

CLIENTS ARE PEOPLE TOO

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Whether you are just beginning the practice of hypnotism or have been practicing for some time, I ask you to think of your clients as human beings subject to their own personal shortcomings, and also as persons who have this exceptional hypnotic opportunity to arm themselves for future stressors, and not just as persons who come to you to 'quit' smoking, 'lose' weight or for other varied issues. We hypnotists are teachers who have students sitting in our office chairs, and their brief education with us should not be so brief that all that is accomplished is that they 'quit' smoking or have 'lost' some weight. It is my personal opinion that the race is not won by the quickest hypnotist, but by the hypnotist that listens to his client, identifies the needs, thinks about proper approaches to the personal issues as owned by this particular human being, whose work begins with waking hypnosis, continues through the hypnotic experience, the results of which are considered in between sessions, prepares for the next session, and arms the client with the weapons to fight life's battles. I cannot accomplish this in one session, and have therefore set three visits as the minimum that I will see a client. As an addictions specialist, I have found over the years that people are carrying around so much garbage that it is difficult to walk through it, and that this garbage contains destructive triggers which, when pressed, stir up the garbage again thereby provoking the individual to revert to their addictions such as drugs, alcohol, compulsive gambling, sex, and countless other addictions. Smoking is an addiction, and overeating may be habitual or addictive and they are not very far removed from the major addictions that were just noted, so an analogy can be drawn when considering the possibility of relapse.

A client presents that she smokes 2 or 3 packs a day, that she is extremely nervous, that her husband is an alcoholic who verbally abuses her quite often, who urinates on the rugs during his drunken episodes, that she was sexually abused as a child by her father, that she has not spoken to her mother in 4 years and has not seen her daughter in 2 years.....and these are just for 'openers'. Do you sit her down, induce hypnosis and then use whatever script you have learned or created? Do you attempt to scare her by telling her of the health dangers of smoking? Do you really believe that she will not return to smoking when one of the aforementioned flares up.....and if you believe that, do you realize that she'll be one of the most miserable feeling and miserable living non-smokers alive, and that you have missed the opportunity to help her fortify her defenses for when the garbage starts piling up again? Can you desensitize her in one session to the situations with the husband, the mother, the daughter, and the child abuse? Do you think that it would a good approach to tell this lady that you would like to see her for three sessions or more so that you may cover all of the issues that she has presented and to program her to change her perception of the events in her life through elimination of the negative emotions attached to these happenings? Do you think that it would be good to teach her self-hypnosis, to give her written general affirmations, to give her specific written affirmations that you have created in between sessions to fit her particular issues and needs, so that she may practice and read over and over when you have put her on her way? Do you agree with Emile Coue that repetition is a key to permanence? Do you take the time to think about what you have been taught when first studying hypnotism and then apply your individuality to it? Do you continue reading? Do you continue attending workshops and seminars? Do you realize that the presenter on the stage is not better than you and that you do not have to accept everything that he or

she says as being credible or even being accurate or worthwhile? There are excellent teachers in our profession and deal with the institutions that you can trust. When you look at hypnosis web sites on the internet do you realize that some of the owners of the sites are also human beings subject to human frailties, large egos, with mixed and ever changing loyalties who write words without meanings to influence you the viewer to spend your hard-earned money? You are the best, the largest, the greatest, not they. Do you recognize this? Do you make yourself the best by using your own mind? Do you put your own personal thoughts and personal touch into your work....you will once you realize that you are unique and your slant and insights about this individual client are unique and that you are the best hypnotist to help this client. When you recognize this and increase your self-confidence and self-esteem, you are the best, and better than you could imagine. As an instructor, I would like to see our graduates 'save one soul' in their lifetimes. This is the best.

It is realized that three sessions or more do become expensive for clients but the benefits may be immeasurable. What is a better life worth? When you consider taking courses or buying this or that you read the testimonials that are published with the 'product'. These testimonials have been requested by the seller. They pale in comparison to the unsolicited letters and little notes, and telephone calls that you receive in your practice because you helped someone change their life. Nothing equals that in our practices. I started this article by saying that the client has the opportunity to arm themselves for future stressors and I shall end it with reminding you that you have the opportunity to grow with the help that you give to your clients. This is what makes our profession worthwhile, not the bells and whistles of the shallow hype that sometimes makes its way through the media. When a person in a helping profession such as we are in, becomes jaded, and insensitive to the needs of the clients, this is time for the practitioner to do something else. The most important person in the hypnotist-client relationship is the client and we owe that client the duty of concern, preparation, and the best that we have to offer. This is how we elevate the profession of hypnotism. Sometimes the race is not won by the quickest.