



**The New Hypnosis**

**3 Transformative Differences  
with Solution-Oriented  
Approaches to Trance**

Register at  
**Hypnosis.MavenWebinar.com**

Presented by **Dr. David Hall**  
of **PsychMaven**

With a Pre-Recorded  
interview with **Bill O'Hanlon**

[www.PsychMaven.org](http://www.PsychMaven.org)

In the Chat (far left tab on the  
side right of the video),  
introduce yourself & share  
your City/State (or Province)

Stay until the end to access 1.0  
clock hours of continuing  
education (CE) with NBCC  
approval (home-study award only)

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## You're in the right place if...

- ✓ You are **curious** to learn more about the unique perspectives of Ericksonian and Solution-Oriented Hypnosis, whether you are a novice in the field or a seasoned hypnosis practitioner.
- ✓ You would like to hear a fascinating interview with one of the greats in the field of Ericksonian Hypnosis, **Bill O'Hanlon**
- ✓ If you stay to the end, you can get a copy of our bonus guide, **5 Books You Need For Your Hypnotherapy Library**.
- ✓ Also, if you stay to the end, you will get access a post-test for continuing education (CE) credit, a download of the slides, and a special offer that is very time limited.

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**S. David Hall**  
**PsyD, LMFT, LPC-MHSP-AS, CST,**  
**NCC**



Dr. Stephen "David" Hall is the education director with **PsychMaven**, a group that provides clinical continuing education and business/career resources for behavioral health professionals. David is licensed in Marriage and Family Therapy and Mental Health Counseling and is a qualified hypnotherapist; having trained in clinical hypnosis under Michael Yapko, Bill O'Hanlon, and the American Society of Clinical Hypnosis (ASCH). David also focused his doctoral research on the efficacy of hypnosis in different therapeutic areas.

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Interview with  
**Bill O'Hanlon**

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## Bill O'Hanlon, MS

William "Bill" O'Hanlon is a world-renowned leader in the fields of brief psychotherapy and clinical hypnosis. Bill is the author of nearly 40 books and has delivered over 3,700 talks around the world. During graduate school, Bill studied with the eccentric and creative psychiatrist Milton Erickson (he was Dr. Erickson's only work/study student), he later became a major teacher/translator of Dr. Erickson's approaches to clinical hypnosis and change.



Bill currently splits his time between Santa Fe, NM, Nashville, TN, and the island of Bonaire (Dutch Caribbean). In all those places, you will likely find Bill writing another song (as his main work is as a professional songwriter these days)



More on Bill can be found at [www.BillOHanlon.org](http://www.BillOHanlon.org)

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## Milton Erickson and the Erickson Hypnosis Legacy

- Dr. Erickson was a masterful practitioner of hypnosis, but as he did not really teach the theory of what he was doing, it was up to those who studied with Erickson to put teachable structure around the interventions so others could learn
- **Stephen Gilligan**
  - A student of Erickson whose has focused on the self in therapeutic change, being very inspired by Erickson's approach of naturalistic trance (Gilligan, 2002).
- **Ernest Rossi**
  - Worked closely with Erickson and further developed his theories, emphasizing the role of the client's own biological rhythms in facilitating trance (Rossi, 1986)
- **Jeffrey Zeig**
  - Studied with Erickson, his work as looked a lot at the use of metaphors and storytelling in Ericksonian hypnosis (Zeig, 2014)

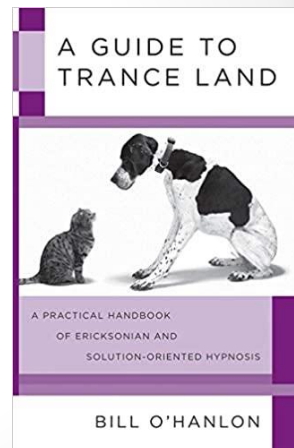
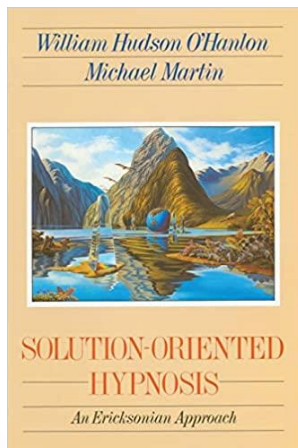
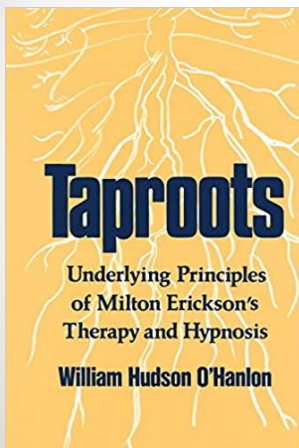
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## Ericksonian and Solution-Oriented Hypnosis

- After Bill O'Hanlon studied with Erickson, he began leading workshops around the world, teaching others about the impactful interventions that he learned from Dr. Erickson.
- Bill wanted to put theory and form to Erickson's impactful work to be able to teach others more effectively.
- Bill's articulation of Dr. Erickson's approach to hypnosis is called Solution-Oriented Hypnosis. This is built on the emphasizing of the client's resources, strengths, and solution-finding capacities in ways that express the role of permission, evocation, and utilization that was found throughout Erickson's work (O'Hanlon & Martin, 1992).

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## Some of Bill's Books on Hypnosis



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# Difference #1

## Permissive vs. Authoritarian

### **Authoritarian Hypnosis:** *(The Traditional Approach)*

- Originated with Franz Anton Mesmer's theory of "animal magnetism" in the 18th century (Alvarado, 2009)
- The hypnotherapist here wields control over the hypnotized, directly influencing their behavior using direct suggestions to induce trance and achieve therapeutic outcomes.
- Suggestibility seen as a primary determinant of hypnotic responsiveness (Hull, 1933)
- Characterized by commands: "You will feel relaxed"
- Though it can be effective, it can also be disempowering to clients by undermining their autonomy and self-efficacy (Yapko, 2012).

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# Difference #1

## Permissive vs. Authoritarian

### **Permissive Hypnosis** *(Ericksonian & Solution-Oriented Approach)*

- The hypnotherapist works in partnership with the client, who holds the key to their own change.
- The focus is indirect suggestions and evokes trance states through storytelling and metaphor (Erickson, Rossi, & Rossi, 1976; O'Hanlon, 1987)
- Suggestibility seen as an inherent human trait, not simply a determinant of hypnotic responsiveness (O'Hanlon & Martin, 1992)
- Characterized by invitations: "You might notice yourself becoming more relaxed"
- Potential benefits: Encourages client autonomy and self-efficacy; less likely to elicit resistance (O'Hanlon, 2009)

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## Difference #2

# Evocative vs. Directive

### **Directive Hypnosis:** *(The Traditional Approach)*

- Rooted in the theories of hypnosis researchers such as Clark Hull, who viewed hypnosis as a process of direct influence and control (Hull, 1933)
- Involves the hypnotherapist providing explicit suggestions and commands that guide the hypnotic experience
- The therapist is seen as the active agent, directly managing the client's experience (Yapko, 2012)
- Example: "You **will** feel your eyelids getting heavy, and they will close"

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## Difference #2

# Evocative vs. Directive

### **Evocative Hypnosis** *(Ericksonian & Solution-Oriented Approach)*

- Built on Milton Erickson's ideas about the unconscious mind's inherent ability to find solutions (Erickson, Rossi, & Rossi, 1976)
- Rather than using direct suggestions, the therapist uses metaphor, storytelling, and ambiguity to stimulate the client's own problem-solving capacities (O'Hanlon, 1987)
- The therapist serves as a guide rather than a director, evoking the client's own resources for change (O'Hanlon & Martin, 1992)
- Example: "You might find your eyelids feeling comfortable, and if they wish to rest, that would be okay"
- Directive ideas of "suggestion" tend to imply manipulation, while this Ericksonian style is more putting forward subtle "proposals" which draw out more of the client's own potentials and self-efficacy (Häuser et al, 2016)

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## Difference #3

# Utilization vs. Control

### **Control in Hypnosis:** *(The Traditional Approach)*

- The traditional approach to hypnosis puts a heavy emphasis on the control of the environment and the subject's state (Hull, 1933)
- It often involves creating a quiet, peaceful environment conducive to inducing a state of relaxation (Yapko, 2012)
- The hypnotherapist seeks to control the conditions of trance, often associating it with a relaxed, passive state (Weitzenhoffer, 2000)
- This approach may overlook the potential of other, less-controlled environments or states for inducing and utilizing hypnosis

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## Difference #3

# Utilization vs. Control

### **Utilization in Hypnosis** *(Ericksonian & Solution-Oriented Approach)*

- Milton Erickson's "utilization approach" seeks to use whatever arises in therapy to facilitate change, including symptoms, beliefs, and resistances (Erickson, Rossi, & Rossi, 1976)
- This approach places the subject at the center of the process, drawing on their unique individuality (Zeig, 1985)
- The role of the therapist is to facilitate and utilize the subject's own resources, rather than to direct their experiences (O'Hanlon, 1987)
- The utilization principle encourages an active, participatory role for the client in their own therapeutic journey (O'Hanlon & Martin, 1992)

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# Ericksonian & Solution-Oriented Hypnosis


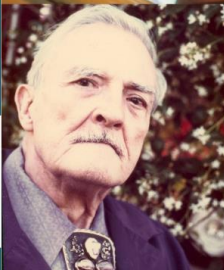

Certificate Course to Master a Gentle and Powerful Non-Conscious Healing Modality

With  
Bill O'Hanlon, MS

50 Continuing Education (CE) Clock Hours

Completion of course meets education standard for certification under the **National Board for Certified Clinical Hypnotherapists (NBCCH)**



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## Ericksonian & Solution-Oriented Hypnosis

O'Hanlon takes what he learned studying under the great Milton Erickson, along with his own decades of experience in clinical hypnosis practice and instruction, and distills all the information into a transformative course which includes:

- ✓ Bill's process of translating the structure of the late Dr. Erickson's approach to hypnosis and change, including:
  - ✓ Dynamic personal stories of Bill's studies under Dr. Erickson
  - ✓ A breakdown of the differences between Traditional vs. Ericksonian/Solution-Oriented hypnosis
- ✓ A walkthrough of trance induction; including core elements of permission, inclusion, orientation, alternatives, splitting, linking, and more

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- ✓ A walkthrough of trance induction; including core elements of permission, inclusion, orientation, alternatives, splitting, linking, and more
- ✓ Breaking down the trance phenomena
- ✓ How to elicit positive changes with clients through the process of trance
- ✓ How to utilize Milton Erickson's "confusion technique."
- ✓ Bill's "4 Doorways" approach to hypnotic trance state
- ✓ Practical methods of self-hypnosis and how to teach it to others
- ✓ Over 10 recorded coaching calls with Bill guiding former students in the practical application of Ericksonian and Solution-Oriented Hypnosis.

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- ✓ Over 10 recorded coaching calls with Bill guiding former students in the practical application of Ericksonian Hypnosis.
- ✓ Multiple hours of recorded demonstrations of Bill doing real hypnosis sessions addressing issues like:
  - ✓ Pain management
  - ✓ Phobias
  - ✓ Emotional Trauma Recovery
  - ✓ Insomnia
  - ✓ Weight Management
- ✓ **50 hours** of approved continuing education (CE) for many behavioral health clinicians

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  - ✓ Phobias
  - ✓ Emotional Trauma Recovery
  - ✓ Insomnia
  - ✓ Weight Management
  - ✓ 42 hours of approved continuing education (CE) for many behavioral health clinicians

The amount of course content equals a **9-day training** with Bill, which (if he still did those) would currently cost about **\$4,140** per-person to attend

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## Ericksonian Hypnosis Course

- As this is not a live training, it creates different factors. Students do not have the same access to Bill, but they get the benefit of a lifetime access to all the course material, with the lectures, handouts, hypnosis demonstrations, etc.
- So then, if the course was simply priced on the number for continuing education hours using typical United States CE costs (comparing to groups like PESI) then at **\$30** USD per hour the course should be **\$1,500** (lifetime access)

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But one more thing.....

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## Ericksonian & Solution-Oriented Hypnosis

Enrollment is open now on Bill O'Hanlon's Ericksonian & Solution-Oriented Hypnosis course (enrollment closes **August 2, 2023**). And if you enroll you can get a lifetime course access for

**\$812**<sub>(USD)</sub>

(With payment plan options as low as **\$51** per month)

Enroll at **no risk**, there is a no questions/full-refund policy within **30-Days of Purchase**

And this course now comes with a new **certification offer!**

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## Get Certified under the National Board for Certified Clinical Hypnotherapists (NBCCH)



PsychMaven's program on **Ericksonian and Solution-Oriented Hypnosis** has been approved by the National Board for Certified Clinical Hypnotherapists (NBCCH) as meeting their certification standards to become a certified hypnotherapist (CH) under NBCCH.

The course has 50 hours of approved continuing education for many behavioral health professionals, which also meets the Qualifications Necessary for Clinical Social Workers, Marriage and Family Therapists and Mental Health Counselors to Practice Hypnosis in the state of Florida, pursuant to the rule 64B4-7.002.

Interested students must become members of NBCCH and must have completed an approved 50-hour hypnosis training (such as this course).

- NBCCH Members licensed in a healthcare profession may **Certify as Hypnotherapists**.
- Non-healthcare professional NBCCH members can be recognized as **Certified Hypnotist Consultants**

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## Hear From Our Students

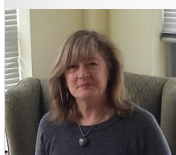


"Bill's course was just awesome! Someone new to hypnosis can find themselves with the perfect starter kit to get them up and running, quickly and easily, into using trance. While a more advanced practitioner would be impressed by the way the material allows them to build onto and incorporate their experience. This course helped me put together all the pieces I have been collecting and practicing over the years into a usable creative framework. I cannot thank Bill and PsychMaven enough for offering this!"

**-Grant W. Pell, Registered Psychotherapist (Canada)**

"The course was great, and I loved hearing stories about Milton Erickson. Bill was able to deconstruct Erickson's work and maintain the magic that is Erickson. That is the mark of a great teacher!"

**-Barbara Wohlander, Past Clinical Social Worker of the Year by the California Society for Clinical Social Work's (CSCSW)**



"Bill O'Hanlon's course with PsychMaven was taught in a clear, fun, dynamic manner - while also presenting, in-depth, highly useful, hands-on skills that can be immediately and directly applied.... I highly recommend this course to those who want a strong and practical training for non-directive and effective hypnosis."

**-Tina Woods, Registered Psychotherapist (Canada)**

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## Access Webinar Bonuses!

### Ericksonian & Solution-Oriented Hypnosis Course

Full course access today for **\$812** (with payment plan option as low as **\$51** a month). Enrollment closes of **August 2, 2032**.

*(Full Money-Back Guarantee within 30 Days)*

- **Bonus 1-** [5 Books You Need For Your Hypnotherapy Library](#)
- **Bonus 2-** [Post-Test for 1 Hour of CE \(NBCC approved\)](#)
- **Bonus 3-** [Download of Slides](#)

Find Downloads, Replay, and Course at

[www.Bill.PsychMaven.com](http://www.Bill.PsychMaven.com)

(Enrollment closes on August 2, 2023)

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