

hypnodietsing - the non-diet diet programme

Full Course Summary

GHSc
VALIDATED TRAINING
General Hypnotherapy
Standards Council

hypnodietsing -
the non-diet diet programme

hypnodietsing[®]
For weight loss. For life.



HypnodiETING

What is unique about HypnodiETING?

HypnodiETING is the non-diet diet programme that helps people who are seeking to lose weight how to understand their attitude to food; and how to gain complete control over how they look and how they feel. With the HypnodiETING Programme, they find that they can lose weight naturally and ***understand how to keep it off permanently.***

The major problem for so many people who are trying hard to lose weight is not in knowing what they should and shouldn't eat. Most people who have been through the hands of the diet "industry" will have a very clear idea about this. What they ***don't*** know, is ***why*** they can't do it.

The HypnodiETING Programme has been developed to help these and other weight-loss clients implement engaging new ways to re-establish the body's natural weight control processes that are so often sabotaged by harsh diet regimes. Over a course of six one-hour sessions, they will be shown by you their HypnodiETING Consultant how to develop and maintain a sound new relationship with food; and a healthy new attitude towards eating. Crucially, they will also learn that ***how*** they eat can be just as important as ***what*** they eat.

HypnodiETING does not involve supplements, meal-substitute packs, or restricting food intake through self-denial and willpower. It's about understanding the emotional relationship with eating and food; and crucially, how habits are formed and can be changed, leading to sustainable weight loss without drastic dieting.

You, as a HypnodiETING Consultant, will be fully trained to help the client establish these changes through a six-session Programme of gentle hypnotherapy and cognitive behavioural techniques; and the new habits that allow the body to naturally begin to shed excess weight will quickly become an integral part of your client's daily lifestyle. All HypnodiETING Consultants also receive important and practical information concerning nutrition and the relevance of exercise so that you can be confident that any of your client's questions and concerns are being addressed with an appropriate level of expertise.

Why is it so different from "Imaginary Gastric Band" Hypnotherapy?

When commenting on the effectiveness of bariatric surgery (i.e. gastric band or bypass operations), John Morgan, a consultant psychiatrist at the Yorkshire Centre for Eating Disorders said: *"If you're eating because of a need in your brain rather than a need for stomach satiety signals, then having your stomach reduced is not going to solve that."* In much the same way, where "virtual" or "imaginary" gastric bands are employed, the restriction in the gut may not in these cases be physical, but if the underlying causes of previous cravings, and the "emotional relationship" with food are not addressed, *then the situation of wanting to carry on eating inappropriately will continue.*

"...a complete step-by-step programme and marketing strategy...ready to start my business immediately..." **Toby Panter. Cornwall**

Many of the hypnotherapy techniques that attempt to establish an imaginary gastric band crucially do not address the client's need to adapt their behaviour after the session, and are based on the idea of a "restriction" to limit food intake. In the Hypnodietering Programme, as part of a much wider, all-encompassing approach, you will be helping your clients to develop "conscious eating" habits, which will allow them to feel satisfied naturally with smaller portions. This will assist your clients to reduce cravings and to begin to eat more sensibly, leading to long-term **sustainable** weight loss.

The result is a highly enjoyable and empowering experience for your clients; and at the same time a wonderfully fulfilling and satisfying career for you the Consultant.

The Hypnodietering Consultancy Career Path:

The Hypnodietering Consultancy Training Course is a genuine business opportunity with a low level of risk, and will appeal to those who are passionate about empowering other people; and who would like to operate independently in business.

It is well suited to those people looking for a career change or perhaps to develop a new career alongside an existing job or business. As a Hypnodietering Consultant, you can choose the hours that you wish to work, and you are not tied to any particular location.

There are countless millions of people desperate to lose weight both in the UK and worldwide. They are all potential clients, and you could be helping them to achieve their goals in an ethical and natural way while building your own successful independent business.

If you are seeking to develop a more fulfilled and financially secure professional career, with almost half the population being overweight or clinically obese the potential to build a lucrative and ethical business is phenomenal. Hypnodietering is not a franchise. Your Course fee is all-inclusive; and there are no further on-going fees. You are also provided with all the Client Hand-Outs and Folder packs for your first five clients free.

The Hypnodietering Consultancy Training Course has been meticulously designed to provide benefits far beyond the professional qualification that you will gain. It is essentially a 'Business in a Box' - a tested business model that will enable you to immediately deliver the unique Hypnodietering Weight Loss Programme to your clients from the moment you leave the Course.

Everything that you need to know in order for you to become a successful Hypnodietering Consultant immediately you leave the Course is there for you; and your Trainers will ensure that you are completely prepared to confidently begin your new career from your very first day in practice.

"...I would definitely recommend this programme; it's structured, and clients love it. I have already paid for the Course with the clients I have got..."

Leigh Adley. Milton Keynes

Yes – you can become a Hypnodieting Consultant with no previous experience or special knowledge!

Our trainers are dedicated to facilitating your success as a Consultant; and will ensure that you are entirely comfortable with your new skills when you begin this satisfying new career.

You will be entitled to make use of the Hypnodieting brand graphics and images in your own publicity and advertising material; and also be invited to make full use of our website with your own dedicated page. This can be linked to an appropriate existing website if you wish, ensuring that any relevant client enquiries are directed to you. You will also have your own unique Hypnodieting email address; and various media templates ready to use.

The Hypnodieting Consultancy Training Course:

Course Qualifications:

- ✚ Diploma in Hypnotherapy Practice
- ✚ Certificate in Neuro Linguistic Programming
- ✚ Certificate in Cognitive Behavioural Psychotherapy
- ✚ Hypnodieting Consultancy Qualification Certificate

The Hypnodieting Consultancy Training Course provides you with all you need to set up and begin your new career immediately. You will gain a fully recognised and approved Diploma in Hypnotherapy Practice which authorises you to practice as an independent professional Hypnotherapist to the standard assessed and validated by The General Hypnotherapy Standards Council (UK) at Foundation Level. You will also be entitled to membership of The General Hypnotherapy Register (the General Hypnotherapy Standards Council registering body) at Affiliate Status.

Relevant topics within the Course comply with Core Competency Topics as required by National Occupational Standards (CC NOS*).

The Course has been methodically developed to ensure that the highly detailed instructions are easy to follow even if you have never studied seriously before. The entire Course is fully documented in the materials that you are given to take away with you, and this will continue to be available as a constant source of future reference. The manual also contains detailed and interesting nutritional information for you to refer to.

You will also receive unique instruction and training on effective low cost sales and marketing strategies specifically designed for you; methods that will enable you to secure fee-paying clients from day one.

“...extremely detailed and highly practical Course. Excellent trainers...”

Rakesh Kakaya. Watford

The Course in Detail:

Part One:

This first part of the Course (Days 1 to 6) provides training to foundation level in elementary Hypnotherapy techniques and includes fundamental elements of NLP, leading to these Professional Qualifications:

- ✚ **Diploma in Hypnotherapy Practice**
- ✚ **Certificate in Neuro Linguistic Programming**
- ✚ **Certificate in Cognitive Behavioural Psychotherapy**

In-class training is held over two 3-day sessions, interspersed by a period of around 2 weeks and covers 50 hours. The classroom sessions involve both educational theory and practical exercises to encourage interaction and gain competency in essential skills. The remaining 150 out-of-class hours are a mixture of reading material, undertaking research exercises and assignments, plus a final assessment practical test. Upon satisfactory completion of the course, students will be awarded the Diploma in Hypnotherapy Practice.

The course creates a sound level of competency that ensures students are capable of undertaking fundamental Hypnotherapy practice in areas such as smoking cessation, controlling anxiety, stress management, confidence building, ego strengthening, motivation, treating unwanted habits and eliminating phobias.

Part Two:

This second part of the Course (Days 7 to 9) focuses on the HypnodiETING Consultancy, and leads to the:

- ✚ **HypnodiETING Consultancy Qualification Certificate**

This fully in-class training is held over one 3-day session, day three of which is entirely dedicated to establishing your business and building your practice.

The class is led by Paul Levrant who personally developed the HypnodiETING Programme. The entire concept of HypnodiETING and the principles behind it will be described in detail, and there will be ample opportunity for Client/Therapist role play to ensure that you are fully conversant with the entire procedure from the very first moment of contact with your client right up to their completion of the Programme.

How to keep your clients motivated through the Programme and the importance of the “homework” that the client is required to do is explained clearly. As part of their Programme, your clients will receive a glossy folder in which they will keep their notes and hand-outs, as well as a HypnodiETING branded pedometer, and you will also learn how to make full use of these important tools.

Paul is dedicated to facilitating your success as a Consultant; and will ensure that you are entirely comfortable with your new skills when you begin this satisfying new career.

Course Syllabus:

Part One

Day 1:

Introduction to Hypnosis and Hypnotherapy:

- History of Hypnosis
- Modern Hypnosis/Hypnotherapy
- Stage Hypnosis v's Therapeutic Hypnosis
- Effective Uses and interventions of Hypnotherapy
- Common misconceptions
- Contraindications
- Modalities
- Wake-up/Count-out of trance
- Induction Techniques: Theory and practical 1

Day 2:

Core Hypnotherapy Principles:

- Rapport and therapeutic alliance
- First contact: Telephone/Email Enquiry
- Practice premises, personal appearance and grooming
- Initial consultation and Personal History Intake Form
- Explore and establish client's needs – **CC NOS (CNH1)***
- Develop and agree healthcare plans with client – **CC NOS (CNH2)***
- Body Language/Matching/Mirroring
- Signs of Trance
- Trance deepening
- Deep Trance clients
- Abreactions
- Post Hypnotic Suggestions
- Self-Hypnosis
- Induction Techniques Theory 2

Day 3:

Further Hypnotherapy Principles

- Principles of Good Practice – **CC NOS (Good Practice)***
- Transference
- Counter transference
- Resistant clients
- Clients outside your scope of competence
- Referring on and reciprocation from it
- Provide Hypnotherapy to Clients – **CC NOS (CNH23)***
- Length of Treatment
- Session Planning
- Ego-strengthening and Self-Esteem
- Confidence Building
- Induction Techniques Theory 3

Day 4:

Basic NLP & CBT.

Presenting Conditions and Therapeutic Interventions

- Introduction to elementary NLP and Cognitive Interventions
- What is Stress?
- Stress Curve
- Stress and its causes
- Stress: Essential things to ask Client
- Physiology of Anxiety
- Reducing Stress and Anxiety
- Overcoming Phobias
- Creating Motivation
- Induction and NLP Techniques: Theory and Practical

Day 5:

Further Conditions and Therapeutic Interventions

- Educating the client to adopt self-care procedures – **CC NOS Hyp***
- Overcoming habits
- Smoking Cessation
- Weight Management
- Additional Trance Inductions: Theory and Practical

Day 6:

Basics of Practice Management,

Recap and Practical Assessment Exercise

- The Therapist and the Law
- Insurance
- Accounts
- Record Keeping & Data Protection Act
- GHR Membership
- Code of Ethics
- Working Premises
- Self-employed Advice and Practises
- Supervision
- Continuing Professional Development (CPDs) and on-going personal research
- Course material recap and answering questions on upcoming practical exam

***CC NOS – Core Competency Topics: National Occupational Standards**

Part Two

Day 7:

Introduction

Includes:

- A background to the problem of obesity and how it affects the individual and society
- Vital nutritional information
- Answering client queries
- The clients you should avoid or refer on.
- The “Client Intake Form”

Developing the Client /HypnodiETING Consultant relationship

Includes:

- The importance and role of the “Free Consultation”
- The psychology of the weight-loss client
- Booking your client into the Programme
- Assessment and analysis of the client’s information

Introducing Session One of the Six-Session Programme

Includes:

- Why is it so hard to change?
- Understanding food habits
- Explaining body-change
- Working on acceptable alternatives
- Helping your client to develop their goal

Day 8:

Introducing Sessions Two and Three of the Six-Session Programme

Includes:

- What “Conscious Eating” really means.
- Establishing new habits
- The “Day Rehearsal” concept
- Framing hypnosis to client specifics - tailoring scripts to the individual
- Recording the hypnotic session

The importance of exercise

Includes:

- Why we should exercise
- How to instil and maintain motivation in your client
- “The dog ate my trainers”. Excuses are excuses, not reasons.

Introducing Sessions Four Five and Six of the Six-Session Programme

Includes:

- How one single powerful tool can change habits forever.
- The reality of “Positive Thinking”
- Programming in and programming out. The concept of maintenance
- Your client as your advocate
- Q & A

Day 9:

How to run a successful therapy practice

- Website Fundamentals
- Search Engine Optimisation:
 - Keywords
 - Web pictures and optimising images
 - Opening search engine accounts
 - Submitting site maps to search engine accounts
 - Blogging
- Social and Business Media
- Advertising:
 - Google AdWords
 - Professional Membership Bodies
 - Relevant Therapy Directories
 - Other websites (including links)
 - Newspapers, Magazines, Leaflet drops
- Selling from your Website:
 - Your products and services
 - Affiliate programmes
- Getting out to your Audience:
 - Presentations
 - Printed Media
 - Radio Media
 - TV Media

The Hypnodietering Training Team:

Paul Levrant HPD DipH DipNLP Cert CBT CertSM GQHP MNCH(Reg)



Paul is the founder of Hypnodietering Ltd and the originator of the Six-Session Hypnodietering Programme. A practising Clinical Hypnotherapist himself, he has spent many hundreds of Clinic hours developing and testing the Course through his own clients.

He is passionate about training standards and the importance of reputation; and he is dedicated to the future development and growth of the Hypnodietering brand. Paul runs his busy Therapy practices in The City of London as well as in North London and Highgate. He has lectured on Hypnotherapy, CBT and NLP at Roehampton University.

Yvonne Wake BSc. MSc. RPHNutr.

Yvonne is a Public Health Nutritionist and lectures at a London University on Nutrition, Health and Wellbeing. Her current PhD research relates to childhood obesity.



She has been involved in the business of Health and Wellbeing for over 35 years and has had considerable success in changing people's lives during this time through her expertise, knowledge and relevant qualifications in Fitness, Nutrition, and Health and Wellbeing.

Yvonne believes that the poor lifestyle habits that encourage poor health can be changed and she is committed to establishing Hypnodietering as the method of choice for weight-loss in the UK

David Holmes HPD DipH psych CertCBT CertSM CertE psych DipNLP NLP master practitioner MNCH



David is a highly experienced Trainer in the fields of Hypnotherapy, NLP and CBT. He has assisted scores of people from all walks of life to become qualified and successful practitioners and therapists.

He strives tirelessly to promote and demonstrate the truly amazing benefits that Hypnosis, NLP and CBT bring; and is a major force in the movement towards bringing consistent and recognised regulation into the industry.

His commitment and desire to develop Hypnodietering Consultants of the very highest calibre make his seminars truly inspirational and wonderfully absorbing.

Robert Russell PhD. SQHP. GHR Reg

Robert is a qualified Personal Development Trainer, and is the founding member of MindsetSynergy offering Personal Development, CBT, NLP, EMDR, Life Coaching and Hypnotherapy in Central London. He has been in practice since 1992.



Robert is also extremely active in the corporate sector, delivering courses to companies, therapists and individuals in all aspects of personal development.

Robert has treated many high-profile public and sporting personalities. He has appeared on a variety of television and radio programmes both in this country and overseas, as well as having articles in the national and international press covering his work.

Erika Keat HPD DipH DipNLP CertSM GHR(Reg)



Erika has been practicing complementary medicine for 10 years working full time as a therapist and coach.

She has always had a passion for helping other people achieve their goals so her main aim is to see her clients and students discovering their inner confidence and fulfilling their potential. Erika gets great pleasure from teaching and passing on her knowledge so this really shines through in her friendly and approachable style.

Erika is a valued part of the team as she brings new insights and a different approach to the company. Having had years of experience in the field, in addition to teaching Erika also runs a very successful practice in London and Surrey.

Your Next Step:

Please contact Paul Levrant on 020 8242 4995 or email admin@hypnodietering.co.uk to register your interest and check availability. We frequently offer “earlybird” fee discounts and other incentives, and we will let you know straight away if there are any available.

Please note that if you are already a qualified Hypnotherapist and you would like to become a Hypnodietering Consultant, you will be required to provide details of your qualification and your Professional Indemnity Insurance Provider.

Enrolment on to the programme is subject to acceptance of the Hypnodietering Terms and Conditions (available on request) and we reserve the right to decline any application without further explanation.

COURSE DATES – Summer 2013			
MODULE	DESCRIPTION	DURATION	2013 DATES
Part One	Hypnotherapy Diploma Qualification	6 days in-house training	June 1 st /2 nd /3 rd June 15 th /16 th /17 th
Part Two	Hypnodietering Consultancy and Successful Practice Building	3 days in-house training	July 6 th /7 th /8 th

The Full Course Fee is £2247 fully inclusive.

Please email us at: info@hypnodietering.co.uk for the latest early-bird offers and other special fee incentives