



EICH Brighton Ltd



EICH Brighton Ltd

HYPNOTHERAPY TRAINING Professional Practitioner Course

Full Prospectus

EICH Brighton Ltd

Administrative Office:

159 Purley Oaks Road, South Croydon, Surrey, CR2 0NZ

Telephone: +44 (020) 8405 2673 Freefone: 0800 612 5259 FAX: +44 (0)20 8405 8475

admin@eich-brighton.co.uk

<http://www.eich-brighton.co.uk>

The Essex Institute



Professional Training in Clinical Hypnosis

Training and development for the Professional Therapist

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

14 Reasons to study at EICH Brighton Ltd

- 1 Full professional training from clinically experienced tutors**
- 2 Course devised by a leading professional in the field**
- 3 Professionally prepared course notes in excess of 140,000 words**
- 4 All course reading material included in the fees**
- 5 FREE ongoing support during and after training**
- 6 Full post-graduate supervision programme**
- 7 All course books included in the price**
- 8 School accredited by leading UK professional associations**
- 9 A comfortable learning environment**
- 10 All skills covered in depth**
- 11 Course accepted for professional indemnity insurance**
- 12 Visiting lecturers give a sound all-round 'hypno-education'**
- 13 Business and Marketing workshop included in course**
- 14 Hypnoanalysis included in course**

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

If you have any questions about the course or training in general, please contact us by email at admin@eich-brighton.co.uk or by telephone on: 0800 612 5259

We look forward to meeting you!

Administrative Department, EICH Brighton Ltd

The Essex Institute



Professional Training in Clinical Hypnosis

Co-Principal of EICH Brighton Ltd, Christine Hervé is our resident lecturer. Chris started her career as a teacher in 1984, specialising in children with learning difficulties. She re-trained as a psychotherapist and hypnotherapist in her 30's and has enjoyed success and a thriving practice since 1999.

Her qualifications include B.Ed., ESN(s) Hons, MAPHP (Acc), MHS (Acc) and MCS (Acc).

As well as lecturing and training students in Hypnotherapy and Past Life Regression, Chris is also a qualified practitioner of EFT (Emotional Freedom Technique) and many other therapies.



Christine Hervé

The Importance of Sound Teaching Methods.

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

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

A Thorough Preparation

To be able to become successful as a professional therapist, a thorough preparation is essential. To this end, we ensure regular attendance days from visiting lecturers, all specialists in an individual therapeutic methodology. This is beneficial in two specific ways:

- **You gain several different insights into the world of therapy, giving you an eclectic outlook, one of the essentials for success**
- **You make contact with some of the top therapists in the country, which is a wonderful resource for the future.**

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Professional Training in Clinical Hypnosis

First class tuition, with full accreditation.

EICH Brighton Ltd is dedicated to providing the very best of personal tuition for every student, and all homework and examination papers are assessed by experienced professionals.

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

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

- ◆ **The Hypnotherapy Association**
- ◆ **The National Council of Psychotherapists**
- ◆ **The Association for Professional Hypnosis and Psychotherapy**

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

Professional Qualifications

All students who pass the final examination of the **Professional Practitioner Course** are entitled to use the letters '**DHP**' (Diploma in Hypnotherapy) after their name on stationery and advertising. Although this is not a government-recognised qualification, it is generally accepted as the 'standard' for hypnotherapists in the UK. Some schools issue 'Dip. H.', or other similar letters, which mean the same as 'DHP'. You will occasionally see 'Master Hypnotist', 'MA', 'BA' or even 'Dr.' being used, but none are officially recognised in the UK or any other country. There are, in fact, no 'official' qualifications for Hypnotherapists anywhere in the world.

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

The Essex Institute



Professional Training in Clinical Hypnosis

F.A.Qs - Frequently Asked Questions

In this section, you will find answers to some of the questions that experience has shown us are frequently uppermost in the mind of the prospective student. If you have a question that is not covered here, however, please contact us.

Will I be Registered?

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

What can I achieve?

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

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

Will I be able to learn it?

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

You don't need to be a 'special' type of person, either; successful hypnotherapists come from such truly diverse backgrounds as shop assistants, company directors, lorry drivers, bank clerks, insurance brokers, housewives, househusbands, factory workers, car salesmen, computer programmers, ballroom dancers, musicians, welders, electronics engineers, builders... whatever occupation you can think of, it's almost certain that a therapist somewhere has been it.



F.A.Qs - page 2

But isn't there a special gift involved?

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

What will I actually learn?

In a nutshell, you will learn everything you need to be successful: Hypnotherapy and hypnoanalysis; stress management for individuals or corporations; client management skills; setting up and maintaining a successful practice; advertising and legal requirements; how to get referrals from Doctors; how to ensure a steady flow of clients... and more.

How much can I earn?

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

As a guide, though, most therapists charge somewhere between £50.00 and £70.00 for a fifty minute session (2007 prices), depending largely upon the geographical area in which they set up their consulting room. Although it might take a while to build up a full-time practice, it is certainly something which is within reach of most.

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

What other benefits are there?

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

*On the next page of this prospectus, you will find the answer to what, for many, is the biggest question of all: **What exactly is hypnotherapy?***



What exactly is Hypnotherapy?

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

Nothing Magical

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

The truth about Clinical Hypnosis

Stage hypnosis shows, along with television and film portrayals, often appear to show that the hypnotised person has surrendered control to the hypnotist but this is most definitely not the case. An individual in hypnosis is certainly not in any way unconscious and retains completely free will and a total awareness of themselves and everything that is happening around them at all times. There is obviously a high element of showmanship on stage and a need for drama in film and television productions, and this is part of the reason why hypnosis is sometimes portrayed as a kind of 'mystical control'.

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

The truth about Clinical Hypnosis

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

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

The Essex Institute



Professional Training in Clinical Hypnosis

Professional Practitioner Course

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

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

Lifetime support

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



Professional Practitioner Course - page 2

An overview

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

Hypnosis

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

Fears, Phobias and other symptoms

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

Anxiety

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

The power of suggestion

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

Client management

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

Techniques and practice

Writing your own scripts; using self-hypnosis; harnessing the amazing power of visualisation; creating and using posthypnotic 'triggers'; understanding and using modalities; understanding somnambulism; spontaneous hypnosis; covert hypnosis, suggestibility tests; twenty signs of hypnosis; how to make sure you apply exactly the right sort of hypnotic technique.



Professional Practitioner Course - page 3

In depth studies

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

Here are a few of the conditions you will be able to work with:

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

Course contents

- Professionally written and prepared resource pack of 140,000 words.
- Audio support in the form of 8 CDs of 60 minutes duration each.
- A comprehensive reading list (books included in fee)
- Free email/telephone support.

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

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

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Professional Training in Clinical Hypnosis

Professional Practitioner Course - page 4

Study options

There are two different study options available, each with its own advantages.

In House, in the classroom

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

In House, via Personal Tutorials

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

Exam Passes and Qualifications

Classes and Personal Tutorials are linked to a continual assessment programme based on course work, with a final written Diploma Examination. All successful students are entitled to append the letters 'DHP' after their name and are also eligible for registration by our accrediting bodies at **Licentiate** level. These letters are: **LAPHP, LHA, LNCP**.

How to Pay

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

1) BANK LOAN

We will support your bank loan application and banks tend to look favourably on courses which can lead their customers to earn more money! If you were to spread the cost of the Professional Practitioner Course over three years, for instance, you could pay as little as £65.00 per month.

2) CAREER DEVELOPMENT LOAN

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

3) INSTALMENTS

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

A last word...

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

**EICH Brighton Ltd
159 Purley Oaks Road
South Croydon
Surrey
CR2 0NZ
England**

**Telephone: 0845 094 9144
FAX: +44 (0)20 8405 8475
Email: admin@eich-brighton.co.uk**

WEB SITE: <http://www.eich-brighton.co.uk>

Christine Hervé and June Hale

Co-Principals



EICH Brighton Ltd



EICH Brighton Ltd

Student Application

2012

Please ensure that all relevant sections of this form have been completed fully before submitting.

EICH Brighton Ltd

159 Purley Oaks Road, South Croydon, Surrey, CR2 0NZ

Telephone: +44 (020) 8405 2673 Freefone: 0800 612 5259 FAX: +44 (0)20 8405 8475

admin@eich-brighton.co.uk www.eich-brighton.co.uk

For office use only:

Deposit: £ _____ (cash/chq/cc/pp) Financial: _____ Database: _____ Student List: _____

Interview/References: Refs requested: _____ Refs received: _____ Interview date: _____

Welcome pack sent: _____ Signed PTA received: _____

Date of Application:

Your Details:

Name (Mr/Ms/Miss/Mrs/Title):

Address:

.....

..... **Post Code:**

Telephone:

Email:

FAX:

Date of Birth:..... **Nationality:**

Marital Status: [] Single [] Married [] Living with partner [] Divorced/separated

Have you any previous training in hypnosis, hypnotherapy or psychotherapy? If 'yes' please give brief details:

.....

.....

.....

Current occupation:

Brief occupation history:

Your Details (continued)

Have you had, or do you have, any serious illnesses (including psychiatric/emotional)? If 'Yes', please give brief details here:

What other subjects have you studied as an adult (whether or not you obtained any awards)?

The course you want to study:

Professional Practitioner:

Classroom study Next course commences on: **14th January 2012**

Personal Tutorial *We will contact you to arrange your first tutorial appointment*

Course Fees:

The Professional Practitioner Course fee for 2012 is £2250.00* for the entire course. This covers all course books and audio support material - there is nothing else to pay. You may pay in advance or via 10 monthly payments of £225.00*. Other payment options may be available - please contact us for further details.

****Apply before 31st October 2011 for a £300 discount – total payment is then £1950 or 10 payments of £195.00***

Payment Details:

How do you wish to pay? *(Please note that a deposit of 10% is required with this application)*

In advance **Per monthly module - first payment enclosed**

payment of: £ _____ enclosed by cheque/bank draft OR paid online via PayPal (delete as appropriate)
(make cheques payable to 'EICH Brighton Ltd')

I understand that if I am not accepted as a student onto the course for any reason whatsoever, any monies I have paid will be refunded in full.

Applicants for classroom training may be required to participate in a brief interview, either by personal attendance or by telephone, prior to acceptance upon the course.

SIGNED:.....

Please ensure that you have completed all relevant sections of this form and mail/FAX it to:

EICH Brighton Ltd

159 Purley Oaks Road, South Croydon, Surrey, CR2 0NZ

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