

Welcome

Module 15

Aims of Today

- **Common Therapeutic Approaches**
- **Psychosis**
- **Marketing, Seeing Clients, Bookings**
- **Moving forward...**

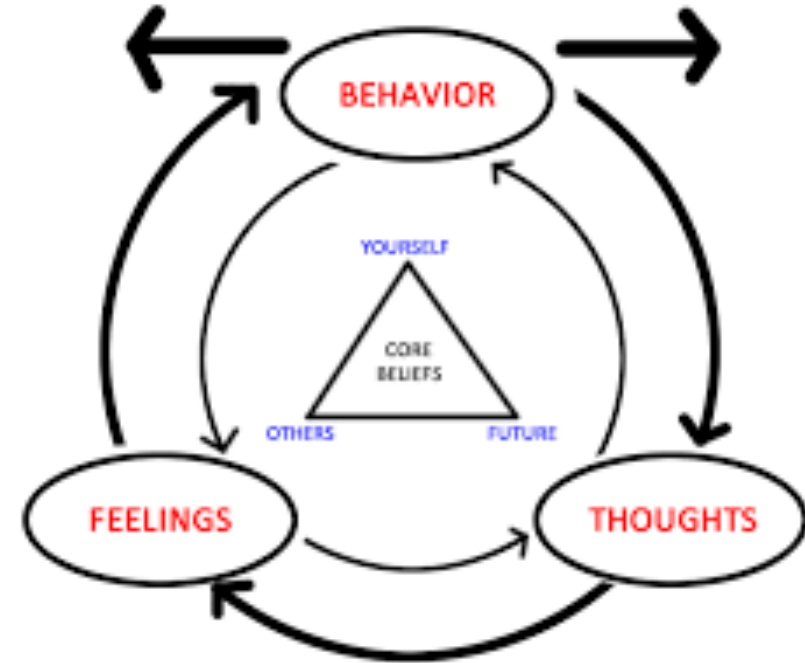
Learning Outcomes For Module 15

BY THE END OF THIS MODULE, YOU WILL:

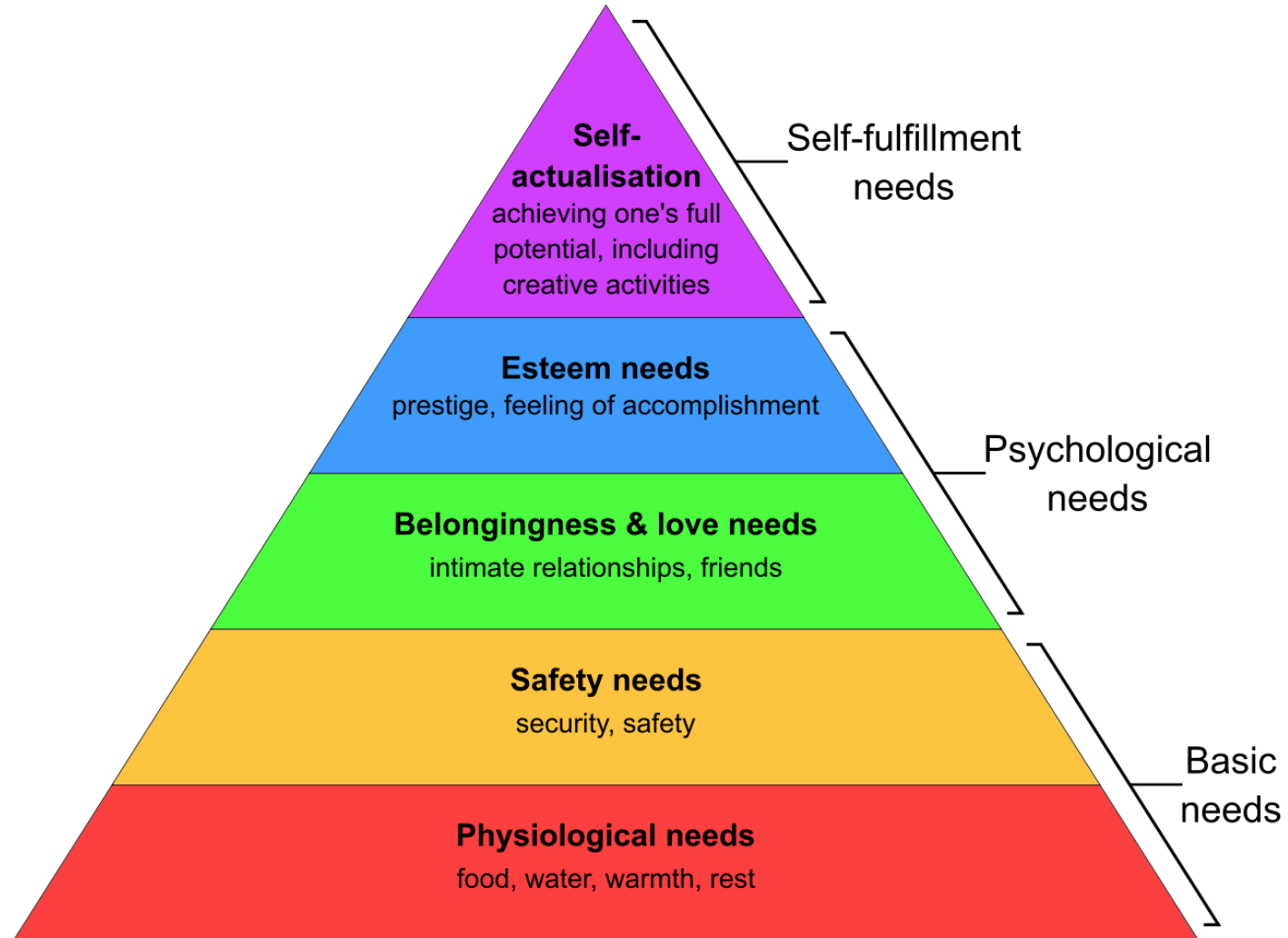
- Have an understanding **therapeutic approaches** used in mainstream psychology
- Have an understanding of **Psychosis** and how to identify it in a client.
- Have an understanding of what is required to launch and run hypnotherapy business

COGNITIVE BEHAVIOR THERAPY (CBT)

- **Cognitive Behaviour Therapy (CBT)** - considered to be a present - focused form of therapy focused on the here and now.
- It focuses on the way you think and the way you behave.
- It then looks at how you can change any **negative patterns of thinking** or **behaviour** that may be causing you difficulties.
- In turn, this can **change the way you feel**. CBT may focus on what is going on in the present rather than the past. However, the therapy may also look at your past and how your past experiences impact on how you interpret the world now.
- Best used for OCD conditions



Maslow's Hierarchy of Needs



Psychosis

DEFINITION

- Psychosis is a symptom or feature of **mental illness** typically characterised by radical changes in personality, impaired functioning, and a distorted or non-existent sense of objective reality.
- Patients suffering from psychosis have **impaired reality testing**; that is, they are unable to distinguish personal subjective experience from the reality of the external world.
- They may experience **hallucinations** and/or **delusions** that they believe are real and may behave and communicate in an inappropriate and incoherent fashion.
- Psychosis may appear as a **symptom** of a number of **mental disorders**, including **mood and personality disorders such as schizophrenia** .
- **Short term psychosis** - less than one month
- Note: There is no one specific cause of of psychosis

Causes of Psychosis (mind.org)

- **Physical illness or injury**
- **Abuse or Trauma**
- **Recreational drugs**
- **Alcohol and Smoking**
- **Medication**
- **Hunger**
- **Lack of Sleep**
- **Bereavement**
- **Spiritual Experiences**
- **Genetic Inheritance**

TREATMENT

- **Psychosis** that is symptomatic of **schizophrenia** or another psychiatric disorder should be treated by a psychologist and/or psychiatrist.
- An **appropriate course of medication** and/or psychosocial therapy is employed to treat the underlying primary disorder. If the patient is considered to **be at risk for harming himself or others**, inpatient treatment is usually recommended.
- **Prognosis** for brief psychotic disorder is quite good, for schizophrenia, less so. Generally, the longer and more severe a psychotic episode, the poorer the prognosis is for the patient. Early diagnosis and treatment are critical to improving outcomes for the patient across all psychotic disorders.

Setting Up A Business

- Building a website - www.123-reg.com for domain name
www.wix.com for website building
- Business name, building a brand, social media, specialising in specific areas
- Professional Pictures - mark@markbarnfield.com
- Room rental - Private Therapy Clinic
- Rates - £100 + Discounts for packages of 3 or 6
- Allow slightly longer for 1st session (1.5 hours)
- FAQ's on rates page
- Video of you talking
- Client testimonials

Professionalism

- Maintain a professional appearance
- Continual Professional Development - commitment to ongoing learning
- For NCH CPD Policy - 15 hours per year with no more than 5 hours on one activity
 - Can be reflective practice with supervision
 - Mentoring or being mentored
 - Teaching or assisting on a course
 - Presenting a conference
 - Reading - journals, articles, books
 - Attending CPD courses
 - Online work
 - Voluntary work

Client Progress

- We can not offer any guarantees
- Use an initial Client Intake Form to gain a better understanding of the issue
- Agree on aims and goals to manage expectations
- To monitor clients progress you can use the SUD scale *before* the hypnosis
- Examples of clients you wouldn't treat
- Reasons to when stop sessions....
- Communication
- Homework - Self-Hypnosis/Meditation & perhaps some affirmations or new beliefs

Money/Success Mindset

- Napoleon Hill - Think and Grow Rich
- Rich Dad, Poor Dad
- Currency in Latin - 'Condition of Flowing'
- Abundance vs Lack mindset
- Seeing money as energy in which there is a constant supply
- Beliefs around money formed during childhood from our parents
- Our Wealth Calculator - The Secret App

- Coaches charge up 10k plus

Questions?

- Next week Heather will go over coursework and live Demo
- Mentoring sessions available/Facebook Group you can ask questions or in the What's app Group