

# A DREAM BUSINESS WITH **HYPNOSIS**

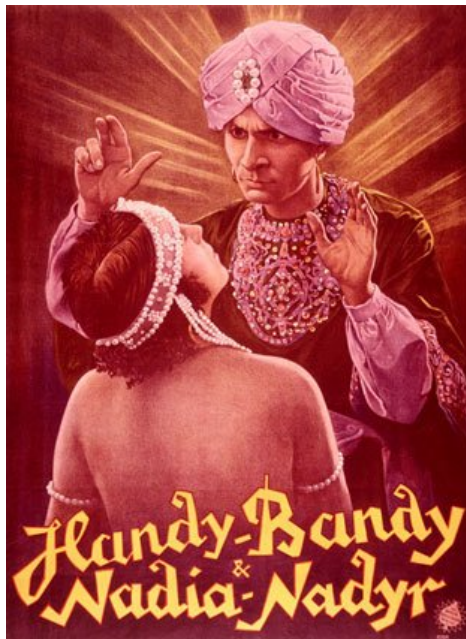
**Dream Business Ebooks**  
**Turn Your Passion**  
**Into Profits**



*by Iain Legg & Johnny Blue Star*

**TheDreamBusinessClub.com**

# A DREAM BUSINESS IN HYPNOSIS



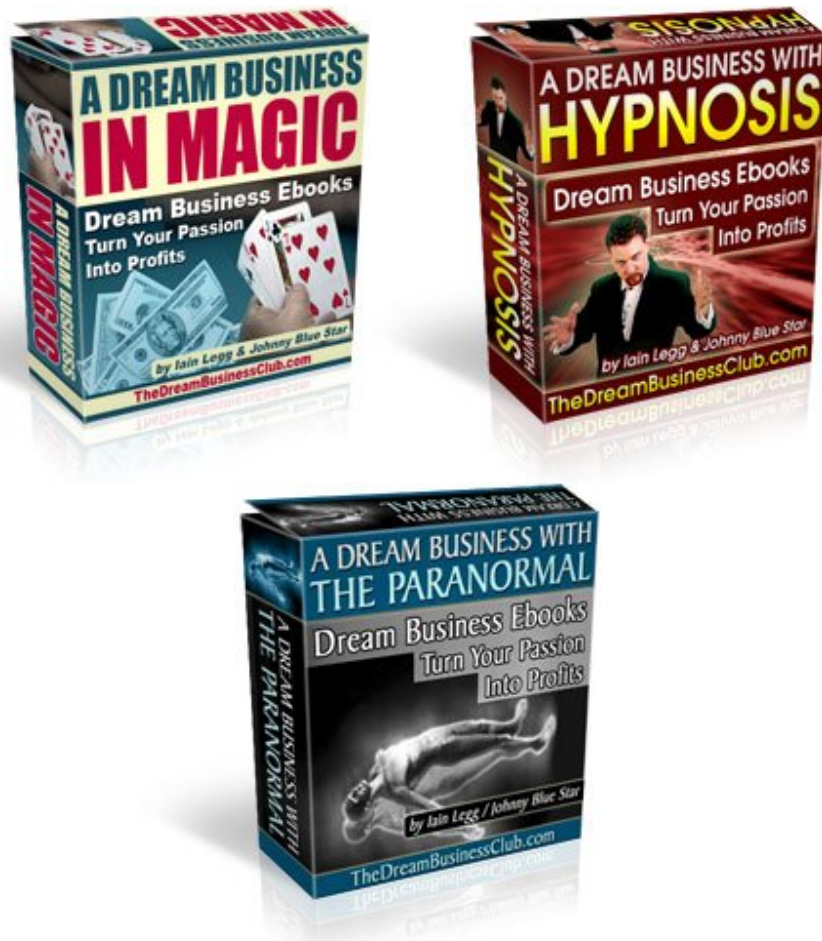
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**-Dream Business E-Books-  
How To Turn Your Passion Into Profits-**

**By Iain Legg And Johnny Blue Star**

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## **PREFACE**

### **A WORD TO THE WISE**

Hypnosis is a fascinating subject. And, for those who love it and want to make a living from it, this book will offer a variety of alternatives, from beginning to intermediate to advanced ideas how to go about making a living at it.



**[Geoff Ronning at Kid's Show](#)**  
**[Click Here to Visit Geoff's State Hypnosis Site](#)**

Whether you practice hypnosis on the stage or for habit control or for past lifetime therapy, the amount of training, in hours is minimum, although the fascination with the results and the opportunity for discovering things about the world and conceivably helping people in many areas immense.

A word to the wise, however - hypnosis, although an effective method for creating changes in consciousness, is not an absolute science. And there could be laws in your country, province, state, locality that might affect the way you can lawfully practice it. Even so, hypnosis is a powerful tool that needs to be studied and practiced in order to be safe and effective. This book, while showing you how to enter into a business revolving around hypnosis expeditiously does not seek to relieve you of the responsibility to seek reliable information about hypnosis and to train yourself responsibly in the area you wish to pursue.



**[Click on image to access information about Ronning Modern Stage Hypnosis Home Study Training Course](#)**

Obviously, selling hypnosis books and tapes is not the same as putting people in a trance for therapeutic purposes or for habit control, but it also behooves you as a merchant to know your merchandise and to not make premature assumptions about its reliability.

## **TURNING YOUR PASSION INTO PROFITS**

Considering the length of time that it takes to go into many sophisticated and lucrative careers, there are rather impressively streamlined methods for entering into a hypnosis career. Compared to other professions, truly the profits available for a full time professional are really quite quickly, weeks and months instead of years. And yet, despite that, this is a field that unlocks many interesting things about the human psyche and, even conceivably, the nature of reality, so despite the training being short, the value of the profession grows with time.



*Alan L. Alves, Hypnotherapist, with Client*  
*See our Chapter, "Develop a Hypnotherapy Practice."*  
Courtesy of Alan L. Alves

Besides being a hypnotist yourself, you can also create businesses that service hypnotists and people interested in hypnotism. If you have an

intellectual or personal interest in the field, you can associate yourself with the history, practice and potential of hypnosis by selling books, videos or equipment online. Of course, most business people have a website and many practicing hypnotists, whether on the stage or in private practice, have a website, too. Besides promoting them and helping them get bookings or appointments, they may use the website for a small profit center for books, media products or even generate their own reports or podcasts.

Selling these items alone does not require any special hypnotic training so, in that sense, an on-line business, if you know what you're doing- and you know how to market it- could be developed very quickly. So, these websites, if properly developed, can bring in a profit, possibly in a matter of weeks. This does not mean, however, that you will become rich in a matter of weeks. There is a lot to learn in promoting and developing a web business which we cover, to some extent, in our section on *Online Hypnosis*.

In this book, you will learn about the myriad opportunities to make money as a hypnotherapist, a workshop leader in many exciting areas, a stage hypnotist and a vendor of hypnotic products. We will indicate methods of going about training and how to contact some of the

professional organizations associated with these opportunities. Most of these can lead to a nice stable income if properly promoted.

It would be fair to say that, compared to other careers, you really can develop opportunity rather quickly through hypnosis. But not instantaneously. Like everything else in life, you need to know what you are doing and there is training involved to develop hypnotic technique. More specialized marketing knowledge is necessary to promote your professional involvement and, if you are going to use the Internet, which you almost have to nowadays, more knowledge and tools are necessary.

# **AN INTRODUCTION TO HYPNOSIS**

## **A SHORT HISTORY OF HYPNOSIS**

Hypnosis is a fascinating and ancient art that has been practiced, in various forms, for more than three thousand years. It has been said that ancient hypnotic practices were recorded on a 3000-year old stone stele in ancient Egypt. Others have claimed that the Greeks used it in their sleep temples to induce trances for healing purposes. There is a 2600 year old Chinese manuscript, written by Wang Tai, which describes the kind of hypnotic passes used in comparatively modern times by Mesmer in conjunction with incantations. Ancient Hindu writings, the Vedas, are referenced as another source describing hypnotic procedures.

Anton Mesmer (1766-1815) is often credited as being the father of modern hypnosis. And, although his theories and his life are well worth studying, Mesmer's concept of trance induction was based on a completely different set of principles than modern hypnosis. Modern hypnosis bases its functionality on suggestion, the susceptibility of the unconscious mind of the subject to the commands of the hypnotic operator, whereas Mesmer believed that the affect of the trance state was due to the passage of the "animal magnetism" from the operator to the subject. Animal magnetism was thought of as an invisible, fluidic

energy-type substance that could flow to the subject by virtue of special, hypnotic passes of the operator in conjunction with the use of metallic magnets.



*Portrait of Anton Mesmer*  
Courtesy of the Bakken Library, Minneapolis

Various investigators, including the Marquis de Puységur and the Chevalier de Barbarin, found other ways to induce a trance, but it was the Abbe Jose di Faria who basically threw the whole idea of linking any kind of magnetism to the trance state out the window. He laid the way for the more modern concepts of hypnosis formulated by John Elliotson (1791-1868). Elliotson was convinced that the surgical anesthesia he could induce in his patients was passed on the mesmeric passes they made over the subject. Even though there was some liberation from the teachings of Mesmer, the idea of hypnosis was still not grounded in the

idea of suggestion until James Braid attacked the theoretical foundations of the art. Braid basically took the mesmeric passes and theory out of hypnosis and made 'concentration' on one object or 'focus,' the basis for hypnotic phenomenon for a large part of his career, although this may have been modified later.

In terms of Western psychology, one of the most important people to use hypnosis was Sigmund Freud, who discovered that the mechanism of repression lay behind severe neurotic or psychotic behavior. Although it eventually was replaced with other therapeutic tools, like free association in the psychoanalytical toolkit, his early work is a tribute to the power of hypnosis in revealing forgotten behavior. However, since Freud abandoned the practice of hypnosis, it may have had somewhat of a negative impact on the spread of the practice for clinical use.

Emile Coue (1857-1926) developed more clearly that the framework for hypnosis is based on suggestion and, specifically, autosuggestion. He argued also that profound trance states alter the voluntary nature of the activity and sought to erect his therapeutic foundations on autosuggestion.

In the twentieth century, William James, the esteemed American scientist, was intrigued by hypnosis and its implications for what we would now call Altered States of Consciousness. In 1923, a Harvard

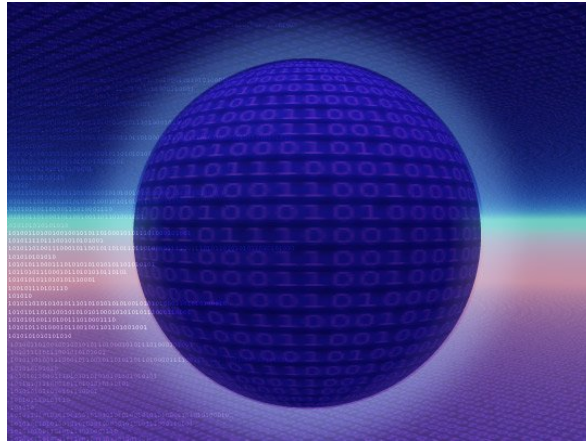
doctoral student, P. C. Clark reported on experiments utilizing hypnosis. At the same time, Clark Hull initiated a set of experiments during the 1920's and 1930's, which began at the University of Wisconsin and culminated at Yale University. Milton Erickson, with his innovative, indirect twists on hypnotic induction, was probably one of the most important experimenters and promoters of hypnosis at the time. After World War I, Ernest and Josephine Hilgard along with Andre Weitzenhoffer, developed a laboratory targeting research into hypnosis.

Hypnosis achieved some celebrity with its possibilities for aiding in the recalling of past life times, triggered by Morey Bernstein's book, *The Search for Bridey Murphy* and its use in UFO abduction cases, including the famous Travis Walton and Betty and Barney Hill cases.

But its most common uses have been in the treatment of pain, compulsive eating disorders, gambling and smoking and phobias, including the fear of flying. Workshops, utilizing direct and indirect methods of hypnosis abound- and hypnotists can make a brisk business with assisting in overcoming certain personal phobias.

## WHAT ACTUALLY IS HYPNOSIS, ANYWAY?

Hypnosis comes from the word, *hypnos*, in Greek, which means sleep.



Basically, hypnosis is the process of creating a type of sleep called a trance in which the subject is subject to suggestion beyond his or her conscious control. Hypnosis can effectively enhance memory recall, allowing subjects to experience past events very vividly, even to the point of believing that they are consciously present at these events. How far can this go? And as you may have heard, some people think hypnosis can recover memories from a past lifetime.

Hypnosis can induce a partial or almost complete state of anesthesia, making subjects or patients oblivious to the surgeon's knife, a state presumably similar to that of an Indian fakir, who can stick needles into his arm or lie on a bed of nails without experiencing pain.

Another, scientifically verifiable aspect of hypnosis, is the ability to create positive hallucinations. When I was in elementary school, I read a book on hypnosis that claimed that the hypnotist had created, for himself, a little pink elephant that followed him around all the time. The trouble was that he couldn't get rid of it right away. He had forgotten to suggest the possibility for removal of that little pink phantom. That really impressed me as to the potential of hypnosis.

Perhaps one of the most important aspects of hypnosis is its ability to suggest and influence courses of action to people both inside of and outside the hypnotic trance. A suggestion given within a state of hypnosis that will have effect outside is called a post-hypnotic suggestion. Stage hypnotists have used this to great effect, causing a certain phrase or action to trigger somewhat strange behavior by their subject- like breaking into a song or a laughing fit. But, these types of post-hypnotic suggestions can have a much more profound and meaningful effect when trying to influence discordant habitual behavior like smoking or gambling.

Another aspect of the hypnotic state is its ability to allow the subject to regress into the past and to re-experience, quite vividly, forgotten or even repressed experiences. In fact, it was the latter property of suggestibility

that characterized Freud's work with hysterical women in Austria at the turn of the century and helped trigger the psychoanalytic movement, whose premise is based on the capacity for repressed memories to influence psychological states.

## **HOW DOES IT WORK?**

One of the main ingredients in the profession of hypnosis is the ability to induce a hypnotic trance. There are different methods for doing this. Some are mechanical, involving special equipment. But, mostly, a hypnotic trance is induced by the suggestions and manner of the hypnotist. He may, for instance, try and induce some of the beginning stages through progressive relaxation, starting with one part of the body and relaxing its muscles and progressing throughout the entire body. He might then try to get the subject to focus or concentrate on an object, even a pendulum, and put them into a deeper trance, giving certain directed hypnotic commands. Or, he might use a radically different, indirect approach, relying on some kind of imaginary setting- like lying by a lake in a warm afternoon or floating on a cloudbank to induce a deeper state.

Hypnotists often follow scripts. These scripts will address the specific ailment, problem or achievement to be reached through the hypnosis process. Often, the basic tool that the hypnotist has is his or her voice and the ability to induce a change of consciousness because of certain disposition and understanding of the hypnotic subject.

In this book, you will notice certain scripts, certain discussions of suggestions. At the very outset, the readers should realize that there are various schools of hypnosis and that practitioners will vary on their choice of an approach.

The most common type of hypnosis, as far as the public is concerned, is called direct hypnosis. This is the type of hypnosis where the hypnotist takes the role of an authority who basically gives orders to the subjects, often called hypnotic commands. The second type, inspired by the deceased, famous hypnotist, Milton H. Erickson MD- embodies a more subtle method of altering normal consciousness, using language patterns, subtle confusion techniques, telling stories and slightly shocking surprises. This is called indirect hypnosis.

How you ultimately decide to use hypnosis and what techniques you use is entirely up to you, but should come after a serious study of the subject, with considerable reflection on your part. Your success as a practitioner will be partly due to your sensitivity and talent, but a lot of it will be due to your knowledge and your training.

# **THE MARKET**

## **AN OVERVIEW**

In a February, 2004 article in Business Week, reporter Kate Murphy describes how hypnosis is gaining credibility in the marketplace. She points out various scientific forms of imaging, like MRI and EEG have confirmed that hypnosis truly has the effect of altering sensory perception in subjects. Its effect on phobias, like the fear of flying- or smoking or weight control have made it a very valuable tool in certain key areas affecting human life and happiness. It is particularly useful in the treatment of pain, particularly anesthesia. She cites fees varying from \$50-\$300 per hour by professionals associated with the Society for Clinical and Experimental Hypnosis (SCEH) or the American Society of Clinical Hypnosis. (ASCH).

Stage hypnotists, as you will see from our interview with Geoff Ronning can make a lot of money- but here talent and drive are extremely important. One generally has to have the quality of showmanship to be a stage hypnotist. Stage hypnosis is really like producing and starring in your own one-man show. Nobody hires a stage hypnotist for an academic lecture on hypnosis. They want to be shocked, they want to laugh, they want to be entertained.

## **MARKETING YOUR HYPNOTIC PRODUCTS AND SERVICES ONLINE**

One of the newer ways movements in Internet Marketing concentrates on marketers focusing on niche markets. Niche markets are often relatively small markets with an extremely faithful and devoted following. Capturing this intense audience could be valuable in order to make money on the Internet.

A person who wants to be involved in hypnosis in any capacity should realize the power of the Internet in selling his products and services. That person also needs to realize that there are all kinds of hypnosis sites infused in the Internet and that one of his tasks might be to create a unique site by focusing on a certain area of hypnosis as the main focus of his site. Just selling products will probably not be enough, although sometimes a hypnotist, like any service provider, may have a website as a back-up or accessory sales tool. In this case, the hypnotist may be using off-line methods, such as referrals, local classified ads in newspapers or specialty magazines or phone books ads to get clients. And that is a perfectly acceptable use for a website, but it is not primarily an online method of marketing.

To achieve results for a website devoted to hypnosis, one must have a theme. Now, if one is a famous author like Dr. Brian Weiss, a leader in the field of Past Life Therapy section (whatever you may think of it), his website will bring traffic and book sales. But if one does not have a reputation in the field, one has to find a specific topic to capture interested viewers, hopefully long enough for them to peruse and use the shopping cart to buy products.

Although it may be possible to set up a site that purely sells hypnotic products or services, this would probably not be the best way to capture an audience. Generally, specialty products like these are sold on web sites because of people pursuing selectively their specific interests in different subjects, including business opportunities and products related to these interests.

How does one do this? First of all, there are ways to explore the existence of specific niches and to evaluate their potential. Second of all, one must create an informative, meaningful and content rich website that will hold the viewers. Thirdly, this website needs to be promoted properly.

To address the question of online promotion, let us turn to the Internet Marketing expertise of Dave Gieber, a former rocket scientist who now devotes all of his time to researching Internet Marketing and to selling his products. We asked him, how he would approach the problem of creating a niche market within the broader area of hypnosis.



[Click to Link to Dave Gieber's Secrets of the Vending Business Website Built with the Principles Outlined in this Article](#)

Dave replied, "First, I would take the word hypnosis and as many common words associated with that phenomenon as I could and do keyword research on those words with various Internet tools. I would start with the word, "hypnosis" itself and then as many sub-keywords as I could think of. For instance, words like "trance," "post-hypnotic suggestion," "regression," "habit control," "compulsive gambling" all might be associated with hypnosis, either as an associated phenomenon

or the kind of condition that hypnosis can beneficially address. I call these words sub-keywords.”

How would he do this? “Well, first of all, Internet Marketing is actually a fairly large activity and I can only give you some idea of my approach. We are searching for some niche in the area of hypnosis, including the overall concept of hypnosis- to find a way of driving traffic to a website on which you can advertise a product which is based on your niche market research. Two tools that I personally use are the Overture search tool and wordtracker.com. There are many other such tools.”

How does he interpret the results so as to be helpful in determining a valuable niche? “A profitable niche and not too competitive, would have monthly searches of roughly 20,000 to 100,000 searches per month. As an example, let us say the term, ‘hypnotic regression’ falls into this category.”

“So this looks like a category of hypnotic phenomena that a whole bunch of people are interested in but yet perhaps not so great that that need for information is being adequately addressed in the Internet marketplace.

“The next step might be to find a product, e-book, computer video, etc.,

that could be created to address that need. Let us imagine that we come up with an e-book called "How To Hypnotically Regress People."

So now we have a product concerned with hypnosis, a subject that we are very interested in, how do we go about marketing this project?

“Again, I am trying to give you a thumbnail sketch of the approach. In my opinion, in this scenario, I would now go about creating a website that would appeal to people with the need to learn about hypnotic regression. The website would certainly be designed to appeal to people with that interest, but it might not be simply and only designed to sell the book. Perhaps it could be a website called, ‘Famous Cases of Hypnotic Regression’ or ‘The Scientific Proof of Hypnotic Regression.’ One of the options offered by that website might be to read a sample chapter of that book as well as to pursue, for free, all types of information on the website on ‘cases’ or ‘scientific proof.’ Finally, it might offer that book for sale.”

“Let me tell you at the outset, you don’t sell a book on the Internet by just mentioning its title or subject. To sell a book or any product, you usually have to write a sales page. This is kind of an art, but it is something you can learn. Once you have your web page designed in your mind, at least, then you can find someone to design your page or do

it yourself. I use Website Wizard, a hosting service, which also has an editor, which allows you to easily create and upload your own sales page. Website Wizard has a server side page editor with instructions on how to use the editor. It is a lot like using Word and you can also copy and paste from Word or another text editor into the page editor. Sometimes, a website really only has a sales page as a mini-site, but sometimes this is only a fraction of the site. [Click here](#) if you would like to look into Website Wizard.

So you create a product, develop the concept of a website, design a sales page and the rest of the product and, of course, find a hosting company. Is that it?

Dave replied, “Well, in my opinion, you would also want to determine 2 or 3 bonuses related to your hypnosis book to add to the total package. Again, proper sales copy is what sells your visitors on your book and this takes practice or you can hire a copywriter to write your sales page for you. You then need to upload your book and bonuses, usually in PDF format, to your server. Websitewizard makes this extremely easy to do.”

Well, once you have the website, products and sales page- how do you promote your product and site?

“Well, a methodology for the long run is to build your site search engine friendly and visitor friendly. This is called search engine optimization (SEO), but this takes time and education to fully understand. But in the mean time, you can use paid traffic to get visitors to your site. This is a pay per click (PPC) methodology. The first place to start is to set up a Google Adwords account.”

“Then you run an Adwords campaign. There are other PPC companies also, Overture and Findwhat. These campaigns have to be carefully monitored and tweaked so you don't end up spending all your money with very few sales.”

“Another methodology to learn is to write articles about your product and learn how to find article directories and submit your articles to these directories. This helps to develop targeted free traffic, to establish you as an expert in the hypnosis field and to create back links to your newly created site, which helps in search engine ranking.”

“These are very quick and dirty steps to creating your own Internet hypnosis business, but, as I have tried to indicate, there is more to this than I can speak of at this time.”

“There are some excellent places to go to find a more in depth and

organized plan for creating your Internet business. It's a big subject.”

How then would you advise someone eager to learn the whole subject to begin approaching it?

“Find a good mentoring program to become involved with and/or find a good tutorial product to purchase and follow. There are so many that are good and even more that aren't worth the price, that it is hard to find a decent one. Personally, I have learned to listen to Nitromarketing, John Reese, Frank Kern and Ed Dale, Ken Evoy and Corey Rudl.”

Ken Evoy has one of the best Internet business building philosophies and the tools to go with it, on the Net. More can be learned by [clicking here](#) to learn about his fabulous program for making money on the Internet.

# **HABIT CONTROL THROUGH HYPNOSIS**

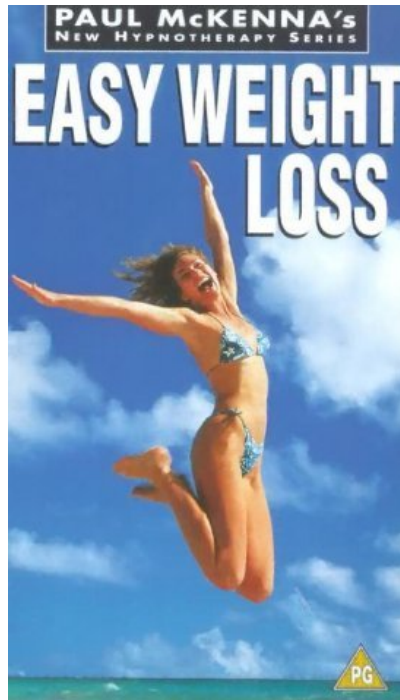
There are many applications for the use of hypnosis with Habit Control- compulsive eating and weight control, smoking, gambling and alcoholism can all be treated by hypnosis. Personal counseling or group efforts targeting weight control and the elimination of smoking comprise a big portion of hypnotists' income.

But just because these things can be treated, doesn't mean that there will be 100% in a treatment. People differ in their ability to enter into a trance state and their degree of suggestibility.

## **Weight Control**

Hypnotic suggestion can compel you to have physically negative reactions to food that you previously consumed with great pleasure but finally deemed was bad for you. It can help you walk away from food that previously had lured you like a giant magnet into destructive consumption patterns. It could even potentially make foods, like broccoli, develop a new appeal, based more on hypnotic suggestion than a reconstruction of your neurological reactions to the oft-dreaded vegetable.

Various commentators seem to suggest that hypnosis is effective in reinforcing a good nutritional, weight loss program. That makes sense. You don't just want to stop eating. You want to eat the right foods as tailored to your own unique physiology.



[Click Here To Find Out More About Easy Weight Loss!](#)

There are numbers of scientific studies that claim that hypnosis is useful in weight control. A study by Kirsch and Irving in a 1996 article in *Journal of Consulting and Clinical Psychology* claimed that hypnosis enhanced weight loss when attempts were made to induce it through various cognitive-behavioral techniques.

In a weight loss treatment, featuring hypnosis, 60 women who were, at minimum, 20% over their weight limit, effectively lost weight, according to an article by Cochrane, Gordon and Fiesen in the '*Journal of Consulting and Clinical Psychology*' in 1986.

In a 1985 study by Bolocofsky, Spinler and Coulthard-Marris, reported in "The Journal of Clinical Psychology," a nine-week program incorporated hypnosis in a segment of the population of a weight loss program targeting 109 people. The results found that both segments of the experiment benefited from their treatment but the hypnotic segment continued to benefit for long after the program was terminated.

The hypnotist, after inducing a hypnotic trance in the subject as described previously in the *How Does It Work?* section, might encourage the subject to think of the goal of having the type of attractive, slender body which the subject has so often desired. He further might instill in the subject the extreme power of these hypnotic suggestions and that they will permeate his habits and his body, which will become responsive to these healthful new ideas about eating.

Now the hypnotist outlines the kind of new approach he is talking about, a friendly, healthful attitude towards eating. Eating is now fulfilling when enough has been eaten to fully satisfy the subject's nutritional and physiological needs, but nothing beyond those necessities- the kind of intake of food that will energize and nourish the body, but not stuff it to

over-fullness. When the subject is no longer hungry, there will be no more need to eat. Neither negative emotions nor old habits will drive them to eat more.

Hypnotists could customize their suggestions to a specific dietary regimen. They might aim to make the taste or experience of certain foods objectionable. They might make certain foods, like fruits or vegetables or healthy meat products, more palatable. There are actually a lot of choices here and a trained hypnotist will accommodate his approach to the client and to what he has learned from his experience and training.

## **SMOKING**

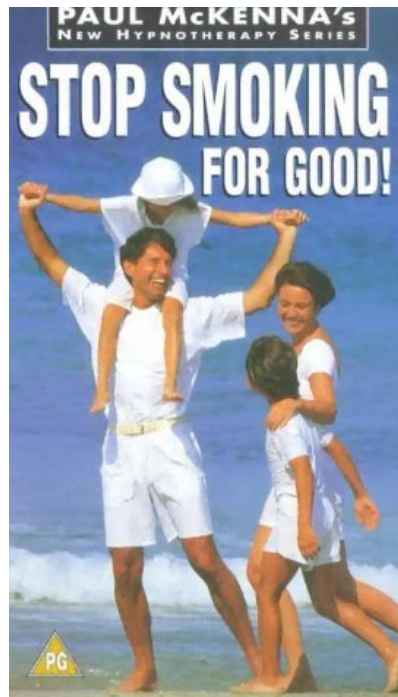
A 2004 article by Gary R. Elkins and M. Hasan Rajab in *The International Journal of Clinical and Experimental Hypnosis* reported the results of 3-session workshop. 81% acknowledged that they had completely ceased smoking immediately following the workshop. Twelve months later, 48% reported that had never smoked at all following the workshop. Maybe not perfect. But this was only three sessions.

With this type of research in mind, it is a wonder that all smokers don't reach to the phone and dial up their local hypnotist. Unfortunately, hypnosis, despite its efficacy in certain situations like smoking, is not actually thought of in a therapeutic context, but, to the masses, seems to be still looked at as a form of exotic entertainment. Still, if someone did call a hypnotist about smoking, this is something like what he would probably experience. In fact, here's how a hypnotist might handle a smoking problem:



*Alan L. Alves' Southcoast Hypnosis Center Office*  
*The Sign Says It All*  
Courtesy of Alan L. Alves

When the subject has reached an appropriate state, he may seek to give the subject a heightened awareness of his habit. He may tell him that he will be very conscious of his smoking, of reaching for the cigarette, of dangling it in his mouth, of inhaling. He further might suggest that the experience is somewhat uncomfortable and annoying. He may suggest that the cigarette just doesn't have the same flavor, the same positive psychological calming effect, and the same image-enhancing quality. In fact, he might suggest, you now are empowered, if you wish, to give up smoking completely.



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Further, he may suggest to the person that he will be able to forget cigarettes, forget about buying one- feel inclined to destroy any cigarette he is offered, be able to think more clearly about the health benefits and other positive experiences he can have when giving up this dreadful habit. He may suggest that all this will enhance the smoker's feeling of self-confidence and empowerment.

## **ALCOHOLISM**

In working with an alcoholic, the hypnotist must penetrate one of the most difficult and cruel addictions known to man. As is typical in many hypnotic sessions, the hypnotist may try to bring the subject to a deep state of relaxation. Once in this highly receptive state, the hypnotist may emphasize the possibility for the subject to re-establish his connection to his own real motivation and power. He may even take this a step further, trying to get the subject to see that he, himself, is connected to a higher power, as in the 12-Step programs. He might try to reinforce the subject's natural state of belief, his innate concept of him or herself and his relationship to a higher power while making the subject question his or her own helplessness and the inevitability of addiction and self-destruction. Slowly, he will try to inculcate in the subject his ability stop drinking- that the compulsion to drink is no more, that the subject is re-empowered to find his own way of life, without bars, irresponsible friends, drunken driving episodes, fights, angry domestic situations- all tied to a destructive and now undesirable way of life.

There are probably as many ways of doing this, as there are hypnotists. But one thing is certain. The hypnotist has a powerful tool for good and he must be very, very careful with it when using it for an illness like

alcoholism. So it would be best that he has sought out good training with people who have made it work for them and their clients.

## LICKING PHOBIAS WITH HYPNOSIS

One extraordinary use of hypnosis is involved with overcoming specific phobias. Phobias, which are deeply held unconscious fears, affecting a person's whole life and psychological well-being, are subject to influence by hypnosis. We were pleased to interview hypnotist, Joseph Bennette, who specializes in the treatment of phobias and has deep insight into the process and its potential.



*Joseph Bennette, Anxiety Consultant*  
Courtesy of Joseph Bennette

**JOHNNY BLUE STAR**

What initially influenced you to become a professional hypnotherapist?

**JOSEPH BENNETTE**

My own personal problems led me to seek out assistance. After a session of hypnosis, I was sold on the technique.

**JOHNNY BLUE STAR**

I see you specialize in phobias. Which phobias do you specifically handle?

**JOSEPH BENNETTE**

I would rather call them “irrational fears” instead. These are fears that petrify people and keep them from achieving their goals and living their lives in peace. ANY irrational fear can be addressed quickly once it is identified specifically – “I’m terrified of spiders. I can’t work at my desk for fear one will crawl out onto it or I’ll find one hiding underneath...” for example.

### **JOHNNY BLUE STAR**

What led you to specialize in phobias, to specifically become an anxiety consultant?

### **JOSEPH BENNETTE**

A very qualified and successful hypnotherapist in Vancouver, WA, Ken Ellsworth, gave a talk at one of our Oregon Hypnotherapy Association meetings once about focusing one's practice to gain referrals from physicians and other clinicians. I was at the time working with a physician here in Salem and was getting lots of referrals from him. But I was not getting many from other physicians in the building or the area. When I focused on what I did best – killing irrational fears – I started getting more physician referrals. Physicians like success – they don't want to send a patient to a "specialist" who MIGHT help their patient – they want to refer to a specialist they can trust WILL help their patient. I have a nearly 100% effectiveness record with irrational fears – so I chose to go that direction so as to take advantage of physician referrals. I'm now retired but still focus on what I do best.

**JOHNNY BLUE STAR**

Do you do workshops or only work with individuals?

**JOSEPH BENNETTE**

I only work with individuals. I have done workshops – they are lots of fun. I may do workshops again in the future, I don't know.

**JOHNNY BLUE STAR**

Tell us a few examples from your actual work- and how you helped specific clients.

**JOSEPH BENNETTE**

I have worked with THOUSANDS of clients over 20+ years of practice. Most have been single-session meetings. Among my favorite clients were Jane, John and Susan. These aren't their real names, by the way.

Jane was referred to me by one of the local school district's psychologists. She had such a strong fear of elevators that she could only work in schools without elevators. All but one of the schools in the area used elevators so she was very limited – and close to discharge because of it. In our single 90-minute session, I took her to the hospital behind my office and we rode the elevators for almost a full hour of our session

time. After the session she was completely able to use elevators in any school. A year later I called her to ask about her progress. She barely recalled me but was able to report she had NO problem whatever with riding elevators and did so EVERY day.

Susan was scheduled to fly to Minnesota to her daughter's wedding but she was absolutely petrified to even drive to an airport – she was so terrified of flying. She reported that the fear started when she was flying in a plane that nearly crashed a few years ago – since then she could not even imagine flying again, she was so terrified. In our two-hour session, she addressed EVERY concern she had about flying and walked out of my office feeling confident she could do the deed. I checked back on her after the wedding to find she flew with not so much as a flinch or twitter of fear. She absolutely enjoyed the whole experience – flying, wedding, visit, flying again, everything.

John was a successful general contractor who felt his “edge” was gone and was terrified he'd make a bad decision and go broke. This fear kept him from engaging in the risk he did so well in the past. He saw me three times – in each case he was faced with huge deals that could make or break him – and he was terrified to make a business decision. In each case we addressed his concerns and considerations and he walked away feeling confident to make those decisions. The company he owns is now

among the largest in the Northwest. He's no longer afraid to make a risky decision. I've not seen him professionally for over 3 years.

**JOHNNY BLUE STAR**

Does it often not work? What kind of success have you had?

**JOSEPH BENNETTE**

I'm careful to screen my clients for success. For that and other reasons I have a VERY high success rate – nearly 100%. I have learned that successful clients really WANT to change but feel they don't know how or are unable to do so – it's an inside job that I can assist them with.

**JOHNNY BLUE STAR**

What do your services cost?

**JOSEPH BENNETTE**

\$120 per hour.

### **JOHNNY BLUE STAR**

How long does it take to master hypnosis in such a way that you can handle something as delicate as a phobia? Or is this as delicate to deal with as I think?

### **JOSEPH BENNETTE**

Irrational fears are incredibly easy to bust. The common misconception that it is hard to beat a fear makes it appear that I need special talent or extensive education to master – and that a client must be superhuman to beat a fear. Not so. In almost every case, an irrational fear is just a tiny little misfire in the neural network that is VERY easy to adjust. Each irrational fear consists of what are called aspects or elements of the fear. My job entails assisting the client in finding, identifying, and adjusting each of these elements; teaching my clients to do a process for themselves – for those times when they are away from my office and are faced with an aspect of their fear we missed in session; and doing follow-up care as necessary. Most of my follow-ups consist of phone calls in which my clients thank me for my work with them.

## **JOHNNY BLUE STAR**

What kind of financial rewards are there in treating phobias?

## **JOSEPH BENNETTE**

Unfortunately, financial rewards are not as great as with other longer-term types of services in which the practitioner is not required to generate new clients as often as I must. When clients get over their irrational fear in one session, they tend to simply go on with their life as they were doing but without the roadblock. That means I must constantly market to generate new clientele.

Very often clients don't speak about their successful session because they were keeping their irrational fear a secret – as best they could – so they could get along in their society. This means I get FEW word-of-mouth referrals – nobody wants to admit they were “crazy” afraid or defective in some way. For example, once I worked with a USAF pilot who was terrified to fly – he “faked it” each time. After our session, he returned to what he was doing before but with a whole lot less sweat and he no longer had to live a lie. But he told NO ONE – and for good reason – would you fly with a pilot with an irrational fear of flying? I wouldn't either.

I occasionally get referrals from psychologists, physicians, and other mental health folks who have a “stuck” client. I do one session and return the client to their mental health practitioner.

### **JOHNNY BLUE STAR**

Now, I understand you do this part time? Why? Can someone make a fulltime living at this?

### **JOSEPH BENNETTE**

I do it part time because I can – I don’t need the income. I don’t know if one can make a living doing what I do unless they work full-time and/or in a medical setting. I’ve had lots of people wanting to get relief from their fears IF they can do so using their insurance carrier to pay for it. But it doesn’t work as well when someone else is invested in their healing. The client will be so much more motivated and the process works so much better when the client is monetarily invested in his or her own healing. This is a well-known phenomenon down-played by the medical-pharmaceutical-insurance industry.

To make a full time living a hypnotherapist must expand the services they offer beyond the fear busting I do. I made the most money from hypnotherapy when I did stop-smoking sessions. MOST people can’t stop

smoking because they fear withdrawal symptoms. It was while I was doing stop smoking sessions that I learned how easy it was to bust irrational fears – in fact the more irrational and strong the fear, the easier it is to bust. My stop smoking program worked with about 85% of my clients. The better I'd screen them the higher the percentage of success. My feeling is that stop smoking is where the real money is in hypnotherapy.

### **JOHNNY BLUE STAR**

What kind of advice would you give a person who wants to get into this field?

### **JOSEPH BENNETTE**

I HIGHLY recommend hands-on training in hypnotherapy from a quality school. The National Guild of Hypnotists keeps a list of quality schools around the US. In Oregon, the Oregon Hypnotherapy Association keeps a list of schools in Oregon who graduate students capable of qualifying for membership in the organization. Potential students should contact a school, check them out online, ask prior graduates about their experience with the school and how well they are doing in practice, and maybe even experience a demonstration by the trainers to get a feel for their style – which will best suit them if they feel they resonate with their style of instruction. In addition, there are lots of opportunities for

distance learning – I like video productions best where you can actually SEE and HEAR the presentation of the skill involved.

In addition, education in how to run a successful self-employed business is critical for a full-time hypnotherapist because there just aren't "jobs" out there for hypnotherapists. Such education must include at the very least marketing, finances, and governmental regulation. Such education is available from a number of reputable schools including most community colleges and universities.

The National Guild of Hypnotists (NGH) is no doubt the premier organization in the country dedicated to hypnotists of all stripes – including entertainers. They offer education, certification, and legal assistance. The American Board of Hypnotherapists (ABH) is another large organization with extensive resources for hypnotists – focused mostly on hypnotherapy rather than entertainment. For those involved in the medical field, I recommend checking out the International Medical and Dental Hypnotherapy Association (IMDHA). I am an active member of the Oregon Hypnotherapy Association (OHA) – many other states in the US have similar organizations.

**JOHNNY BLUE STAR**

Thanks, Joseph. Please give me what information you would like us to provide in terms of contact information and links- in conjunction with this interview.

**JOSEPH BENNETTE**

*They can contact me by emailing me directly from my website at <http://www.jbennette.com> or calling me at 503-375-0146. They can also subscribe to my free Newsletter, [The Bennette Bulletin](#).*

## **GET A CAREER IN HYPNOTIC BIRTHING**

Hypnosis, according to one interpretation, is a technique that on one level facilitates relaxation through a form of “focused concentration.” Once learned, it enables one to achieve certain desired outcomes like weightless, reduction of anxiety or pain control. When used for the purpose of childbirth, in a technique, we shall call hypnotic birthing, the learned response is the achievement of a relaxed and positive attitude toward each and every contraction. In this manner, hypnosis can be used to help the laboring mother give birth in a calm, assured, and relaxed way she may have never thought possible.

There are various names for techniques used in association with hypnotic birthing. For purposes of this discussion, we shall refer to the central idea of them as hypnotic birthing.

Considering that generations of women, have passed on to their own daughters old sayings like, “it will make you think you’re going to die,” and “child birth is agony” it’s no wonder that the modern woman has embedded into her subconscious the idea that childbirth is the thing to

be most feared. Thus, when she experiences a labor contraction, coupled with innate forebodings of labor, fear ensues and the fight-or-flight syndrome immediately sets in.

The fight-or-flight phenomena necessitates that blood be drawn away from those organs that will not directly be used in either fighting or fleeing, including the uterus, thus making contractions inefficient and difficult. The tension (in response to pain and fear) involved actually causes the laboring mother to work against the prime directive of labor itself, i.e. to get the baby out. Pain ensues and the fear involved tends to terrify the mother and intensify the pain sensation.

Hypnosis is used to create relaxation during contractions plus a positive, trusting attitude toward the labor and birthing processes. Stress hormones are eliminated that are fundamentally responsible for the pain in childbirth. Instead, wonderful endorphins that are your body's natural pain relievers (and nature's love drug) are elevated, thus keeping the laboring mother in a state of relaxation and having a sense of well-being.

Hypnosis used in birthing can be an adjunct to other components of childbirth education, and can enhance them. It focuses on relaxation and positive progression while continually suggesting that surges are

normal and natural. A philosophy like Bradley's, such as the tenet that a woman's body "knows how" to give birth and therefore one should trust the childbirth process, is enhanced by hypnosis. Similarly, the Lamaze precept that the experience of a contraction will be interpreted as an intense "surge" that is positive and helping the baby's journey progress, instead of experienced as a feared agonizing pain – couples with hypnosis and serves to boost the mother's ability to achieve a deep level of trust and well-being throughout pregnancy, labor and delivery.

The laboring mother is not disassociated with her contractions or childbirth at all, but rather is more present and tuned in. A common concern is when using a hypnosis program women will become disassociated from their labor, or won't feel contractions. Not only will she feel her contractions but also, because she is at ease, she will be more present with her body. (Women using the "HypBirth" program, a variation of hypnotic birthing, often make such remarks as, "That was a really good contraction - I could feel my cervix opening!" with a smile of achievement on their face.) Hypnotic birthing is not mind control. A person must be a willing participant.

The goal of hypnotic birthing, in all its variations, is pain management and will enhance a medicated or non-medicated birth experience. In

fact, the tools that one learns in this kind of program may greatly assist with pain management for the rest of one's life.

Here are various benefits of hypnotic birthing:

- Pain is greatly reduced during childbirth
- Length of labor is shortened, even with first birth
- Fear and anxiety associated with childbirth is diminished
- Need for episiotomy is reduced
- More comfortable and better sleep during pregnancy
- Greater energy
- Helps fight against the occurrence of postpartum depression
- May enable closer bonding with baby.

The way it works is by practicing daily relaxation exercises using such modalities as DVD, CD, VHS, audiotape, workbooks, telephone correspondence and face-to-face appointments. The whole thing can be accomplished without ever using direct contact with a therapist via phone or live session but rather by voice recordings only.

Sessions for the expecting mother will entail pre-labor preparation exercises which should be used around the last two months of pregnancy. These can be done partially by office appointment and

partially by recordings, or by recordings altogether. Another component would be a labor coaching and guidance companion, to be listened to and followed during the time of actual labor. Further components might be videos or DVDs of stories of mothers during their own real pregnancies and deliveries that have used hypnosis. Another might be relaxing music for the mother and baby. Additionally, postpartum programs to help shed weight, get rid of post-partum depression, and de-stress.

Actually, the list of topics one could include would be hypno-CDs or DVDs on a wide variety of new mother-related topics such as: morning sickness, increased lactation, sibling preparation, getting labor started, VBAC preparation.... as many as are required by Moms everywhere.

### **TAPES PRODUCTS/SERVICES YOU CAN SELL**

- Labor preparation training exercises
- Well-being throughout pregnancy
- Labor coach
- Recordings of actual childbirths
- Music to relax and elevate mood for Mom, Baby and Family

### **Postpartum Hypnosis Programs**

- Return to pre-pregnancy weight
- Conquer postpartum depression

- Let go of stress
- Many more topics.....

**Websites for training Moms and practitioners:**

**<http://www.hypbirth.com>**

**<http://www.hypnobabies.com>**

**<http://www.earthmamaangelbaby.com/hypbirth.html>**

**<http://www.hypmoms.com>**

## **DEVELOP A HYPNOTHERAPY PRACTICE**

In our search for a professional hypnotherapist with a serious and long-term involvement in the field, we were lucky to find Alan L. Alves, MA, BCH, CI, a retired, highly decorated 30 year veteran police officer, who has been involved in hypnosis for over 20 years. Alan has gone out of his way to train himself for this profession. Readers of this book will find here an enviable training and career path for a professional hypnotist.



*Alan L. Alves, Hypnotherapist*  
Courtesy of Alan L. Alves

Alan graduated from the Basic & Intermediate Hypnosis class as well as the “Advanced Hypnosis Course” at The Omni Hypnosis Training

School in Deland, Florida. After his internship at both Omni as well as Brenner Institute also in Deland, he was nationally certified as a Professional Clinical Hypnotist (Hypnotherapist) by The National Guild of Hypnotists.

Alan opened Southcoast Hypnosis Center in 1999. His business is certified by the National Guild, the International Association of Counselors & Therapists, the National Board of Professional & Ethical Standards, International Registry of Professional Hypnotherapists, and the National Federation of Hypnotists.

In 2001, Alan obtained his Master Hypnotist Board Certification. In August of 2002 he became an NGH Certified Instructor of Clinical Hypnosis/Hypnotherapy and has opened the first school in the south coast area, for training and certification of individuals. In 2003, Alan earned his Master's Certification in NLP (Neuro Linguistic Psychology) Alan believes in growing and developing his skills in his chosen profession. He has studied hypnotherapy at seminars and clinics throughout the United States and Great Britain, and continues to study, train and lecture on a regular basis.

We were very happy to be able interview a hypnotist with these impressive credentials.

## **JOHNNY BLUE STAR**

What initially influenced you to become a professional hypnotherapist?

## **ALAN L. ALVES**

As a youngster, I was fascinated with hypnosis and the “miraculous claims” of control of a subject and how he is forced to obey, no matter how strange, illegal or immoral the request. Later of course I found this popular representation bears little resemblance to actual hypnotism. Years later as police Detective, I was reintroduced to forensic hypnosis when we used it in a homicide case. Then personally I was able to quit my three packs a day smoking habit with its use as well as major relief from job related stress. As I got close to retirement I was in search of a new career to keep me busy, interested and personally rewarding, hypnosis seemed to fit that bill perfectly. (*I also do stage shows*).

**JOHNNY BLUE STAR**

In a general way, what does a person need to do to begin a career in hypnotherapy?

**ALAN L. ALVES**

In recent years it has become increasingly easier to receive training in this field. Generally, at the present time, there are no prerequisites, just a good head, good heart and genuine compassion for the people you can really want to help.

**JOHNNY BLUE STAR**

Again, in a general way, what does it cost?

**ALAN L. ALVES**

The basic training that I referred to ranges from around \$1200 - \$1500.

**JOHNNY BLUE STAR**

How long does it take to master hypnosis in such a way that you can apply it in a therapeutic context?

**ALAN L. ALVES**

That depends on the individual and the level of training one receives. If you attend a qualified training program and have the confidence in yourself it can be almost immediately.

**JOHNNY BLUE STAR**

How much money can one make in the field of hypnotherapy?

**ALAN L. ALVES**

I would say the average price range is around \$75 - \$150 or more per hour depending on the geography.

**JOHNNY BLUE STAR**

In your own practice, what particular areas are most profitable?

**ALAN L. ALVES**

To be honest I measure my success by how much I help my clients and how it changes their lives in a positive way. But, I would have to

say smokers and weight loss clients appear to be the highest category of clients I see followed by clients with anxiety, stress and phobias. We also have a lot of medical referrals.



**Alan L. Alves at Desk in Office**

### **JOHNNY BLUE STAR**

Tell us about your work in getting rid of smoking.

### **ALAN L. ALVES**

We have a very high rate of success with smokers as long as **they** really want to quit. (As opposed to their wives, children or doctor wanting them to do so).

**JOHNNY BLUE STAR**

Tell us something about the hypnotic techniques you find useful.

**ALAN L. ALVES**

A very good “pretalk” is essential to one’s success. That is, explaining exactly what hypnosis is and isn’t, eliminating fears and misconceptions caused by movies, TV and even stage hypnosis for that matter. Building rapport and trust with your client. As a good friend of mine always says “it’s not magic, but results can seem magical”.

**JOHNNY BLUE STAR**

In terms of weight control, what kind of results have you had?

**ALAN L. ALVES**

Weight control is as successful as the client wants it to be. What hypnosis really does is multiply your efforts. If zero effort, zero results. However, you begin the initial effort and it becomes easier and easier until its automatic. I have had much success and even had a client who lost 106 pounds.

**JOHNNY BLUE STAR**

And what techniques or approach do you find enhances results when using hypnosis to control weight?

**ALAN L. ALVES**

We incorporate our techniques with the very successful *Tom Nicoli Method*, which was featured on MSNBC Dateline Weight Loss Challenge.

**JOHNNY BLUE STAR**

Do you deal much with phobias? Again, what kind of results do you have?

**ALAN L. ALVES**

We deal with phobias on a regular basis and the simple phobias are probably the easiest to work with.

**JOHNNY BLUE STAR**

In addition to be a therapist, you are also a trainer of hypnotists.

**ALAN L. ALVES**

Our training programs are authorized by The National Guild of Hypnotists (NGH). A minimum of 100 hours of class/training with a

certified instructor would give you the basics to begin your career in the field. However, continued education thru seminars, symposiums, conferences and conventions as well as being well read will advance you as and keep you abreast of new and more advanced techniques.

**JOHNNY BLUE STAR**

What kind of programs have you developed and how much do they cost?

**ALAN L. ALVES**

Our basic program costs \$1495 for full NGH Certification. We also train Stage Hypnotists and people in self-hypnosis.

**JOHNNY BLUE STAR**

What are the most important associations in the field of hypnosis to belong to?

**ALAN L. ALVES**

The National Guild of Hypnotists is the oldest and largest hypnosis organization in the world. There are several fine organizations but from the top of my head I would say the NGH, an international organization, continues to strive for professionalism in the field and is arguably the best.

For those interested in Alan's work, contact him at the Southcoast Hypnosis Center. Click on image below and go directly to Alan's website.



***Southcoast Hypnosis Center  
Alan L. Alves, Executive Director  
126 President Ave. Fall River, MA  
USATel (508)646-6069  
Email - [success@southcoasthypnosis.com](mailto:success@southcoasthypnosis.com)***

## **BECOME A STAGE HYPNOTIST**

How do you become a stage hypnotist? Actually, according to Geoff Ronning, you can accomplish the essence of this in a three-day course. And, according to Geoff, you can make something between \$800.00 and \$3750.00 per Hour. In other words, notwithstanding the intervention of various real world complexities in setting up and promoting a business, you can be trained in something like three days.



*Geoff Ronning,  
Master Stage Hypnotist and Teacher*  
Courtesy of Geoff Ronning

Now, it costs something, probably between \$1000-\$2000 USD. And, of course, promoting events like this are probably as important as actually performing. For more information, [click here](#) for Geoff Ronning's Stage Hypnosis Center, a very comprehensive site on Stage Hypnosis. [Click here](#) to learn about the Ronning Modern Stage Hypnosis Training Course.

Here's an interview we did with Geoff.

## **GEOFF RONNING INTERVIEW**

### **JOHNNY BLUE STAR**

How did you become involved in stage hypnosis?

### **GEOFF RONNING**

Well, I was interested in the power of the mind since I was very young. When I was eleven years old, I read *Think and Grow Rich* by Napoleon Hill and I suppose that maybe where it started. You see, I was never interested in football and basketball when I was a kid- just really the power of the mind. What is possible? What are we really capable of? Those were the kind of questions that excited me. There was a psychologist who lived down the street. He had the only swimming pool on the block and so I liked to hang around there. He kind of took me

under his wing and gave me books to read that opened my mind to all sorts of possibilities.

It was about that time that I discovered Ormond McGill's and Arnold Furst's books on hypnosis. You can't imagine how exciting that was. In sixth grade, I got in trouble for hypnotizing three boys in the bathroom, but that didn't stop me. I knew I had something that was really interesting. I began to give different demonstrations and to practice on the stage.

### **JOHNNY BLUE STAR**

Why did you decide to be a trainer, teacher and mentor in addition to being on the stage yourself?

### **GEOFF RONNING**

I think it was about 1997, after I had been doing stage work for quite some time that I decided to initiate a formal training program. Up to that time, I had been mentoring people. Certain people would talk to me after they saw my performance- and they were excited. I saw the basis of training people at a time when there was still very little being communicated about stage hypnosis, which has always been a very small niche.

## **JOHNNY BLUE STAR**

Outside of entertainment, is there any other values inherent in stage hypnosis?

## **GEOFF RONNING**

I really think so. Again, there are some people who come up to me after the show- and, they are- wow! - really excited. The whole idea of what's possible opens up to them. For some, it is a life-changing experience. For me, it happened when I was a boy. But for others- and I don't mean anything esoteric here- it can happen at any time, when they are ready. I actually believe that some people are changed permanently- for the better- after watching these stage performances.

Furthermore- still another phenomenon- a few of these people actually make a U-turn in their life after being hypnotized. I think it is because it connects them more clearly with what they want. For some, it is one of the few times in their lives that they have truly relaxed. They seem to see themselves more clearly and, for the first time, know what they want. I have actually seen people leave good corporate jobs to pursue something they have found out they really love after being hypnotized one or more times. And they do well in it, too!

### **JOHNNY BLUE STAR**

Looking at your website, it seems like you are not just training people to go on stage and do hypnosis, but you are trying to fully empower them to make a living at it. Why are you so concerned about this?

### **GEOFF RONNING**

I like to say that when I receive a dollar, I give back ten. This is part of my work- teaching others to be stage hypnotists. And let's face it, it's a business. And, if all they know about is how to get on stage, they will never make it in this business. They need to be able to promote themselves to schools, corporate groups, agents, service clubs, colleges, casinos, nightclubs, conventions and other venues. They need to understand how to get bookings!

You can have the best show in the world but if you don't know how to book yourself, what is the value.

**JOHNNY BLUE STAR**

If people were to become trained stage hypnotists, what is a realistic range of income they could earn and how much time do they need to spend at it to earn it?

**GEOFF RONNING**

There's so much money to make in this business, I think it's sometimes unfair. Anyway, someone whose starting could make a minimum of \$800 a night, up to- believe it or not, \$5000-\$8000 for one performance. And- celebrity hypnotists can make as much as \$40,000 a performance. Unbelievable!

**JOHNNY BLUE STAR**

If someone were starting from scratch, how much money and how much time would they need to into business in a sensible, serious way?

**GEOFF RONNING**

Well, I would say between, say, \$800 and \$2000. We offer both a home study course and a live course- within that range. There may be travel expenses and such, maybe some books and CD's.

### **JOHNNY BLUE STAR**

I notice you sell a variety of products, including mind machines. What do you think are the most valuable tools for enhancing the knowledge of hypnosis, inducing the trance state and personally growing through that knowledge?

### **GEOFF RONNING**

Well, the mind machines are mainly for self-hypnosis. Between the books and videos we offer and the various Internet programs and live demonstrations, I think we offer just about everything one needs to get started at <http://www.stagehypnosiscenter.com>

The one thing we are very proud of is that in both our stage hypnosis entertainment business, and our stage hypnosis education business, we have been working with people for years on end.

So if people go there, they better realize that if they give us money once, they are going to be joining a family of satisfied people that give us money over and over again, happily, to get the significant benefits we offer.

**JOHNNY BLUE STAR**

What can you personally provide someone with who is interested in a career in stage hypnosis?

**GEOFF RONNING**

If a person signs up on our programs and trains properly, we offer a long-term relationship to help them develop their career. We don't abandon serious people who are trying to succeed. We empower them.

**JOHNNY BLUE STAR**

How can a person, who is in the very beginning of developing an interest in the career, learn what it's all about?

**GEOFF RONNING**

Just go to our website and look around. We offer certain free programs and plenty of advise on how to get started.

In fact, at our website you can actually log in and talk to people from around the world that are using our products and strategies and making significant incomes. You need not talk to me, hell I'm trying to sell you something, talk to unbiased third parties that will give you the real scoop.

## **JOHNNY BLUE STAR**

Any final thoughts?

## **GEOFF RONNING**

Yes, regardless of whether you get into stage hypnosis as a career or not, I would encourage you to experience, use and apply hypnosis in your life, it is a tool that will completely change everything. It will be like waking up to a whole different world of possibilities, like seeing for the first time in color, it will literally allow you to walk through a door that will completely alter your life for the better of yourself, your family and your loved ones.

Or you could just learn how to make people do stupid stuff on stage and make lots of money.

For more information on being trained in stage hypnosis, call Geoff at 623-476-2437 or email at him at offer just about everything one needs to get started at his [stage hypnosis website](#). And, if you want learn about his specific training program, click on the banner below.

## **THE MANY FACES OF HYPNOSIS**

Hypnosis has many faces, which is part of its fascination as a career. It is conceivable that a single hypnotist could cover all of its facets. Some hypnotists actually combine hypnotherapy with a career on the stage. There are those who cover probably almost every facet of hypnosis in a single practice, with the sole exception of hypnotic birthing, UFO abductions and past life regressions, which are covered in our section, *The Far Side of Hypnosis*. Hypnotic birthing takes a special type of person, often sometimes specializing in the birthing event, like a midwife or a nurse. Hypnotists who work with alleged UFO abductees or practice past lifetime regression have to obviously believe in it (or hopefully, should) and these types of beliefs, rightly or wrongly, are probably a minority view in the overall hypnotic community.

## **MEDICAL HYPNOSIS**

A few years ago, I helped Paul Winchell write a book called, "Winch," a semi-fictional biography that gave a true account of his work as a hypnotist, primarily working in the area of medical anesthesia. Paul Winchell was the world's most prominent ventriloquist in the 1950's and 1950's, but was fascinated with the medical world. After taking a course in medical hypnosis for doctors and dentists, he became a practicing hypnotist during a time that his television program was quite in demand. He continued to work in this area for decades after he ended his television career.

Working with him re-kindled my fascination with the art, which I studied in the late 1960's, mostly for the purpose of learning habit control. Paul, however, specialized in pain control, particularly in his early career. In certain cases, where doctors and dentists or their patients prefer an alternative to anaesthesia, a hypnotist can provide that service. It is necessarily to realize that hypnotic induction and its depth varies with its subjects and that this will not work for everyone.

## **FORENSIC HYPNOSIS**

Forensic hypnosis has been used often in enhancing the memory of participants in criminal court cases, primarily with victims or witnesses to enhance the memory of the event. It was used in the cases of Ted Bundy, Sam Shepherd and Albert DeSalvo, the Boston Strangler. In the case of DeSalvo, it was used with the defendant himself.

There are various restrictions of the admissibility of hypnosis in the courtroom, which would vary with the country, state or province and municipalities involved. In general, it can be said that hypnotically-refreshed memory has some possible uses, especially when the testimony offers itself to different methods of verification. For instance, if under hypnosis, a witness identified the exact license number of a car, as well as a description of the brand and model of the car (Ford, Focus) and the driver (a young, Caucasian in his early twenties who speaks with a lisp), the testimony about the license plate would seem more credible if the description of the driver and the car model were correct.

## **ONLINE HYPNOTIC INDUCTION**

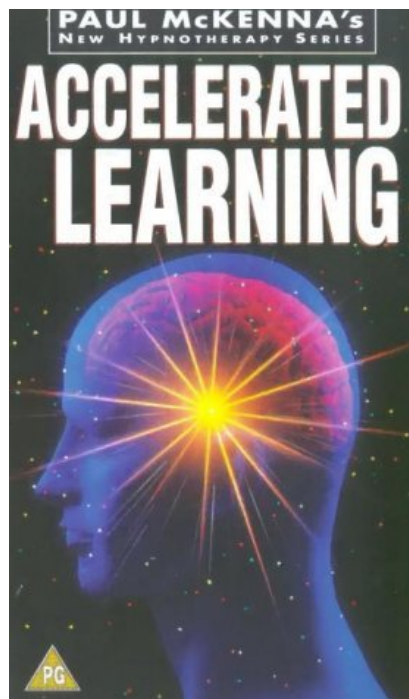
Yes, it is possible to hypnotize people online. Why not? Hypnotic induction is based on factors that are transmittable through audio and video. That's why there is a booming business in CD's with hypnotic content.

But, further, it is possible to hypnotize a person through some kind of direct Internet video or audio connection. You could conceivably hold hypnotic sessions for certain purposes on a one-to-one or group basis.

And, obviously, one could create all sorts of CD's and DVD's on the topic of hypnosis.

## **HELP OTHERS ACHIEVE SUPER LEARNING**

Superlearning is a technique developed by Gorgi Lozanov, which involves the creation of an altered state of consciousness, similar to or the same as hypnotic trance, for purposes of accelerated learning. His original theory of suggestopedia was developed to accelerate the learning of language. According to its proponents, people learning material with superlearning techniques, entailing relaxation, breathing techniques-often in a setting accompanied by specially created music for this process, can learn three to five times faster than in a “normal,” waking state of consciousness.



[Click Here To Find Out More About Accelerated Learning!](#)

The opportunities for studying, developing and enhancing this technique make this a rewarding place to explore its entrepreneurial potential- either in personal, live or online individual and group programs and workshops or in the creation of CD's, videos and books which explore the use of hypnosis in the facilitation of superlearning.

## **TEACHING HYPNOSIS**

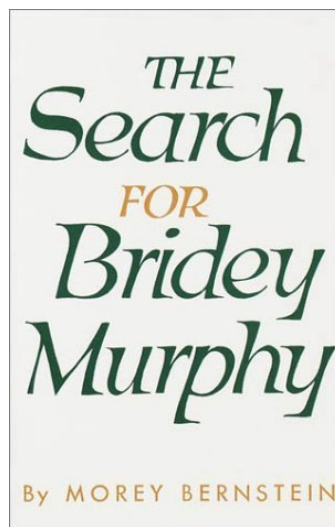
There are many ways of learning the subject of hypnosis and many clever ways to teach it. But as the convergence of media develop, as the Internet, television and radio continue to collapse together, there will be a need for new, more immediate ways to learn subjects. Hypnosis is very amenable to teach on the Internet owing to the increasing ease of using a fairly real time video component and the ability to sell and develop products can only multiply.

It would be incumbent on a serious teacher of hypnosis to follow the development of its industry and products very closely so that workshops and any developed media offerings would be very state-of-the art and mirror the emerging scientific sophistication of this growing field.

## **HYPNOSIS – ON THE FAR SIDE**

### **LEARN PAST LIFE THERAPY**

In the West, a book called the *Search for Bridey Murphy* by amateur hypnotist, Morey Bernstein, created a sensation throughout Europe and the United States, owing to its claim that a young American housewife was the reincarnation of one Bridey Murphy, an Irish lady who lived in County Cork, Ireland, mostly during the first half of the 19<sup>th</sup> century.

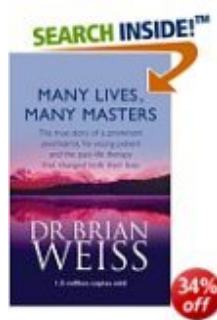


[Click Here To Find Out More About the Search for Bridey Murphy!](#)

A similar type of revelation by British psychiatrist and author, Arthur Guirdham, disclosed the claim that a number of Cathars, members of an ancient religious group heavily persecuted and destroyed in the

thirteenth century by a Catholic crusade called against them by Pope Innocent III. This also was uncovered through hypnotic regression.

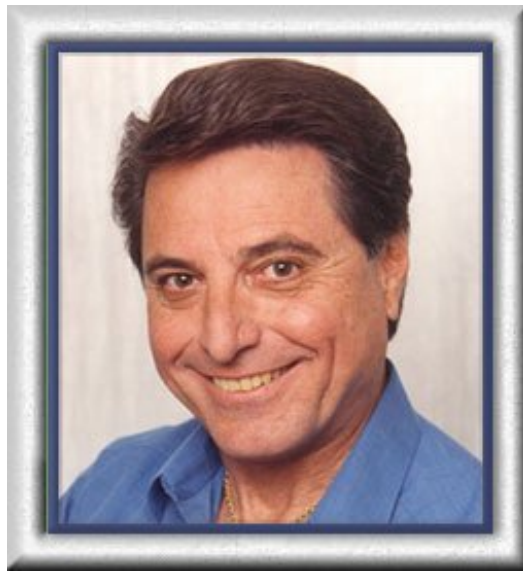
Perhaps one of the most influential persons in the field has been Dr. Brian Weiss, M.D., a Columbia University and Yale Medical School graduate. Weiss M.D is currently Chairman Emeritus of Psychiatry at the Mount Sinai Medical Center in Miami.



[Click Here To Find Out More About Many Lives, Many Mansions!](#)

Weiss's extraordinary discovery of a patient with past-life traumas opened a most unusual door for this traditional psychotherapist. The effect of reliving some of these experiences seemed to help her to cope with the anxiety and nightmares that underscored her emotional difficulties. This patient brought him into the domain of Past Life Therapy. Books like *Many Lives, Many Masters*; *Through Time Into Healing* and *Only Love is Real*. [Click here](#) to visit his site.

We are fortunate to have made contact with Dr. Ronald DeVasto from the Hypnotic Research Society, which is located in the greater Orlando, Florida metropolitan area. Dr. DeVasto is a author, hypnotherapist and world traveler who specializes in past life time therapist.



**Dr. Ronald DeVasto**

Some his fascinating journeys are covered in our book, *A Dream Business in the Paranormal*.

## **JOHNNY BLUE STAR**

How did you first become interested in Hypnosis?

### **DR. RONALD DEVASTO**

In 1976 after reading a book by Dick Sutphen about past life regression and reincarnation I was intrigued by the prospect of finding out the connection between my then girlfriend and myself.

I called from the phone book the handful of hypnotists and requested a regression to a past life. One person hung up on me, one told me I didn't need a hypnotist I needed a psychiatrist and one put me on his mailing list, or I should say the secretary put me on the mailing.

Over the next three years I received flyers from Joe B. McCawley about his training programs. In the later part of 1979 I was able to take his basic course in hypnotist training and justified taking the course thinking if nothing else I would be able to use it in the field of psychology. I was enrolled in a BA degree program at Rollins College here is Winter Park at the time.

Really all I wanted to do at that time was to prove to my self that memory could be retrieved back as far as other life times. And figured if I could learn how to hypnotize others then it should be easy to learn how to access past lives.

So off I went to sign up for Joe's class that would start in Feb. 1980 and go for eight weeks, one night a week for three hours. Oh and I might add that making this a career was the last thing on my mind.

**JOHNNY BLUE STAR**

What was your experience like in learning hypnosis?

**DR. RONALD DEVASTO**

I showed up for my first night along with 6 others and was a bit shy about why I was there. I asked that first night if it were possible to access memory as far back as another life. Joe made it very clear that he did not believe in reincarnation and that no one would regress another in his class.

Little did I know that night what lay ahead in my future with hypnosis? I was excited and at the same time scared, a concern I feel all new students have, it looks easy in class but can I really do it and will it work outside of class? I was off and running with a new and exciting tool that I was anxious to put to the test.

After the second week of class I invited friends over to my home and was lecturing and demonstrating on the use of hypnosis. That same week I had my first set of business cards made and starting passing them out to get people to volunteer to be my guinea pig. It was so much fun that within two months I had started a part time practice as a Clinical Hypnotist.

**JOHNNY BLUE STAR**

What was the most significant learning experience you had in training to be a hypnotist?

**DR. RONALD DEVASTO**

Even though Joe did not believe in the memory going back any further than the birth experience he did teach “simple age regression” and he was an excellent teacher. Joe’s mentor was Harry Arons a big name in

hypnosis and the president of the largest hypnotist organization in the world at the time. With all the credentials and books to his credit, I learned that even the best of them had their own idiosyncrasies and prejudices.

The most significant thing I learned in that first class was that one should never close their mind when it came to the vast possibilities of the mind. The mind is likened to that of a parachute; it works best when it's opened. Learning this has been the one most significant thing in my life...that anything is possible.

**JOHNNY BLUE STAR**

What are my suggestions for someone who wants to become a hypnotist?

**DR. RONALD DEVASTO**

For anyone wishing to make Clinical Hypnosis a career I suggest the most important consideration is the instructor or the school that you choose. Make sure you learn how to induce hypnosis quickly then deepen the state to do the transformational work the client is interested in.

**JOHNNY BLUE STAR**

Tell us something about the former APRT, now IARRT?

**DR. RONALD DEVASTO**

Association for Past-Life Research and Therapies was founded in 1980 by several Ph.D. psychologists and M.D.'s to prove or disprove the efficacy of Regression therapy. It proved it self worthy and APRT became the largest resource in the field of Past Life Therapy.

I found out about APRT in 1986 and was elated to know there was an organization that for therapists that legitimized the use of PLT (Past-Life Therapy). I joined in 1987 and enjoyed their mailings and Journal until 1992 when APRT came to the East Coast for the first time. I was asked to do a work shop and afterwards was asked to join the board of directors. I sat on the board for eight years and saw many changes, most good and a few bad. But the organizations survived and in 2000 decided to change the name of the organization to reflect the times and what we offered to the therapist. That was when IARRT (International Association for Regression Research and Therapies) was born, what the organization is known as today. [www.iarrt.org](http://www.iarrt.org) is the site to access. I always recommend that my students join at least three organizations that will support them in the field and IARRT is one of them.

I have been involved with Past-Life Regression since 1980 and Regression Therapy since 1983.

### **JOHNNY BLUE STAR**

What would be necessary to lay the foundations for verification of the past life experience?

### **DR. RONALD DEVASTO**

This is something that I am not that interested in but when the client accesses a powerful revivification of a past life sometimes they are interested in researching the material and for them it has meaning. I am and have been for at least since 1983 been most interested in the therapeutic aspects of the work and the end result which in many cases is powerful.

I myself have not tried to verify facts of a person's past life experience but I have had those that have. When they share the information with me it is very exciting to know that what they got in the retrieval of memory is valued and they were able to find facts that brought the experience to life in fact.

**JOHNNY BLUE STAR**

What are the best cases on record for the existence of reincarnation?

**DR. RONALD DEVASTO**

The **BEST** is not really a fair word to use; there are some many great books on the market. Ian Stevenson is considered the foremost expert on Reincarnation today and has written many papers and books on the subject. For over 30 year Stevenson was Professor of Psychology at the University of Virginia.

Carol Bowman has written two books on Reincarnation with children and sites some wonderful examples cases. Again there many books on the subject.

**JOHNNY BLUE STAR**

What is the therapeutic effect of Past-Life Regression?

**DR. RONALD DEVASTO**

The effect can be powerful and I have seen what the scientific medical field would call miracles as a result of the proper application of Past-Life Therapy.

I have seen those with deep depression, anxiety, panic attacks etc. and when nothing else in the traditional approach worked PLT worked wonders. I do want the reader to understand that this is not a quick fix

it does take time and how much no one knows it's a session at a time. Most of the Psychological referrals I get take about 8 to 12 months, and sometimes more.

### **JOHNNY BLUE STAR**

Tell us about the most dramatic case of Past-Life Therapy you have dealt with.

### **DR. RONALD DEVASTO**

A young lady that came to me in 1983 with a traumatic fear of snakes turned my whole perspective of past-life regression around.

I applied the typical application of hypnosis and suggestion, direct and metaphor, for the first three sessions and was getting nowhere. In the fourth session I suggested we explore this for a regression stand point and explore her early childhood. We didn't have a lot of time to explore but I took her back to an incident that occurred when she was 5 years old and found nothing. I then gave her a suggestion to go back to the cause of this present condition. She went to a time, she thought was 5,000 years ago, and proceeded to give me a detailed account of what she perceived, not have more time I brought her out of it and set another appointment for the next week. Well she never did return for another appointment but over the next few months the fear subsided to the point she could look at a picture of a snake and not panic.

**JOHNNY BLUE STAR**

Is it possible to earn a living as a Past-Life Regressionist?

**DR. RONALD DEVASTO**

At the outset of my career I advertised myself as a Clinical Hypnotist specializing in Past-Life Regression. It didn't take long to realize that the medical field was not going to refer their patients to me so even though the Past-Life area was my love I dropped the Past-Life title and billed myself as Clinical hypnotherapist specializing in Regression Therapy.

In most cases here in the states one would be hard pressed to make a good living just starting out doing only Past-Live work. But there is so much more that will supplement their income in the field of hypnosis.

**JOHNNY BLUE STAR**

Are there any dangers or risks in PLR?

**DR. RONALD DEVASTO**

There are some that would lead you to believe that there are dangers and risks in this work thus they suggest you should only go to someone that has a degree in mental health, masters or Ph.D.

This however is not the case; there are more lay hypnotists that keep this type of therapy then in the field of mental health.

There are no inherent dangers with this work. The famous author Brian Weiss, M.D. in his first few books says you should only go to a qualified professional because this work is dangerous. Then he puts a section in his book to allow people to regress themselves without supervision...go figure that.

When a person is trained properly in the field they are capable of regressing anyone with out risk. There is training in this field from the basics to the advanced one only has to go to my web site and e-mail their snail mail address and I will put them on my mail list. I do two trainings a year in Florida, one on the basics of Hypnosis one on Regression Therapy and one on Spirit Release Therapy. <http://www.drRonaldpdevasto.com> or you can e-mail me at [hypno-de@cenlink.net](mailto:hypno-de@cenlink.net). I also do training for IARRT several times a year around the country.

The credentials in this field are wide and varied depending on the state one lives in. It is always advised to have certifications from credible sources and there are many out there. I recommend that all my students after becoming credentialed through me join the two best Hypnotist organizations and the absolutely best Regression organization in the country. These are The NGH, National Guild of Hypnotists, ABH American Board of Hypnosis and IARRT International Association for Regression Research and Therapies.

### **JOHNNY BLUE STAR**

How much do you charge for a past-life regression?

### **DR. RONALD DEVASTO**

I charge \$150 for a two hour session. Anyone that thinks they can do it in the first session in less time is fooling themselves and the client. When it involves the therapeutic approach the session are different and the charge will vary.

**JOHNNY BLUE STAR**

What kind of a person is suited to a career in past life therapy?

**DR. RONALD DEVASTO**

Any person that is compassionate and loves working with others will make a good hypnotist. One has to be strong and not bring out of the office the issues of the clients. When I am working with the client they have 100% of my expertise and attention when they leave and I put away their file I am done with it till the next session.

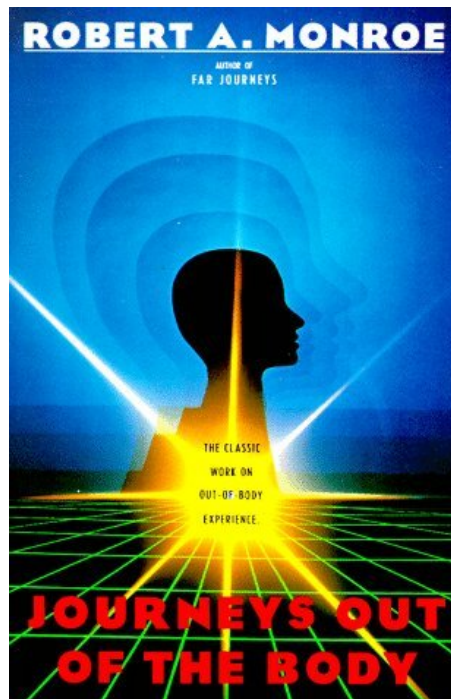
I have seen really good people get out of the profession because they were not able to detach themselves from the client's problems.

Please if you have questions on any of the topics get in touch with me through e-mail at [hypno-de@cenlink.net](mailto:hypno-de@cenlink.net) or you can visit my web site at <http://www.drronaldpdevasto.com> and there is always the phone number on my web site.

The acronym for Past Life Therapy is PLT. PLT is a well-organized business. It has an internationally recognized association with practitioners throughout the world. The organization is called [International Association is the Past Life Therapy Association](#) (IARRT).

## REMOTE VIEWING/ASTRAL PROJECTION

In 1971, a man named Robert Monroe wrote a book called *Journeys Out of the Body*, which made the extraordinary claim that Monroe had, for years, been leaving his body in full consciousness and going for extraordinary excursions into inner space.



[Click Here To Find Out More Journeys Out of the Body!](#)

This was, indeed surprising, for Monroe was just an ordinary, Virginia-based businessman, a family man, was, at the time, experimenting with sleep learning. One quiet Sunday afternoon, he was lying down resting,

when a beam of light, seemingly coming out of the northern sky struck his body, causing his body to vibrate suddenly, while he himself felt a kind of overwhelming paralysis. This phenomenon was momentary but repeated itself many times in the next few weeks. Thus, began a series of events that would impact a great many people and present to many a whole new conception of the world.

His family doctor couldn't find any nuts or bolts missing in his brain and pronounced him physically well. He decided to face the situation, rather than view it as something harmful to avoid and found that his mind or spirit, when under the influence of this extraordinary power, was resident in a ghostlike body that could penetrate the matter of his rug and floor, feeling wood, nail and sawdust beneath the surface of the floor.

Although this event rapidly passed, he soon found a series of new, more startling events, finding himself more frequently in a phantom body that could float up against the ceiling, penetrate walls- and fly. Instead of fainting from the experience, he plunged into it even more and began a long time adventure in the realm of the OBE (out of the body experience).

His experiments with OBE's led him to experiment in induction, where he arrived at a protocol that could be compared to hypnotic induction. After years of research, he developed a device that utilized certain sound combinations. This device embodied his patented [Hemi-Sync\(R\)](#) technology, which he deployed at the Monroe Institute, where he experimented with OBE's in a fascinating attempt to develop civilian psychonauts, who could penetrate the depths of inner space and the other planes of reality.

In a peculiar convergence of seemingly divergent agendas, various CIA agents attended the Institute, as they began to formulate the protocols for something they called 'remote viewing,' based on work done by parapsychologists Harold Puthoff and Russel Targ, whose subject was the pioneer remote viewer, Ingo Swann, a New York artist with an extraordinary history of effecting the direction of parapsychological research, which has been, rightly or wrongly, intertwined with work of various intelligence services which used this hidden capacity of man for their own purposes.

For various reasons, there has been a movement to privatize the remote viewing movement and it has become a mini-industry along with the certain commercial out-of-the body, both using techniques that seem to

be very parallel to hypnotic induction and the types of techniques used in sleep learning. Visit the [Monroe Institute Website](#) for more information.

There are and will continue to be people who, utilizing conventional and technological techniques, try to induce the trance state for the purpose of leaving the body.

## **SELLING MIND MACHINES**

Mind machines that alter states of consciousness through a variety of technologies are available online. Many of these machines use LED lights with goggle-type devices and headsets. Pulses of sound are also delivered at a certain frequency with the strobe-like light effects, creating a consciousness-changing environment. Some of these devices, like sound and light machines, with their synchronized pulsing of sound and light, attempt to put the subject in a hypnotic state.



[\*\*Click here to Examine Galaxy Voyager Machine\*\*](#)

The Galaxy Voyager Machines, seen immediately above, is said to be an aid relaxation efforts, enhance visualization, accelerate learning, reinforce goal development and many other functions often associated with the hypnotic trance state.

A person selling hypnotic books, CD's or DVD's might also align himself with one of these companies and distribute these types of merchandise. As mentioned before, hypnotherapists and stage magicians might offer these devices on their website along with other hypnotic accessories and media in order to produced an enhanced cash flow and to service the public's interest in the technology of hypnotic induction.

Like any of these devices, it is wise to remember that they can have a powerful effect on the mind and to examine them carefully before using. And, when used, they should be looked at a sensitive and powerful tool for potentially shaping and reshaping the mind. They should not be misused or experimented with in an irresponsible way.

To look at the Galaxy Voyager machine more closely, available for purchase on the Internet, go to [Geoff Ronning's Mind Machine Page](#).

## **PROMOTING YOURSELF AS A HYPNOTIST**

Whether you sell hypnosis media products or hypnosis devices on-line, you have some hypnotic practice or you are a stage hypnotist, you will need to promote yourself. Each of these various professions will require slightly different methods and need to be examined separately.

Developing an on-line plan to sell your hypnosis products probably will essentially involve online marketing unless you want to develop some kind of hard copy catalog that you will mail to people. Despite the illusions cultivated by certain Internet Marketers, proper on-line marketing takes a lot of specialized knowledge.

## **TRAINING AND EDUCATION**

One on the sites that interested us is [Hypnosis Downloads](#) site, so much that we became an affiliate. Now, one of the great things about this site is that no matter what your financial state is when you first encounter this site, you can start training immediately through five high powered lessons and a free subscription to their newsletter.

The audio course is quite powerful, but you must be able to download it, of course. Now, the developers of this program have a certain point of view about hypnosis that disagrees with the value of the direct school. In their course, they very gently, but with a lot of explanation, take you into a different state of consciousness

So, if you want to look into hypnosis downloads to start your hypnosis program or to start your actual business as an affiliate, [click here](#).

# **BACKGROUND OF THE AUTHORS**

## **IAIN LEGG**

Iain Legg has big dreams and, to that end, has spent considerable time trying to understand how to live the dream life. For this reason, he decided to formulate a program that would bring people closer to understanding and defining their personal objectives. He then had the idea that, once these objectives were understood, he could help bring the resources to people that would empower their dreams. In order to do this, he founded the Dream Life Club with a special division to help people find their dream business. This book is the first in this series of books deployed to help people interested in hypnosis find their dream business.

Iain is 37 yrs old, married and lives in Birmingham in the United Kingdom. He worked as the manager of a real estate company for 6 years until his reading of some of the classics of personal development literature sparked his interest in following a more pleasurable inner direction. At this point, he began to seriously formulate and execute certain projects on the Internet to help him achieve his own Dream Life. These projects took him closer to the final formulation of the Dream Life

Club, which he, in effect, launching with this book as part of an initial program to reach out to those who need to define their career and business objectives.

## **JOHNNY BLUE STAR**

Johnny Blue Star spent his childhood obsessed with science fiction, hypnosis, magic and ventriloquism, growing up to explore all of these and many other interests as a writer/producer/talk show host. For a great deal of this time, he was interested in personal development themes which he explored on his radio shows in Palm Springs, California. In teaming up with Iain Legg, he has had the opportunity of assisting others to develop the level of dreams that he himself is carrying out in his life. He is proud to be assisting Iain Leg in the development of the Dream Life Club.

One of those dreams was to be part of the great adventure that is taking mankind to the outskirts of space and beyond. To accomplish that goal, Johnny, at one time, produced a radio series called the *Adventures of Ganymede Jones*, in which he played a 31<sup>st</sup> century starship captain. Later on, he developed another science fiction radio series with his son, John Anthony, the brought interactive radio into children in the Palm

Springs area, in which children could speak with a team of young explorers on the outer fringes of the Galaxy in between their adventures.

But science fiction and reality collapsed into one grand idea with the flights of SpaceShip One, when Johnny became is one of the founders of Rockets Away! Media and the parent organization, New Galaxy Enterprises, an LLC, centered in the Chicago area. Rockets Away! Media began as an eZine, now in its second year, a project which he started with Dave Gieber, who serves as technical adviser for Rockets Away! Media. He is currently the Project Manager for New Galaxy Enterprises and Rockets Away! Media.

As a prolific creator of many screenplays and media products, Johnny has created a highly developed inventory of media products, which he has formed as a foundation for the film/TV division of New Galaxy Enterprises. *Rockets Away! –Countdown to Infinity* will be their first feature.

Johnny is married with two children and lives in Palm Springs, California.