



ASPH Newsletter

July 2024

Next Meeting: Tuesday August 6th, 2024, 7:00 p.m. (AZ time)

Live and Zoom Meeting

11120 North Tatum Boulevard

Phoenix, AZ 85028

Lofy Group Building G

This is Lew Heller's office conference room

If you get lost call Lew: 602-502-4000

You will receive an email reminder and a Zoom invite a few days before the meeting and on the day of the meeting.

Newsletter Table of Content:

1. A Message from ASPH President
2. Agenda for August 6th Meeting—Topic: *Marketing your hypnotherapy service*. If time allows: *Hands on demonstrations*
3. Minutes of July Meeting
4. Business Matters

A Message from ASPH President



Alan Handelsman 2023-2024 ASPH President

An old friend of mine, a retired personal injury attorney, once told me about an unusual way he used to get new clients. Every time he went out to eat (which was often), he would leave his business card with the credit card receipt he signed and returned to his server.

He never mentioned his "success rate" using this little trick, but he did this for years, and was very successful in his practice.

I can also vouch for the fact that this technique *can* work, because I used it a few times, and it worked for me. Within a week, I got a call from a server who told me that she found my card in the payment folder and had wanted to quit smoking for a long time. She became a client.

Maybe this "trick" will work for you. Maybe not. Luckily, it is not the only way for hypnotherapists to grow their business.

What are some other (better?) ways to grow your business? That is what we will answer at our next ASPH meeting. Some of us have been in business for a long time. Others are looking forward to being in business for a long time. What a perfect combination!

We will do our best to clear a path between you and all the clients (and the types of clients) you want, and you will learn some of the steps you can take along that path.

The first step is to come and join us at the August meeting of ASPH. I look forward to seeing you there.



Agenda August Meeting

Next ASPH General Meeting **Tuesday August 6th, 2024**

1. Meeting called to order (Alan Handelsman, President.)
2. 5 to 10-minute meditation by a volunteer (Or a volunteer that President Alan picks!)
3. Attendees' self-introduction and brief comments about why they chose to attend this meeting
4. Officer's Report.
5. ASPH business: Next year's officers
6. Topic of discussion: sharing ways for hypnotherapists to grow their business. If time: hands on hands demonstrations
7. Next meeting details
8. Motion to adjourn.

Minutes of Last Meeting

July 2nd, 2024: 7:00 PM MST

Attendees:

Ron Benninghoff, Debra LeBouton, Pat Shay, Thomas Wheeler, Alan Handelsman, Lindsay Brady, Lew Heller, (Note: Owing to technical difficulties, Jon Pace, Patrick Powers, and Don Brady were unable to participate via Zoom.)

ASPH Business Matters

ASPH President Alan Handelsman called the meeting to order at 7:09 PM.

He asked each attendee to introduce themselves and make a brief statement about their interest in hypnotherapy and their reason for attending the meeting.

Unfortunately Zoom attendees were unable to participate in the meeting due to technical difficulties.

Officers report:

Lindsay Brady (ASPH Secretary/Treasurer) reported that the Society has 31 paid members and \$1,271.60 in the bank. He also encouraged ASPH members to consider taking over his role as ASPH secretary and/or treasurer, as he plans to resign from these positions at the end of his 2024 term.

Alan Handelsman (ASPH President) also announced that he will be stepping down from his position for the coming year and encouraged any interested member to step forward.

Debra LeBouton (Vice President) mentioned that she has served in every position on the ASPH board at various times but expressed her willingness to remain as Vice President for the upcoming year.

Thomas Wheeler (ASPH Parliamentarian) presented ideas to motivate greater attendance at ASPH monthly meetings and committed to coordinate them with Vice President Debra LeBouton.

Issue for next meeting:

As ASPH approaches a change in leadership for the next year, it is time to initiate the search for proactive innovators among our ranks who are inclined to uphold the Society's mission. We need new leaders who adeptly navigate advanced technology and social media platforms—a skill set that the current leadership concedes is not their strongest suit. With fresh leadership, ASPH has an opportunity to significantly raise hypnotherapy awareness and to have a positive influence on the hypnotherapy community.

ASPH member: Please seriously consider being a part of the *Arizona Society for Professional Hypnosis* leadership and please attend, or Zoom into, our next meeting to discuss ASPH's future.

Mood-setting 5-minute meditation was led by Debra LeBouton.

Discussion

Rather than discussing a specific issue, as we have done in the past, attending members were paired up and assigned separate rooms to share their hypnotherapy techniques with each other: Room #1 Debra/Thomas, room #2 Alan/Pat/Lew, Room #3 Ron/Lindsay. After 40 minutes we rejoined and shared what we learned from each other. Without exception, everyone reported this experiment was insightful and beneficial.

Because of a Zoom tech problem, a recording of the meeting is unavailable.

Final Matters and Adjournment:

The next ASPH monthly meeting will be in person and Zoom on August 6th 7:00 PM.
11120 North Tatum Boulevard, Phoenix, AZ 85028, Lofy Group Building G

Next meeting topic of discussion: Sharing ways for hypnotherapists to grow their business. If time allows: Hands on demonstrations.

A motion to adjourn was presented and seconded.

The meeting adjourned at 8:50 PM.