story unfolds, it presents characters with challenges, obstacles, and the need to overcome their obstacles. The story is a journey to overcome and glean the nugget of wisdom that awaits them. We become attached to the story as it builds suspense, adds a cliff-hanger, and leaves us hanging on for something we are waiting for and expecting. When it is thwarted by choices or interferences, keeping our characters from achieving their desired goal, we gasp because the expected did not happen. Our gasp indicated that we were hooked, and our body released dopamine into our blood system.

### Creating an Oxytocin Release

In the course of introducing each character, we learn about their wants, needs, and desires. We learn their back story and their struggles. By introducing “the struggle, the challenge, and their resulting sadness and grief, we begin to see the character as human, vulnerable, struggling to overcome the very things, we ourselves may be struggling with. This process releases oxytocin into the body. As a result, we feel more generous and trusting toward the character. Through this process, we create empathy in our listener for our character’s story, and the listener relaxes. This is the fabric of bonding the listener to the story. This is a beautiful way for the listener to feel that it is okay to feel human.

### Creating an Endorphin Release

Have you ever laughed and laughed so hard that you became giddy? Then suddenly, no matter what someone says, next it is funny too. You may have laughed continually throughout the night. When you laugh and just can not seem to stop, this is an indicator that you have overdosed on endorphins. So how do you prompt someone to release endorphins? You make them laugh and enjoy the laughter with them. When we trigger laughter in someone else, they and we relax and become more focused and creative. Including Angels’ Cocktail within the structure of the healing story for your clients. It will open and prepare them for the trans-formative nugget of wisdom the healing story will bring them. Particularly if the story is created using their own words and desired change.

#### How to Personalize a Trans-formative Story

Personalizing healing stories that will open the door for transformation for our clients is an art of the Counseling Hypnotherapist. It includes a blend of client-centered counseling skill-set, the tools of non-directive hypnotherapy, and an understanding of the trans-personal shamanic skills of trusting our connection to what is known as the “deep inner knowing.” This inner knowing has different names such as the True Self, Higher Self, The Innate Self, the Holy Spirit, The Spirit, Inner Wisdom, intuition, gut feeling, the peaceful answer, etc., For our conversation, we will use the instinctual nature, Self, and Wisdom interchangeably.

### During Assessment

After determining the client’s capacity to engage in counseling hypnotherapy, time to gather information, and create together the course of treatment. You may find these questions helpful to in co-creating a treatment plan, with objectives, goals, and action. Once defined, it is the client’s heart in connection with their deep inner knowing that will bring up what is next to work through in the process of their healing journey. Particularly the roadblocks to their progress will surface in turn to resolve.



### On with the questions:

- What does the client want, need, and desire?
- What is getting in the way of their wants, needs, and desires?
- How will they know what they want?
- What will keep them from obtaining their desires?

### Noting Language Patterns

As the client talks, listen deeply to the client’s language patterns.

- How do they describe what they want?
- What is their story? How do they describe their story?
- Where do they go to find peace?
- What do they do to find perceive?
- What stories did they enjoy over their lifetime?
- What movies, books?
- Do they have a favorite genre or author?
- What do they enjoy doing for fun?

Once the information is gathered, spend some time reviewing the client’s information, taking note of your imagery, deep inner sense of knowing insight and inspiration that arises. This is the time that a spontaneous story may arise for the client’s overall healing. Trust your intuition and write your notes, even if they feel disjointed. They will make sense in future sessions—most of all, trust when to share each piece of information during future sessions with the client.

### At the Start of the Day: Opening Sacred Space

Before sessions, what is it that centers you and brings you to peace? Such as pondering, Pranayama Yogic breathing, Qigong, yoga, intentional prayer, meditation inside, or out in nature. Whatever it is, that calms you and connects you to our core. The goal is to relax, attentive, open your intention and attention toward the clients you will see for the day. As part of the process, prayers may be offered as well as burning a mixture of cedar, sage, and sweet-grass to clear the air of negative energy.

### **During the Session**

I listen carefully to the client, deeply, and intuitively from the heart. Paired with deep sensing from the core deep within my instinctual, innate Self. That deep inner place of connection to all that is around us. From a shamanic standpoint, it is so much more than the five senses we are taught in school. It springs from a deep inner knowing. An innate nature, an inner connection with Spirit. It leads us to a deeper understanding of what is sacred.

Like stepping into the woods, knowing, sensing each tree by their energy and feel. In this stance, within the deep silence, we open to our clients during a session with Spirit, body, heart, and the mind:

- The body, like a chariot, forged in strength to do the greater will.
- The heart, a horse, a fiery steed, courageous and beautiful, pulling the chariot on smooth and rough places. No matter what trees may have fallen on the road.
- The mind the driver, holding the reins of Spirit-Wisdom firmly, sensing and seeing what lies on the far horizon while charting the course of hoofs and wheels.

### **Holding Firmly to Spirit - Wisdom**

We stand in a place open to inspiration. It may come by hearing a client's word, a sentence, and/or an expression of the client's emotion. It is a knowledge of their soul, regarding what is needed, at this moment, right now—paying attention to what it brings up inside, from our core—trusting that what is needed will open. It is the light from within your connection to each other. It reveals how to open and exactly what is needed. Trusting this light, we begin the healing story's trance. An "active trance" where both counseling and healer participate. It may emerge in the form of a tale, a poem, pros, a spontaneous story, or a simple re-frame. Trust and know that the storyline will contain all the instructions the client currently needs for their session today. Flow with it, though the story, the climax, the re-frame, gathering the nugget, and ending as they are returned to the here and now, normal breathing and awareness.

As a last thought, as counselors, it is necessary to trust that we have prepared enough through the assessment process, reviewing and gathering notes. Plus trusting our education, personal experience, and knowledge regarding how to share the words of the healing story needed within the very moment the client is open to receive.

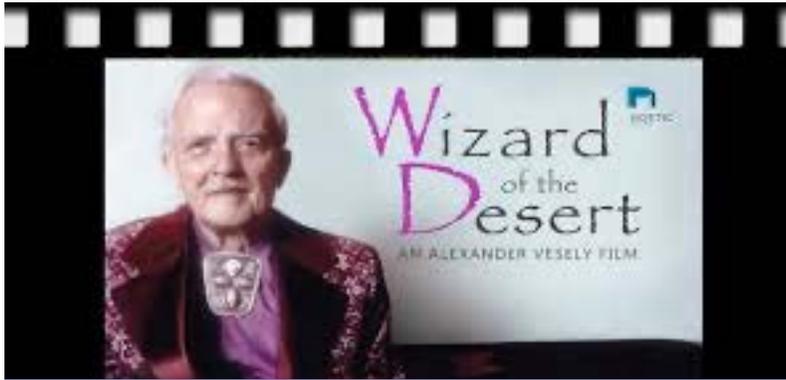
For comments, questions, or further information you can contact the author at [inspirit.keiyat@gmail.com](mailto:inspirit.keiyat@gmail.com) or explore <https://www.inspirit-solutions-counselling.com>

By **Keiya Hanna Tasire**, MS, CH, RMT 2020-01-08  
Specializing in Counseling Hypnotherapy, Trans-personal, & Energy Psychology Interventions.

**To remember the other world  
in this world  
is to live in your true  
inheritance.**

**David Whyte**





<https://youtu.be/GWtN13Ua8r0>

## Dr. Milton Erickson, Master Storyteller

I remember as a new student to the study of hypnosis and counseling how excited I was to discover Dr. Milton Erickson, and the more I read, the more I knew that I had so much to learn from this Master Storyteller and “Wizard of the Desert.” Dr. Milton Erickson is lovingly known as the father of modern Hypnotherapy and Founder of Brief Therapy, so skilled, amazingly perceptive, intuitive, and creative. It is no wonder that Dr. Erickson is idealized as a wizard. Dr. Erickson was skilled at reading body language, practiced

at hearing variation in tone, pitch, cadence, tempo, and adept at noticing subtle changes in consciousness. Was Dr. Erickson, a loving wizard with deeply ineffable intuition? I choose to believe that he was as that is the model that fills me with excitement. With advancements in the science’s, we are gaining a more in-depth understanding of consciousness, the heart-brain connection, and the interconnectedness of all life; the magic is revealed.

His own story is a testament to a larger than life man who faced many adversities with bravery, focus, and heartfelt passion. Dr. Erickson lived with polio most of his life, and he always found the silver lining.

“Dr. Erickson was plagued with enormous physical handicaps for most of his life. At age 17, he contracted polio and was so severely paralyzed that doctors believed he would die. While recovering in bed, almost entirely lame and unable to speak, he became actively aware of the significance of nonverbal communication – body language, tone of voice, and the way that these nonverbal expressions often directly contradicted the verbal ones. He also began to have “body memories” of the muscular activity of his own body. By concentrating on these memories, he slowly began to regain control of parts of his body to the point where he was eventually able to talk and use his arms again.”

<https://www.erickson-foundation.org/>

Dr. Erickson used stories to help others to discover their silver linings, their unique inner resources, or the solution within the problem. Dr. Erickson utilized the resources the client brought with them, and magically wove stories filled with metaphors, allusions, archetypes, mythology, humor, personal experiences, and exciting and sometimes bizarre facts and references.

“Sometimes – in fact, more times than is realized – therapy can be firmly established on a sound basis only by the utilization of silly, absurd, irrational, and contradictory statements.”

**Dr. Milton Erickson**

Therapeutic suggestions were often repeated two or three times within the same session, usually in a slightly different manner. The stories draw the client inward and relax the critical mind, inviting them to journey into the unconscious mind where they can discover untapped resources, make meaningful connections and see their “problems” from new perspectives. Dr. Erickson understood that most of what we do and how we act is unconsciously determined. The unconscious stories we tell our selves like programs in a loop might have served us years ago, or even last month may now be detrimental to our current wellbeing. Stories can find their way into our unconscious minds, and here we can explore, discover, and rewrite the stories we tell ourselves.

Dr. Erickson’s mastery and magic as a storyteller, healer, and teacher cannot be explained in a few words or linguistic models; it needs to be experienced. As Dr. Erickson passed away on March 25th, 1980, we, as students, can no longer sit in his living room, and experience this wizard in person. We can read his many books, watch footage of his sessions with clients, and learn from those who sat at his feet and have taken this knowledge and insight forward into their work. In the end, though, you need to find your way, your voice and express yourself authentically understand that each client is unique, knowing that there is no one way or one story that is right for everyone. The healing story needs to be weaved within the uniqueness of the relationship between you and that individual that is trusting you.

Written by Sandra Wall, BFA, CH (Cand)

“Don’t try to imitate my voice, or my cadence. Just discover your own. Develop your own techniques. Be your own natural self. I tried to do it the way somebody else did and it was a MESS!”

**Milton H. Erickson, M.D.**

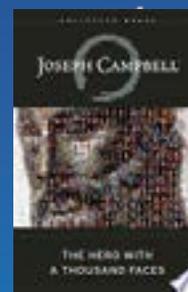
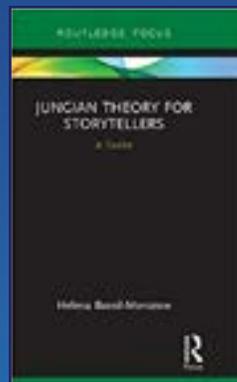
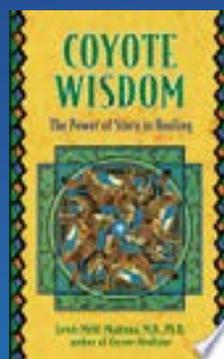
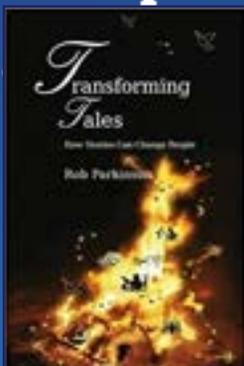
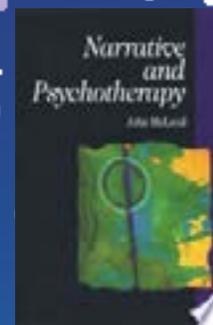
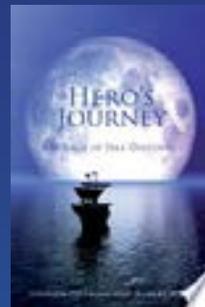
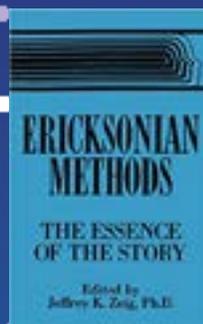
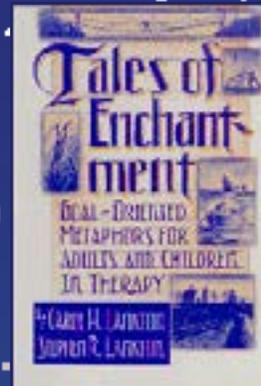
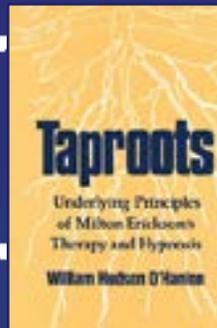
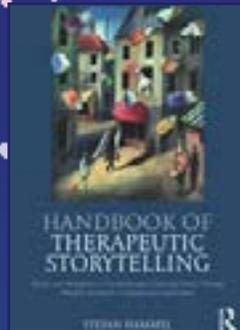
“Psychotherapy is treating a patient as an individual who is unique. There will never be a duplicate of that person. And you use the uniqueness of that person. And that person possesses a lot of unknown qualities. And I discovered she liked African Violets. I promoted a liking that she already had...Just one visit, seeing one place where she still had energy, and then capitalizing on that energy and spreading it over everything.” —Milton H. Erickson, M.D.

**Recommended Reading:**

My Voice Will Go With You: The Teaching Tales of Milton H. Erickson, M.D.  
 Edited & Commentary by Sydney Rosen - Published March 17th 1991 by W.W. Norton Company (first published 1982)



Stories you might enjoy!



“To bring anything into your life, imagine that it’s already there.”  
 Richard Bach



### "The Hero Path"

*We have not even to risk the adventure alone for the heroes of all time have gone before us.*

*The labyrinth is thoroughly known... we have only to follow the thread of the hero path.*

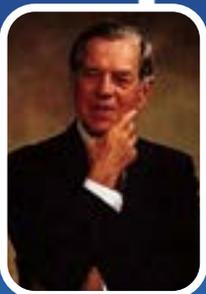
*And where we had thought to find abomination, we shall find God.*

*And where we had thought to slay another, we shall slay ourselves.*

*Where we had thought to travel outwards, we shall come to the center of our own existence.*

*And where we had thought to be alone, we shall be with all the world*

*Joseph Campbell*



The cave you fear to enter holds the treasure you seek.

– Joseph Campbell

"...A great example of a hero's journey is Milton Erickson, the psychiatrist who revolutionized ideas about how trance could be used for creative healing and transformation. I studied with Erickson the last six years of his life. He was a classic Yoda-like character by then, a wizened old healer with twinkling eyes and amazing skills. But it took a long and courageous journey for him to arrive at this place of a genuine healer. He was born tone deaf, dyslexic (including not knowing the dictionary was alphabetized until he was 15!), and color blind (purple was the only color he could enjoy). Severely paralyzed by polio at 17, a condition from which the doctors said he would never recover, Erickson learned to walk again through inner work that featured what only later he came to call "naturalistic trance." On the basis of his positive and creative relationship to his own challenges, he developed a startlingly original way of working with all sorts of psychotherapy problems. His utilization approach changed core problems into resources by creatively accepting them and then opening a generative trance within which they could transform into their positive roots. ..."

The Hero's Journey  
Jonathan Goldsmith March 16, 2017

<https://www.stephengilligan.com/new-blog/2017/3/16/the-heros-journey>



**Why fear is just smoke and not fire, when it comes to finding the source of many of your clients issues, and deeply held traumas and wounds.**

The role of fear is to stop you from taking an action that would potentially or definitely harm you. But for most people, fear has run amok, meaning they have concerns that have no basis in reality, or perhaps they did at one point, but no longer do, and here's why.

At the core, fear is always perceived as a threat of danger, imagined or real (false or actual). And we are naturally wired subconsciously to avoid risk to keep us safe from harm. And the higher we perceive danger to be, the stronger the reaction is from inside us.

The automatic and intuitive reactions we have come in three forms: fight, flee, freeze. Fighting is usually a last resort for most people, and we use it to protect ourselves when we are under attack. Fleeing, also known as running away or taking flight, is the most common response to avoiding danger, as it allows us to avoid it entirely. But sometimes we freeze, we become paralyzed by our fear of uncertainty and become utterly disabled from taking any useful or meaningful action. Leaving us wide open to the danger that's coming for us, if the threat is real at all. And if it's only imagined danger, its danger that never happens, which can be one of the most terrifying and debilitating experiences of all.

So, when we are working with clients who are afraid of things, or unconscious of why they are unable to do certain things, or behave in an unnecessarily aggressive, passive, or psychologically paralyzing way, it can be useful to see whether there is some form of danger, and if uncovered which reactionary approach they are taking to deal with it, are they fighting the threat in some way, fleeing it, or just freezing in response to it? Once you know what risk is present and how the client is dealing with it, you can focus on empowering your client to transcend it by focusing on resolving the core reasons why it's there in the first place. Counseling hypnotherapy can be a powerful tool for finding out and then solving the issue in a gentle, intuitive, and yet powerfully trans-formative way.

Taking this therapeutic approach to resolving fear with our clients, it's useful to understand that judging something as dangerous is frequently our response to something that we think can hurt us, or has hurt us and will hurt us again if we let it. And again, fear is the go-to reaction to keep you away from whatever you think it is dangerous, but it doesn't have to be. When we choose to fear things, we perceive as dangerous it's because we do have a full understanding of the nature of that which we think is dangerous, which causes in our ignorance to have unhealthy or improper boundaries and relationships to it. Therefore, to transcend danger entirely or at the very least our fearful reaction to it, we must see it for what it truly is. It's just the meaning we choose to give something and what we want to focus our attention on, that's it.

If we can stop focusing our attention on the negative side of something and labeling it dangerous, and see the positive side of it, and see it as something to be respected, as something we must have proper healthy boundaries and relationships with, we can leave fear behind, because of our understanding and respect and proper relationship and boundaries takes the place that fears once had in us. Then danger may still be there or it may not, but it is no longer so important, it has lost its power over us, and we can now think, feel, and behave in a manner that no longer requires fear and all of psychological structures and reactions that go with it to feel safe and function in our world in a healthy, productive way.

The belief that something or someone is dangerous is usually at the core of an unhealed psychological wound. And as one would expect, its function is to keep you far away from ever being harmed in that way again, and no lasting or meaningful change can or will take place with the client's fear response until the underlying wound can be healed. Until that happens, the danger belief/perception and the fear response(s) that goes with it will be intractable. Fortunately, with counseling hypnotherapy we can empower our clients to heal psychological wounds in gentle, beautiful, and extraordinarily powerful and effective ways that allow our clients to either come to understand consciously the causes of their injuries and heal them during the process in a natural gentle way, or unconsciously heal them and move on, as is often the case through the indirect approach. As these inner wounds find their voice and healthy boundaries are restored, the client can confidently let go of anger and fear and embrace the truth of their own empowerment and move on.

**Jarett Metcalfe**, RTC, RTT, CH,  
B.End.D, GAD

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“Listen to what you know instead of what you fear.”

**Richard Bach**

**FEAR**

“False Evidence Appearing Real.”

Unknown

“It is really amazing what people can do. Only they don’t know what they can do.”

Milton H. Erickson



### Do you have a Mindset For Success for your Counseling Hypnotherapy Business?

Did the strategies and tactics you used in 2019 get you the number of new clients you really wanted for your hypnotherapy practice in 2019? If not, you may want to look at your mindset before changing them. Most people think that strategy and tactics are where it's at in terms of getting results with their businesses. But, if that were true far more people would be overflowing with ideal clients, and business success, instead of struggling to get them. There are tons of great strategies and tactics available that will work for you to get the number of clients you truly want, so why aren't they working for you, and/or why aren't you using them? The "truth" is that our habits of thought, feeling, and action have a disproportionate effect on our performance, results, and success, versus the strategies and tactics we employ, which can be positive or negative.

If your habits are not aligned with your goals, and your goals are not aligned with who you truly are and what you truly want, you're working against yourself, and you're creating massive amounts of unnecessary resistance in your life and work. We spend a lot of time empowering our clients to change their habitual thought, feeling, and action patterns that are negatively impacting their lives, but we tend to not look at our own, and how ours are affecting our results.

Breakthroughs in the success of our hypnotherapy practices come when we have strong alignment within and without. We must BE the person who can achieve the goals we desire on the inside before we can achieve them on the outside, and a huge part of that is our mindset. And a major part of having a success mindset when working on your own, as most of us counseling hypnotherapists do, is having high-performance success habits. Habits that win. And when you have habits that win, you're going to be in a far stronger position to get those strategies and tactics to get new clients, fill up your programs, and build and grow your practices to actually work!

So, if you're not winning the way you want, you should ask yourself, "Is my mind 'set' to achieve my goals, or is it working against them. Am I really taking the action I need to every day to build the awareness of my business in the community or on-line? Am I being clear about what I do and how I help people so potential clients can understand and decide they want work with me? Am I afraid to ask for the price I want for my sessions and programs? Do I think I'm worthy of the price I'm asking? Do I think I'm really worthy of doing this business? Or do you ever have self-defeating thoughts like, why would someone choose me when there are so many "better" alternatives out there (I'm not good enough). Or, am I afraid of putting myself out there and setting up workshops and seminars and speaking events because I'm afraid of rejection or public speaking or no one showing up?" –All of these things are caused by limiting beliefs (habits of thought) that are holding you and your practice back. And you can be sure that if your habits of action are not getting you the results you want on a continual basis, there is the self-limiting habit of thought behind them that you need transform, so you can get things back on track. So, if you're feeling stuck, plateaued, or struggling to get the results you want or are stressed out, burned out or overwhelmed, or feeling like giving up, you can bet you are in a state of misalignment between your mindset and what your goals are for your practice.

But it doesn't have to be that way. People think it's hard to change habits because they have outdated approaches to changing them, but you already have phenomenal tools to change them yourselves, or if you want you can reach out to want this year. You're an absolute master at empowering people to transform from the inside out, so commit to yourself that you're going to use the same extraordinary tools on yourself, and make 2020 your breakthrough year.

**Jarett Metcalfe**, RTC, RTT, CH, B.End.D, GAD

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## Changing the Stories, We Tell Ourselves Through Hypnosis

By the time we are seven years old we have downloaded the stories that will influence us moving forward; both consciously and unconsciously. Stories our parents and other role models have told us and shown us through their actions, attitudes and attention. These stories are deeply woven into our unconscious and/or preconscious minds as an intricate tapestry of neural connections. Some stories are buried deep down, in a cave, under the water, miles beneath the sand in our unconscious mind. Other stories are just below the surface of the water; together these stories create our map of the world, the navigation we utilize, and the context in which we interpret our experiences.

We tell ourselves inner stories, about how we feel, and what behaviors are required to be safe, and loved. We script automatic programs and follow them without further inquiry as to whether these programs are still serving our health and wellbeing. Throughout our lives, together we learn, grow, share and reinvent ourselves using story. Stories are all around us; the story of our morning routines, the stories on the news, the stories we read our children at night. The stories that empower us and stories that may whisper that we are not enough. Hypnotic stories are a natural way to engage both the conscious and unconscious mind. Children spend the formative years, from about one year to six or seven years in a largely Theta brainwave state. In this trance state, children are able to learn, remember and program huge amounts of data creating a framework in which they will understand their world moving forward.

The stories within Music, art, literature, poetry, theatre and even movies engage our imaginations creating similar trance states; allowing us to access our inner realms and re-imagine our stories. Trance is our natural state and a powerful tool for healing, growth and change. Changing the stories that no longer serve us and creating new stories, in our own voice, from our own heart empowers us to live in the present, opening doorways of discovery and hope.

Therapeutic stories combine the power of imagination, creativity, and intuition with the experiences, memories, forgotten knowledge, archetypes and mythology within our own, and our shared psyche. The client brings all the solutions with them in the stories they share with you, their words, their body language, the metaphors they express, the questions they ask. As a Hypnotherapist you listen deeply, provide a safe space for expression, honoring their emotions, beliefs and trauma; they are sharing their story with you. As the therapeutic relationship grows, so does the depth of the stories they share. These stories become a shared experience.

Utilizing this relationship, you can create a hypnotic interaction that assists them in accessing these stories through a lens of empowerment, exploration and deepened understanding. The client is then able to let go of old stories that do not belong to them, stories that no longer serve their wellbeing, and create new stories that serve them in the present and moving forward. Imagination is a powerful force; whether fear is real or imagined, it is manifested within the mind-body-spirit in exactly the same way.

By engaging the imagination in stories of healing, insight and exploration through hypnosis we not only heal the mind – we can also heal body and spirit. Listen to the tales your clients tell, assist them in utilizing their own metaphors and mythologies to deeply instill new healing stories.

Sandra Wall, BFA, CH (Cand)

“Sometimes reality is too complex. Stories give it form.”

**Jean Luc Godard**

“Our thoughts are mainly controlled by our subconscious, which is largely formed before the age of 6, and you cannot change the subconscious mind by just thinking about it. That’s why the power of positive thinking will not work for most people. The subconscious mind is like a tape player. Until you change the tape, it will not change.”

**Bruce Lipton**



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# Once Upon a Time...

## Hypnotic Bedtime Stories

I still recall being tucked in, sometimes a little too tightly, as if to ensure that my sister and I would lie still and listen intently. My father would open the big book of fairy tales and choose the night's story.

In anticipation, we would relax into our pillows, and wiggle into a snuggle. Father would turn out the ceiling lights and switch on the magic lamp with the spinning picture cylinder. The light projected the images of a small boy in a boat, rowing endlessly down a river. I am not sure whatever became of that lamp...nevertheless, it lives on vividly in those magical moments between waking and dreamland. I loved this cherished time with my father; he always smelled like Old Spice cologne, sometimes with a touch of diesel fuel as his job was driving the trains across the open prairie delivering goods. Father was a very busy man, and this was our magical time with him; just two sisters, the man we adored, and an enchanting story to send us safely off to dreamland.

Father's tone of voice was deep, and he spoke in a soft rhythm, although he knew the stories well; he could not help himself and would break into laughter with us, when one of the three sillies did something outrageous. If a fairy-tale was a little bit scary he would reassure us that it is just a story, meant to be enjoyed and perhaps a lesson to be learned as all the tales had a moral at the end. I rarely managed to stay awake to hear the lesson read, as it seemed unnecessary as the morale was woven into the fabric of the story itself; in the dreamy gaps between words and in conversations among the characters that shared the stage. Even now, if I close my eyes and "pretend" I can see my father, be in his presence, feel that same sleepy safety, a faint smell of Old Spice cologne and the sound of his, whole-body laughter. Now with tears of gratitude, I can drift off to sleep.

Tale told by Sandy



## Sleep, Hypnosis, and Learning...

Science is only beginning to discover some of the many mysteries of who we really are, and what we are "really" capable of. We are living in an exciting time where science and ancient teachings are aligning. Sleep research, Interpersonal Neurobiology, Consciousness research, Physics, Energy Psychology, Spirituality, Neuroscience, Psychedelics, Epigenetics, and so much more.

A beautiful and insightful blending of ancient teachings and modern sciences that embrace a holistic curiosity about the interconnectedness of all life.

What really occurs in sleep? Although the hypnotic brain state and sleep state are different - how are they connected, and how do they interact? Some questions to ponder. I welcome input, and feedback from our readers to be published in the Spring Newsletter. Email your letters to the Editor by April 31, 2020.

Thanks  
Sandy

"He who looks outside, dreams; he who looks Within, awakens."

– Carl Jung



<https://youtu.be/ORvNxBvwZyc>

<https://youtu.be/gxJUKhPoH8U>

## HEALING SLEEP STORY

### WORRY LESS, ENJOY LIFE MORE

#### A Bedtime story for those who think too much...

Excuse me, if I could have your attention, just for a moment.... I can see that you are all tucked into bed; a glass of water on the bedside table, your pillows fluffed and dreams of sleep in the back of your mind. I understand that you are currently trying to solve all of your problems; as they all come rushing into your mind as soon as your head touches the pillow. I can see how courageous and determined you are. I can also see how much you just want to sleep.

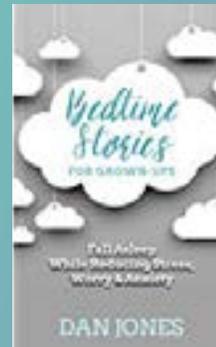
I think what may be needed here is a bit of delegating. A teamwork approach will be much more efficient. How about we call a meeting and invite all the specialists. Let me see now... I wonder.... if you are ready to close your eyes...now... I think we should begin... If you choose to leave your eyes open, then I suggest three quick laps around the block and then we will begin again.... You do not seem very interested in running around the block? Running around the block in your PJ's might be too much drama for the neighbors you say. Yes, I suppose you are right, the last time you did that you gave Mr. Nosy quite a startle. What if we imagined that sweet little faeries, of the kindest variety, were gently massaging the area around your eyes....so soothing...so soft....tiny little fingers...closing your eyes feels rather delightful....I do not know exactly how the faeries reveal themselves to you.... but whatever way they do.... is a perfect way. Let us invite imagination.....inner wisdom.....intuition...creativity ....and compassion to our private, members-only puzzle-solving party as it might as well be enjoyable. Now, I think it only appropriate that you welcome each specialist and show them to their chair, or pillow, or whatever seems appropriate as they enter your space - this is your space - please ... please... decorate as you choose...Also do remember the faeries have been paid for the whole evening.... so, keep enjoying that massage. As imagination enters our space it brings giggles to mind - I don't know.... we just feel like giggling.... like we suddenly remember silly childhood games... wow, the adventures we had in childhood.... the amazing pretend times... As Inner wisdom enters our space, we feel deeply connected and seem to be able to understand things

## Hypnotic Bedtime Stories

Resources you may enjoy!

### Dan Jones

Bedtime Stories for Grown-Ups: Fall Asleep While Reducing Stress, Worry and Anxiety



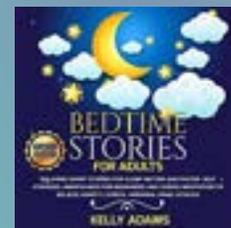
### Ben Holden

Bedtime Stories for Grown-ups



### Kelly Adams

Bedtime Stories for Adults: Relaxing Short Stories for Sleep Better and Faster. Self Hypnosis, Mindfulness for Beginners and Guided Meditation to Relieve Anxiety, Stress, Insomnia, Panic Attacks



“Enlightenment is always preceded by confusion”

Milton Erickson

that we cannot even explain... like an ineffable direct download... When our eyes meet.... there is a knowing that instills calmness....as if we already know.... that everything is just as it should be, and this space takes on a psychedelic ambiance.

Intuition taps us gently on the shoulder...just firm enough to be felt....and soft enough.... to be reassuring. Intuition knows where to sit...and settles in over by that window - yet intuition somehow never actually leaves our side... always right there- one step ahead...just before the curve in the road.... a sparkle in our peripheral vision.

Of course, creativity wanders in the side door.... dressed extravagantly...., yet with impeccable taste. .... With fluid movement.... like a watercolor brush... gliding watery pigments.... across a textured surface... Suddenly you feel like singing.... soft.... soothing...songs - lullabies so sweet... that even... the owls go to sleep.

As compassions flows in...it feels as if.... it is... coming from everywhere.... all at once .... we all pause...and simply breath in a slow... balanced rhythm.... and our hearts grow warm.... we begin... to glow... and we feel...connected.

.and aware.... but in a sleepy... safe... kind of way. Down to business then.... there are six envelopes on the center table. ...As I am an amazing personal assist...I have already organized all the pressing issues into these six envelopes...they are tightly sealed as to keep all concerns contained...Each envelope is unique... and all you have to do is delegate one envelope... to each specialist. You pick up the first envelope and it feels cold in your hand and really...really heavy. It feels so good...to let that weight go - delegating...is an amazing option, definitely the thing to do. The envelope is accepted with a kind smile... and the first specialist bids us all farewell...saying "I will return at the perfect time of waking." Holding the second envelope in your hand... you notice that it is sticky... and it keeps changing shape ever so slightly...you feel like this... is the same old story - the same scenario over and over. and over...Using both hands to rid yourself of this envelope the specialist takes the envelope with ease. The second specialist bids us all farewell saying "I will return at the perfect time of waking."

Staring down at the third envelope... we are all a little bedazzled... at how the envelope changes in shape, color... and form... right before our eyes. You pick it up carefully... allowing it to change.... as it pleases. The third special steps forward and cradles the envelope in both hands... saying "I know just what is needed here." The third specialist bids us all farewell saying, "I will return at the perfect time of waking."

The fourth envelope is a very large plain manila envelope. In large letters across the front, it says "VIP" you wonder to yourself... what a mystery, what could be inside... it seems so official and secretive....you decide to trust in the delegation process...The fourth specialist takes the envelope and gently engages you in a hug. The fourth Specialist bids us all farewell saying, "I will return at the perfect time of waking."

There are now two envelopes left...one is three inches thick, eight inches long and three inches wide...very strange...it feels like a wooden box... and smells like... a walk in the forest. The fifth specialist steps forward.... and places the envelope in a leather satchel...with familiar.... yet unknown symbols across the front panel. The fourth specialist takes the envelope, and bids us all farewell saying, "I will return at the perfect time of waking."

There is one final envelope, the envelope is brown, rather smelly.... and has GARBAGE written in capital letters across the front. As soon as you touch this envelope you know it contains everything you no longer need. With great pleasure, you toss it into the fire. There we go you say - business is complete.... all is as it should be.... and you realize... that you are feeling very...very...very sleepy. Your mind feels calm.... the sky is clear...stars are twinkling... you feel loved.... completely safe....so very...very...very... relaxed...

You know...the gates of dreamland...are opening... you settle deeper.... and even deeper into its embrace....and with.... one final sigh.... you find yourself... floating... among the stars...softly... drifting...wrapped.... in love...stars.... are singing ancient...yet...familiar lullaby's.... you begin to hum along....

By Sandy

**"Imagination is more important than knowledge."**

**Albert Einstein**

"If one reads these stories in the so-called waking state, one might dismiss them as being 'clichéd,' 'corny,' or 'of interest, but not enlightening.'

Yet, in the hypnotic state, where everything that is said by the therapist is heightened in meaning, a story, or a single word in a story, may trigger a mini satori – the Zen term for enlightenment."

**Sidney Rosen**



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"Here is the amazing thing: the caterpillar and the butterfly have the exact same DNA. They are the same organism but are receiving and responding to a different organizing signal."  
**Bruce H. Lipton**



### Announcements

The IACH  
Newsletter is accepting  
articles for the Spring  
2020 Newsletter.  
The Theme of the next  
Newsletter will be  
**"The Therapeutic  
Relationship"**



### **Editor's Note**

The newsletter is accepting articles, scripts, quotes, sound and  
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You can send contributions to:

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The views expressed in this Newsletter are the personal views of individual members of the IACH and do not necessarily represent the IACH as a whole. The IACH invites all members to share their thoughts, ideas and experiences so we may all learn from one another.



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