

## Qualify as a Golf Hypnotist/Hypnotherapist

Using hypnosis for peak sporting performance has been common for some time. We have listed below many areas in which you can achieve success. The problem with leaving this work to non-golfers is if the issue is due to lack of technique rather than lack of mental skill or unconscious performance it may remain unresolved and worse, create an incorrect belief regarding the **success of hypnotherapy as a peak performance tool**.

This is why we believe part of being an outstanding coach will involve you having hypnosis skills. So, will being qualified in hypnosis help you to become a more effective and successful golf coach and/or give you the ability to work exclusively in this niche market opportunity?

### The simple answer is “YES”

For example, **Tiger uses hypnosis** but until very recently, he never admitted it in public.

Here's what **Tiger finally revealed in Golf Digest**, (December 2002) page 158:

"Woods' ability to produce peak performance by 'willing myself into the zone' is unprecedented.. And at age 13, Tiger began mental training with Dr. Jay Brunza, a family friend and psychologist.. Among the techniques Brunza used were subliminal tapes and hypnosis. 'The first time Jay hypnotised Tiger, he had him stick his arm straight out and told it that it couldn't be moved, 'Earl [Tiger's father] says. 'I tried, but I couldn't pull it down. [Tiger says hypnosis is] 'Inherent in what I do now.'"

For example, before Tiger Woods takes a shot, his eyes open and close repeatedly.

***That's not a blink that Tiger is doing. It's a self-hypnosis induction. Dr. Jay Brunza, a sports psychologist and hypnotist, trained Tiger and caddied for him all through his Junior and Amateur events He even caddied for him in the Masters (way before Steve Williams came along.) Brunza established a trigger for Tiger to enter the zone at will. It's the blinking of his eyes.***

### The secret techniques that Tiger uses...

The best example of the successful use of guided imagery or self-hypnosis is Tiger Woods ... and you may be interested to know that on the course you will learn how to do this for yourself.

Woods' ability to produce peak performance by "willing himself into the zone" is unprecedented.

But then again, not everyone has the time, patience, and support structure that Tiger has used since the age of 13.

Jay Brunza, a clinical psychologist, was amongst the team that helped Tiger to concentrate better to improve his performance. Brunza taught him mental tricks to increase his concentration and hypnotised Tiger to instil some of his lessons. He even taught the young golfer how to hypnotise himself to get the same results.

If you can get hold of video footage of Tiger when he was playing to his best, notice, how before each shot, he blinks twice on purpose. This is a post-hypnotic trigger, a signal for him to instantly "get into the zone".

It's something that Brunza instilled in him, to allow him to automatically achieve that Zen-like state of mind and perform to his ultimate unconscious best

You may also notice, when you carefully watch his recent performance, that he's stopped using the physical post-hypnotic trigger these days, probably it is so internally automatic for him now that he doesn't need to physically do that anymore

As a golf coach your main focus is probably what is happening on the outside (physically) with your client, i.e., pre shot routine, movement posture, grip, swing etc, But you know as well as I, that to truly master the game it becomes more of an internal game and for you to help your client to make any change in their game,. There has to be a few things in place:

- Firstly it must be important to them
- Secondly they must believe they can make the changes
- Thirdly they must have the capability, skills or knowledge to make changes
- Fourthly they must know what they want to change (Physically or mentally)

Apparently it takes us human beings around 21 repetitions of a new behaviour to build a new neuro pathway that the unconscious mind can then take on as an unconscious behaviour and operate without thinking, but this could take a fair amount of time and effort, Fortunately there is a quicker way!

With the use of (conversational or formal) Hypnosis it's easier to get suggestions into the unconscious mind of your client, and the reason you would want to be able to do this is simply because it is in the unconscious mind where you can make changes the easiest and quickest changes

The reason we normally find it difficult to make changes in the way we think, feel or behave is because there is a barrier between the conscious and unconscious mind that protects your unconscious mind from suggestions, your unconscious mind likes things to stay the same, it likes familiarity, it is far easier to stay in control and feel secure when we are working within routine at an unconscious level, so your unconscious mind will pick up routine behaviours, thinking patterns, beliefs and hang onto them,

**So, if you would like to be able to help your self and your clients:**

- **Achieve well defined outcomes and goals**
- **Improve or maintain peak physical & mental performance**
- **Peak state in your pre-shot routine**
- **Drive up desire and motivation**
- **Learn language patterns that influence people**
- **Quieten the mind from internal chitter chatter**
- **Increase your self-esteem and confidence**
- **Uncover what's really holding you or your client back**
- **Find creative ways to solve problems**
- **Manage your state in any situation**
- **Improve visualisation and imagination**
- **Play and coach with great confidence**
- **Counter psychological warfare**
- **Stop losses of concentration or "letdowns."**
- **Create a positive mental attitude**
- **Eliminate unwanted habits**
- **Help to relax the mind and body quickly**
- **Resolve internal conflict**
- **Eliminate YIPS**
- **Eradicate first tee nerves**

Then you will enjoy a full 7 day 'hands on' practical course on Hypnosis in golf, with two of Britain's leading Trainers, where you will discover the most powerful tools in the world for transforming the quality of yours and your clients game and program them for optimum success, performance and achievement.

No matter how long you have been a golf coach, after this training, you will be so unique in the world of golf coaching that you would be able to command fees of £100 + per session

We have the most incredible tool available to create a life beyond our wildest dreams. That tool is the human brain – unfortunately, we weren't given an instruction manual on how to use it....

### **Up until now that is....**

The result for many of us is that our software is slow, running outdated un-resourceful programs which produce massive inefficient inhibiting results. And we as human beings try to change this by using our conscious mind which only equates to about 12% of our brain power (the things we are aware of at any given moment in time), when it would be much quicker and more effective to access our subconscious mind, which is about 88% of our brain power. This is where our operating system is stored which runs our beliefs, values, habits, behaviours, emotional states, thinking styles, and our whole autonomic nervous system. We will show and teach you how to directly and indirectly communicate with this part of your mind either in a waking, or deep trance state, to make quick and lasting positive changes in your or your client's life

My name is Mick McEvoy, I'm the Founder and Chairman of *Your Life Matters* NLP and Hypnosis Training, plus co-founder and partner of the NLP in Golf an organisation offering the WGTF golf coaches a series of events, courses and trainings which help people discover how they can use the power of their unconscious minds, to live their life style as a golf coach to its full potential, breaking through/changing mental barriers or blocks that have held them back from success in the past

Peter Hudson (president of the WGTF GB&I) and I first met whilst Peter was on his NLP Master Practitioner course many years ago,

When Peter started to apply the NLP skills learnt on his own clients and in his business, he realised the massive possibilities, potential and opportunities available to his golf coaches, (being NLP trained) was too much to ignore, as this was having such a massive impact on his ability as a coach, results with his clients and being able to teach much quicker and more effectively

The reason our work is attracting such interest – is that we've brought together the most effective strategies in the world for switching on people's creative genius, and tapping into their enormous power that they possess to help them overcome fear, doubt, limiting beliefs, self-sabotage, and to transform the key areas of their lives – accelerate their learning, career, relationships or finances. That's what **Your Life Matters** is all about. Once you've been to one of our trainings, you'll be well on the way to mastering your own mind, your journey and destination, enjoying the kind of life you deserve, and being able to do the same for your clients

Our training offers you the opportunity to live your life as a golf coach to its full true potential, Being able to help your clients break through or change mental barriers, blocks, limiting beliefs or behaviours that may have held them back from achieving their potential. You will learn how to communicate with the unconscious mind and tap into the enormous power they possess to overcome fear, doubt, and limiting beliefs or self-sabotage and to transform the key areas of their performance

**Communication:** Hypnosis provides practical tools allowing you to become a highly skilled communicator.

**Language:** Language can restrict how we think, feel, behave, and perceive the world and how we respond to it. Just imagine how you could motivate yourself and others when you can use language elegantly

**Modelling excellence:** Hypnosis processes/strategies are a result of discovering how experts or excellent leaders do what they do so well; it is then possible to teach these skills to others

**Mastering your mind:** Hypnosis describes, in very precise terms, the images, sounds, and feelings that make up our inner and outer world. Hypnosis provides us with the equivalent of a user's manual for our brain - when we understand the specific ways that our brains make distinctions, then it is easier to make changes, to learn and to communicate more effectively

**Can Hypnosis help me perform better?** Yes, whether it's to increase your motivation, improve your performance at work, setting and achieving goals, improving your performance at sports, you can use Hypnosis to become more successful in all areas of your life

**Can Hypnosis help me communicate better and influence people more?** Yes, much of the quality of our lives comes down to the quality of our communications. Hypnosis offers you some of the most effective communication skills available. You will discover how to develop rapport with people in a matter of seconds, how different people respond differently to certain words, how to handle difficult people, how to influence your clients more effectively, and how to become a better public speaker

**Can Hypnosis help me learn how to learn?** Yes, **Hypnosis** provides a rich set of techniques for accelerating learning and helping individuals with learning difficulties to reach their potential.

**Can Hypnosis help me in business?** Yes, the reason that many multi-national companies, entrepreneurs and small businesses are using Hypnosis is simple. The ability to perform at your best, tap into your true potential, and to be a powerful communicator, depends to a large extent on your ability to utilise the power of your mind.

**Can I use Hypnosis as a form of therapy?** Yes, Hypnosis is being used very successfully to help people with issues such as fears, phobias, stress, anxiety, habit busting, weight loss, smoking, depression etc, any unresourceful emotional states or behaviours.

**Can I use Hypnosis as a form of coaching?** Yes, practically every life coach we have ever met has moved on to do some form of NLP or Hypnosis training to enhance their coaching skills!

**Can Hypnosis help me in mastering my mind and life?** Yes. Hypnosis is well known for helping people overcome problems such as stress, fears, phobias, etc., Hypnosis will offer you vital skills to improve your or your clients life

**I'm not sure what I want! Can Hypnosis help me?** Yes. The first step to changing any area of your life is to become totally clear about what you want and where you are going.

**Can I use Hypnosis in sports performance?** Yes, many top athletes and Olympic teams have already proved that using Hypnosis trained coaches or using the science of Hypnosis has improved their performance

Whatever you do, don't miss out on this amazing opportunity to explore what our NLP & *Hypnosis training organisation* have to offer, and to create the kind of life you deserve

You risk nothing, and you've everything to gain by attending our one-of-a-kind Hypnosis diploma course. We'll prove to you beyond any doubt that you can experience lifelong changes, happiness, and enjoy a truly fulfilling life.

Remember. The instant you make this decision, you create your future in advance. All you have to do is come along to participate in making it come true

On the 7-day Hypnosis course, we'll share with you some of the most advanced skills in the world to influence and change the key areas of people's lives – relationships, money, career and emotional/behavioural mastery. We believe this course will allow you to see the world differently and positively change your life forever. This 7 day Hypnosis Training is your chance to start your journey into self-discovery, and an introduction to a new career as a Hypnotic golf coach (hypnotherapist)

At **Your Life Matters Hypnosis Trainings** you'll discover specific, detailed, down to earth, tried and tested strategies to help people become successful in all areas of their lives

In fact, when you come along, you'll find our *Hypnosis Course* to be empowering, educational, fun and entertaining. In short, **Your Life Matters Hypnosis Trainings** are high-energy, action-packed, fun events that will inspire you to create the life you deserve

**Our Trainings are presented to the high standards; we and the GHSC (General Hypnotherapy Standards Council) are renowned for**

Hypnosis is a state of consciousness one enters and leaves naturally during our day to day experiences. It feels very much like day-dreaming i.e., the state between sleeping and waking. Hypnosis is a guided fantasy. In this state of relaxation we are more open to suggestions. Our brain wave vibration rate slows down, giving us access to our subconscious mind. While our conscious mind is still completely aware of what's going on the whole time, in this relaxed state our subconscious mind has the ability to accept information and suggestions given to it by ourselves or a hypnotist

Hypnosis enables us to help people achieve personal goals more quickly and effectively than ever before. In other words, we can do more of what we want, get more, know more, and especially, be unique and effective in what we do

**Your Life Matters** are members of the General Hypnotherapy Standards Council of Great Britain, After you qualify you will be able to use the well known and recognised Dip Hyp letters behind your name and you will also be able to join the GHR, (General Hypnotherapy Register)

- ✓ **We only accept a limited amount of people on each of these life changing 7-day courses, which fill up VERY fast, so you'll have to**
- ✓ **act quickly – otherwise you may miss out**

**The total investment for the certified 7 day Hypnosis Course is £997.00**

**Or if you have already completed an NLP Diploma or Practitioner, then you would only need to invest £497 to complete the extra 4 days of hypnosis training to gain diploma level certification as a qualified Hypnotherapist**

Since we know it's 100% to your benefit to act quickly right away. we want to give you every possible reason to phone us and book onto the 7 day Hypnosis Training Course, the first 5 people who book on and attend the workshop, will be offered as a way of thank you, 2 special Hypnosis CD's that will help you enter a deep state of relaxation, **worth £47**

*These will be our special gifts to you when you attend the event*

## **Hypnotherapy Course FAQ**

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36. Will I be able to use any letters behind my name?

**1. How much can I expect to earn?** That will depend to a large extent, on where you will be practicing. In larger, more affluent populated areas, you will be able to request a higher fee for your work, as a guide line you will be able to charge between £75 and £150. Per hour for general work. [Back to Top](#)

**2. Who am I being trained by?** Mick McEvoy is the founder and Chairman of the Calm Coaching Federation of Great Britain, and Your Life Matters, NLP/Hypnotherapy, Coaching and Training Organisations plus partner and co-founder of the NLP in golf and sports, that offers a series of courses, trainings, and 'one to one' coaching and therapy programs, which help people enjoy a better quality of life Mick has trained with one of the grand masters and pioneers of NLP, Dr Wyatt Woodsmall, and has been certified by INLPTA (International Neuro Linguistic Programming Trainers Association) as a fully qualified Master and Trainer of NLP, and by The Internationally recognised SNLP Richard Bandler's, society of NLP, as a fully qualified Practitioner and master practitioner, and he is also recognised by the GHR, GHSC (General Hypnotherapy Standards Council) of Great Britain, and the International PBH (Professional Board of Hypnotherapists) as a qualified Hypnotherapist and Trainer of hypnosis He is a qualified Practitioner in Time Line Therapy and EMO Trance, and practices EFT and EMDR. He is one of the few trainers in the country that can teach and qualify others in hypnosis, to a level where they can successfully help people to change deep routed habits/behaviours like smoking, or to make other permanent emotional life changes [Back to Top](#)

**3. Is there a demand for Hypnotherapists?** The demand for qualified Certified Hypnotherapists in golf coaching is becoming the fastest growing new exiting development in the sport ever, mainly to the discovery that tiger wood uses hypnosis. One of the reasons that Hypnotherapists can charge what they do is simply, that there are not enough of us to supply the demand. [Back to Top](#)

**4. Do I need to know much about business and marketing?** We will provide everything you need to get started in your own business on the 2 day marketing course [Back to Top](#)

**5. Is Hypnosis easy to learn?** We use accelerated learning techniques more than you could possibly gain from reading a book, and enough to get started as a hypnotherapist, please refer to the course outline and contents for more detail of the subjects covered [Back to Top](#)

**6. Does hypnosis work, Is Hypnosis tried and tested?** Hypnosis has been documented to have been in use for over 2000 years, and since the 20th century it has been scientifically proven that hypnosis works, and is safe, many professionals like doctors, surgeons, dentists, therapists, and the police force etc, are using hypnosis to help 1000's of people every day [Back to Top](#)

**7. How long will it take for me to re-coup my investment for the course?** That depends on the location of your practice! If you work from Harley Street in London, Hypnotists have been known to charge up to £1000 for a single smoking cessation, many other Hypnotists fees for the same smoking cessation are between £250 and £299, find out what the going rate is in your area and do the same, so if it's £150, and for golf change work the going rate we suggest would be a minimum of £75 up to £250 per session, it could take as little as 4 clients or a maximum of 13 to recoup your investment, and from that point on you're making a profit [Back to Top](#)

**8. Can I do the course, just to help myself?** Yes, but if you just want to help yourself, then we suggest you come along and experience our 1 day self hypnosis training course first, It's a great introduction to the world of hypnosis and you would be in a better position to make an informed decision to advance and go onto do your Hypnotherapy Diploma course where you can become a qualified and certified hypnotherapist [Back to Top](#)

**9. Do I have to give up my existing job to run a hypnosis practice?** No, not if you don't want to, you can see your clients in your spare time [Back to Top](#)

**10. I'm afraid of losing a secure income during the transition period!** Some people think they have to leave the security of their existing job and income to become a Hypnotherapist, this is simply not true, most of our Hypnotherapists start by building up clients on one day at the weekend, in fact we recommend this approach, not only does this give you peace of mind and the security of a constant income from your existing job, but because you are now earning more money than you have ever earned before it has a psychological affect on you that makes you come across much more confident to your clients The idea is to fill a Saturday or Sunday with 4 - 5 clients at £75 - £100 per hour, once you find that these days are fully booked one or two months in advance you have the option of filling up the other days and when your weekends are fully booked in advance and you have proved to yourself that our system works consistently, you should then be in a better position to make the decision to go into Hypnotherapy fulltime and retire from working 9 - 5 Mon - Fri or to carry on as you are! [Back to Top](#)

**11. What do I have to do to get started as a hypnotherapist?** If you are really serious about becoming a Hypnotherapist, then I suggest you explore and read this website to give you some ideas as to which area you may wish to specialise in, then call me for a chat and when you are ready we will see if we can get you booked onto one of our courses, because the sooner you book on, the sooner you can start your new exciting career as a Hypnotic golf coach [Back to Top](#)

**12. Do I need any prior experience or qualifications to train to be a hypnotherapist?** No, the course is for complete beginners and will provide everything you need to start a new exciting career as a Hypnotherapist [Back to Top](#)

**13. What if I start the course and then decide it isn't for me?** If you decide the course isn't for you by the end of the first day, we will refund your money [Back to Top](#)

**14. What happens after the Diploma?** You will have all the hypnosis skills necessary to help your clients in all areas of their game, but if you feel you would like to enhance your skills and knowledge even further you will be offered the opportunity to do so on the Hypnosis Practitioner [Back to Top](#)

**15. What can I be expected to help with, once gained my hypnosis Diploma?** Most hypnotherapists

tend to be general in their approach, yet specialise in one or two particular areas, I suggest you do the same, but really focus on being niche in some area of the game, I will explain more about the benefits of this on the course [Back to Top](#)

**16. If I don't like selling will I be able to make an income?** we will show you how to gain clients and income without selling yourself [Back to Top](#)

**17. How much will it cost me from start to finish?** There are no hidden extras, there is just the one investment for the diploma certification course [Back to Top](#)

**18. Do you do any special concessions or discounts?** There is a huge discount for WGTF members as it is offered to members only, so there is no need for expensive advertising, this means we can pass those savings on to the members [Back to Top](#)

**19. Are there any exams?** No, there are no written or formal tests, you will be assessed on your understanding and practical abilities as we go and we will help every step of the way, so you are pretty much guaranteed to pass [Back to Top](#)

**20. What happens if I don't pass?** The chances of you not passing are very slim because if we identify something that needs to be improved, we will give you the guidance and extra help needed to get to the appropriate level of competency needed to pass, or you could always come back on another course for a very small fee [Back to Top](#)

**21. What sort of client will I be working with?** only the clients you want to work with, [Back to Top](#)

**22. What sort of people will be on the course?** People looking to change their career, Golf coaches looking to enhance their skills, sports or life coaches, teachers, business people, police officers, doctors, sales people, HR personnel, People from all walks of life... [Back to Top](#)

**23. Will it be 'touchy feely'?** No, all our trainings are down to earth, feet on the ground, the techniques used are tried, tested, clinically and scientifically proven to work [Back to Top](#)

**24. What qualifications will fast track me?** If you have done an NLP or Calm Coaching Training with us you could miss out some of the modules and costs for the course [Back to Top](#)

**25. How will I be assessed on the course?** You will be assessed whilst you are practicing, during discussion, giving feedback, and your general overall attitude and rapport skills [Back to Top](#)

**26. Can I become a hypnotherapist if I am disabled?** Yes, if you can read and speak English you should be ok [Back to Top](#)

**27. Is there accommodation available?** yes, we will supply you with a list of local hotels [Back to Top](#)

**28. How many people do you allow on each course?** We like to keep the numbers to a level where we can give full attention to everyone on the course, and have a varied amount of people to work and practice with [Back to Top](#)

**29. I'm 70 am I too old?** If you think you're too old or too young you are probably right! [Back to Top](#)

**30. I'm 16 am I too young to learn Hypnosis?** You're not too young to start learning Hypnosis, after all, all hypnosis is self hypnosis, and we would be willing to train someone as a hypnotherapist from the age of 21 [Back to Top](#)

**31. English is not my first language, will this matter?** No, we have people from all over the world come to our courses and if you can read and speak English, you should do just fine [Back to Top](#)

**32. I can't do the hypnosis course on weekdays, is there a way around this?** Yes, With private tuition, I would be delighted to train you in hypnotherapy on a one to one basis, for an extra £500 [Back to Top](#)

**33. I have dyslexia etc will this affect me on the course?** Probably less than it has effected you on any other course or education endeavour, because we use accelerated learning techniques, demonstrations and hands on practice and guidance. please contact us regards your needs [Back to Top](#)

**34. How will I benefit from being a member of the general hypnotherapy register?** If i new of a better organisation to join i would have joined and recommended it to our students and you, there is no financial gain for me to recommend you joining the General Hypnotherapy Register, the news, letters, information, updates, discounts, advice, and recognition you will receive, is definitely worth the investment. [www.GHR.co.uk](http://www.GHR.co.uk) [Back to Top](#)

**35. Will I receive any help after the Training?** Free phone advice and coaching for up to 12 months or 12 hours, which ever comes first [Back to Top](#)

**36. Will I be able to use any letters behind my name?** Yes, once qualified, you will be able to use the well known and recognised **Dip Hyp** letters after your name

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