

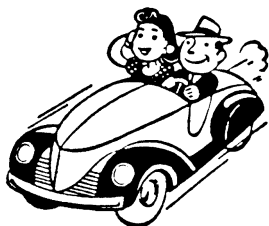
# ENLIGHTENMENT

 Willard Hypnosis Center

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Roger & Patricia Willard©2007

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## What we have been up to!

We are starting this newsletter a little differently this month since we just returned from our trip to

the National Guild of Hypnotists convention along with some extra time off for some pleasure travel. First, we went to Marlborough, MA for the convention. We arrived on Thursday evening since I had to attend a pre-convention meeting for those who were giving seminars and workshops (workshops were programs that attendees paid a little extra for that lasted longer). I was giving one of each again this year. After that we settled in and got ready for a very busy convention.

We planned ahead and picked seminars and workshops to attend that we felt would meet our needs and suit our interests. On Friday the regular part of the convention began and we were off and running to our choices of the day. Once in a while we would both be in the same session and would have a chance to catch up on the day as to how things were going. I gave my seminar in the early afternoon on motivating new or under utilizing hypnotists. Finally we met at around 6:00 p.m. and stopped and enjoyed dinner together before heading back to catch a stage hypnosis show. This year a personal friend was one of three who was selected to give a stage show. Faith, a recently retired police officer of the Province of Alberta,

Canada, now with a full time hypnotherapy practice besides doing specialized training relative to her police work and hypnosis, did a great job and entertained us all.

On Saturday, again we were up early and had a seminar/workshop packed day. I think we found time to have lunch together then. Later that day I did my workshop on promoting and marketing a hypnotherapy business. That night we enjoyed an awards banquet, dinner and music.

On Sunday another full day took place. Also, all weekend they had a convention bookstore open with books, CDs, DVDs, gadgets and other training programs for sale. Naturally I dropped a few dollars there to bring back some things to enjoy.

Overall attendance for pre-convention, post-convention and the convention itself, was over 1,000 people from all over the world. Naturally most were from the United States and the east coast. We saw some old friends and made some new ones.

Tony from Denmark, whom I first met at a forensic hypnosis training program several years ago was there and received an award for his work in hypnotism. And while there, it seemed every day as we would pass him in the hallways going to and from seminars and workshops, he would introduce us to someone else from his country who was attending.

One of the key points this year with the convention was the terminology used by

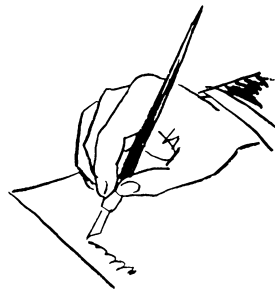
hypnotists. In particular, what we are to call ourselves. In many states, we are not permitted to call ourselves hypnotherapists. And for most of us, the term hypnotist does not say enough. The term hypnotist alone, for many, implies a stage hypnotist or one who does parlor games with hypnosis. So, the new term being presented by the guild is Consulting Hypnotist. As for myself, I will probably gradually make the shift to using it and help more people understand what it means. This is a time to be a team player for the profession and to help all those who can benefit from our services.

The convention was educational, fun and just a great time all around. We will head back again next year.

Just prior to the convention we had a little time and stopped in Worcester, MA and visited an art museum. But after the convention, our trip was not over yet. Since we had seen a good bit of New England and Cape Cod on our other trips to the NGH Convention, this year following the convention we headed west to Niagara Falls. On the way we stopped in Lockport, NY and took a boat ride on the Erie Canal (locks and all) and visited Fort Niagara. One night we enjoyed a night at a friend's cabin on Lake Ontario (Thank you Graham). You could walk out the door and within a few steps be in the water. It was great. We then visited the Canadian side of Niagara Falls and had a perfect day there. We went down alongside and behind the falls. It's a good thing they give you the rain ponchos to wear. Naturally we took tons of photos. From there we went to Niagara-on-the-Lake. This was a small town above the falls on the Canadian side with lots of little shops along amazing flower-lined streets. The view of this is worth the trip. From there we came back to the USA and down through Buffalo stopping to see an art museum there. Then on to Corning, NY where we went to the Corning Glass

Museum. We spent five hours there. We then went to Watkins Glen and walked down the 832 steps/1.6 miles path of amazing sites of waterfalls and natural formations cause by water cutting and shaping the surrounding rocks. From there we were heading back to PA and the town of Wellsboro and the PA Grand Canyon. There were lots of small shops in Wellsboro for us to spend our money and we did. Naturally the PA Grand Canyon had great views and we did take an excursion on one of the shorter (.6 mile) walking trails. From there we stayed over in a family mountain cabin in Perry County before coming home to reality. With sightseeing, shopping, and dining, we were on the go constantly.

And finally to close this part, we have two unsolicited plugs to make. First we would recommend the Rochester NY Quality Inn Motel. Although parts of it are being upgraded, our newly renovated room and stay there were great. The breakfast that was included had quite a selection. It also happens to be owned and managed by Domenic Mantoan, who happens to be our oldest daughter's father-in-law. Next, while in New York, we came across Perry's brand of ice cream. For me, they have one of the best flavored chocolate ice creams I have ever tasted. For Patti, almost any flavor will do. Check them out wherever you find a place that sells it.



### **Observations of**

**Life.** How sincere are you about what you want? In particular, what you want to do with your life. I have written about this before and again this year at the convention, it

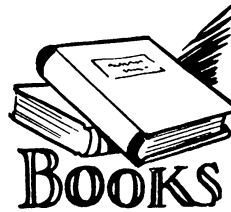
was part of what I talked about in the seminar I gave. In a room of trained hypnotists, I would

ask what is it that they want to do with the skills they now have. As long as they said something close to using their skills in a productive way or to be in some way servicing others by using their abilities, it really didn't matter beyond that. It was just important that they wanted to use what they had. Then I would ask them, what were they doing to get there, there being their stated goal? That is when I started getting some blank stares. I then followed up with OK, if you are taking steps to getting there, what things are holding you back? Here is where they had plenty of answers. To make a point, I would have them do an exercise and start writing down their reasons why they could not or were not doing their stated goal. Finally, I put it to them. From the reasons they wrote down or told me, how many of them were real, how many of them were just B.S.?

I let them decide for themselves, but I did say probably most, if not all of the reasons, were B.S. And what it really boiled down to was fear; fear to get out of a comfort zone, fear of the unknown, fear of failure, fear of success, fear of having to really do something and not just talk about using hypnosis. I could talk all day long, but not until they would realize this for themselves would it make any difference. Some might say their reasons were valid why they couldn't do it now. Others would say that their situation was different and I just didn't understand. Others started to see that, yes, it was them and nothing else holding them back.

But it is not just the hypnotists I talked to that day who cannot or will not motivate themselves to take action. When I wrote and had my first book published, other authors came out of the woodwork to tell me they were authors also. I would ask what they had published and they would say, "Well, I haven't had anything published yet, but I am an author." I would then ask what they have written and submitted for publication. They would reply, "Well, I don't have anything completed yet, but I am an author." Finally, I would ask what things they have done any writing on and they would say, "Well, I haven't really put the full ideas down on paper, but I want to be an author."

If you have passion to be a hypnotist, a writer or whatever, you will face those fears and take those steps each and everyday and finally get there or die trying. And for a worthy goal, either is better than doing nothing at all.



## Books We Liked.

I never really explained how I picked books for this column in the newsletter so I will take a moment now.

Always subject to change, I try to pick books that fall

into one of the following categories. The first category would be self-help. These can be anything from motivational, self-hypnosis and related techniques, and maybe some inspirational. Next would be general informational reading. These could be somewhat educational, but put in a way that are more entertaining and fun to read. Others could just be beneficial information. Next would be novels. Books, usually fiction, that I believe would appeal to most but always ones that I enjoyed. Finally, there will be business or vocational books. These could be entrepreneurial or giving better ways to do whatever it is you do better, more productively or with more enjoyment.

Since I do peruse the shelf of second hand and used bookstores a lot for bargains, this is another such find. A smaller book, probably missed by most others searching the shelves, titled ***WHAT CLIENTS LOVE, A FIELD GUIDE TO GROWING YOUR BUSINESS*** by Harry Beckwith. The book is almost a pocket size book but has 282 pages full of what I will call quick reading. It is full of short chapters or segments that are more like bullet points expanded. What I mean is that you could pick this book up while on your way to the "reading room" and read one or two pages while there. And within one or two pages an idea or concept is explained. Or, if you want, you could just get comfortable and read it for a couple of hours. I enjoyed it in that I could read one chapter and take time to digest it. Although short, it gives you enough to think about the ways the ideas apply to you and your circumstances, vocation or business. And you don't have to be an entrepreneur or own a

business to enjoy this book. My philosophy is that in one way or another, we are all self employed and running our own business in whatever we do. What's your philosophy? Are you working for someone else or are you working for you?

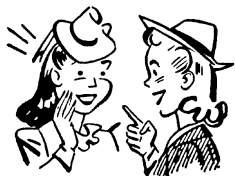
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### Quotes we liked.

A while back I read that Confucius eventually turned into a grumpy old man. I would imagine it was because he got tired of hearing, "O great wise master, what should I do?" Probably hearing that over and over all the time, I would wager he was probably one of the first persons to say, "Get a life". OK, with that out of the way, this month I am quoting Confucius. He said, "*Our greatest glory is not in never failing, but in rising every time we fall.*" Again, as in previous quotes, I hope it gives you pause to think. Consider the fact that you are human. And with saying that, now you do your own thinking and take the rest from here.

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### What to expect.

Often when I tell someone that I am a hypnotist, they ask me that if I was to hypnotize them, would I make them quack like a duck? With a straight face I say back to them, "why do you want to quack like a duck?" This usually takes them a little by surprise and they say that is what they think hypnotists do in stage hypnosis. They believe that once hypnotized, the subject/client is helpless and under complete control of the hypnotist, being made to do things he/she doesn't want to do. Nothing could be further from the truth.

First, in helping clients, I cannot imagine any reason to have a quacking client. I don't keep duck food around either. Next, even in a stage hypnosis show, a person will only do what he/she is willing to do. In a show, people usually go with the intent of having a good time. They want to laugh. They want to be silly. The hypnotist can only hypnotize those who want to be hypnotized. The desire to be hypnotized can be conscious or subconscious, but it is still there. The person who is even picked to be on stage and may have been

normally the shyest person in the room may then become the star of the show, because usually really deep down inside he/she wanted a reason to come out of his or her shell and be more outgoing and even a little silly. The person may deny this later, but secretly has enjoyed this experience.

If a hypnotist asked a subject to do anything that they did not want to do or that would go against their moral character, the subject would either just ignore the suggestion or emerge out of hypnosis and end the session. Even on stage, you will see some people who will do some simple suggestions, but later on do not comply. Eventually, they are thanked, told that this was probably not the right time for them and then led off stage. It is not that they were poor subjects, it could have been one of many reasons, but today they really did not want to be a little silly and that is OK.

So, if you want to be a duck, what can I say, but maybe you should move next to a lake. If you want to make change, give us a call and we will be glad to help you realize your fullest potential.

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*Roger & Patti*