



Graduate with powerful coaching and hypnotherapy skills to help clients in-person, in groups and online



Fast Track Foundation Course

Triple Diploma in Hypnotherapy, Mind Coaching & Online Therapy

Dublin & Limerick with Susan Wallace

Qualifying you for full membership with some of the most influential associations across Europe





WELCOME TO HYPNOTHERAPY BUSINESS ACADEMY

Hello I'm Susan Wallace, Principal of Hypnotherapy Business Academy. In this prospectus you'll find everything you need to know about Ireland's best known and respected hypnotherapy training course. This year, as always we are on campus at University of Limerick and the Marino Institute in Dublin.

OUR COVID-19 RESPONSE

To make the learning experience as flexible as possible, and to accommodate an ever-changing global pandemic we are doing things a little differently this year. Therefore we have divided the Triple Diploma course into two separate parts.

Part 1: The Fast Track Foundation Course in October 2020

Ease into training with just three Saturdays over three months this Autumn and learn the foundations of great hypnotherapy. This course only costs €350. A fully refundable deposit of €50 (if you can't attend) secures your place. Then all you have to do is pay €100 for each of the three Saturdays in October, November and December.

Over three days you'll learn everything you need to know, do, say and feel to help your clients access their subconscious mind and achieve their goals. You'll learn the processes and techniques to update their beliefs and behaviors, modify inner dialogue and feel and deal with uncomfortable emotions. You'll learn amazing listening skills and questioning skills. You will also appreciate the importance we place on the principles of emotion focused therapy and our trauma informed approach to people and their problems. You'll build your career as a professional hypnotherapist and mind coach on the best possible foundations. You'll be ready to sign-up for the Triple Diploma course, knowing that your best will always be good enough because of your client-centered grounding.

Of course, if you aren't interested in working with fee-paid clients, then this foundation course will equip you with the skills to help your family and the people you love overcome common challenges and achieve their goals. However, you won't be qualified to work as a professional hypnotherapist or get professional indemnity insurance without completing the full 120 hours training.

Part 2: Join the Triple Diploma Course in January 2021

Because you've completed the Foundation Course, you'll be ready to help fee-paid clients in January 2021. I will show you how to deliver effective hypnotherapy for common challenges such as quitting smoking or vaping, weight loss and confidence challenges. You'll help people with their New Years Resolutions in return for a small fee. This Earn While You Learn approach mean your client work will cover your diploma course fees of €195 per weekend.



HERE'S WHAT YOU'LL LEARN ON THE TRIPLE DIPLOMA COURSE

Over 12 days you'll learn the best Solution Focused Hypnotherapy underpinned with Cognitive Behavioral Therapy, Positive Psychology, NLP, Gestalt Therapy and Trauma Informed Therapy techniques.



Module 1. Access the Control Centre of the Mind



Module 2: Ask Revealing Questions



Module 3: Unlock Personal Power with the Master Keys



Module 4: Breakthrough Fear and Anxiety



Module 5: Reframe the Past with Regression Therapy



Module 6: Restructure Thinking and End Self Sabotage



Module 7: Develop Positive Patterns of Action with NLP



Module 8: Manage Willpower and Surf the Urge



Module 9: Buffer Against Depression with Positive Psychology



Module 10: Manifest Abundance and Prosperity

Our 100% flexible training means that if you are unable to attend in person, you can join us via our online classroom link. If you have a temperature or if you have people to care for at home you can still participate plus Susan will record all demos for you.

Additionally, many students travel great distances to attend. In such cases, it may not be financially practical to pay for overnight accommodation. If this is the case you can join us via our online classroom link each Sunday. Sunday is our skills-building day. This is the day when our students practice what they have learnt on Saturday. You will be teamed up with another student so you can complete your practical work from home.



CERTIFICATION AND ACCREDITATION

This course is fully assessed and accredited by the General Hypnotherapy Standards Council (GHSC) and some of the best associations in the world.



You will obtain three internationally recognised diplomas.

1. Diploma in Strategic Hypnotherapy
2. Diploma in Mind Coaching
3. Diploma in Online Therapy

As a graduate you will be eligible to join the General Hypnotherapy Register (GHR) and the Complementary and Natural Healthcare Council (CNHC) and many more internationally recognised associations. The CNHC is the register of therapists that have been approved to work alongside physicians within the National Health Service (NHS). You will also qualify for full professional indemnity and public liability insurance on our group scheme with Balens Insurance. But above all you will graduate a confident and competent hypnotherapist, mind coach and online therapist ready to welcome fee-paid clients into your therapy practice.



ABOUT SUSAN WALLACE

Susan Wallace is the teaching therapist. She started her career as an apprentice in the Farago Clinic 1995 in Hampstead and worked with London Zoo's Friendly Spider Programme, BA's Fearless Flying Programme and many more successful programmes.

Susan is the author of the Millionaire Therapist book. She has spent 24 years working full time with clients in one-to-one sessions, workshops, seminars and in training programs both in-person and online. She is best known for her practical, no nonsense, client-centered and solutions-focused approach. Susan also runs a number of group programmes including Calm With Spiders at the National Reptile Zoo.

THE SUPPORT CONTINUES LONG AFTER THE COURSE IS FINISHED

By joining the Triple Diploma course, you'll also get lifetime access to:



LIFETIME ACCESS TO 101 SHORT INTERVENTIONS FOR COACHES, THERAPISTS AND HEALERS

You'll have instant access to 101 Interventions from your smart-phone or tablet. With 101 scripts and mp3's to remind you of everything you've learnt, you'll always be able to deliver great therapy when it matters most.

MEMBERS LIBRARY FILLED WITH DEMONSTRATIONS, CLIENT FORMS AND PRACTICE MANAGEMENT TOOLS

Building a successful therapy practice is easy when you can look over Susan's shoulder and follow along step-by-step.



REGULAR AND AFFORDABLE CPD EVENTS

We hold regular events such as Sports Mind Coaching and Mental Toughness Training, Certificate in Relationship Coaching, Hypno-Healing and much more.



NO PREVIOUS EXPERIENCE IS REQUIRED TO JOIN

No previous experience is required to join our Triple Diploma course. Our students come from all walks of life. We have a fantastic mix of:

- People with no experience of therapy but who would like to start a career helping others.
- Counsellors, psychotherapists, doctors, clergy and complementary therapists who want to add evidence-based hypnotherapy and mind coaching to their skill-set.
- People who don't want to start a therapy practice but who want to learn the skills to help them become the best that they can be.

"Every year I witness amazing transformations in the classroom as my students experience the benefits of learning hypnotherapy.

I watch their confidence grow as they realise that they too can get great results.

But the most enjoyable part of it all, is seeing how they overcome their own personal challenges and limiting beliefs.

I watch as they embrace who they truly are – talented, inspirational individuals who are proud of their achievements and are ready to make a difference to the lives of others."

Susan Wallace, Principal, Hypnotherapy Business Academy



Module 1: Access the Control Centre of the Mind

This module is about developing strong foundations and a highly effective framework that you can use with every client. You will:

- Learn how to use traditional inductions, guided mindful meditation, permissive, relaxation and rapid medical inductions.
- Understand how our clients turn hypnotic suggestion into powerful mental, physical and emotional responses.
- Start using a structured framework that makes it really easy to deliver great therapy.

Module 2: Ask Revealing Questions

Learning how to ask questions ‘the right way’ will help build rapport between you and your clients. It will boost your confidence when you are able to gather all the information you need to deliver great therapy.

Asking the right questions will help your client think in a solution focused way. The right questions create *a climate for change*. They will inspire and motivate your client to look forward to the future.

Another benefit of asking the right questions is that when you have all the information you need, you won’t be reliant on hypnotherapy scripts. You’ll find your clients subconscious mind will have the answer.

Thank you so much Susan you are truly a remarkable teacher and woman I could go to hypnotherapy school every day im absolutely loving it 😊. Thanks for sharing all your knowledge with us it's a privilege to be in your class.
Have a great week 😊
Looking forward to the next weekend
Kindest regards
Liz

We are proud to be associated with the following great organisations:



GHR GHSC



Join Susan’s Online Therapy School and sample her training.
Visit www.hypnosisacademy.ie and sign-up today.



“This time next year will you be someone who has a lot more skills and qualifications in therapy or someone who doesn’t?”

Michael Yapko, author of TranceWorks shared this insight with Susan when she was trying to decide if she could make time for a training course with him in Nottingham.

FEAR HAS TWO MEANINGS

Forget **E**verything **A**nd **R**un or **F**ace **E**verything **A**nd **R**ise. The choice is yours.

Module 3: Unlock Personal Power with the Master Keys

Hypnotherapy is a lot more than just giving positive suggestions to your clients. Great hypnotherapy provides a catalyst for change. Our students love learning the three Master Keys. These interventions help erase the negative beliefs and attitudes that might otherwise stop your clients from getting the best from therapy.

By the end of module three, you’ll have the skills to develop a case history, deliver a full session of hypnotherapy, test the results and obtain client feedback.

“Nothing feels as good as the feeling of confidence and competence that comes with knowing that you are equipped to meet whatever challenges might come your way!”

As a professional Hypnotherapist and Mind Coach, you’ll want your clients to speak highly of their therapy experience with you. Therefore you’ll learn how to add colour, depth and richness to the therapy experience. You’re clients will be in no doubt that they had therapy with YOU! Making it enjoyable and interesting will encourage them to speak about it and to refer others to you.

Module 4: Breakthrough Fear and Anxiety

On this module we will examine the causes of fears, anxiety and stress related conditions. You’ll learn the step-by-step way to help your clients manage anxiety, overcome self-sabotage and control internal dialogue. You be able to teach your clients rapid relaxation whenever they feel anxious. You’ll also discover how *you* can break through your own fears and limitations so you too can benefit from wat you’re learning. This approach will help you become the best therapist you can be.

Imagine how great it will feel when you can easily and effortlessly provide *instant* relief to anyone who is stressed out, having a panic attack or an anxiety attack. Having this skill is priceless. It will have a profound effect on their confidence in themselves and their belief in *you*. Plus it will create great word of mouth referrals.



Module 5: Reframe the Past with Regression Therapy

Many therapists are both intrigued and terrified of regression therapy. Yet, when you learn how to harness the power of the past and use it as a positive and powerful force, you will find that your doubts and fears just fade away.

Regression therapy guides your client ethically through the painful experience of the past, so that they can release trapped emotions that often sabotage their success. You'll learn how to successfully manage unexpected abreactions. An abreaction is when a client has a sudden, strong and often unexpected emotional response during a therapy session. You will learn how to recognize it and use it to move your client past emotional blocks and self-sabotage. This is a *lot* easier than you might think!

“You are an ingenious survivor not an unfortunate victim of your past.”

One thing to remember is this; if you are working with a client and they have an abreaction, you can feel privileged that their subconscious mind felt safe enough to allow strong private feelings to surface. With that understanding, let me reassure you that you will learn the effective step-by-step process to manage abreactions and to successfully use regression hypnotherapy in your practice.

In addition to learning regression hypnotherapy, you'll also learn trauma release techniques, how to reframe painful memories as powerful learning experiences. You'll learn Eye Movement Integration Therapy for Trauma Processing, spectator free regression and how to avoid False Memory Syndrome and Confabulation.

You'll also become comfortable using Inner Child Therap. This is a gentle but highly effective way to explore your clients past without having to resort to Regression Hypnotherapy. You'll learn how to use the metaphor of the Inner Child to help your clients to forgive, forget and let-go of past hurt, so that they can begin to heal the hurt and move on.



Imelda McNally  recommends [Hypnotherapy Business Academy](#).  

February 7 at 6:06 PM · 

This is such a great course, Susan is an AMAZING teacher, a natural! Plus the quantity and quality of our training is priceless! Susan is SO generous with support, knowledge, marketing & business tips! I HIGHLY recommend Susan and Hypnotherapy Business Academy



Module 6: Restructure Thinking and End Self Sabotage

So many people struggle to achieve lasting success because they end up sabotaging their own efforts. They strive to make great efforts to change, but then a setback leaves them feeling like a failure all over again. You'll learn how to help your clients end self-sabotage for once and for all by changing their thinking and answering back to negative self-talk.

You'll learn how to use Parts Therapy to communicate with the sabotaging part of your client personality and harness the power of positive intention. You'll work with that part of their personality that sabotages their success and get that part to work *for* the client and not against him or her.

Module 7: Develop Positive Patters of Action

Did you know Neuro Linguistic Programming (NLP) was developed because hypnotherapy was illegal in some States of America? NLP provides us with wonderful tools without the need to go into a trance. On this module you will learn the most effective NLP mind coaching techniques and how to incorporate them into your therapy framework. You'll gather together a wealth of techniques that you can use both inside and outside of hypnotherapy.



Mia Sera Magan  recommends [Hypnotherapy Business Academy](#).  
January 22 · 

I am currently studying Susan's course and I am continually blown away by the standard of her teaching and the generosity of the amount of content she shares and how she gives of herself . I just love attending and learning from her . The course is one of the best I have ever done and Susan certainly one of the best tutors I have ever had.

Mia Sera Magan



Brian Kennedy  recommends [Hypnotherapy Business Academy](#).
6 hrs · 

I just finished a 10 month course with hypnotherapy business academy and delighted to graduate with dual diplomas in hypnotherapy and mind coaching.

The course was fantastic. And that was all down to Susan Wallace. Susan is a fantastic therapist. Lots on hands on practice, lots and lots of in depth material taught on the course. She's always there to help inside and outside of the class.

Regardless if you just want to learn more about the human mind or a complete career change I would highly recommend working with Susan.



Module 8: Manage Willpower and Surf the Urge

Most people confess to not having enough willpower when it comes to tackling their problems. You'll learn how to help someone manage their willpower challenges and what to do if they fall off the wagon and feel like a failure. You'll also be able to show your clients how to –

- Boost their willpower reserves
- Take ownership of their willpower
- End self sabotage and “I’m a failure” mentality
- Reduce cravings so they no longer sabotage success
- Learn how to ‘surf the urge’ when a client is craving something

To enhance your learning you'll get lots of tempting sweets, chocolates and savory snacks so you can learn first-hand how willpower works and how willpower fails. You'll discover how to master your own willpower challenges so you can teach these skills to your clients.

Module 9: Buffer Against Depression with Positive Psychology

Every now and again life throws us a curve ball. It catches us unawares and we find ourselves struggling to deal with a situation or an experience. It's when times are tough that we need to *dig deep* inside ourselves and find the energy we need to keep going when we just feel like giving up. Positive psychology helps to build *resilience* so that when we face difficult times we are better equipped to face our troubles and overcome them.

On this module you'll learn how to teach your clients short but highly effective exercises that they can use on a daily basis. These exercises act as a buffer against depression. The purpose of this module is to ensure that both you and your clients know that you have the skills not just to survive, but to *thrive* and even *flourish* when you are under fire.



Brenda Chung recommends Hypnotherapy Business Academy.  

January 22 · 

Susan is an amazing lady. She gives 100% in all she does. She is a really great trainer and shares her knowledge freely and cares enough to make sure everyone understands and gets enough information to work with. I've done a lot of courses but this is the first course I've done that a trainer wasn't just on autopilot. I would highly recommend this course and any course with Susan



Module 10: Manifest Abundance and Prosperity in your Life

On this module you will learn how to ‘flick the switch’ from poverty to prosperity based thinking and welcome abundance into your life. I’m sure you’ve heard of a business plan but on this module you’ll develop a *prosperity plan* instead. This is a business plan for heart-centered coaches and therapists. It’s focused around attracting abundant health and happiness and positive relationships and finances into your own life and into the lives of your clients.

Many new therapists often find it difficult to charge for their services. To help address this issue you will discover that your biggest expense is the money you are not making. Any issues you have around asking for a fair fee for the work you do will be addressed, so that you can accept that a regular income is a reward for a job well done.

OPTIONAL SUPERVISION

Hypnotherapy supervision is available through our two IACP members and fully accredited supervisors Denis O’Connor and Liam Cannon in Donegal. Sessions are available in-person or by phone or Skype. Unlike counselling supervision, hypnotherapy supervision is still optional at this time. So you don’t need to book supervision until you feel you need it.

MY PERSONAL INVITATION TO YOU

I hope you’ve enjoyed reading the prospectus and now I would like to officially invite you to reach out and make contact with me.

Unlike other teaching therapists I place great faith in being accessible to all my students and graduates. You don’t need an appointment to speak to me. So why not give me a call so we can talk about I where you are and where you want to go?

I promise I’ll do everything I can to help you learn great hypnotherapy skills and build a coaching and therapy practice that you will love!



Susan Wallace Hypnosis
hypnosisacademy



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The real hero's of Hypnotherapy Business Academy are the great students and graduates who go on to do great things in their communities and for their clients



Remarkable insight in how to run my practice as a successful business as opposed to a side-line and the importance of knowing how to position myself in the marketplace was crucial for my success. I can now build a business in the complementary therapy sector of the economy along with my counselling and psychotherapy.

Elaine Martin, Counsellor/Psychotherapist & Clinical Cognitive Hypnotherapist/Training & Development Consultant (Reg MBACP). Relate Relationship and Couple Counsellor in Northern Ireland



I can hardly keep up with all the enquiries and how suddenly my practice turned around! I need an admin girl to help with appointments and mails. Word of mouth has now kicked in. Two months after graduation, I have turned a profit and that was after paying for all my flights and accommodation from South Africa to Dublin! I am so happy my passion is now reality. I'm even getting invitations as speaker.

Annette Kenwright, Learning Development Consultant, Clinical Hypnotherapist, Cognitive Behavioural Consultant & Coach, Cape Town, South Africa.



As a psychotherapist I was looking for additional training that would complement my practice. I spoke with Susan and I liked her approach. The standard and professionalism was excellent. I was delighted with the hands on approach from day one. I would highly recommend this course and it does what it says, 'a complete package'.

*Liam Cannon, Psychotherapist, MA Supervisory Practice, IACP Member
www.newdawn counselling.net*



Jim Sheehy  recommends **Hypnotherapy Business Academy**.

February 13 at 12:55 PM · 



As a psychotherapist, Susan's course was recommended to me. I am delighted I decided to add hypnotherapy to my professional skill-set. Susan is both an excellent teacher and therapist. She is so human in her approach: caring individually in responding to each student's need; demonstrating in practice what she present in theory; encouraging us to risk, try, fail, succeed. If you want a great start to a career in therapy or, like me, enhance your skill-set I can heartily recommend this programme. Jim Sheehy, Donegal

*Jim Sheehy, Psychotherapist, IACP Member and presenter of www.reallyhuman.ie. The blog about being both vulnerable yet strong.
www.reallyhuman.ie*



BE THE BEST
HAVE THE BEST
GIVE YOUR BEST

COURSE BOOKING INFORMATION

BOOKING AND REFUNDS GUARANTEE

Your deposit is 100% refundable if you cannot attend the course. Simply provide us with 24 hours notice so we can refund your fee and give your place to someone else.

WORRIED YOU WON'T MAKE ALL THE MODULES?

If for any reason you are unable to attend your local training centre you can join us at another venue or you can connect with us via our online classroom link. If you miss a module for whatever reason, you can join us for that module next year. There is no charge for this service. It's part of our COVID-19 student support policy.

WOULD YOU LIKE TO TALK TO SUSAN BEFORE BOOKING?

If you have any questions or would simply like to touch base before booking, feel free to contact Susan direct on 086 343 2992.

ADDITIONAL COSTS

There is only one small additional cost you have to pay when you join the Triple Diploma course. This is your professional indemnity insurance. It works out at €25 for your student insurance and then about €95 for your full annual insurance when you graduate in 2021. All course books, handouts and access to the Members Library and 101 Interventions are included in the cost of the Triple Diploma Course.

FAIR PRICING POLICY

Every new student pays the same price and aim to keep our training as affordable as possible. We offer a fair pricing policy and full support to help you earn your fees while you learn with us. Graduates are always welcome back for a small fee.

www.hypnosisacademy.ie



FAST TRACK FOUNDATION COURSE DATES AND FEES

University of Limerick
Saturday 10am to 5.30pm

Saturday 17 October 2020
Saturday 7 November 2020
Saturday 28 November 2020

Marino Institute, Dublin
Saturday 10am to 5.30pm

Saturday 10 October 2020
Saturday 14 November 2020
Saturday 5 December 2020

The cost of this course is €350. Pay €50 deposit to secure your place and pay €100 for each of the three Saturdays. By completing this course, you'll be ready to join the Triple Diploma Course, apply for student insurance and to start working with some fee-paid clients to build experience and earn while you learn.

TRIPLE DIPLOMA COURSE DATES AND FEES

University of Limerick

Saturdays 10am to 5.30pm
Sundays 10am to 4.30pm

30 and 31 January 2021
27 and 28 February 2021
6 and 7 March 2021
24 and 25 April 2021
22 and 23 May 2021
26 and 27 June 2021

Marino Institute, Dublin

Saturdays 10am to 5.30pm
Sundays 10am to 4.30pm

23 and 24 January 2021
6 and 7 February 2021
20 and 21 March 2021
17 and 18 April 2021
8 and 9 May 2021
12 and 13 June 2021

The cost of this course is €1,365. Pay a deposit of €195 to secure your place. Then pay €195 for each of the six weekends.

Advance booking is essential. Book now and we will post out the welcome pack to you.

READY TO BOOK AND RECEIVE YOUR WELCOME PACK?

Call Susan Wallace direct on 086 343 2992 to pay by credit or debit card.
OR visit hypnosisacademy.ie to pay via Paypal. You can post your deposit to Hypnotherapy Business Academy, 19 Meadow Hill, Kilkenny, R95 NDW3. Do not send cash in the post and include your name, address and phone number.