



*300-HOUR HYPNOTHERAPY PROGRAM*  
*2023/2024 INTERACTIVE DISTANCE LEARNING SCHOOL CATALOG*

## Welcome to the Hypnosis Motivation Institute

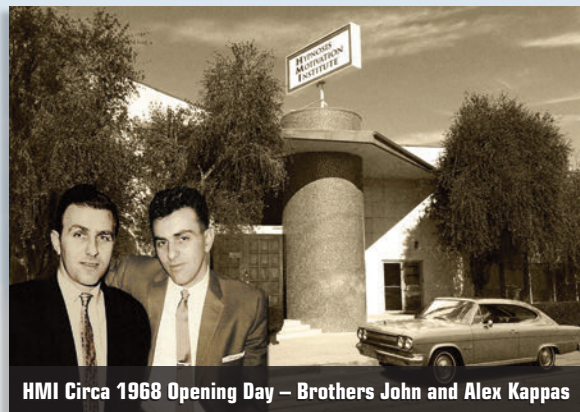
*Founded in 1968 by Drs. John and Alex Kappas and celebrating over 50 years of excellence, HMI is a three generation, family run, Non-Profit Organization that holds the distinction of being America's First Nationally Accredited College of Hypnotherapy.*



*HMI's 300-hour Diploma in Hypnotherapy Program, accredited by ACCET, combines 100% online tutorial attention with streaming video lessons that allow you to study anytime, anywhere.*

*The ability to progress at your own pace is the perfect choice for healthcare professionals, International students, or those whose schedules do not allow for a set schedule of lessons or the time commitments of HMI's 720-hour program.*

*Everything you need to know about our training, costs, certification, accreditation, and more are provided in this school catalog, including how you can take the first 10 hours of our online training for no charge. Please read the entire catalog and discover what we believe makes us the right choice for your hypnotherapy education. For more detailed information on HMI's program, see our 2023/2024 School Catalog Addendum/Student Guide: <https://Hypnosis.edu/Distance/Catalog/Addendum>*



1968-2023





*"The online training allowed me to study anytime, anywhere and yet still feel like I was connected to the school and a participant in the classes. The quality of the training, instructors, videos, and Tutors were everything I was hoping for, every lesson reaffirmed my decision to enroll at HMI. Thank you HMI for making this accredited training available to those of us who live outside the Los Angeles area."*



**Paul Garth**



## Top 12 Features of HMI Online Training

1. *Take the first 30 days risk free – money back guarantee*
2. *Nationally Accredited Diploma in Hypnotherapy*
3. *300 clock hours of instruction, self-paced, average time of completion is 6 to 12 months*
4. *54 two-hour video lesson, plus workbooks and online exams; study anytime, anywhere, on any device*
5. *Weekly remote learning sessions with Tutors and Peers via Zoom*
6. *Perfect for health-care professionals that do not need Internship*
7. *\$3,495 tuition, one complete course, no multiple levels to enroll in*
8. *Online HIPAA compliant Client Management Interface to keep your clinical notes organized and private.*
9. *14 HMI Instructors, each with 10-20 years of experience, teaching different areas of specialties*
10. *Personal Tutor, individualized attention via Zoom, phone, or online*
11. *Fulfills requirements for Certification as "Master Hypnotist" from the American Hypnosis Association*

## Earn an Accredited Diploma

*HMI was founded in 1968 by Drs. John and Alex Kappas and has the distinction of being the country's first College of Hypnotherapy to achieve National Accreditation.*

## What is School Accreditation?

*When researching a school, you're likely considering cost and programs offered, but are you checking for accreditation? This is arguably one of the most important factors. Accredited schools and colleges earn their accreditation from agencies authorized by the U.S. Department of Education, who oversee the quality, integrity, and educational outcomes. In order to become accredited, schools and colleges must go through a lengthy process of review and continued on-campus visits to demonstrate their worthiness and integrity.*

*HMI College of Hypnotherapy is accredited by the Accrediting Council for Continuing Education and Training (ACCET), an accrediting agency recognized by the U.S. Department of Education.*

## HMI Accreditation and Approvals



## Why Choose an Accredited School?

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*Anybody can start a school or offer a hypnotherapy training course. They can give it any name they want, like the “American University of Hypnotherapy Training.” Many brag that they are approved by a “Board” like the “International Board of Hypnotherapy.” Often, however, these schools actually own the “Board,” which means they’re essentially approving themselves. Still, other schools get their approval from a private group with a fancy name whose main source of income is selling certifications. It is not uncommon for schools like these to have virtually no oversight by any agency at all.*

*Some tout they are “State Approved” or “State Licensed” and lead you to believe it represents a guarantee of having met specific standards of quality or educational outcomes. Don’t be misled. “Approval” or “Licensed” does not mean the school is “Accredited.” It only means that the school is approved to operate as a business in that state. Most state agencies do not visit the school, do not review the curriculum, and make no claims about the quality of the education offered. State agencies do not police the schools regarding any claims they make on their website or advertising, so they can pretty much say anything they want.*

## How Can I Recognize a Diploma Mill?

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*To further complicate the process, many non-accredited schools and colleges in the U.S. offer diplomas, degrees and other certificates. Such schools are often referred to as diploma mills. These are some common characteristics of diploma mills:*

- *Claim “Accreditation, Approval or Licensure” but show no proof of having been accredited by a legitimate accreditation organization.*
- *Make degrees, diplomas, and certificates available in an extremely short period of time.*
- *Make claims and assert facts and statistics for which there is no proof.*
- *Claim “Approval” by private business such as “Hypnotherapy Certification Agencies.”*

## 300 Clock Hours of Instruction

*HMI delivers to your home or office a Nationally Accredited, interactive online learning experience.*

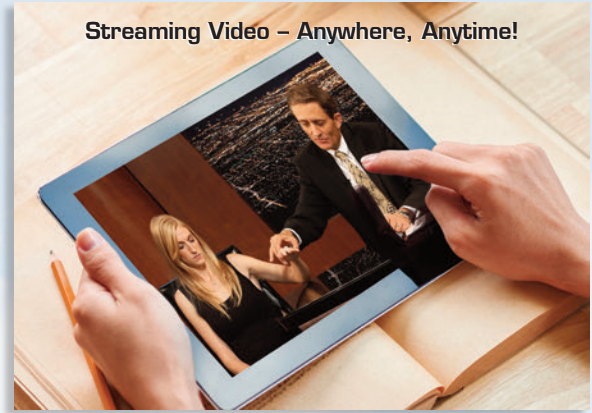
*HMI Interactive Distance Learning combines one-on-one, person-to-person tutorial attention with online streaming video lessons that transport you any time of the day or night right into the classroom training that takes place at HMI's Los Angeles, California Campus.*

*HMI's Interactive Distance Learning program consists of 54 two-hour streaming video lessons, 54 lesson workbooks, and online exams for each lesson, interaction with your personal HMI Tutor, and a final exam.*

*The 54 lessons are organized into nine volumes. Watching the videos, reading the workbooks, and Q&A with your personal Tutor equals a total of 300 clock hours of training and the award of your Accredited Diploma in Hypnotherapy.*

- *Average completion time is 6 to 12 months, 18 months maximum*
- *Study anytime, anywhere, from any device*
- *Includes one-on-one tutorial support*
- *Weekly remote learning sessions with Tutors and Peers*
- *Earn an Accredited Diploma in Hypnotherapy*

Streaming Video – Anywhere, Anytime!



## Included With Your 300 Clock Hours of Instruction

### 1. Zoom/Telephone Appointments with Your Personal Tutor

*HMI Online Training includes one-on-one interaction with your HMI Tutor via Zoom, telephone and/or online interface. Your HMI Tutor adds that personal touch to your online lessons. Ask questions, provide feedback, and just know that a career professional is with you every step of the way.*

### 2. Weekly Remote Learning Sessions with Tutors and Peers

*In addition to the written Q&A with your Tutor after each lesson, you also have the option of attending via Zoom, weekly remote learning sessions with HMI Tutors and your peers. Ask questions, practice hypnotic techniques, and get to know other students from around the world.*



### Your 300-Hour IDL Course Includes:

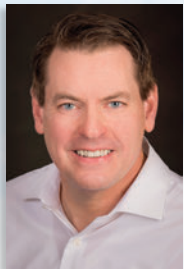
- *Online Q&A with your Personal Tutor*
- *Live interaction with Tutors and Peers on Zoom*
- *Weekly Clinical Case Conference on Zoom from HMI Senior Staff*
- *24/7 access to Hypnosis TV featuring actually therapy sessions, interviews, and more*
- *Interact with HMI students and graduates around the globe in a private Facebook group*

### 3. After Graduation Access to All 54 Videos for Review

*HMI Graduates receive 12 months access to review all 54 videos after graduation. Downloadable workbooks provide you a permanent study guide to for your professional library. That's over 100 hours of hypnotherapy video classes to review a second or third time to really cement your HMI learning experience.*

## Your HMI Instructors – An Instructional Staff Second-to-None

*A student can only be as good as the educational material and instruction they receive. What you are purchasing with your HMI enrollment is a relationship with professionals who have the information, skill set and success that you hope to achieve. With over 50 years of experience operating a College and Clinic of Hypnotherapy, HMI streaming video instruction offers an Instructional Staff that shares with you 150 years of combined experience. As an HMI student, you learn from not one, not two, but 14 different Instructors – each with unique areas of specialty and expertise. The criteria for an HMI Senior Staff Instructor is to be an HMI Graduate with a minimum of 10 years clinical experience.*



Bruce Bonnett



Michael Kamins



George Kappas



John Kappas



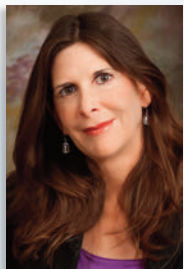
Susie Kappas



Lois Lorback



Katt Lowe



Lisa Machenberg



John Melton



Ted Moreno



Tanya Nord



Cheryl O'Neil



Elaine Perliss



Joe Tabbanella



## Your Personal Online HMI Tutors

*Complementing your HMI Instructors and streaming video lessons is your personal and private relationship with your HMI Tutor. They are available via one-on-one, online interface, Zoom, or phone appointments.*

*HMI Tutors/Associate Instructors provide clarity and understanding of your video instruction as well as clinical supervision, as they provide valuable feedback on your experiences with practicing the techniques and working with clients.*

*It is the intention and goal of HMI that every student, prior to their graduation, receive individual attention, training, and feedback on their practical skills of hypnotherapy induction and suggestions, with emphasis on the elements of the “First Session” with their clients.*

*To achieve this goal, HMI’s Diploma in Clinical Hypnotherapy requires the successful completion of a “Practical Skills Review (PSR).” HMI Tutors help students prepare for and complete their PSR, as well as: to assist with overcoming resistance or fears, provide answers to questions, coaching to become a successful Hypnotherapist, and assist with motivation and encouragement to complete this important requirement for graduation.*

*This personalized attention to students’ hypnotic inductions and suggestion giving skills provides a unique opportunity to fine-tune their proficiency in working in a clinical setting with their clients.*

## Start Your Training Now with No Risk or Obligation

*While you're exploring your options for hypnotherapy training, wouldn't it be nice if you could test drive the education and experience the quality, philosophy, and integrity of the school before you made a commitment?*

*HMI offers you that and more with our invitation to take the first volume (10 hours of streaming video) of our nine-volume accredited online training with a money back guarantee.*

*We call Volume 1 our "Foundations in Hypnotherapy" course. If at any time during your Foundations in Hypnotherapy course and/or before you begin Volume 2, you feel that this was not the right choice for you, then you will receive a 100% refund.*

## Instant Access to Your First Lesson

*Begin your journey right now with instant access. Your introductory lesson, Hypnosis in History, will take you from the Ancient Egyptians through Modern Day, tracing the existence and evolution of hypnosis for the past 5,000 years. Enroll at <https://Hypnosis.edu/Distance/>.*

*This is your first step in your HMI journey. After completion of this 40-minute documentary, which includes a workbook and online exam, you are then eligible to enroll in HMI's Diploma in Hypnotherapy training with a money back guarantee.*



*"We look forward to being your partners in success."*

**George Kappas, MA, LMFT**  
**HMI Director**

## Foundations in Hypnotherapy Course

HMI's Volume 1, *Foundations in Hypnotherapy Course*, is packed with demonstrations and practical assignments teaching you how to hypnotize yourself and others.

Many students consider it one of the most fun and exciting of all the volumes. Regardless of the student's background or previous training, Volume 1 is the starting point for all students.

- Understand exactly what hypnosis is and how to trigger the hypnotic response
- Step-by-step instruction on how to hypnotize everyone
- How to test for "Emotional and Physical Suggestibility"
- How to word hypnotic suggestions
- How to do group hypnosis
- How to do self-hypnosis
- 10 hours of streaming video instruction and demonstrations
- The HMI Student Workbook in HTML format

**Risk Free, Money Back Guarantee:** Attending this 10-hour Foundations course is a great way to explore your HMI education experience risk free. If at any time during first the 10 hours of training, you or the school decide that this program is not the right choice for you, then you can withdraw and receive a 100% refund.



## Hypnotic Modalities

*Featuring HMI Director George Kappas, MA, LMFT, at his philosophic best, this entertaining lesson explores a unique and alternative perspective on the hypnotherapy profession. Starting with a definition of what constitutes a “Hypnotic Modality,” Mr. Kappas breaks down the three essential elements for all hypnotic modalities and how we identify hypnotic modalities in society under a variety of different names.*

## Neuro Linguistic Programming Part 1

*Neuro-Linguistic Programming (NLP) enjoys a strong following with both therapists and clients. In this lesson Certified NLP Trainer and Hypnotherapist Joe Tabbanella introduces NLP and the techniques of “anchoring a state of excellence into your client’s subconscious mind,” how to “reframe” a problem to take away its negative impact, and how to “pace” and then “lead” your client to a more resourceful state.*

## Neuro Linguistic Programming Part 2

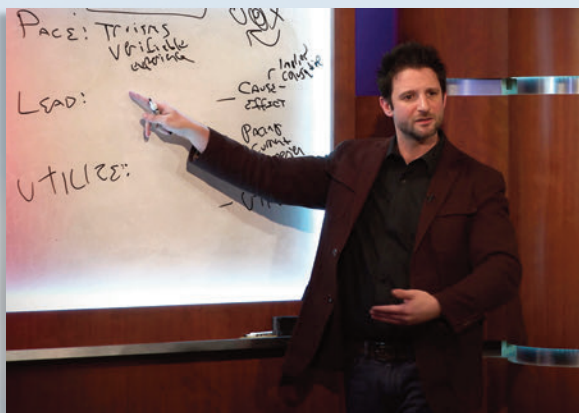
*In part 2 of this NLP series Certified NLP Trainer and Hypnotherapist, Joe Tabbanella demonstrates NLP strategies to assist your clients in achieving their desired outcomes, how to develop states of excellence for yourself or your clients through role modeling and how to recognize and interpret the subconscious patterns that are a constant in all therapy sessions to create the change they seek.*



*“My HMI experience was nothing short of outstanding! Instructors are completely relatable, knowledgeable, and very concerned with each student realizing their personal best. Aside from each instructor specializing in a different subject matter, each has their own individual style, which enabled me to identify characteristics of each to incorporate into my own personal style. We are completely supported throughout the program and after graduation.”*



**Jayne Goldman**



## Ericksonian Hypnosis

HMI Ericksonian Hypnosis expert Michael Kamins, MA, LMFT, introduces the life, work, and language patterns of one of the most well-known Hypnotherapists in history, Dr. Milton Erickson. In this lesson Mr. Kamins demonstrates how Hypnotherapists can use these patterns and the "Meta-Model" to provide clients an alternative perspective on their issue and a path to create the change they seek.

## Kappasian Hypnosis

HMI's Director George Kappas, MA, LMFT, leads you through the life story and developmental journey of Dr. Kappas from his family history to the twists and turns of his professional experiences. The result is a greater understanding of this Hypnosis pioneer and a humorous and endearing insight into the life and work of Dr. John Kappas, as only a son could tell it.

## Clinical Case Presentation

One of the unique features of HMI training is that students get to observe HMI Instructors apply the skills and concepts of the lessons to real clients in the classroom. These are not students, these are real people who have never been hypnotized before and who have reached out to HMI for help for a wide variety of issues.

"Attending HMI College of Hypnotherapy is one of the best decisions I have ever made. The curriculum is extremely thorough and taught by the top in this field of work. By the end of the year, one can begin a career in hypnotherapy with absolute confidence. The things I have learned have given me the understanding and ability to live my best life and help others do the same."



Linda Pallini

## Therapeutic Imagery 1

*Certified Hypnotherapist and Therapeutic Imagery Trainer Cheryl O'Neil shares her 20+ years of experience as she introduces you to the wonderful world of Imagery. In this introductory lesson, you will begin your discovery of Imagery in relationship to Hypnosis and how to fill your Hypnotherapy toolbox with a large selection of options that will empower you and help your clients to achieve their goals.*

## Therapeutic Imagery 2

*In part 2 of this Imagery series Cheryl guides you deeper into the Imagery experience as she explores the mind/body connection and the uses of Imagery in health. Cheryl also explores images and symbols from the subconscious and demonstrates how the Imagery processes can provide important messages for discovery and insight while providing rich material from which to build suggestions.*

## Biofeedback 1

*HMI Instructor Joe Tabbanella, CCHt, also works at an addiction recovery facility where he extensively utilizes his biofeedback techniques to augment his hypnotherapy sessions. In this lesson Joe guides HMI students through this Introduction to Biofeedback in the hypnotherapy setting, providing both the theoretical understanding and the practical applications of incorporating this powerful tool into your hypnotherapy practice.*



*"HMI was the best professional decision I've ever made! This school is a wonderful blend of science, psychology, and metaphysics. The staff has exceeded my expectations time and again. I'm so grateful to receive a top-notch education in Hypnotherapy and Therapeutic Imagery. My clients can trust me because I am working from a solid foundation of in-depth training and mentorship. I will forever be a cheerleader of this institution."*



**Stephanie Nicole Wright**



## Biofeedback 2

*In Biofeedback Part 2, Joe Tabbanella, CCHt, takes you further in the exploration of biofeedback techniques and how they can augment your hypnotherapy sessions. In addition, Joe introduces you to the world of Neuroscience, its theory, and practical applications with your hypnotherapy clients. Demonstrations help the student explore this cutting-edge tool and lay the groundwork for further exploration and training.*

## Hypnotic Regression/Past Life

*Regression has been commonly associated with hypnosis since the days of Freud. In this class Lisa Machenberg, CCHt, explores the past and present of hypnotic regression and the many controversies and legalities surrounding it. The techniques of age regression as well as past life regression and their appropriateness and ethics are explored fully as Lisa relates HMI's discretionary use of this most controversial of hypnotic tools.*

## Clinical Case Presentation

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*"HMI is the most comprehensive training course I have ever had. HMI truly covers every aspect of hypnotherapy in a year-long program. The founder, Dr. John Kappas, Ph.D., was responsible for HMI achieving National Accreditation by the US Department of Education. I look for these kinds of credentials when I am searching for the best school. And I found it in HMI! I highly recommend it!"*



**Suzie Duncan Spehling**

## Mental Bank Seminar

*Created by HMI Founder Dr. John Kappas, the Mental Bank Program is a powerful tool to help you and your clients reprogram your subconscious mind to attract more success, happiness, and prosperity. This 5-minute-a-day behavioral tool is a must for every hypnotherapy practice. HMI Director George Kappas provides a personal and entertaining presentation that both instructs and motivates you to start your Mental Bank tonight.*

## Habit Control

*Hypnosis is commonly associated with quitting smoking and losing weight. Many Hypnotherapists make a comfortable living from these two areas alone. HMI Instructor Susie Kappas, CCHt, teaches you how to work successfully with Weight Loss and Smoking Cessation as well as other habits such as nail biting, tardiness, and study habits.*

## General Self Improvement

*Susie Kappas, CCHt, teaches how to create life-long habits that support your goals. It is those daily habits and tiny routines that make big dreams come true! Presenting the Hypnotherapist as powerful Life Coach for the subconscious mind, Susie, in her sweet and lively way, will fill your toolbox with the day-to-day tried and true workhorses of a successful hypnotherapy practice. This class is as personally empowering as it is fun.*



*"I am a full time Hypnotherapist in Istanbul. I can observe that my clients prefer my services because my diploma is not achieved from one of those one-week hypnosis courses out there but from one of the best Hypnosis training schools in the world. I'm now continuing my Masters Education in Clinical Psychology and my school wants me to give Hypnosis Seminars to their Psychology students. Thank you HMI!"*



**Burak Uckun**



## Low Blood Sugar

*Dr. John Kappas was a pioneer in the Mind/Body connection and revealing how our diets and blood sugar fluctuations can affect our mood and behavior. Join Susie Kappas, CCHt, in a fun and enlightening lesson learning and understanding how the effects and solutions of low blood sugar can greatly enhance your hypnotherapy practice and provide your clients life changing results.*

## Fears and Phobias

*From mild symptoms to acute disorders, fears and phobias commonly hold people back from achieving their full potential. Every therapist will eventually have clients who fall somewhere in this range of symptomology. In this lesson, HMI Instructor Elaine Perliss, CCHt, introduces HMI's Circle Therapy and its comparison to standard Systematic Desensitization to demonstrate the hypnotic extinction of fears and phobias.*

## Clinical Case Presentation

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*"Yimei Shao is my daughter and we come from China. She is a Hypnosis Motivation Institute Graduate and loves HMI so much, which has greatly improved her life! Being a Hypnotherapist is an exciting career for Yimei. She always wants to help people to make their dreams come true and it is HMI that made Yimei's dream come true. Thanks for this amazing experience, thank you HMI!"*



Yi Lin on behalf of Yimei Shao

## Emotional and Physical Sexuality 1

*Developed by HMI Founder Dr. John Kappas, PhD, LMFT, the model of Emotional and Physical Sexuality (E&P) is without question, one of HMI's most powerful tools for understanding and predicting the behavior of clients. In this lesson, HMI Director and Marriage Family Therapist, George Kappas will introduce you to the E&P model in a presentation you are not likely to forget.*

## Emotional and Physical Sexuality 2

*In E&P Part 2, Mr. Kappas expands on the model of E&P to explain the influences of ethnicity, incongruities, defense mechanisms, and other possible mitigating factors in the relationship behavior of clients. This class leaves students with a greater confidence and assimilation of the E&P model and their ability to apply it in a therapeutic setting.*

## Family Systems

*Presented by Tanya Nord, MA, CCHt, the Family Systems model provides the Hypnotherapist with an alternative outlook on the client's symptoms as functional in the context of the subconscious forces inherent in romantic and family relationships. This understanding opens the door for HMI graduates to work in conjunction with LMFTs and LCSWs, whose clinical viewpoint originates from this basic tenet.*



*"HMI is hands down the most extensive and all-encompassing education I found to become a Certified Hypnotherapist. The program delves into all areas of hypnotherapy and includes business and marketing classes. The classes are conducted by knowledgeable, caring and experienced teachers. I learned so much, not only about my clients, but about myself, which has been an invaluable experience."*



Cherry Bligh



## Child Hypnosis

HMI's resident Child Hypnosis expert Lisa Machenberg, CCHt, has appeared on numerous television shows exploring child hypnosis, earning the nickname "Hypno-Mom." In this lesson Lisa shares her 20+ years' experience working with children. She demonstrates how to gain rapport and communicate effectively with them, in and out of hypnosis, to make the experience both fun and productive for all.

## Intuitive and Energy Healing

HMI Instructor Katt Lowe, CCHt, introduces students to the popular and fascinating world of Energy Healing. In this lesson, Katt demystifies the art and practice of realigning, re-attuning, and balancing the body's electro-magnetic energy field, demonstrating a powerful and effective no-touch energy healing modality. Qigong, Chakra Clearing, Chakra Balancing, intuition, and the power of the mind are all incorporated into this lesson.

## Clinical Case Presentation

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"HMI has changed my life. I have learned invaluable information that aids in my personal development and knowledge of the human mind, body, and spirit. It's not like any other school I have ever attended. It's a place where you get more than an education, you get practical tools for self-mastery. Plus the investment is already paying off after only six months of being out of school. Take the leap, you will thank yourself later."



Shara Prophet



## Dream Therapy

*Listening to the client's subconscious is as important, if not more, than the giving of hypnotic suggestion. Understanding dreams provides us that opportunity and more. HMI provides an approach to Dream Therapy that is simple, powerful, and effective. Presented in his unique style of humor and metaphor, HMI Director George Kappas, MA, LMFT, outlines his inviting style and strategy for Dream Therapy.*

## Hypno-Diagnostic Tools A

*A Hypnotherapist can never have too many tools to assist clients in reaching their goals. HMI Staff Therapist John Melton, CCHt, shows you how to incorporate Erik Erikson's Stages of Development into your hypnotherapy practice. Plus, learn how and when to use tools such as a biofeedback machine, hypno-disc, pen-light and pendulum in conjunction with hypnotic techniques.*

## Hypno-Diagnostic Tools B

*Tanya Nord, MA, CCHt, introduces the use of "Hypno-Diagnostic Tools," a phrase HMI coined to describe a collection of techniques designed to give the subconscious mind a voice, helping to reveal the underlying beliefs that shape the emotional responses and automatic behavior of the client. Through her guidance and demonstration, you can begin exploring these fascinating tools with both yourself and your clients.*



*"HMI is the best thing I've ever done in terms of self-help/helping others! Since graduating, not only have I helped others achieve their inner sense of well-being, I've been happier and more self-aware. This is not a weekend warrior course; this is like a graduate school for higher minded people, psychologists and medical personnel... and anyone else wanting to practice the art of Hypnotherapy."*



Mira Wilder



"I've gotten multiple degrees from prestigious universities along my journey. No educational experience has been as rewarding as HMI. It's been absolutely life-changing. I feel incredibly fortunate to have had the opportunity to be able to experience this process! If your passion is to help others along their journey of life, this is the best place you can go! Truly incredible."



Kyle Michael Dory



## Handwriting Analysis

Another pioneering concept by Dr. John Kappas was his extensive use of handwriting analysis as an "ideomotor response" that provides valuable insights to the client's subconscious behaviors and personality traits. In this lesson Elaine Perliss, CCHt, will introduce you to the art and science of Handwriting Analysis, demonstrating the most important elements to immediately begin analyzing your handwriting as well as your client's.

## Emotional Freedom Technique

Certified EFT Trainer Susie Kappas, CCHt, introduces Emotional Freedom Technique (EFT) and how to use it as an extraordinary addition to your hypnotherapy practice. EFT is like acupuncture for the emotions. It uses gentle tapping on the body's energy meridians while tuned into an issue. It balances your energy around that issue and releases negative thoughts, events, pain, fear, stress, cravings and so much more.

## Clinical Case Presentation

One of the unique features of HMI training is that students get to observe HMI Instructors apply the skills and concepts of the lessons to real clients in the classroom. These are not students, these are real people who have never been hypnotized before and who have reached out to HMI for help for a wide variety of issues.

## Law and Ethics

*The legal and ethical “Scope of Practice” of a Hypnotherapist is without question the most important aspect of your HMI training and perhaps the greatest element that separates HMI Graduates from others. HMI Director George Kappas, MA, LMFT, provides a surprisingly entertaining lesson, including when and how to work under referrals from Medical Doctors and Psychotherapists and the necessary forms and documents to do so.*

## Advanced Law and Ethics

*Bruce Bonnett combines his experience as a Certified Hypnotherapist, President of the Hypnotherapists Union, and Harvard Law Graduate, to deliver this important presentation on Advanced Law and Ethics. This class includes specifics on the use of disclaimers and recommended practices to limit liability, how laws vary state to state, region by region and clear guidance for the road to professional success.*

## Crisis Intervention

*At some point during your career you may encounter clients experiencing some type of crisis in their lives. It could be a relationship breakup, a death in the family or concerns of self-harm. HMI Instructor Lisa Machenberg, CCHt, guides you through the legal responsibilities as well as the successful strategies and resources to prepare you to handle such situations with confidence and grace.*



*“Credibility and trust are the qualities that mean most to me, that’s why I chose HMI. The fact that they are accredited, feature a variety of instructors and offer personal attention with the online Tutors were all key factors. I don’t believe I could have found this depth of knowledge at any other school. I found not only the school I was looking for, but a career helping others that I love.”*



Gila Zak



## Ethics in Therapy 1

*Clinical ethics is unquestionably the most important ingredient in therapy, even above results. In this two-part series Lisa Machenberg, CCHt, shares her 20+ years of private practice experience to guide HMI students through the labyrinth of potential ethical dilemmas in therapy and prepares the student for the successful navigation of ethical relationships with our hypnotherapy clients.*

## Ethics in Therapy 2

*In Ethics Part 2 Lisa continues the exploration of the ethical challenges that private practice can present. These enlightening and illuminating explorations of ethics in therapy may surprise and educate students in a way they did not expect. This lesson works synergistically with the previous Law and Ethics lessons, shaping HMI Graduates into shining examples of how a Hypnotherapist should conduct themselves in the world.*

## Clinical Case Presentation

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*"HMI has far exceeded my expectations. The Instructors are world class and the Tutors really make sure all of our questions are answered. One of the highlights was working closely with my mentor. She gave me unconditional love and taught me how to be a successful professional Hypnotherapist. HMI has made sure that I'm prepared for a successful private practice. I'm ready and it's already happening."*



**Margaret Register**

## First Consultation

*The First Consultation is your most important session. In this insightful lesson HMI Instructor John Melton, CCHt, shares his 20+ years of private practice experience to explain how the first session is used to lay the foundation of the therapeutic journey. Breaking down key elements in Dr. Kappas' approach, Mr. Melton defines what he calls the "Pillars" of therapy that will determine his hypnotic strategy.*

## Counseling and Interviewing

*HMI Instructor Cheryl O'Neil, CCHt, shares her 20+ years of private practice experience to guide students through the process of clinical note taking skills, evaluation of clients' appropriateness for hypnotherapy and the practice of directive and nondirective counseling and interviewing techniques. Cheryl also helps students compare and contrast a variety of counseling styles and how to incorporate them into their practice.*

## Substance Abuse

*Substance abuse is a pervasive issue in society today. It would be almost impossible to be in private practice for any length of time without encountering clients who may or may not realize they have this issue. Using humor and personal experiences, HMI Director George Kappas, MA, LMFT, provides a frank presentation of what the role of the Hypnotherapist should be in the treatment of substance abuse.*



*"I graduated HMI with Honors at the age of 40! It is never too late to become the person you were meant to be. I've been doing hypnosis since I was 17 years old and thought I knew a lot before I started my schooling. I learned so much more. I now have the tools that I need to better help my clients! If you're thinking about becoming a Hypnotherapist, do yourself a favor and enroll in HMI!"*



**Brian Tomasio**



## Medical Hypnosis

*Hypnosis is a clinically proven adjunctive tool for the treatment of a wide variety of medical issues. HMI Instructor Lisa Machenberg, CCHt, demonstrates how to work in conjunction with medical professionals and how hypnotic pain control techniques can assist with childbirth and pre-and post-surgery applications. Lisa's 20+ years of experience make her the perfect guide for your introduction to this important field of study.*

## Therapeutic Journaling

*Therapeutic Journaling is a powerful transformation tool utilized in a wide variety of therapeutic modalities. Hypnotherapy should be no exception. HMI Associate Instructor Lois Lorback, CCHt, provides both the guidance and motivation for you to incorporate this powerful adjunct into your hypnotherapy practice. This lesson also provides the opportunity to experience this wonderful process for your personal self-discovery.*

## Clinical Case Presentation

*One of the unique features of HMI training is that students get to observe HMI Instructors apply the skills and concepts of the lessons to real clients in the classroom. These are not students, these are real people who have never been hypnotized before and who have reached out to HMI for help for a wide variety of issues.*

*"The value of the knowledge I received during my year at HMI is incalculable. Words cannot express the depth of the gratitude I feel for having had the opportunity to study here. I am now a Certified Hypnotherapist and an expert on subconscious behavior. Through a rigorous curriculum and an accomplished and seasoned staff of teachers, I truly received a world class education! Thank You!"*



**Mandi Duleen**

## Advertising and Promotion 1

*Advertising, promotion, and business practices are important skill sets for students who desire a private practice in hypnotherapy. In the first lesson of this 5-part series HMI Director George Kappas, MA, LMFT, will outline a simple 12 step process that will serve as the foundation of your marketing strategy. These simple and effective steps will guide you on the launch of the private practice you desire.*

## Advertising and Promotion 2

*Building on the 12-step foundation presented in the previous lesson, HMI Instructor Elaine Perliss, CCHt, shares her 25+ years of marketing experience to guide you on to the next level of development of a complete marketing strategy. Mastering the basic tools needed to promote your private practice, Elaine will also address the release of personal fears and challenges that can block your success.*

## Advertising and Promotion 3

*In this part 3 of this series Elaine Perliss, CCHt, will assist you in discovering your “Brand,” an essential element that ties together every single area of your practice. In addition, she will discuss the importance of professionalism in the materials you create. Finally, she’ll dive into the development of your website, which is the single most important marketing tool for your practice.*



*“My Father, David Newman graduated HMI in 2009 and opened RoseHeart Hypnotherapy Center in Jefferson City, Missouri. Helping people as a Certified Hypnotherapist was his greatest joy and passion. Now, I have enrolled and am following in his footsteps. I am loving every minute of this training and looking forward to my career helping others. Thank you HMI for giving our family a new life and purpose.”*



**Nancie O'Donnell**



"I was already successful in business but wanted a career that was more personally rewarding. After looking at a variety of hypnotherapy schools, choosing HMI was easy. Considering their Accreditation, 50-year history, huge and experienced instruction staff, advertising and business classes and after graduation support, it was really a no brainer. I think the success I am having in private practice now really confirms that decision."



**Jake Rubin**



## Advertising and Promotion 4

*In this class Elaine assists you in defining and creating additional newly-trending, as well as proven traditional promotional and marketing tools you'll need to launch and build your practice. Included are key "Verbal" tools such as your Elevator Pitch and Memory Hooks, "Online" elements including Social Media and HMI's Website, "Written" tools including your Business Cards and Practice Brochures and much more.*

## Advertising and Promotion 5

*In this class we turn our attention to the launch, marketing, and promotion of your practice. This lesson is overflowing with traditional and newly-trending ideas you can customize for use during your grand opening and continuing as you grow and build your practice. Elaine also shares key strategies she used in the launch of her own practice that earned her HMI's Top Clinical Achievement Award.*

## Business Practices

*A well-constructed plan provides an essential element for success in business. This Business Practices lesson prepares students for the challenges of self-employment by teaching strategies for managing a private practice. In this class Elaine Perliss, CCHt, guides students in building a solid foundation for their practice through the creation of their own Business Plan that they will be able to put into action immediately upon graduation.*

## No Internship Requirements – Practical Skills

*Applying the Hypnotherapy knowledge and skills from the classroom in a private practice setting is an important part of the learning process.*

*Included in this 300-hour course is the option of attending Practical Skills Workshops live on Zoom. These workshops allow you to ask questions of HMI Tutors on the hypnotic techniques presented in your video lessons. These workshops also provide you the opportunity to practice your hypnosis induction skills with other students and ask questions to your HMI Tutor for clarity.*

*This provides students three options for honing your hypnotic skills:*

- 1. Practicing their hypnotic techniques with friends, family, and acquaintances, and/or...*
- 2. Working with clients, paid, or not paid, in their hypnotherapy practice.*
- 3. Discussing these experiences with your HMI Tutor and Zoom supervision groups.*

*For every person you practice with or every client you see, HMI provides an online interface for you to document your experience hours and track your progress and hours completed. For each client session you document, you receive 3 hours of experience. There is no additional cost for accumulating your 200 experience hours and they are not required to graduate and receive your Diploma in Hypnotherapy.*



*"Thank you HMI for providing online video supervision groups for both students and graduates. The HMI Tutors are not only experienced, but helpful and caring too. Just knowing they are always there to assist gives me the confidence I desire. The ability to ask questions and get advice, even after we graduate, is just one more reason why HMI is the best. I am so proud to be an HMI Graduate."*



**Justin Hickerson**

## Become a Certified Master Hypnotist

*Achieving Certification in Hypnotherapy is the goal of most HMI Students and Graduates. HMI recommends the American Hypnosis Association (AHA) for their Hypnotherapy Certification. Certification by the AHA assures the public that you have...*

- 1. Met the highest standards of education and preparation.*
- 2. Pledged to follow a standard of ethics and professional conduct.*
- 3. Met ongoing continuing education requirements after graduation.*

## American Hypnosis Association Certification Levels and Requirements



**Certified Master Hypnotist (CMH)** – HMI’s 300-hour Diploma in Hypnotherapy Program fulfills all the requirements for Certification as “Master Hypnotist” with the American Hypnosis Association. No additional testing is required.

**Certified Hypnotherapist (CHT)** – HMI’s 720-hour, 1-year, Diploma in Clinical Hypnotherapy Program fulfills all the requirements for Certification as “Hypnotherapist” with the American Hypnosis Association. No additional testing is required. There is no fee for upgrading from one level to another.

**Certified Clinical Hypnotherapist (CCHT)** – HMI’s 1440-hour, 2-year, Clinical Hypnotherapy plus AOS Mind-Body Psychology Degree Program fulfills all the requirements for Certification as “Clinical Hypnotherapist” with the American Hypnosis Association. This title is reserved for individuals that have met the requirements of Certified Master Hypnotist above, and also possess an accredited Masters, PhD, or AOS Degree in Psychology.

## The Facts About Hypnotherapy Certification

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*One of the first questions we hear from prospective students is “Does your training make me a Certified Hypnotherapist?” They often seem a little confused about this question because every school they’ve found on the web claims to make them a “Certified Hypnotherapist” in time frames from one week to 60 days. To add to the confusion, there are at least half a dozen “Certification Agencies” out there, all representing themselves as the “One” you need to be recognized in the field. On top of that, they all have official sounding names that lead you to believe they are government or international agencies.*

*In fact, all of those official sounding names are nothing more than fictitious business names for individuals or groups who are in the business of selling “Certifications.” None of them are government agencies required for you to practice hypnotherapy or play any role in your legal right to call yourself a “Hypnotherapist.”*

*The truth is anyone can call themselves a “Hypnotherapist” or practice hypnotherapy whether they have had any hypnotherapy training or not. There is no State or Federal Licensing or Certification and there are no minimum number of hours of hypnosis education or required examinations to pass. While “Certification” is strictly a volunteer process, we do recognize that Certification in Hypnotherapy is a desired outcome for most students. Hypnotherapists seek it to help establish an aura of confidence in their credentials. As for truth in advertising, you cannot call yourself a “Certified Hypnotherapist” unless you do get “Certified” by some group or another. See Catalog Addendum regarding State laws: <https://Hypnosis.edu/Distance/Catalog/Addendum>*

*The thing to consider is that if you do choose to get Certification, it is only as good as the requirements to get it and the integrity of the agency you got it from. Imagine having to defend your professional credentials when it comes to light that the “Agency” you got your certification from only required 10 days of training to get and does not actually verify the educational hours completed by its applicants. This is not a position you want to find yourself in, which is why we recommend the American Hypnosis Association.*

## What is a Hypnotherapist?

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*The following is the first definition of the profession of Hypnotherapy as defined in The Dictionary of Occupational Titles, published by the United States Department of Labor, authored by Dr. John Kappas in 1977.*

**079.157.010 | Hypnotherapist** – *“Hypnotherapist induces hypnotic state in client to increase motivation or alter behavior pattern through hypnosis. Consults with client to determine the nature of problem. Prepares client to enter hypnotic state by explaining how hypnosis works and what client will experience. Tests subjects to determine degrees of physical and emotional suggestibility. Induces hypnotic techniques of hypnosis based on interpretation of test results and an analysis of client’s problem. May train client in self-hypnosis conditioning.”*

## Now Ask Yourself These Important Questions...

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*How would you feel if you went to a Hypnotherapist and later discovered they only completed one week of training? How about two weeks? How about 60 days? Here is an even tougher question; what if you found your hypnotherapy practice a defendant in a civil lawsuit? How would you feel defending your credentials to a jury? How do you think they would judge someone representing themselves as a counseling professional after 10 days of training in a hotel room or a two-month crash course? How would they judge your professionalism or ethics if your credential came from an unaccredited school or if you earned your “Diploma” in just 60 days?*

## Some Common Sense...

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*There is no other helping profession including Nurse, Massage Therapist, Doctor, Dentist, Dental Assistant, etc., that allows you to graduate from an unaccredited school or be trained in a two-month crash course. None of those professions would allow you to offer your services to the public after attending a school that only had one or two instructors in the whole school, or a school that traveled state-to-state offering 10 day training in hotel rooms. HMI recommends that you use the same standards for choosing your Hypnotherapy education as you would for any other career for which you might wish to train.*

## Non-Internship Hypnotherapy Training Tuition Cost

*After you successfully complete your Hypnosis and History course and have had a personal interview with an HMI Admissions Representative, you are then eligible to enroll in HMI's 300-Hour Non-Internship Hypnotherapy Training Course and earn your Accredited Diploma in Hypnotherapy.*

*This is a streaming video course that you can do anytime, anyplace, without a set schedule of classes times to attend. You will have immediate access to your lessons once you complete the online Enrollment Agreement and pay your tuition.*

*For one payment of \$3,495.00 USD you receive eighteen (18) months of unlimited access to all 48 Advanced Course streaming lessons plus the six (06) lessons of the Foundations in Hypnotherapy Course.*

*Also included are workbooks (HTML) covering all 48 Advanced Course lessons and up to eleven (11) tutorial appointments with a Certified Hypnotherapist and HMI Graduate.*

*This course allows you to complete your studies at your individual pace, as quickly as you like, or take up to a maximum of eighteen (18) months.*

## Family Member Discount

*Add your spouse and/or family member for an additional \$995.00, see details online <https://Hypnosis.edu/Distance/Tuition>.*



## Membership in the American Hypnosis Association

*Affiliated with HMI College of Hypnotherapy is our sister organization, the American Hypnosis Association (AHA). HMI recommends their Students and Graduates join the AHA for supplemental education and continuing education after graduation. The AHA provides its members free access to the world's largest Hypnotherapy Resource Library.*

*Membership in the AHA is open to anyone with an interest in hypnosis with a membership fee of \$179 per year.*

## Over 1,600 Hours of Continuing Education

*The AHA Online Media Library contains over 1,600 hours of continuing education videos including 200+ live hypnotherapy session videos categorized by presenting issue, 400+ guest speakers on a wide range of topics of interest, Clinical Supervision groups between HMI Supervisors and Interns and the newest, Clinical Research Library, providing summaries of a wide variety of clinical studies in hypnotherapy conducted by major universities.*

*This world class collection of continuing education provides HMI Students an amazing supplement to their accredited HMI training course. You can browse the titles available in the AHA Media Library at <https://Hypnosis.edu/AHA/Media/>.*





## Watch HMI's Documentary Series

*See first-hand how hypnotherapy works by watching our free documentary series, "HYPNOTIZED." Imagine having the skills to help people overcome their fears, achieve their goals, reduce their stress, manage their pain and more.*

*Watch as real clients receive professional hypnotherapy sessions in the HMI classroom. Their life-changing transformation provides an intriguing and educational experience that will demonstrate exactly what the career of Hypnotherapy is like. Watch it free at <https://Hypnosis.edu/Hypnotized/>.*

## Hypnosis TV – 24/7

*Hypnosis TV is just another reason why you'll want HMI to be your partner in success for your Hypnotherapy education. Streaming 24 hours per day, 7 days per week, Hypnosis TV features live Hypnotherapy sessions, self-improvement classes, guest speakers and a variety of original series including "HYPNOTIZED" and "Hypnosis Today."*

*Download the Hypnosis TV Channel on your Roku, Amazon Fire, iPhone, iPad or Android phone or tablet. Watch Hypnosis TV on your personal computer or other device at <http://HypnosisTV.com/>.*

*We welcome you to tune in and join us anytime, day or night, for absolutely no charge.*



## After Graduation

HMI and the American Hypnosis Association have partnered to provide students and graduates access to more than 100 world class online Specialty Certification and Continuing Education Seminars to supplement and continue their education during and after graduation.

These courses are affordable, completely online and provide you cutting edge professional development in the convenience of your own home or office.

## Specialty Certification and Online Continuing Education Seminars

- *Hypnosis and ADHD*
- *Hypnosis and Pain Management*
- *Hypnosis and Weight Loss*
- *NLP Practitioner Certification*
- *Pre and Post Surgery Hypnosis*
- *Stop Smoking 101*
- *Therapeutic Imagery Certification*
- *Trauma Recovery Hypnosis – and more...*

For a complete listing of courses, descriptions, costs and details please visit <https://Hypnosis.edu/AHA/>.





## Become a Member of the HMI Family

*HMI is for those who believe if you're going to do something, you should do your best and if you're going to be something, you should be the best. Enrolling in HMI connects you with a like-minded fraternity of hypnotherapy professionals who share your standards and ethics, enabling you to network, share ideas, and support each other in success.*

*"No one can guarantee success, but the school you choose will be the biggest factor in your professional results. Let me know how I can assist you in starting your HMI journey."*

Palmer Blevins, Admissions

## The Trifecta of Hypnotherapy

### ACCREDITED DIPLOMA



### AHA CERTIFICATION



### CONTINUING EDUCATION





**HMI**

**NATIONALLY ACCREDITED  
COLLEGE OF HYPNOTHERAPY**



**HYPNOSIS MOTIVATION INSTITUTE**

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