

EVERY MEMBER P.R. PROJECT

How To Develop Your "Group Talk"

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HYPNO-INFO

A by-product of preparing your elevator talk (Module #1) is that you are also preparing what can be expanded into an interesting talk for civic and fraternal organizations once you are comfortable with what you have developed.

Add a bit more information, some no-fail audience participation demonstrations, and you can be out there being loud and proud in front of local groups talking about your profession as a certified consulting hypnotist.

Before you know it you could be so busy in your office you won't have time for the group talks, but you then always use the same material for radio or TV talk show guest appearances to reach even wider audiences.

Let's break it down . . .

1. You have developed a short, informative Elevator Talk, "*polite and superficial chatting that might occur during a brief elevator ride,*" which in reality is a very precise bit of information that tells part of your story and either encourages listeners to want to learn more and asking for your business card, or at least leaves them better informed about the practice of hypnotism than they were before you talked with them.

2. You have several topics you can cover in your elevator talks and can rattle them off without hesitation because they have become a part of your professional being.

3. You don't have any problem, fear or apprehension about speaking before a group of strangers, especially when presenting the information you have learned so well in your elevator talks to one or two people at a time.

If the three points I've listed above apply to you, we can get going on preparing group presentations for service clubs (Rotary, Lions, Kiwanis, Chambers of Commerce, etc.), social groups

(Women's Clubs, Single Parents, PTA, etc.), your local library, and any other group that would like to schedule an interesting talk about hypnotism by a professional in that field.

In my professional experience I have found that you need several things in your presentation:

1. An interesting topic.
2. A firm knowledge of that topic.
3. A strong opening to get their attention.
4. Unusual or fascinating information to keep their attention.
5. Audience participation or *brief* demonstrations.
6. The ability to satisfy the audience and at the same time leave them wanting more.
7. A strong finish.

You are probably wondering how you can get an invitation to speak before groups like this. That is the easy part, because there is usually a program chairperson who needs to get speakers for the meetings. You can also check with your local Chamber of Commerce to see if they have any list of civic and service organizations available. The list would give you the contact name, contact number or e-mail address of the officers, and usually the dates and locations of their regular meetings.

A phone call, e-mail, or note to the program chairperson, or the organization's secretary, will be your first contact. If you have a professional Information packet, and/or Website you should also make sure the your contact includes that information.

When you are aksed to give a talk make sure you send a confirmation a few days before the date, so the person who booked you will not be worrying. You can also send a *brief* introduction to be used that day. Confirm the location and time, and the length of the program. Noon meetings, such as Rotary International, are very tight on the time allowed, since most of the members have to be back in their offices or places of business on schedule. Evening groups usually have longer or more relaxed time schedules.

TOPIC

CD or DVD #s & Titles available from NGH Rental Library

Fertility Hypnosis	<ul style="list-style-type: none"> • #310101-09 Hypnosis For Fertility (Lynsi Eastburn) • #220205-07W It's Conceivable! (Lynsi Eastburn) • #210809-06 Treating Infertility With Hypnosis (Jim Schwartz)
HypnoBirthing©	<ul style="list-style-type: none"> • #21015-94 Hypno-Birthing: A Guide To Achieving An Easier, More Comfortable Birthing (Marie Mongan) • #217-90 Co-Dependency: The Importance Of The Birth Experience (Diane Zimberoff) • #31114-08 PostPartum Mothers (Nathalie Kelly)
Pediatric Hypnosis	<ul style="list-style-type: none"> • #31114-05 Hypnotism For Teens: Not Just Study Habits (DJ Lynch) • #210803-05 Obesity And Diabetes In Children (Laura Olsen) • #11015-03 Pediatric Hypnosis (Don Mottin) • #11101-98 Tips And Tools For Getting Through To Kids (Phillip Mountrose)
ADD/ADHD	<ul style="list-style-type: none"> • #12095-10W ADD/ADHD Clients And Your Extended Role As A Hypnotist (Roxanne Cortese) • #33041-97W Attention Deficit Disorder And Treatment By Hypnosis (Jerry Valley & Tommy Vee)
Enuresis (Bed Wetting)	<ul style="list-style-type: none"> • #31013-98 Working With Enuretic And Sleep Disorders (Charlene Ackerman) • #21092-97 Getting The Facts On Enuresis (Charlene Ackerman)
Stuttering	<ul style="list-style-type: none"> • #21051-03 Stuttering: A Primer (Mindy Albright)
Ego Strengthening	<ul style="list-style-type: none"> • #11106-95 Self-esteem For Women (Elizabeth Lambert) • #11105-00 10-Minute Ego Strengthening Technique (Francine Daner) • #11015-01 The Magic Script (Lisa Halpin)
Fear/Anxiety	<ul style="list-style-type: none"> • #312-92 Hypnosis As First Aid For Phobia Relief (Maurice Kouguell) • #11124-06 Waking Hypnosis For Panic And Anxiety Disorder (Richard Kuhns) • #11032-02 Overcome Anxiety, Fear, And Panic With Hypnosis (Ed Martin)
Sports Excellence	<ul style="list-style-type: none"> • #21034-01 Hypnotic Sports Enhancement (Don Mottin) • #3130-93 Techniques For Working With Athletes—Improve All Athletic Performance (Lavere Herzog) • #21053-02 Extreme Performance (Monica Piechowski) • #12117-09W Inside The Mind Of An Elite Athlete (Daniel Vitchoff)

Scholastic Improvement	<ul style="list-style-type: none"> • #21091-07 • #31104-10 	<p>Increase The IQ With Super Learning Hypnosis (Ed Martin)</p> <p>Education And Hypnosis (Brian Diramio)</p>
Exam Jitters	<ul style="list-style-type: none"> • #210109-08 • #210813-07 • #11123-96 	<p>Eliminating Test Anxiety (Kevin Linehan)</p> <p>Beating Test Anxiety (Sandra Bemis)</p> <p>Academic Student Test Taking Improvement (Marx Howell)</p>
Nail Biting	<ul style="list-style-type: none"> • #11096-06 	<p>The Child’s Magic Mind (Donald Rice)</p>
Fear Of Public Speaking	<ul style="list-style-type: none"> • #31023-03 • #310101-07 	<p>Public Speaking Phobia (Maureen Turner)</p> <p>The Art Of Making A Presentation (Katherine Zimmerman)</p>
Stage Fright	<ul style="list-style-type: none"> • #11092-01 • #302-92 	<p>Working With Phobias (Walter & Elizabeth Sala)</p> <p>Everything You Want To Know About Phobias (Jacob Bimblich)</p>
Smoking Cessation	<ul style="list-style-type: none"> • #220401-10W • #11041-02 • #410-91 	<p>Smoking Cessation For Permanent Results (Garrett Buttel)</p> <p>Smoking Cessation For Success (Shaun Brookhouse)</p> <p>Advanced Smoking Cessation (Jacob Bimblich)</p>
Weight Management	<ul style="list-style-type: none"> • #21101-06 • #315-92 • #11044-03 	<p>Create Super Success With Weight Loss Clients (Thomas Nicoli)</p> <p>Dealing Effectively With Weight Control (Jacob Bimblich)</p> <p>The Secrets Of A Successful Weight Loss Session (Don Mottin)</p>
Relationships	<ul style="list-style-type: none"> • #210806-08 • #32107-99W 	<p>Addressing Sex And Love Issues (David Quigley)</p> <p>The Relationship Code (Debbie Papadakis)</p>
Pre And Post Surgery	<ul style="list-style-type: none"> • #31093-94 • #11094-08 • #11122-00 	<p>Preparing The Patient For Surgery (Agustin Hernandez)</p> <p>Preparing Clients/Patients For Surgery—Why Hypnosis? (Ron Eslinger)</p> <p>Hospital Hypnosis—Speeding Recovery (Esmilda Abreu)</p>
Cancer	<ul style="list-style-type: none"> • #110110-10 	<p>Hypnosis And “Women’s Cancer” Patients (Kanta Bosniak)</p>

	• #1146-93	Using Hypnosis With Cancer Patients (Dr. Carl Simonton)
	• #601-90	Hypnosis For Cancer Patients (Claire Tatro)
Grief Counseling	• #323-92	Understanding Grief (Dr. Leo Gagnon)
	• #31111-07	Children And Grief–How Can We Help? (Linda Hay)