

My No-BS Webinar on Hypnosis

and

Welcome to my world of Hypnosis

# Who am I ?

Ines Simpson

2000- Hypnosis certification by the International Medical and Dental Hypnosis Association

2000- Certified by The NGH – National Guild of Hypnotists-largest Hypnosis Guild in the World

2002- Advanced Hypnosis training with renowned Omni Hypnosis Center. Omni created by the great Jerry Kein

2003- Certified as a National Hypnosis Guild (NGH) Instructor

2005- NGH Board Certified

2006- Appointed Faculty Member of the NGH

2006 thru 2011- Created and developed The Simpson Protocol

2012- Inducted into NGH's prestigious Order of the Braid

2012- Hallmark Award- Top Rated Instructor by Student Evaluation

2014- Certified as an Omni Hypnosis Instructor.

one of my proudest achievements to date:

**The Unique Hypnosis Pioneer Award given to me in 2014 for creating [the Simpson Protocol](#)**



O yes

I also host a Radio Podcast show that goes out LIVE on Wed 11.00am on VoiceAmerica (the non CIA one)

And then it's a podcast wherever you find your podcasts- **Hypnosis-Everywhere**

**LINK: <http://bit.ly/hypnosis-everywhere>**



However I would say – if you were to ask me about Hypnosis:

*My Passion for the Art of Hypnosis once I found Hypnosis (or Hypnosis found me) – and it was late in life – after a very ordinary, normal life – wife mother, kids (beautiful kids) – once I found it – I went after it.*

*It was like the world's Biggest Gift to me.*

*And when I understood that – I studied and trained and pursued every avenue of Hypnosis and Hypnosis teaching so that I would have all of the tools and training necessary to be a world class practitioner and teacher, and most importantly a person who by using these tools can help anyone who desires great change in their life -wants and needs to discard – the baggage, distress, pain and anxiety in their lives.*

*In other words I have been blessed to become a person who can truly help people who desire change and help.*

## **Enough about me – what about you?**

You are here for a reason

In class I would ask each of you – what you want and why you are here

But let me presume: if you are here because you have curiosity

Interest, maybe even a strong desire to learn about Hypnosis

Maybe make it a profession, a career

Maybe just see how this thing works – is it magic, science...what?

Do you simply want to have the tools to help people or help yourself?

It's up to you

## **What's different about this Hypnosis webinar**

I am not here to make it complicated – so I can look good

Hypnosis is a natural state – we do it all the time .

There are thousand of techniques and thousands of inductions (moving into trance) – but they are all variations on a theme

Learn the theme and make your own variations

-

**Achieving Hypnosis is simple**

all inductions are the same thing done differently – BUT every client brings a new World!!

Its simple and straightforward – but it does take a little mind shift

I can help you with that – as you will see

## **What's different about this Hypnosis webinar ??**

So the difference is – you will see the simplicity and sense of hypnosis – I am not here to bamboozle so I can say:

*“My Technique is better than Their technique.”*

If a technique or style gets the desired outcome – it’s a good style or technique

And this is most important –

**THE USE OF HYPNOSIS IS NOT A FIXED RIGID DISCIPLINE.**

Its immense, flexible, and always bringing something new to the work. And like the Human Mind – Hypnosis is challenging and infinitely rewarding

**ITS EXCITING**



PLUS – at the end of this Webinar you will have FREE access to some of my Hypnosis training sites and some good stuff to download !!



## **What will you learn – be able to take away from this Webinar?**

You will finally understand what this thing called Hypnosis is – and why its such a a powerful tool for change

Yes I will show some techniques – but you will learn the underlying theme – why its done and how it works

You will discover a new world – the world of the Mind – infinite in possibilities – your mission if you choose to accept it

If you want to pursue Hypnosis – you will have your foundation here and know the next step

If you want to satisfy your understanding and curiosity –we will do that completely. Then you choose the next step

And hypnosis isn't static it is evolving and I want to help you evolve hypnosis – be in the forefront if you choose. As we say – Its All About Choice

So welcome to the Great Adventure

The world of the Mind

Now lets begin

## So what is Hypnosis?

Here Google does not serve well – look it up and you get crazy stuff

**“ the induction of a state of consciousness in which a person apparently loses the power of voluntary action and is highly responsive to suggestion or direction. Its use in therapy, typically to recover suppressed memories or to allow modification of behavior by suggestion, has been revived but is still controversial.”**

**“a mental state like sleep, in which a person's thoughts can be easily influenced by someone else.”** Cambridge dictionary

**“a trancelike state that resembles sleep but is induced by a person whose suggestions are readily accepted by the subject”**

**“any of various conditions that resemble sleep”** Miriam Webster

**Note the words – ‘sleep’ and ‘loss of power’**

At its simplest

Hypnosis is a mental state – any mental state where there is focused attention

Watching a movie,  
daydreaming,  
using your imagination,  
getting angry,  
sad,  
laughter  
the state of being in love,  
focusing on a book,  
an exam,  
a crossword,  
sudoku

Watching a commercial??  
and so on –

Hypnosis is something we do every day – many many times a  
day

**ESPECIALLY SELF TALK**

## To Simplify - three types of Hypnosis

Daily light trance states as mentioned before – daydreaming – reading a book etc

Deliberate use of our ability to go into a trance state (eyes open)

Sports

Sports training

Commercials:

Ads that use – visual, audio, music , emotions and triggers

Propaganda

What is 'known' as Hypnosis

Entertainment

Therapy

## **Official definition for using Formal Hypnosis**

Hypnosis is the by pass of the critical factor ( the conscious minds defense system) and allows access to the subconscious. unconscious/emotional part of us – where all our drives, traumas , desires, fears lie and allow the acceptance of ACCEPTABLE suggestions.

In other words from a Hypnotists point of view – hypnosis allows us to by pass the conscious mind (which is not where the issue lies) and access the part of us where the issue exists and can be resolved

Remember why Hypnosis works – in terms of ‘therapy’. The issue is not a conscious issue – otherwise you would have fixed it with a conscious tool.

## **What does hypnosis feel like?**

Close your eyes

Stay closed while I talk ....focus on my voice....

Welcome to light state Hypnosis

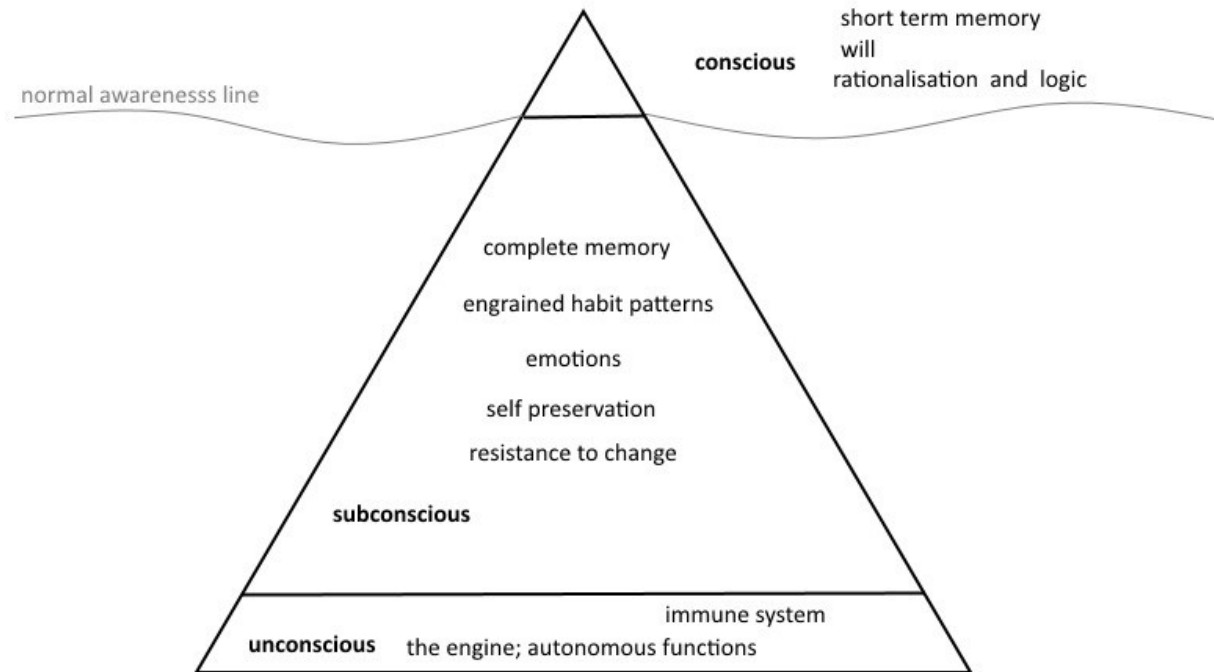
That was also an induction – by the way

Now if you didn't close your eyes – and refused hypnosis – that proves another aspect

Its always a matter of choice



## The Mind Model – for the purpose of Hypnosis



## Can we prove that?

The key factor in Hypnosis – it gets the desired outcomes

And is proved through repetition.

WE get outcomes with the same 'rituals'

## **Rules of the Mind - Did you know that our mind operates under some very specific rules?**

Rule 1 – Every Thought or Idea causes a Physical Reaction- the power of your emotions and imagination- think Blood pressure

Rule 2 – REASON IS EASILY OVERRULED BY IMAGINATION.

Rule 3 – Opposing ideas cannot be held at one and the same time – ‘should’ ‘try’

Rule 4 – Once an idea has been accepted by the subconscious mind, it remains until another replaces it

Rule 5 – An emotionally induced symptom tends to cause organic change if persisted in long enough. Physical ailments are 70% the result of emotion

Rule 6 – Each Suggestion acted upon creates less opposition to successive suggestions – think Brand names

Rule 7 – When dealing with the subconscious mind and its functions -the greater the conscious effort, the less the subconscious response.

This is why “will power “ is not effective in change

## **A bit of Background work before we go to the Demos**

### Types of Formal Hypnosis

Magic Tricks ( misdirection – focus elsewhere)

Advertising ( use fear, lack or desire to focus on product as the answer)

Direct Suggestion- mantras, affirmation

Propaganda ( use fear , anger and hate – to focus on desired result)

Ericksonian – and its offshoot NLP ( use language to direct focus. Use language to reach emotional levels)

Elman Style - Regression to Cause ( use the client's subconscious to fix the problem at its cause)

## What about Self Hypnosis?

If nothing else let me offer you Self Hypnosis you can use for the rest of your life

you've Seen courses :

Mindfulness

Meditation

The Mind Gym

Udemy courses on mind consciousness

Self Hypnosis is all those and more – and so much easier to apply – and here ITS FREE to access

And you can learn Eyes Open Self Hypnosis – lets talk later...

In MODERN HYPNOSIS ( since the 1950s) two main streams or types

1 Ericksonian

Language, Metaphor, Confusional  
NLP

2 Elman style Hypnosis

Regression to cause  
Rapid Inductions  
'Short Term Therapy'

Lets begin – for ALL types of Hypnosis

The steps

1 the contact – important for ‘ setting up ‘ a formal session

2 the pre- talk

3 The contract

4 the induction

5 deepening and convincers and tests

6 the work -

7 checking the work is done - emerging

8 The debrief

## **What does hypnosis feel like?**

Close your eyes

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Welcome to light state Hypnosis

NOTE: You may have felt a little more relaxed. Hypnosis is a great way of producing relaxation –

BUT- Hypnosis IS NOT relaxation – relaxation often is the by product



**Quick word on Physical and Emotional Suggestibility**



The pre- Talk and Contract are the MOST Important components to a successful Hypnosis session

These are done both for stage/entertainment Hypnosis

And formal Hypnotherapy hypnosis

I will explain...

**Induction – moving the person into a state of trance - is a Ritual that gives the person’s mind a signal, and an excuse to allow hypnosis to happen.**

The simplest part – as we are merely allowing the client to access a natural state they access all the time

All inductions are a little ritual. Then deepening

## Now some Demos

Instant Induction – Millions of variations (see Youtube)

All have a set-up – confusional, eye lock, muscle lock, hand pressure etc

And

Shock(slight shock)

Then deepening

Rapid Induction ( 2 – 4 mins)

Example: Elman

Videos ( *notice outside noises*)

## FURTHER TYPES OF INDUCTION

Slow – Progressive relaxation....Why?

Indirect, Confusional, Language - NLP

BUT ALSO THERE IS RAPID AND VERY INTERESTING METHODS – that by pass ‘formal; induction

the swan

Direct to subconscious – Old Pain2Go, Jeffrey Stephens

Hypnosis has so many variations and infinite in possibilities

Inductions are nothing without deepening

Remember in all this your are talking to someone, having a conversation – no need to “**do the voice**”

And you do not need silence, gentle music, special lighting

You are accessing a natural state the person access all the time – its not a ‘spell’ that you might accidentally break!!

It’s a natural state of mind – not a magic trick

WHAT IF?

They open their eyes

They talk

They scratch their nose

WHAT IF...

They cry, or scream or thrash around- it's a reaction or abreaction

LET THE SCENE FADE AND TEND TO YOUR BREATHING

Remember the universal law – you will never be given anything you are not ready for

WHAT IF...

They get 'stuck'

## Types or Depths of Trance

Light Trance – eyes closed example

Light Medium and Deep Somnambulism

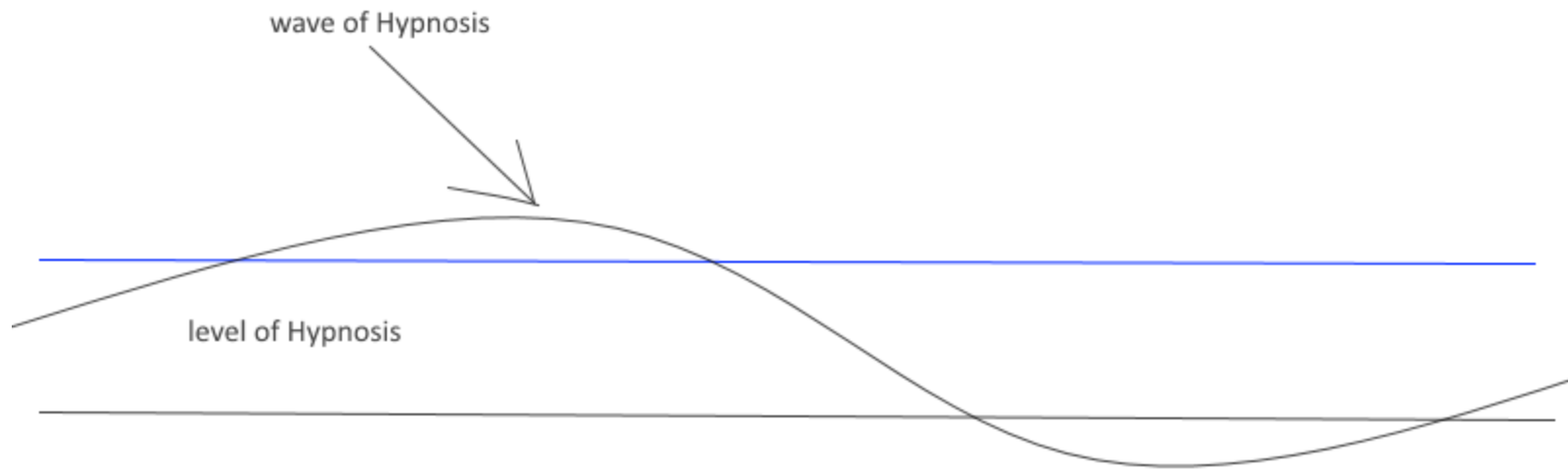
Light Medium and Deep Esdaile

Light Medium and Deep Sichort

??

Note all mind states are a wave we move up and down through the states. Though the deeper the state the less movement





## THE WORK

My philosophy:

I want it ALL cleaned up

I want to do it as simply and efficiently as possible

I want it to be simple and easy for the client

I want to take my judgment out

I want to take the guess work out

So what now?

Remember what this journey offers

Infinite possibilities in the world of the mind

Infinite possibilities to help and do good

And its your own business

Hypnosis as a profession – is a profession

Any good Hypnotists or Hypnotherapist or stage hypnotist - has invested thousands of hours in training and practice- as do Doctors, Engineers, Lawyers etc.

The really good ones have invested countless hours in experimenting seeing where they can go – outside the box

The great thing about Hypnosis – its has no box . You can give it a box. But of in itself - it has no box

**So what now?**

**What do you want?**

A part time gig

A meaningful Lifestyle business – full time part time

A great, useful hobby

As promised I can offer you some Free things that you can use and keep at the end of this webinar

Go to <https://esdaileinstitute.com/mywebinar>

**Self Hypnosis**

**Video series**

**Intro to Hypnosis Book**

**Plus I will send you by email pdfs and video links from this webinar you can keep**

IF YOU WANT TO CONSIDER HYPNOSIS AS A PURSUIT  
some possibilities

[FULL ONLINE HYPNOSIS CERTIFICATION PROGRAM](#)

[JERRY KEIN VIDEOS FOR TRAINING](#) (Plus option to have follow thru Mentoring)

[ELMAN TRAINING INFO](#)

[MIKE MANDEL ERICKSONIAN TRAINING AND INFO](#) (check out Melissa Tiers )

AND...

But if you want to take it further And really learn this profession

We offer:

**The Hypnosis Mentoring Program for Beginner  
to Confidence, Proficiency**

**Expert**

**Certification**

**LINK: [mentoring.esdaileInstitute.com/mywebinar](https://mentoring.esdaileInstitute.com/mywebinar)**



## **So what is The Hypnosis Mentoring program?**

Ongoing training and guidance from me and colleagues to whatever end you choose

Split into two 3 month segments – you can take a piece or all- to complete Proficiency and Certification

### **What is isn't:**

A bunch of Videos and scripts online that you can play with

This is truly mentoring. I am with and for you.

Think of the difference between having a neighborhood gym

And a personal trainer that picks you up and takes you to a fully fitted out Private gym- just for you!!

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### **YOU RECEIVE EVERY MONTH**

**10 hours of one on one coaching every month**

**2 Video lessons every month**

**Free access to any LIVE group course I am doing – basic courses – practices – self hypnosis**

**2 Q & A group calls every month**

**Free access to Self Hypnosis training**

**Free access to Getting started in Hypnosis website**

## **THE COURSE COVERS – Section one**

**The world of Modern Hypnosis – an overview – to give you an insight to the all possible fields you can explore**

**The best way to use Hypnosis and suggestions – for you and your client**

**Muscle testing**

**Suggestibility tests – physical and emotional**

**Setting triggers**

**Practice**

**Creating your own video pre-talk**

## **THE COURSE COVERS – Section one**

**Inductions – Rapid and Instant. Inductions for demos and talks, inductions for the client**

**The best methods for Deepening to different levels of Hypnosis**

**How to test for levels – very important**

**Practice time – lots of practice time**

**How to work with an abreaction**

**Self Hypnosis – the best use of your time**

## **THE COURSE COVERS – Section two**

**Beginning the work – deciding which way to go with the client**

**Dealing with the three most common uses of Hypnosis – Smoking cessation, weight loss, anxiety, phobias**

**Marketing yourself. Finding who and where to talk. Making yourself an authority in your market place. Creating an efficient website for your practice**

**REGRESSION – IMHO the best use for therapy**

**Gestalt Therapy**

**Introduction to deeper state Hypnosis**

**Setting up your office**

**An introduction to the concept of SP – Simpson Protocol**

**Certification**

This Webinar special Limited time offer to Join  
(once the group is full – we close registration)

**Ines Simpson Hypnosis Mentoring Program**

Two - 3 month programs (6 months to Certification)

**Normal FEE**

**350 a month + Full Certification with enough Hours for  
NGH Certification for \$2100 (payable Monthly)**

This Webinar special Limited time offer to Join

**Ines Simpson Hypnosis Mentoring Program**

Two - 3 month programs (6 months to Certification)

**Sign up now and the cost is \$300 per month**

**Save \$300 on the course**  
( a full certification course for only 1800!!)

**Plus**

**First 5 get the classic - Hypnotherapy by Dave Elman**

**LINK: [mentoring.esdaileInstitute.com/mywebinar](http://mentoring.esdaileInstitute.com/mywebinar)**

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**For Promo and all the Free Resources from this Webinar**