



Arizona Society For Professional Hypnosis

www.hypnosisaz.com

ASPH Newsletter Hyperlink

Next Meeting – Tuesday, July 2, 2019

6:30 – 8:30 P.M. SHARP

Presenter – Len DeCarmine

Topic – *“The 5 Ways to Grow Your Hypnosis Practice”*

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>

PRESENTER: Len DeCarmine

Presentation: The 5 Ways to Grow Your Hypnosis Practice

In today's highly competitive business world, businesses are focused on more customers, more revenue, and more profits! However, many business owners are constantly missing the opportunity to make a significant impact on their bottom line by not leveraging five overlooked inputs. They normally focus on three outputs; sales, expenses, and profits but in this approach, each variable depends on one another.

The **ActionCOACH 5 Ways Profit Model** moves away from this old style of thinking and breaks down sales variables into five separate components; Lead Generation, Conversion Rate, Average Sale, Average Number of Transactions, and Profit Margin. These five areas make up a profit-generating equation which can increase sales and profits while keeping expenses constant. Each of these five variables in the formula is affected by other multiple factors. All which have been tried and tested strategies to improve performance in each of the **5 Ways Model** inputs. The impact of the **5 Ways Model** is so powerful, that it creates a compounding effect based upon small improvements that provide you large rewards in a dramatic way for your business.

Len DeCarmine is a Certified Business Coach with **ActionCOACH**, where he actively coaches business owners who are frustrated because they are not seeing the results they want! Here he has been trained and certified as a business coach in multiple disciplines of sales, marketing, negotiation, team building, niche creations, and leverage to name a few. Len is a Hypnotherapist certified by the National Guild of Hypnotists. He continued his passion for knowledge and graduated from Coach University as a Life Coach. He has also received specialized training as a NLP Master Practitioner, a graduate of the Landmark Forum and Napoleon Hill's PMA: Science of Success. He earned a Bachelor Science Degree from The Pennsylvania State University in Administration of Justice. Len is a former real estate agent who is dual licensed in two states as an associate broker and is trained and certified in multiple disciplines of real estate.

Sam Sterk, Ph.D., CMPC # 177

Peak Performance Plus LLC

www.peakplusaz.com Email: peakplus@aol.com

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ASPH is an amazing fellowship of like-minded Hypnotists that meet once a month, **the first Tuesday at 6:30 PM, at the Granite Reef Senior Center in Scottsdale**. We hear a new presenter every month, ask questions and enjoy socializing and networking with one another. Please consider making it your business to expand your horizons and your knowledge by attending our monthly meetings. A larger turnout is always meaningful to our monthly presenters who tirelessly give of their professional time, both in their preparations as well as in their actual ASPH presentation. Please consider bringing a friend

or friends who are hypnotists or individuals who happen to have an interest in Hypnosis. Our yearly membership fee is extremely reasonable. If you have any additional questions, please discuss membership with Ms. Debbi Combs, our Secretary/Treasurer. We also provide CEU's, simply for attending our meeting. If you'd like to be considered as a speaker at one of our monthly meetings, please discuss this with our Vice President, Mr. Skip Albright. Both Debbi's and Skip's contact information is listed in our newsletter.

Last month, June 4th, 2019, we had Mr. Martin Castor Peterson present on his Pre-talk and his Hypnotic Inductions. Martin hails from Denmark and is considered as one of the most prominent Hypnotists in all of Europe and the US. **On July 2nd, the first Tuesday of the month, at 6:30 PM** we're proud to have **Mr. Len DeCarmine** who will present on **Growing Your Hypnosis Practice**.

Ms. Karyn Peck has volunteered to kick start a membership expansion committee. If anyone is interested in helping her out please call her at **1-928 533-1628** at her Prescott location. We are interested in growing our membership. How about bringing another fellow Hypnotist and/or a student Hypnotist to our meetings? Any suggestions about who we should consider contacting to expand our **ASPH** organization?

I've added that in the last 15 minutes of every **ASPH** meeting we can have a case discussion, of course, leaving out any of the demographic details. We hope you'll join us. We look forward to seeing you.

Thank you

Sam Sterk, Ph.D., CMPC # 177

www.peakplusaz.com

Tel: 480-861-6718

UPCOMING PRESENTERS AND TOPICS

July- Len DeCarmine – “ The 5 Ways to Grow Your Hypnosis Practice”

August - TBA

September - Ron Benninghoff – “Hypno-birthing”

October – TBA

November – TBA

December – Holiday Party

ASPH FEATURED SPEAKERS

If you would like to be one of the ASPH featured speakers for this year, contact Skip Albright, our current ASPH vice-president at skipnotherapy@gmail.com.

Current ASPH Members,

If you are already an active 2019 ASPH member, you are invited to join the new Facebook Group.

You can just follow this link and Jodi Hert, will be approving the requests after confirming an active membership status, which means that 2019 Membership Dues are up-to-date.

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

**Thank you,
The ASPH Board**

Thomas Wheeler here...I discovered a great resource - a FREE NLP Workshop every Wednesday Night. I went to their meeting 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 or 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.

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. ASPH Secretary/Treasurer Debbi Combs can tell you and verify for you the meetings you have signed in and attended. Members need to contact NGH themselves to have their credits recorded with NGH.

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 Debbi Combs at asphsecretary@gmail.com. The one-time cost is \$35.00. You can also hand all your information and payment to Debbi at an ASPH meeting.

NOTES FROM THE SECRETARY: DEBBI COMBS

Send all announcements of future events [seminars, classes, presentations, etc.] to Debbi Combs at 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.

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.

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.

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

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.

NETWORKING

The following members are available to network among ASPH members. If you would like to have your contact information included in this list of ASPH members, please email Debbi Combs at asphsecretary@gmail.com with your name, phone number and email address. You do need to attend several meetings a year to be listed as a networker.

Alan Handelsman alanhand@aol.com 602-478-8346

Debra LeBouton drdeb17@msn.com 480-264-1399

Sam Sterk peakplus@aol.com 480-767-0956

SOCIAL AND PROFESSIONAL NETWORKING ON THE INTERNET

www.selfgrowth.com

www.hypnothoughts.com

www.linkedin.com

www.facebook.com

www.twitter.com

ARIZONA SOCIETY FOR PROFESSIONAL HYPNOSIS

Membership Renewal Form

RENEW YOURSELF WITH ASPH for another year by going to the website, www.hypnosisaz.com

and paying online, or:

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

Mail to:

Debbi Combs - ASPH Secretary/Treasurer

3747 West Desert Creek Lane

Anthem, AZ 85086