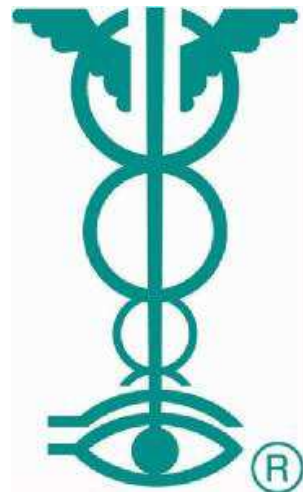


# Brookhouse Hypnotherapy Ltd

Providing therapeutic Services since 1989



- \* Hypnotherapy
- \* Psychotherapy
- \* Neuro Linguistic Programming (NLP)
- \* Counselling
- \* Coaching

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[www.hypnotherapy.org.uk](http://www.hypnotherapy.org.uk)

# History of Hypnosis

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Hypnotic or suggestive therapy has been used as a healing technique since the beginning of history. References to it can be found in the Bible, although the name was not introduced until much later. It was of prime importance in the "sleep temples" of Ancient Greece which were places of pilgrimage and healing.

In the Middle Ages belief in miraculous cures associated with religious shrines was widespread. Healing was brought about by touch and prayer.

During the 18th Century the theory of "Magnetism" was developed. Franz Anton Mesmer argued that the planets influenced mankind through their magnetic effects on the "fluid" which occupied all space. He discovered that he could induce people into a trance like state and concluded that he himself must be a kind of magnet, hence the term "Animal Magnetism". This idea was soon discredited by a French Royal Commission which found that the magnetic fluids did not exist. James Braid re-examined Mesmerism in the 19th Century and reached similar conclusions. It was he who coined the term "Hypnosis" for the induction of a trance like state through simple suggestion.

In the early part of the 20th Century hypnosis was used almost exclusively by stage hypnotists, thereby projecting a hopelessly distorted view of the very powerful therapeutic tool. However, in 1955 the British Medical Association endorsed the practice of hypnosis in Medical School education, since then it has become a valuable addition to conventional medical treatment.

# What is Hypnosis?

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Have you ever been so involved with a task that you have lost track of time? Have you ever driven from one place to another and arrived safely, but not remembered the journey? Have you ever read a book and become so involved with the plot you can see scenery and hear characters speak? Have you ever day-dreamed? These are everyday examples of an altered state of awareness.

Hypnosis is another example of an altered state of awareness-one which can be used for self help. It is a perfectly natural state which occurs between being fully awake and fully asleep. In the clinical setting hypnosis is usually accompanied by a pleasant state of physical relaxation which in itself is beneficial, especially in the symptoms induced by or aggravated by stress. The term Hypnotherapy means the use of hypnosis for the treatment and relief of a variety of somatic and psychological symptoms.

It is important to note that no one can be hypnotised against their will and no one can be forced to do things while under hypnosis that they do not want to do.

**Hypnotherapy is completely natural and safe. There are no harmful side-effects. When administered by a professionally trained and skilled Hypnotherapist the benefits are long lasting and often permanent.**

**During hypnosis, you will be aware of what is happening: most people do not "feel hypnotised." You are still in control.**

# What Conditions Can Hypnosis Treat?

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## Thoughts and ideas

Thoughts and ideas can be problematic when they are intrusive, unrealistic or upsetting. Examples of such thoughts include:

- Continually thinking that one is suffering from an illness, despite medical reassurance
- Doubting whether a partner is faithful
- Thinking negatively rather than seeing the good side
- Wondering whether others are being negatively judgmental

*Hypnotherapy  
can help the  
client to change  
many thoughts  
and ideas*

## Phobias

People often experience irrational fears. The object of the fear can be almost anything, but typical examples include:

- \*insects
- \*animals
- \*situations, such as going out, enclosed spaces, or the dark
- \*blood, needles etc.

Also, many people have what is technically called "social phobia": shyness, nerves, lack of confidence with people etc.

*"HYPNOTHERAPY is particularly renowned for its effectiveness in assisting sufferers to overcome these distressing and inhibiting conditions."*



## Feelings

People can suffer from a wide variety of feelings which can be distressing if too severe or too regular. For example:

- \*panic attacks
- \*anxiety
- \*jealousy
- \*guilt
- \*anger
- \*low self esteem
- \*lack of confidence

*"Whatever the problem feeling, HYPNOTHERAPY can deal with it more specifically than can a drug - and without harmful side effects."*

## Habits

People can find themselves in the grip of many habits that they seem unable to control, eg:

- \*smoking
- \*nail-biting
- \*poor sleep patterns
- \*more deep-seated compulsions

*"HYPNOTHERAPY, using hypnotic techniques, can help to remove habits with precision and again, a total freedom from side effects."*

## Medical issues

Medical issues can also be dealt with using hypnosis, but this is only undertaken by a physician or under a physician's referral/supervision.

## Stress conditions

(See also Stress Management).

HYPNOTHERAPY can be very effective for resolving issues that lead to an excess of stress, and for coping with the effects of stress.



## Weight control

There are many reasons why people may put on weight, and a properly trained HYPNOTHERAPIST will be able to work with the individual to bring about changes in eating and activity habits in order to bring weight under control.

One of the key reasons for "weight loss" programmes being often only temporarily effective is that the person feels that they are missing out. This need not apply with a hypnotherapeutic approach.

*Shaun Brookhouse has  
specialist  
qualifications in working  
with:*

*\*Smoking cessation  
\*Anxiety*

*And has almost certainly  
had lots of experience of  
working with YOUR issue  
as he has been in full time  
practice since 1989 and  
completed more than  
20,000 client hours!*



# What is Psychotherapy?

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Psychotherapy is the provision, by qualified practitioners, of a formal and professional relationship within which patient(s)/ client(s) can profitably explore difficult, and often painful, emotions and experiences.

These may include feelings of anxiety, depression, trauma, or perhaps the loss of meaning in one's life. It is a process which seeks to help the person gain an increased capacity for choice, through which the individual becomes more autonomous and self determined.

Psychotherapy may be provided for individuals or children, couples, families and groups.

**Hypnotherapy is the practice of psychotherapy with applied hypnosis being the primary approach. The United Kingdom Council for Psychotherapy, the lead body for psychotherapy in the UK recognises the practice of hypnotherapy.**

*Shaun Brookhouse is on  
the National Register of  
Psychotherapists produced  
and maintained by the  
UKCP.*

# What is Stress Management?

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Due to a variety of socio-economic conditions, stress has now become more widely recognised by both individuals and employers. People in the UK lose several thousand days of work to excess stress, not to mention the great personal anxiety that can lead to, amongst other things, physical illness, relationship problems, depression and in extreme circumstances suicide.

Many situations can lead to the development of the symptoms of excess stress including fear, overwork, responsibility, loss, lack of fulfilment and illness. Every individual has different tolerance levels when it comes to stress. The therapeutic needs of the individual are paramount in the treatment of stress and stress related disorders. Willpower alone is not an effective or permanent solution to stress problems.

This practice offers a comprehensive stress management programme for both individuals and corporate clients. Effective stress management takes in various therapeutic models and tailors a programme to include not just dealing with the presenting stress, but to also help clients to avoid reaching high stress levels in the first place.



# What is Coaching?

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Coaching is a formalised means of one person helping another to achieve their hopes and dreams, and to fulfil their potential. Many of us spend too much time existing, and not enough living. We often find it difficult to know how to get where we want to go, and even to know where we want to go. Coaching can help.

Your coach will assist you to gain clarity (if you need it) as to your goals. What do you truly value in life? What and who do you truly want to be? From this point, your coach will guide you, support you and motivate you in your journey towards meeting your goals.

Goals may be on many levels:

- \*career
- \*home
- \*family
- \*friends
- \*finance
- \*activities
- \*other personal achievements.

*Shaun is a certified professional coach, and runs an international coaching training programme.*

Goals may be small or huge, vague or precise. Whatever you bring will be you're your coach will be helping you with: you will not be told what your goals should be!



# What is Counselling?

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Counselling is a word that is often misunderstood. There is a difference between having a discussion, giving information and counselling.

Counselling is a process whereby the client is encouraged to explore their thoughts, feelings and experience in order to resolve issues and move forward productively.

The counsellor is there to listen, understand and assist with the process. Often the process of simply unburdening oneself to someone who is interested, but not involved, can be very therapeutic! It can make a pleasant change not to be judged. However, this is not all. Counsellors will also work with you to examine reasons for situations and to explore possible avenues for your future.

Counselling can be used for:

- \*dealing with current problems
- \*dealing with the past
- \*planning for the future
- \*personal growth

*Shaun Brookhouse has a Diploma in Professional Counselling and is a Certified Practising Counsellor*



# What is Neuro Linguistic Programming (NLP)?

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Neuro Linguistic Programming (NLP) is a model of communication that focuses on identifying and using patterns of thought that influence a person's behaviour as a means of improving the quality and effectiveness of their lives. It offers a paradigm of how the brain works (neuro), about how language interacts with the brain (linguistic), and how we use this interaction to get the results we want for ourselves and others (programming). It is an effective, proven vehicle for accelerated human change, radically altering the "old way" of lengthy psychotherapy.

NLP was initially created by linguist Dr. John Grinder and computer scientist and Gestalt therapist Dr. Richard Bandler. Together they produced a linguistic model that identified the language patterns of a few gifted individuals such as hypnotherapist Milton Erickson, MD., Fritz Perls of Gestalt therapy, anthropologist Gregory Bateson and Virginia Satir of family systems therapy. The synthesis of their findings, a blend of cognitive and behavioural science, resulted in the technology known as Neuro Linguistic Programming. In the 20+ years since it was first developed, NLP has grown, changed and expanded, and it continues to do so today.

*Shaun holds the designation of Master Trainer of NLP. This is currently the highest qualification an NLP Practitioner can aspire. He was awarded this title thanks to his work in the field as a practitioner, trainer and author.*



# Schedule of Fees and Registrations:

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Shaun Brookhouse's schedule of fees is as follows:

**£70.00** Per Session

**£100.00** For Special ONE Session Smoking Cessation Therapy

Our Company Registration Number is **5089689**

Payment may be made by Cash, Cheque or Credit/Debit Card and is due at the time of the appointment, unless otherwise arranged. Please make cheques payable to Brookhouse Hypnotherapy Ltd

Clinic Hours are Monday to Friday 9:00am-8:00pm.  
Saturday's by arrangement. 24 Hours Notice is required for cancellation of appointments. A charge may be levied if this is not adhered to.

In view of recent reports of poorly qualified persons offering therapeutic services, it may be of interest to you that Shaun Brookhouse is registered with the following bodies:

**UK Council for Psychotherapy 0207 149955**

**The National Society of Hypnosis and Psychotherapy 0800 849 6328**

*Feel free to  
phone  
and check!*

# About Me

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## Shaun Brookhouse

*MA, PGCert(ClinSup), CertEd, ADHP(NC), DIC(MT), ECP, ECCH, FNSHPM(Hon), UKCP(Accred)*

### Qualifications: (Academic)

**GCGI**, Graduateship Diploma in Counselling and Hypnotherapy, City and Guilds of London Institute. Graduateship is equivalent to a first degree at a recognised European University.

Thesis: *Counselling Skills in the Hypnotherapeutic Profession*

**MA**, Education Studies, Liverpool John Moores University. Dissertation: *Hypnotherapy Training in the UK: An investigation into the development of Clinical Hypnosis training post 1971*

**PGCert**, Clinical Supervision, University of Derby

**CertEd**, Post-compulsory: Further, Adult and Higher, University of Manchester  
Course assignments based in part on hypnotherapy training course written by Shaun Brookhouse

**ACoT**, Associate Diploma, College of Teachers. Thesis: *The Importance of Counselling Skills in the Training of Hypnotherapists*

**LCGI**, Licentiate City and Guilds of London Institute, Training and Development

### Qualifications: (Professional)(Selected)

**DHyp**, Diploma in Hypnotherapy, American College of Clinical Hypnotherapy (1989)

**DHyp**, Diploma in Clinical Hypnotherapy, London College of Clinical Hypnosis (1993)

**DHP**, Diploma in Hypnotherapy and Psychotherapy, Centre Training School of Hypnotherapy and Psychotherapy, UK (1995)

**PGDHP**, Post Graduate Diploma in Hypnotherapy and Psychotherapy, Centre Training School of Hypnotherapy and Psychotherapy, UK (1997)

**DipProfCouns**, Diploma of Professional Counselling, Australian Institute of Professional Counsellors (2002)

**CertSup**, Certificate in Supervision, Centre Training International School of Hypnotherapy and Psychotherapy, UK (2002)

**HPD**, Hypnotherapy Practitioner Diploma, National Council for Hypnotherapy/NCFE Awarding Body (2002)

**DHP(NC)** Diploma in Hypnosis and Psychotherapy (Distinction), National College of Hypnosis and Psychotherapy, UK (2007)



**ADHP(NC)** Advanced Diploma in Hypno-Psychotherapy, National College of Hypnosis and Psychotherapy, UK (2007)

**DEHP(NC)** Diploma in Ericksonian Hypno-Psychotherapy, National College of Hypnosis and Psychotherapy, UK (2007)

**CEHP(NC)** Certificate in Ericksonian Hypno-Psychotherapy (Distinction), National College of Hypnosis and Psychotherapy, UK (2007)

**Diploma/Certification in Clinical Hypnotism**, National Guild of Hypnotists (2004)

**Diploma in Advanced Hypnotherapy**, Hypnotism Training Institute of Los Angeles (2003)

**Certified Hypnotherapist CH**, National Guild of Hypnotists USA, (1993)

**Master Practitioner of Ericksonian Hypnotherapy**, International Hypnosis Institute USA

**Certified Practitioner/Master Practitioner of NLP**, NLP Associates UK (1996)

**Certified Trainer of NLP**, Advanced Neuro Dynamics, USA (1998)

**Certified Master Trainer of NLP**, National Federation of NLP, USA (2000)

**Certified Instructor ,CI**, National Guild of Hypnotists USA (2000)

**Mind Body Therapist Level 2**, Minnesota Institute of Hypnosis and Hypnotherapy (2001)

**Board Certified Hypnotherapist BCH**, National Guild of Hypnotists, USA (2000)

**Master Hypnotist**, National Guild of Hypnotists, USA (2001)

**Certified Professional Coach**, International Institute of Coaching, US (2002)

**Certificate in Hypnotherapeutic Supervision**, National Council for Hypnotherapy/NCFE National Awarding Body (2003)

**European Certificate in Clinical Hypnosis**, European Association of Hypno-Psychotherapy Netherlands (2007)

**Certified Five Phase Abreactive Therapeutic Hypnosis Practitioner**, Banyan Center of Hypnosis, US (2004)

**Board Certified Hypnotist**, Omni Hypnosis Training Center/NBHEC (2004)

**Certified Master Instructor**, National Guild of Hypnotists, USA (2005)

**Certified HypnoCoach**, National Guild of Hypnotists, USA (2005)

**Diplomate**, National Guild of Hypnotists, USA (2006)

**Certified Master Coaching Consultant**, International Guild of Professional Consultants and Coaches, USA (2006)

**European Certificate of Psychotherapy**, European Association for Psychotherapy, Vienna (2007)

**Especialista en Psicoterapia e Hipnosis Ericksoniana**, Instituto Erickson Madrid, (2009)

**Diploma in Hypnotherapy**, Hypnosis Motivation Institute, USA (2010)

**Diploma in Handwriting Analysis**, Hypnosis Motivation Institute, USA (2010)

### Special Awards:

**Rexford L North Memorial Trophy**, The National Guild of Hypnotists

**The Hartland Memorial Award** from the National Council for Hypnotherapy

**Ormond McGill Chair**, (Top Faculty Member at 2005 International Conference The National Guild of Hypnotists)

**International Visionary Award**, The National Guild of Hypnotists

**Order of Braid**, The National Guild of Hypnotists



President's Award, The National Guild of Hypnotists  
Hypnotherapist Seal Award, Induction into the International Hypnosis Hall of Fame  
Honorary Service Award, International Medical and Dental Hypnotherapy Association,  
Special Recognition Award (3), American Board of Hypnotherapy  
Hypnosis Research Award, American Association of Professional Hypnotherapists  
Special Commendation Award, Centre Association of Psychotherapists

### Memberships:

Fellow, National Guild of Hypnotists (US) (Exam)  
Board Certified Fellow, National Board for Certified Clinical Hypnotherapists (US) (Elected)  
Fellow, Royal Society for Public Health (Elected)  
Fellow, Central Register of Advanced Hypnotherapists (Elected)  
Fellow, National Society of Hypnosis and Psychotherapy (Honorary)  
Fellow, College of Teachers (Elected)  
Fellow, Royal Society of Arts, (Elected)  
Member, British Society of Clinical and Academic Hypnosis, UK  
Member, The Hypnotherapy Association, UK  
Member, United Kingdom Council of Psychotherapy  
Member, New Zealand Society of Clinical and Applied Hypnotherapy  
Member, UK Association for Solution Focused Practice

### Professional Activities:

Director 1989-Present Brookhouse Hypnotherapy  
Principal 2007-Present National College of Hypnosis and Psychotherapy  
Principal 1996-Present UK Academy of Therapeutic Arts and Sciences  
Chairman 2001-2005 National Council for Hypnotherapy  
Director 2000-2005 National Council for Hypnotherapy  
Feature Columnist 2001-Present Journal of Hypnotism  
Adjunct Faculty 2000-Present National Guild of Hypnotists Annual Convention  
Advisory Board Member 2003-Present National Guild of Hypnotists  
Tutor 1993-1994 London College of Clinical Hypnosis  
Founding Chairman 1998-2001 United Kingdom Confederation of Hypnotherapy Organisations  
Member of Governing Board 1998-1999 United Kingdom Council for Psychotherapy  
Chairman 1999 & 2008-Present Hypno-Psychotherapy Section, UKCP  
Registrar 1996-2004 Centre Training International School of Hypnotherapy & Psychotherapy  
Membership Secretary 1996-2002 Centre Association of Psychotherapists  
Chair-Elect 2008-Present The European Association for Hypno-Psychotherapy  
  
Chair 2010-Present The European Association for Hypno-Psychotherapy  
Director 2002-Present United Kingdom Confederation of Hypnotherapy Organisations  
Board Certification Examiner 2003-Present National Guild of Hypnotists  
International Affairs Officer 2003-Present National Guild of Hypnotists



## Selected Articles Written:

PRACTISE MAKES PERFECT.....BUT MANAGEMENT MAKES A PRACTICE European Journal of Clinical Hypnosis Jan 1994.  
STATE OF THE UNION IS NOW IMPORTANT FOR HYPNOTHERAPISTS European Journal of Clinical Hypnosis July 1994.  
NON TRADITIONAL EDUCATION FOR NON TRADITIONAL PEOPLE Choices Magazine Dec. 1994  
HYPNOTHERAPY AND SEXUAL DYSFUNCTION Cahoots Magazine Publication Date July 1995.  
LEGISLATIVE OPINIONS NCP&HR Journal Publication Date July 1995.  
A HISTORY OF HYPNOSIS Positive Health Magazine Publication Date September 1995.  
A HISTORY OF HYPNOSIS PT2 Positive Health Magazine Publication Date October 1995.  
HYPNOSIS-DEBUNKING THE MYTHS Beta Health Publication Date May 1996.  
IT'S ALL IN THE MIND(HYPNO-GOLF) Golfer's Chronicle Publication Date July 1996  
HOW TIME LINE THERAPY™ CHANGED MY PRACTICE AND MY LIFE! Time Line Therapy™ Association Journal Vol 10 Winter 97-98  
TRAVELLING THROUGH TIME: THE TIME LINE THERAPY™ WAY Centre Journal of Hypnotherapy & Psychotherapy Issue 4 Spring 1998  
THE RISE OF THE HYPNOTHERAPY PROFESSION:1957-1997 NCH & NCP Journal Spring 1998  
THE NEED FOR FURTHER PROFESSIONAL DEVELOPMENT IN CLINICAL HYPNOTHERAPY Empathy Vol2.1  
PROFESSIONALISM IN ADVERTISING Hypnogenesis On Line E-Zine 2000 Reproduced in the Journal of the National Council for Hypnotherapy 2000 and The International Hypnotherapist (In Press)  
HYPNOSIS IN EUROPE Journal of Hypnotism (In Press)  
IT IS TIME TO STOP APOLOGISING FOR WHO WE ARE Journal of the National Council for Hypnotherapy Summer 2000  
DEGREES OF VALUE Journal of the National Council for Hypnotherapy Autumn 2000  
HYPNOTHERAPY PROFESSION OR TECHNIQUE: Co Author Fiona Biddle, Hypnotherapy Journal Spring 2002

## Books Published:

Hypnotherapy Training: An Investigation into the training in Clinical Hypnosis Post 1971. Crown House Publishing Co. Camarthen, Wales. (ISBN 1899836179)  
Building a Successful and Ethical Therapy Practice. UK Academy Publishers, Loughborough. (ISBN 09554460405) co authored with Fiona Biddle  
Motivational Hypnotism, Co-Author Fiona Biddle (ISBN 0-9544604-1-3)  
Hypnotic Coaching, Co-Author Fiona Biddle (ISBN 0-9544604-0-5)  
Therapeutic Inspirations Vol 1, Co Author Fiona Biddle, Editor Sue Martin (ISBN 0-9544604-4-8)

## Contributing Authorships:

The Clinicians Complete Reference to Complementary and Alternative Medicine Mosby, St Louis, (ISBN 0-323-00755-4) NLP Chapter  
Official Consumer Guide to Hypnotism, NGH Press, New Hampshire, (ISBN 1-885846-06-1) Hypno-Analysis Chapter





# How to find us

Please note: There are two 25 Edge Lanes within very close proximity. 25 Edge Lane Stretford is The Piper Project which is NOT affiliated to this practice.

