



# Alternative Practitioner Academy



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**A**s you are here, getting a better understanding of your training in hypnosis, most likely you've already read the "[Hypnotherapy Training Guide](#)" and as a result - *by now* - you also know **why** your choice of professional training in hypnotism can **mean more to your ultimate success** than any other single factor. You also know that **not all** instructors in the art of hypnosis are created equal.

Because the truth is... Even though there are many well-intended instructors in our industry, they deliver what they can, just because it was the way **they** were trained. They just don't know any other way of teaching.


More often than you think and without even realizing it they teach you only **half the truth**, but **unknowingly** they make it sound like the whole truth. The unfortunate **side effect** of this is that students from these teachers have little success.

In fact, many of them have learned what they are lacking the hard way - finding themselves at the end of their training feeling incompetent, insecure, and completely lost.

One of the things you are going to **love** about your decision to take a couple of moments *now* to read this letter is that if **you are** looking for a place where you can **get in-depth** training in hypnosis, while obtaining strong professional practical skills **in addition to** your **personal growth**, according to experts in the field, and APA graduates, you've just found it.

When Roy Hunter, MS, CHI (the author of "Art of Hypnosis", "Art of Hypnotherapy", and "Hypnosis for Inner Conflict Resolution") was teaching his Parts Therapy course at APA, he said to our students:

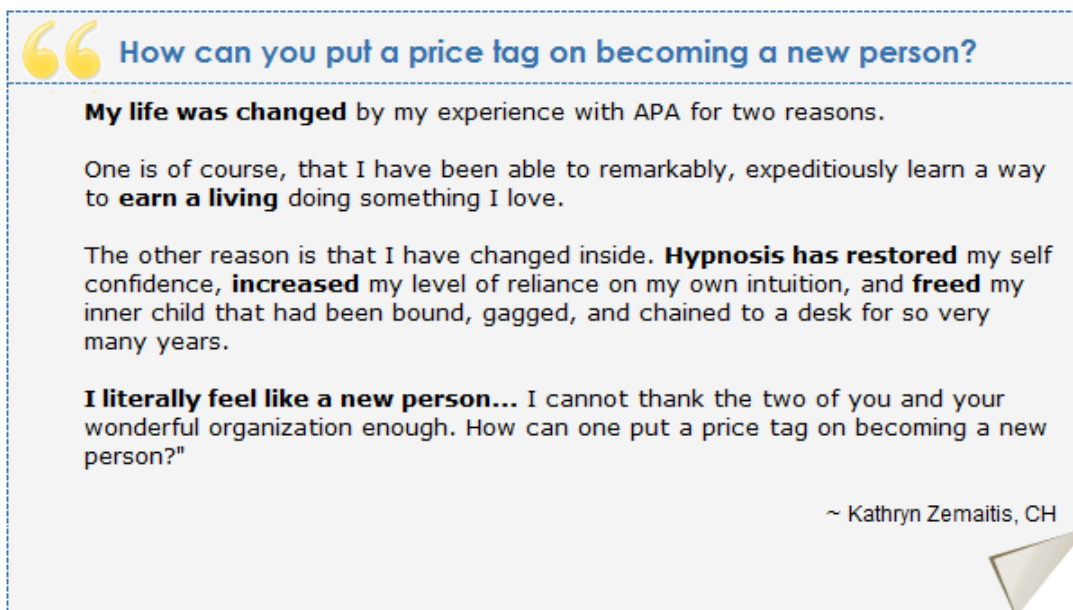
“ Your school is one of the 5 best schools in the country... ”



"I believe **one of the most important ingredients** to be successful as a hypnotherapist is the **width and depth of training** in the art and science of hypnotism. There is no substitute for training... and **your school is one of the 5 best schools in our country.**"

Imagine how confident you'll feel when you get your hypnotherapy certification training from one of the best schools in US...where you're taught not just **the right way** of doing things, but also what is **the right thing to do** to feel good and proud about yourself as a professional.

And it's OK to have some doubts **at first** - "other people teach almost the same thing" - **but later...** by the time you finish reading every word in this letter, you will be **glad** you found us. Because **what you get** in our school **has no comparison**. A number of our students find it to be **simply priceless**:



“ **How can you put a price tag on becoming a new person?**

**My life was changed** by my experience with APA for two reasons.

One is of course, that I have been able to remarkably, expeditiously learn a way to **earn a living** doing something I love.

The other reason is that I have changed inside. **Hypnosis has restored** my self confidence, **increased** my level of reliance on my own intuition, and **freed** my inner child that had been bound, gagged, and chained to a desk for so very many years.

**I literally feel like a new person...** I cannot thank the two of you and your wonderful organization enough. How can one put a price tag on becoming a new person?"

~ Kathryn Zemaitis, CH

(More reviews about APA learning experience can be found at [Students.APAToday.com](http://Students.APAToday.com))

Just stop for a moment and think

### What Would The Ability To Control Your Life With The Power Of Your Mind Do For You?

Because **the truth is** - and deep inside you **know** it, otherwise you would be considering training in hypnosis - **sooner or later you'll realize** that *now* more than ever is the perfect time to obtain this knowledge. And the fact that you are here and now, reading this latter means that **you are ready** to make positive changes in your life as well as to start helping others on a **completely** different level.

The question is...

### Which Areas Of Your Life Do You Desire To Empower In Less Than a Single Week?

As experience of many of our students shows, the great dream of achieving **the highest** levels of satisfaction with what you do or who you are is alive and doing well. **The only thing** you need to do is to **take the time** - *exactly the way you are doing right now* - to **learn** how to get there and to **choose how fast** you want to reach the destination:

- ▶ In less than a week or
- ▶ In 3 months

As you spend a couple of moment with me here now, discovering what your hypnotherapy training program holds in store **for you**, keep in mind that this course goes **way beyond** the "how to hypnotize" training.

And EVEN IF becoming a hypnotherapist is not in your current plans, consider learning how to tap into the most powerful part of yourself, because there are only **two ways** for you to go through your life:

1. To **make** it happen as you use the power you have **or**
2. To allow life to **happen to you...** with **all** the consequences

And the fact that you are here shows that most likely you **prefer the first** way.

There is one more thing I would like to bring your attention to before you learn what the curriculum for you hypnotherapy training is.

If You Fly To Chicago To Take Your Hypnotherapy Certification Program  
From More Than **300 Miles**, At The End Of The Intensive Course We'll  
**Reimburse Up To \$400** For Your Coach Class **Flight Ticket**

As you consider the benefits of getting certified in our school, you may also consider learning in **less than 3 days** how to tap into the power of your mind and - as a result - not just to be in control of your life, your health AND wellbeing, but know how you can help your loved ones, friends and others to bring about positive changes in their lives.

And as you do, let me introduce you to your first hypnotherapy certification course, which is

► **Foundational & Self-Hypnosis Hypnotherapy Certification Course #101**  
(2.5 days, 26 training hours) - **in no time at all** you will know how to:

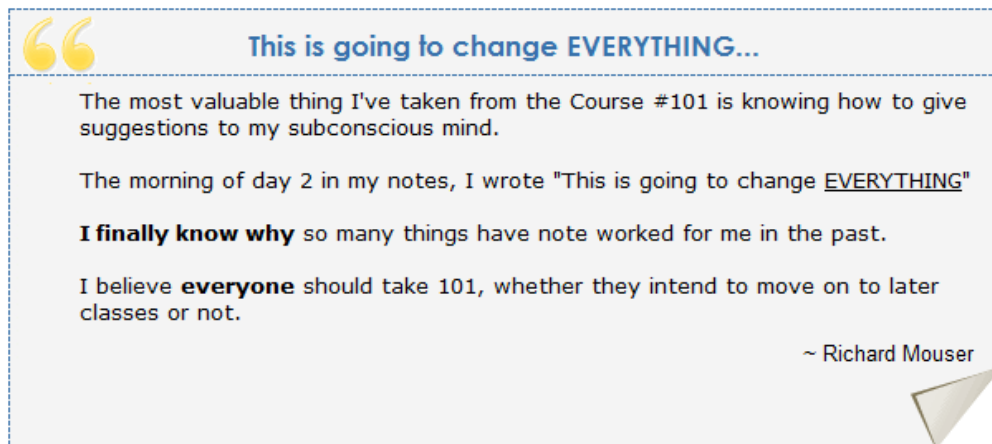
- Start doing the right things first - begin from tapping into the source of your own power and allowing it to make your life better.  
  
**Find out** if your mind is your biggest enemy and **why it's important** for you to identify and draw a distinct line between the two types of human thought...
- **6 rules and 6 laws of mind** and how to **take control** of your mind to **become successful while remaining** confident, calm and relaxed...
- Keys to **understanding** your client and **protecting** your practice...
- **Time-proven, 5-step system** of leading a hypnosis session that **never fails** and how to **master** this system to **hypnotize** yourself and others, as you discover the
- **10 must have elements** of a successful session...
- Simple, yet effective ways to **supercharge** your session, making it **ten times more powerful** than the one before. You will also know...
- **Important things to be aware of**- whom it's OK for you to hypnotize and whom you better **avoid hypnotizing** under ANY circumstances.

Another beneficial thing for you to own is the

- **6 must-have components** of an effective suggestion (or affirmation)

Skip or misuse just **one** of them and you could end up having the **REVERSE** effect. **In fact...**

If you had practiced positive affirmations and they didn't work for you at one point or another, most likely your affirmations were worded the **wrong** way - even though **you** were doing everything the way you were told or advised to do - as it was the case for one of our students, who wrote the following - at the end of 101:



**“ This is going to change EVERYTHING...**

The most valuable thing I've taken from the Course #101 is knowing how to give suggestions to my subconscious mind.

The morning of day 2 in my notes, I wrote "This is going to change EVERYTHING"

**I finally know why** so many things have not worked for me in the past.

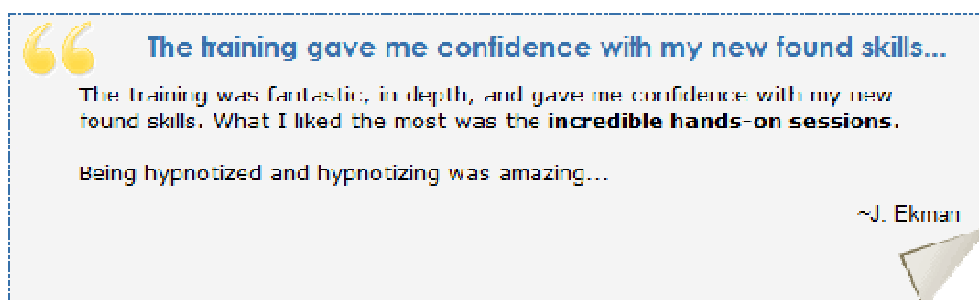
I believe **everyone** should take 101, whether they intend to move on to later classes or not.

~ Richard Mouser

And knowing these 6 must-have components is just **one of the reasons why** Richard said that everyone should take 101.

**Another reason** is because during this course you will

- Learn how you can use all of this knowledge to **change your own life** using the power of **self-hypnosis** as you take with you the **safe** and **simple**, 3-step self-hypnosis blueprint that gives you confidence knowing how to use the power of hypnosis when
- Dealing with **pain and anxiety**, boosting your **self-esteem**, **reducing stress**, and achieving a **lean and fit body** - yes you will know how to do it by the end of this practical down-to-earth, concentrating heavily on how-to-do-it aspects class...



**“ The training gave me confidence with my new found skills...**

The training was fantastic, in depth, and gave me confidence with my new found skills. What I liked the most was the **incredible hands-on sessions**.

Being hypnotized and hypnotizing was amazing...

~J. Ekman



### Taking this class is one of the best gifts you can give yourself!

I've been exposed to hypnotherapy before but I didn't really understand how it worked until I took this class.

Learning how to release all of the negative crap and negative self-talk was the most valuable thing for me personally. Not only have I **enriched my life** by taking this class but others as well.

Tatiana has a true gift of teaching and relating to her students.

**Taking this class is one of the best gifts you can give yourself!**

~ Karen R. Ebner, CH

As you allow yourself to discover what else this training has in store for you, take a moment *now* to reflect on the value it's designed to give you and what would it mean to YOU to see new directions opening up in front of you as you learn how to apply your new knowledge?

### ► **Hypnotherapist Certification Course #102** (2 days, 24 training hours)

Applying what you've learned - get ready for a **unique** learning experience and allow yourself to **master your hypnotherapy skills** and **assure excellent results...**

- **Complete the system** that has been tested and proven to give you accelerated – and permanent – success... as you learn the **single most important** element of your hypnotherapy session.

**Experience shows** that it's responsible for **75%** of your session success.

The **sad truth** is that **very few** hypnotherapy training programs give an opportunity to learn from your own experience.

As a **result** - with many other training courses - your confidence level at the end of that training is lower than you had before taking it.

**The best part** about learning what this element is and how to play with it ... is that YOU experience self-transformations, freeing yourself from many things that could've been holding you back in one area of your life or another. In fact, in each class, after practicing this step of the system we witness many tears of joy.



### I got myself back...

I learned that **I am loved** and **I have capabilities** of many more things than I realized. **I never dreamed I could** use my voice and hypnotherapy on other people **so quickly**.

**I got myself back...** It was stuck in the mud for SO long.

This course was exactly what I needed and more ++++. Where were you 20 years ago?

**This should be taught at every college and be a pre-requisite for healthcare practitioners.**

~ Kathleen Smith, CH



### It has been such an awakening to who I am...

I can see now that all things in my life are what I choose. I have all good things in my life, I create all good things in my world.

To me this has been such an awakening to who I am, and my desires for my life and my family.

My words are power to change what I desire, as I grow, evolve, learn these things. I am very grateful for everything I have gotten from these classes

~ David Pinkston, CH

Let's go back to all those things you are going to have fun learning. Our students' favorites are

- Age regression and
- Different methods of rapid inductions.

Yes, you will be able to hypnotize someone "rapidly". *I wonder which of the ways you learn you are going to love the most.*

- You will also realize what almost everybody else does about taking control of their lives and what you should do differently as you discover what the key elements of any change are...

Know how to apply them and the changes you'll experience WILL be positive... Or NOT, if you don't.

You will also be given

- A **6-item checklist** that will connect all the dots and will **make you feel confident** as a practitioner, knowing that every session **will deliver** successful solutions to your clients...
- **Discover the greatest challenge** most likely you'll have in your practice; I wonder how surprised you will be when you find out what this challenge is. All I can tell you now is that you are going to LOVE it...

And to get **you ready to start practicing immediately**, you will get

- A **set of blueprints** designed for most common usage of hypnosis like
  - ✓ Smoking cessation
  - ✓ **Nail biting**
  - ✓ Stress management
  - ✓ **Self-confidence**
  - ✓ Sports performance
  - ✓ **Sales success...**

And to make your job even easier and **your performance soar** you will get a scoop on

- The little-known "**hi-tech tricks**" that MOST hypnotists don't even know about and...
- Easy & cost-effective ways to promote your – even IF you haven't had a client

By the end of this course, you'll **know** that YOU ARE READY to open new doors to

many new opportunities and it's even **before** finishing up your certification training. That's why taking hypnotherapy certification **course #103** for many is an **easy-going, pleasant & fun** experience.

▶ **Graduate Certification Course #103** (2 days, 24 training hours)

Graduate Certification Course 103 enables you to become eligible for certification as a **National Guild Certified Hypnotherapist** and eligible for membership in the **Hypnotist's Division of the AFL/CIO...**

Completion of courses #101 and 102 is required in order to enroll into this course. And as you do, get ready to soar and upswing yourself from where you are to where you desire to be, as you have fun learning:

- **Instantaneous inductions**
- **An ingenious method to obtain the results you desire**

Learn how to give your client a choice of instructions to follow with either choice producing the same positive result.

If you have a teenager, you'll have a blast playing with this method.

You will also learn

- How to hypnotize some difficult client with a touch of a finger and...
- **A one-word** technique for eliminating unrealistic, unproductive, and anxiety producing useless thoughts...
- **Own** a simple "treatment plan" for phobias and...
- Enjoy discovering **easy script-writing**, suitable for any situation...
- Learn, practice, and experience effective ways to **create** and **maintain** analgesia and...
- Have fun discovering one of the most "complicated" and the most effective ways to perform an investigative interviewing technique
- Learn how to perform a **past life regression** – group or individual – as you enjoy taking your own "past life vacation"...

Of course you will have an opportunity to play with more "hi-tech toys" that can enhance your practice, but it's not the best part of this course is.

The best part of the course is

**Your Realization That **You Have Become A**  
Confident Knowledgeable & Well-Prepared Practitioner**

Here is a small "Before & After" snapshot taken by our students at the end of their certification training.

“ **Before training I felt...**

- Skeptical
- Limited
- Concerned
- Unable
- Incompetent

**Now I feel...**

- **Confident**
- **Excited**
- **Well-prepared**
- **Knowledgeable**
- **Skilled**

“ **Taking this class is one of the best gifts you can give yourself!**

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Or here is one of our graduate's emails...

“ **As I am stepping forward into the field of hypnotism... I realize....**

Tatiana & Michael,

I just wanted to say 'thank you' for being such great teachers.

**As I am stepping forward** into the field of hypnotism, and having conversations with others who were not educated at APA, **I realize now how much I learned from you...** not just in regard to actual hypnosis itself, but also about intention, commitment, attraction, etc.... those things that are integrated into the practice of hypnotherapy.

All of those things are making themselves **abundantly** clear to me. I am very thankful for the education that I have received from you..

~ Diana Zilly, CH

Just in case if you are curious, there are two reasons why our students feel this way at the end of the training.

1. The reason number one is the unique and friendly learning environment and the abundance of the practice time you have.

2. And the reason number two is the peace of mind you gain as you receive...

## ► **Your Hypnotherapy Practice “Quick Start Package”**

It comes in two options.

### **Option A**

**In addition** to learning fundamental principles behind the science of hypnosis and having **plenty** of opportunities to apply and experience them **you get everything you need** to be able to start practicing your new skills **immediately**.

That’s right - you will be able to see your first client the **very next day** after you complete your training, because the quick start package will **melt away any possible lingering self-doubts**, leaving you with confidence and peace of mind, because at your fingertips, you’ll have

- **Additional scripts** that will allow you to help others with nail biting, pain management, phobias and fears, motivation, sexual improvement, stress, and more...
- **Step-by-step 3-session program blueprints** to work with different type of clients...
- **Smoking Cessation Program** - complete system you can use the next day after the class to help others to “quit quitting” and become non-smokers in just one visit.

This system is tailored for you to use with

- Group and/or
- Individual client sessions

- **Six Hour Self-Hypnosis Workshop** - you'll be trained and receive a *step-by-step* checklist and complete program for a 3 to 6-hour workshop that you can offer for small and large groups.

This program is ready for you to use to begin marketing your practice immediately.

And to make sure that you do it within the boundaries of law, your Quick Start Package will also include

- **Ethics and Legal Issues** – an audio program provided by Dr. Scot Giles and recorded at one of the NGH meetings.

### **Option B**

- Contains **everything** from the Option A, **plus**

- **Royalty-free music** – this 60-minute track is the absolute favorite of our students and *not available* for sale any more. Use it in your office or to record your hypnosis CD and offer them for sale on-line or off-line...
- **Out of print / “helpful-to-have” books** – we have received countless number of times gratitude and appreciation from our students for including these books in the package...

Some of them *are available only* in this package.

- **Five-Week Weight Loss Management program** - a complete and very successful five week weight management program that includes
  - ✓ Sessions' checklists with
  - ✓ Scripts for each session and
  - ✓ The homework assignments you give to your attendees

This program can create a regular, base income for your practice.

AND... in our school you'll get something you will not find at ANY college in the country:

- **Audit for free any of three hypnotherapy certification courses, for life**

That's right... With this option you can review any of them, as many times as you wish, without paying your tuition again. **You will be amazed** at how much you learn on the second time around.

**“ The first day's information wasn't even in 101 when I took it ...**

It is **very helpful** to review the class for several reasons.

**First**, you learn things that you missed the first time through. Also it helps you nip in the bud any shortcuts or bad habits you might have picked up since.

**Second**, the first day's information was not even in 101 when I took it.

**Third**, because you always learn from other students you get a whole new batch to learn from.

And last (but not least) it is incredible opportunity to experience positive reinforcement of how far you have come.

~ Oli Shelkey, CH

To make easier for you to see which one of the options speaks to you, let me put them in perspective, because the tuition you enroll with is **the same** in both cases; however the value **you receive** is different.

Let's begin with tuition, which is \$1,779.95 for all three courses and includes:

Included	Value
Course #101	\$335.00
Course #102	\$630.00
Course #103	\$630.00
Training Materials - \$50.00/course	\$150.00
One-time registration fee	\$34.95
<b>Total Tuition:</b>	<b>\$1,779.95</b>

## Your Quick Start Package:

Included	Option A	Option B	Value
Issue related scripts	✓	✓	\$34.95
3-session programs blueprints	✓	✓	\$67.00
Self-hypnosis workshop blueprint	✓	✓	\$47.00
Royalty-free music (60 min)	✗	✓	\$49.00
Out of print / helpful to have books	✗	✓	\$50.80
5-session Weight Loss program	✗	✓	\$97.00
<b>Free Lifetime Reviews</b>	✗	✓	\$1,595.00 <i>(per review)</i>
<b>Quick Start Package Value</b>	<b>\$148.95</b>	<b>\$1,940.75*</b>	
* - <i>Minimum</i>			

As you can see, with the Quick Start Package **Option B**, the **additional - minimum - value** you receive is **greater** that the tuition you pay.

### Why “minimum”?

- Because it was calculated based on you reviewing all three courses just **one** time. Our experience shows however that **more often** than not, our graduates feel that they **get greater** benefits from the second or third time around, because at **any point** of your personal growth you are able to learn only what **you are ready** to learn.

And **as you begin practicing**, you become ready to learn at wider and deeper levels than you were before you started.

That’s why Oli said that you learn what you miss the first time. And she decided to review the course after being in practice for more than 5 years. Now...

“**If my tuition is the same, what makes the difference?**” – You may ask...

And the difference is in the way you **choose to enroll**

- Option A: When you enroll paying for each course separately (or choose a payment plan)
- Option B: When you enroll into all three courses with **one tuition payment**

Because we understand that your professional training comes with commitment on your side... and commitment always comes with decisiveness... and because success in everything IS a decision... we have decided to encourage your decision to follow your heart.

And if you **allow** yourself to take a moment now and **listen to your heart**, you’ll know **the truth...**

Your Certification Training Curriculum Is Your Success Blueprint  
**Taking The Actual Training Is Where You Succeed**

That's why whatever option **you choose** - Option A or Option B - is not important, and it's not even important that **you choose our** certification program...

What **IS important** is that you ensure that **you have found the right school**, as you **make your first step** towards attaining your goals and desires.

**Because** when you look around, there are many different hypnosis programs available.

Most likely, these programs all make big promises.

But when you put them to the test, very often the experience you end up having can be described as a disaster, because...

You Haven't Been Given the **CRITICAL** Knowledge about Hypnosis & Hypnotism

**And as a result**... You learn several techniques that you don't feel comfortable using, because deep inside you know that they may work fine in some cases and fail in others.

And the more you think about what to use when, the lower your confidence level becomes and the greater your list of "What if" fears grows, piling one on a top of another... No wonder why you end up feeling frustrated.

But has it ever **occurred** to you that most of the programs out there leave out vital information? And what is missing is the **key**, fundamental knowledge about **why** hypnosis works.

Because the truth is (and experience proves it over and over again): only when you **own** this key, you **are able** to effectively use the incredible power of hypnosis to improve your life your health & wellbeing as well as help others to bring about positive changes in their lives.

There is one "key to the key", however (and you already know it)

## Success IS A Decision And **You Are The Only One** Who Can Make

And isn't that **nice to know** that by the end of your hypnosis training when **you have everything** you need to get started immediately, you'll look back at **today** and feel **relieved** that you made the **right decision** to **fill out** the Application Form and **enroll** into your hypnotherapy certification program **now**?

And yes, you can

- **Do it** right here, **on-line** or...
- **Print out** the Application Form and **fax** it to the number on the form or...
- Just **call** (847) 760-5000 to enroll and/or confirm availability

I, Tatiana Korol, and Michael Smith, are looking forward to assisting you on your path to new opportunities and accomplishments.

Believe in yourself - ALWAYS,

Tatiana Korol, CH & Michael Smith, CH  
Alternative Practitioner Academy Owners