



**Arizona Society For Professional Hypnosis**

**[www.hypnosisaz.com](http://www.hypnosisaz.com)**

**ASPH Newsletter Hyperlink**

**Next Meeting – Tuesday, October 2, 2018**

**6:30 – 8:30 P.M. SHARP**

**Presenter – Victoria Gallagher**

**Topic – “How to Get Hypnosis Clients with Online Marketing Funnels”**

**Demonstrations.... Volunteers Welcome... Invite Your Friends!**

**Meeting Location**

**Scottsdale Senior Community Center**

**1700 North Granite Reef Road**

**Scottsdale AZ 85257**

**Meeting Room 9**

**<https://maps.google.com/maps?hl=en&tab=nl>**

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## **PRESENTATION -**

Online Marketing Funnels are a proven, automated, online sales process that allows you to sell your products, programs, and services in a predictable and scalable way. Learn the process which turns people from strangers into prospects and then into clients.

During this presentation, Victoria will discuss the steps to create a sales funnel and put your marketing on automatic pilot. Victoria walks you step by step through creating Your Free Lead Magnet, An Opt-in Page, Sales Page, and How to Send the right Traffic to your funnel. We'll also go over building an email marketing list, relationship building campaign, upsells, and creating product packages.

## **BIO -**

**Victoria Gallagher** is a Certified Master Hypnotist who has been successfully marketing on the internet since 1999. She creates effective self-help and meditative recordings, delivered through online courses, audio programs, and live seminars. As founder of Hyptalk.com, in 1999 (and about 30 other websites) Victoria's keeps her products, services, and websites in front of her existing and growing list of new customers and continues to gain in popularity by staying up to date on the latest and always evolving internet marketing strategies.

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## **Sam Sterk, Ph.D., CMPC # 177-ASPH President's Report**

Thank you to all of you who have inquired about my 11 hour back surgery on 8/9/2018. I'm feeling stronger, walking more, no longer using a walker but am not yet allowed to drive my car.

I want to acknowledge a thank you to Dr. Lewis Heller, M.D., who conducted our last meeting. I also wish to thank Ms. Karen Peck, who volunteered to videotape and conduct phone calls of inactive ex ASPH members.

Thank you to Dr. David Rodriguez for conducting training on the use of our videotaping equipment.

Thanks to Debbi Combs, who tirelessly works to produce a wonderful ASPH newsletter.

There are so many others to thank for a job well done, like Ted Freiband, Jodi A. Hert and Thomas Wheeler.

**We ratified by vote that ASPH will no longer Certify Hypnotists as ASPH trained Hypnotists via Hypnosis training and examinations conducted by ASPH.** We are not an accredited institute offering Hypnosis certifications. These changes will be signed by me, as your ASPH President and noted in our bylaws.

It has always been the policy of ASPH to accept advertisements for workshops, especially for ASPH members. But we noticed that several of these announcements are quite lengthy and can be stated in a briefer manner. When the ASPH Board met last time, we decided to continue the advertising of

workshops, but they will need to be stated in no more than 125 words. This is roughly a paragraph which states **WHAT, WHERE, WHEN and WHO. From now on, keep your workshop announcements to no more than 125 words.** If they're longer, they will be rejected and asked to conform to no more than the 125 words.

It's time for a **new slate of officers** to be nominated. This includes the President, the Vice President, The Treasurer, The Parliamentarian, and the Secretary, although Debbi Combs has done an incredible job on behalf of ASPH. Anyone that may be interested in any of these board positions can be nominated. We need to consider nominations in our October meeting. If you're interested in being an ASPH Board member, have someone nominate you but the actual vote will take place in November. If you are considering being a Board member, please tell us about yourself, in writing. We will want to vote on these officer candidates in November. **Please understand that without a slate of officers, there is no ASPH!** The Board helps to provide the running fabric for this organization. We need a slate of officers in October, but voted on in November.

We have always had a holiday party in December. We don't have a huge amount of time to decide. The Talking Sticks Casino is closed for reparations the remainder of this entire year. We had a very successful and good time at Oregano's in Old Town, Scottsdale. In the past, we were able to secure our own separate party room; they were accommodating and we had plenty of food-pizzas, pastas and salads. **I will inquire with Oregano's in Old Town, Scottsdale. The ASPH Holiday party will take place on the first Tuesday in December, which is: 12-04-2018.** Just a note of reminder that ASPH has always covered the dinner for ASPH members but this does not include liquor. You're welcomed to bring guests but they'll have to cover their own expenses.

Please consider bringing along a student of Hypnosis to our monthly ASPH meetings. I'd like to suggest that students of Hypnosis will be eligible for a full year membership scholarship of belonging to ASPH without a fee. Now, that's a deal!

One final note, we'll keep meeting at our assigned Granite Reef Senior Center until such a time that our attendance has grown beyond what we can currently accommodate. At such a time, we'll talk to the Granite Reef staff.

Thank you to the continued support of all of my officers, and ASPH members.

Sam

**Sam Sterk, Ph.D., CMPC # 177**

Tel: 480-861-6718

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## **OFFICERS**

**President:** Sam Sterk, Ph.D. – [peakplus@aol.com](mailto:peakplus@aol.com)

**Vice-President:** Ted Frieband – [TBAND1000@yahoo.com](mailto:TBAND1000@yahoo.com)

**Secretary:** – Debbi Combs [asphsecretary@gmail.com](mailto:asphsecretary@gmail.com)

**Treasurer:** Jodi Hert – [jodi@healthyhearthyypnosis.com](mailto:jodi@healthyhearthyypnosis.com)

**Parliamentarian** – Thomas Wheeler

**Technical Adviser:** Karyn Peck – [karynpeck614@yahoo.com](mailto:karynpeck614@yahoo.com)

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## **UPCOMING TOPICS & PRESENTERS**

**October 2** – Victoria Gallagher “Funnel Marketing”

**November 6** – Paula Fowke “Safety & Boundary Issues” for Hypnotists/Hypnotherapists

**December 4** – Holiday Party

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**Hello Current ASPH Members,**

If you are already an active 2018 ASPH member, you are invited to join the new Facebook Group where you will be able to watch the ASPH Meetings live, or as a replay at a later time, in the Facebook group.

You can just follow this link and our ASPH Treasurer, Jodi Hert, will be approving the requests after confirming an active membership status, which means that 2018 Membership Dues are up-to-date.

<https://www.facebook.com/groups/ASPHactivemembers/>

If you are not currently using Facebook, we will communicate other online options as soon as we have details available.

**Thank you,**

**The ASPH Board**

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[BeaHypnotist](#)

[www.beahypnotist.com](http://www.beahypnotist.com)

**Scottsdale Hypnosis Institute 7 - Day Hypnotist Training in Scottsdale, Arizona  
Sunday, September 16, - Saturday, September 22, 2018**

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**Colleen Hitchcock**

Scottsdale Hypnosis & Scottsdale Hypnosis Institute

Scottsdale Hypnosis Institute will provide 100 hour training for NGH Hypnotist Certification and will qualify students to join National Guild of Hypnotists.

Students will become a Certified Hypnotist or Consulting Hypnotist and member of NGH.

The course includes 25 hours of pre-work before the session and a 7-Day Intensive Course in Scottsdale.

***Class starts on Sunday, September 16 at 8 am to 6 pm***

***and class ends on Saturday, September 22.***

Training is by NGH Board Certified Hypnotist, NGH Certified Instructor, and Certified Clinical Hypnotherapist, Colleen Hitchcock of Scottsdale Hypnosis.

Colleen has her B. S. in Education & 10 years experience as a Regional Manager of Boston Management Consulting Company doing Organizational Change in Fortune 100 Corporations. She is the owner of Scottsdale Hypnosis & Scottsdale Hypnosis Institute.

The Scottsdale Hypnosis Institute training session will be located at:

Scottsdale Hypnosis Institute

[13430 N. Scottsdale Road. Suite 104-5,](#)

[Scottsdale, AZ 85254](#)

The course will provide training for professionals such as doctors, dentists, psychologists, psychiatrists, and counselors in using hypnosis in their practice, people who want to set up their own hypnosis practice, or those individuals interested in self-hypnosis for their children, family members, and loved ones.

***Price of the training is \$1695 and includes a 1 Year FREE membership to NGH (\$120).***

***1/2 down holds your spot as there is LIMITED SEATING.***

***Class Materials are \$155 for all your books, DVDs, recordings.***

***FREE \$200 of Bonus Materials including audio and hypnosis scripts of Melting Weight, Emotional Baggage, Fearless, Letting Go of Grief & Loss, and 20/20 Vision and a book of Creative Hypnosis Scripts by Colleen Hitchcock for students' future hypnosis sessions will also be gifted from Scottsdale Hypnosis.***

***If you have any questions visit [www.ScottsdaleHypnosis.com](http://www.ScottsdaleHypnosis.com) & call Colleen at [602.614.4471](tel:602.614.4471).***

***Scottsdale Hypnosis | 10340 N. Scottsdale Rd. , Suite #104-9, Scottsdale, AZ  
85254 602.614.4471***

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### ***Advanced Hypnosis Course by Wally Muller***

I will be running a basic through advanced hypnosis course in Calgary, Sept. 16 to 22. With the US dollar so much higher than the Canadian dollar it would be very reasonable for anyone wanting to learn all the facets of what I talked about at the presentation.

Since just about everyone at the Arizona society is already trained in hypnosis I thought I would make this offer.

Attention; Trained Hypnotists, Consulting Hypnotists and Hypnotherapists

For those of you that have already trained and are certified in hypnosis and since I will be running a 7 day, basic through advanced hypnosis course in Calgary, Sept. 16 to 22 I am making a special offer.

With the US dollar so much higher than the Canadian dollar it would be very reasonable for anyone wanting to learn all the facets of advanced regression and higher mind hypnotherapy.

What I am offering is the chance to take the advanced regression and higher mind on the last 5 days of the 7 day course. The cost would be \$1200.00 US dollars.

The weather is beautiful in Calgary in September and world famous tourist destination, Banff, Alberta, and the mountains are just an hour and a half away.

**Wally Muller**

***Advanced Hypnosis/Calgary Hypnosis Academy***

***202 Hawktree Bay N.W.***

***Calgary, Alberta, Canada T3G2Z3 - [403-816-2671](tel:403-816-2671)***

***E-mail [adhypcal@telus.net](mailto:adhypcal@telus.net) Website [www.advancedhypnosiscalgary.com](http://www.advancedhypnosiscalgary.com)***

**National Guild of Hypnotists, Certified Instructor, Hypnotherapist and Past Life Facilitator**

**You too can become a NGH Certified Consulting Hypnotist and a Certified Hypnotherapist.**

**For information click here <http://www.advancedhypnosiscalgary.com/training.htm>**

**Life member of the Hypnosis Society of Alberta and member of the Arizona Society of Professional Hypnotists**

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**Thomas Wheeler here...**I discovered a great resource - a FREE NLP Workshop every Wednesday Night. I went to their meeting last week and was VERY IMPRESSED and, in turn, also made a point of inviting Mr. Thomason and members to our next ASPH meeting.

*Where:* NLP Coaching & Skills Training Institute. Office of Bill Thomason: 11811 N Tatum Blvd. #P113, Phoenix, AZ 85028, just south of PV Mall and Cactus at the corner of Paradise Village Pkwy in the mirrored-glass building. **Come to the south entrance after business hours and the security guard will let you in. When: 7pm-8:30pm each evening. Contact Bill 602 321-7192 or email [nlpskills@earthlink.net](mailto:nlpskills@earthlink.net) or [bill@nlpkills.com](mailto:bill@nlpkills.com) to RSVP.**

**AND: Contact Bill Thomason at the NLP Coaching & Skills Training Institute offices in North Phoenix, Arizona. Call 602 321-7192 for NLP Coaching sessions by telephone or in office, or for workshop and certification registration.**

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#### **TUESDAY MEETINGS – 6:30 PM – 8:30 PM**

Certificates & C. E. U. Credit Hours Awarded for Attendance to ASPH members (2 credits per meeting). C.E.U Credits for National Guild of Hypnotists are submitted for ASPH members only. Members should contact NGH themselves to have their credits recorded.

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#### **ASPH FEATURED SPEAKERS**

If you would like to be one of the ASPH featured speakers for this year, contact Ted Frieband, our current ASPH vice-president at [TBAND1000@yahoo.com](mailto:TBAND1000@yahoo.com).

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### **ATTENTION ALL PRACTICING HYPNOTISTS/HYPNOTHERAPISTS**

If you wish to have your “professional hypnotist” contact information listed on the ASPH website, please send your name, areas of expertise, your website address, business name, city, address and location (cross streets), phone number, email address, and a picture of yourself (optional) to Jodi Hert at [info@hypnosis.com](mailto:info@hypnosis.com). The one-time cost is \$35.00. You can also hand all your information and payment to Jodi at an ASPH meeting.

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### **NOTES FROM THE SECRETARY: DEBBI COMBS**

Send all announcements of future events [seminars, classes, presentations, etc.] to Debbi Combs at [asphsecretary@gmail.com](mailto:asphsecretary@gmail.com).

A reminder ... The cut-off date to add event information to the monthly newsletter is the 13th of the month following the last meeting. Please submit your event information on or before that date via email to [asphsecretary@gmail.com](mailto:asphsecretary@gmail.com).

Member Newsletter Announcements should be approximately 1/4 page and ready to cut and paste into the newsletter. All newsletter announcements must be directly connected to enhancing hypnosis techniques and therapies or serve as a support to the business and profession of hypnosis and hypnotherapy.

If you submit anything to be included in the newsletter or on our ASPH website, please make sure you have not infringed on anyone else’s copyrighted material. Permission is necessary from a copyright owner to use their copyrighted material. If we believe information has possibly been copyrighted, we will want to see the permission before we will print anything to our newsletter or website.

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### **GROW YOUR HYPNOSIS/HYPNOTHERAPY PRACTICE**

To help grow your hypnosis/hypnotherapy business, check out this link:

<http://arizonaguide.com/events-calendar> . It is a monthly calendar of Arizona events that you may want to attend and hand out your business cards and meet people.

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### **ASPH HAS OUR OWN JEWELRY**

ASPH members can thank **Michael DeSchalit** for coming up with the idea, designing and creating an ASPH lapel pin. The pin has our ASPH logo and “Arizona Society for Professional Hypnosis” on it.

This pin looks really nice and can be a good little advertisement and conversation starter for your hypnosis practice. The price of the pin is only \$5.00.



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### **A GIFT FROM KATE ELLIS**

The professional lending library currently has over 900 sundries of all sorts; Books from 1913 through to 2015. We have videos, of which many I have converted into digital format of DVD's.

There are CD's, Cassettes, Magazines, Scripts and so much more. I am very pleased with the amount of training materials for basic hypnosis and related fields to advanced training and techniques.

This library is exclusive to the ASPH membership and is free... of course unless you do not return materials. When you would like to visit, simply ring me up to arrange an appointment. If you are interested in donating hypnosis and related materials, please let me know, I would be most happy to help you declutter and allow something that assisted you along the journey of professionalism.

Do Enjoy. Kate Ellis, CCht The Healing Quest (480) 695-1936

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### **NETWORKING**

The following members are available to easily network among ASPH members. If you would like to have your contact information included in this list of ASPH members, please email [asphsecretary@gmail.com](mailto:asphsecretary@gmail.com) with your name, phone number and email address.

Debra LeBouton [drdeb17@msn.com](mailto:drdeb17@msn.com) 480-264-1399

Lindsay Brady [hypnotherapist@lbrady.com](mailto:hypnotherapist@lbrady.com) 480-966-8571

James Giunta [James.M.Giunta@gmail.com](mailto:James.M.Giunta@gmail.com) 732-272-7230

Phil Hamilton [phil@trancepathways.com](mailto:phil@trancepathways.com) 602-330-6886

Alan Handelsman [alanhand@aol.com](mailto:alanhand@aol.com) 602-478-8346

Martha Reed [martha@insightsforlife.center](mailto:martha@insightsforlife.center)

Sam Sterk [peakplus@aol.com](mailto:peakplus@aol.com) 480-767-0956

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### **SOCIAL AND PROFESSIONAL NETWORKING ON THE INTERNET**

[www.selfgrowth.com](http://www.selfgrowth.com)

[www.hypnothoughts.com](http://www.hypnothoughts.com)

[www.linkedin.com](http://www.linkedin.com)

[www.facebook.com](http://www.facebook.com)

[www.twitter.com](http://www.twitter.com)

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**ARIZONA SOCIETY FOR PROFESSIONAL HYPNOSIS**

Membership Renewal Form

RENEW YOURSELF WITH ASPH for another year by going to the website, [www.hypnosisaz.com](http://www.hypnosisaz.com)

and paying online, or:

Send a \$35.00 check, **"PAY TO THE ORDER OF ASPH"**

**Mail to: Jodi Hert, ASPH Treasurer**

**16845 South 11<sup>th</sup> Way**

**Phoenix, AZ 85048**