

Unleash your business potential with Hypnotherapy

Understand how working with your
subconscious mind can allow you
to shine within to support and
grow your business.

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Abi Fenton

Therapies





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How did Hypnotherapy help me?

So back in 2010 I was diagnosed with General Anxiety Disorder and Health Anxiety. I was house bound and knew the medication I had been prescribed were not for me for life. I wanted to find a natural approach to managing anxiety.

I met my wonderful therapist Sue who I had hypnotherapy and Reiki with. Both these therapies I believe helped me become the confident person I am today. She showed me how to manage my anxiety long term.

5 Years ago I set my business up starting to support clients like myself and you find a natural approach to managing their mindset. Since then I have trained in Reiki, Hypnotherapy, NLP and Integral Eye Movement Therapy (IEMT) all of which I use in my sessions to create bespoke sessions for my clients needs.



So let's get started.

What is Hypnotherapy???

Hypnotherapy has such a bad name and association due to stage hypnosis. Which is completely different, as this is a form of entertainment. The Hypnotherapist is skilled to seek the right people who basically want to make a fool of themselves.

Hypnotherapy is a heightened state of awareness. You are focused on what the hypnotherapist is suggesting to you in a deeply relaxed state. You can take on what the hypnotherapist is suggesting or you can choose to ignore it. Obviously the Hypnotherapist has your goal in mind and will work with you and talk through what work they will do during the session to help with these changes.

Let's bust some myths about Hypnotherapy



✗ The Hypnotherapist is in control of you!

✓ You are fully in control! You can move, talk and open your eyes at any time if you want to during a session. You are in control!

✗ You are asleep

✓ No just a deep state of relaxation.

✗ I cannot be hypnotised.

✓ We all go into a state of natural hypnosis several times a day. For example when we drive to a familiar place and forget if we drove through a red traffic light (it's a heightened state of awareness) OR when the kids are watching tv / or your partner, you shout at them several times but they ignore you. They are in a natural state of hypnosis / heighten state of awareness / focus.

It is just like meditation, a relaxed and focused state, the only people who may struggle is people with ASD as they struggle to sometimes focus. But this does not mean it cannot be done, I know of hypnotherapist who have.

Why is Hypnotherapy so much more powerful and long lasting than other talking therapies?

The main and crucial component to Hypnotherapy is that it works with the subconscious mind!

Other therapies, mentors and coaches are talking to you consciously. As the work you do is conscious work.

However did you know our subconscious mind is 95% of what we use and draw back on in all situation, only 5% is conscious!

Which means when we are working through a situation when we want to feel confident for example launching a new product. Our conscious mind will bring back all that self doubt, we can work consciously to talk ourselves round from this. But really we need to do the deeper work with... why are we thinking that?

The reason is because in the past some experience will have made us feel an emotion and that emotion, feeling or thought stays with us so when we go into an experience we drawn back (subconsciously) on similar past experiences which can bring the negative thoughts and feeling with it!

So what are the benefits of Hypnotherapy?

- ✓ We can reprogramme our mind and create new neurological pathways to create positive healthy feelings, thoughts and behaviours.
- ✓ We can change past thoughts and feelings associated with events to help you feel more positive about these time and allow you to let go and be more present.
- ✓ You will learn life skills which you will implement quicker and easier due to the work being done initially subconsciously during hypnotherapy.

So how can hypnotherapy help me and my business?

1. *Confidence during Launch periods.*

I know and hear so often about businesses doubting their abilities during this time. Lots of feelings of I can't do it, nobody needs this etc.

Remember that the thoughts we put out there hold energy and create. Therefore being supported to change those thought pattern and feel ignited and on fire during Launch periods could really benefit you and your business.

2. *Confidence going Live or public speaking*

Do you have a fear that is holding your back in your business? Maybe you do not feel good enough, feel you are not the expert in your area so how can I talk with authority?

I can help you change your whole mindset about yourself and give you that confidence to speak with authority. Remember people pick up on the energy when you talk or write copy so working on the inner confidence can have huge benefits in the messages you share as a business.

3. *Healing from the past which keeps pulling you back in business.*

I can help you to let go and be more present. Yes in business we do need to look forward to plan and look back to reflect on our business. BUT we do not want to be worrying about the future or focusing on past experience. We need to learn to love and enjoy each and every day in business and live life as we wish.

There may also be some behaviours that we can change that stem from deeper issues:

1. Sleep - can have a huge effect on how we run our business.
If we are lacking sleep we cannot focus on task and procrastination can hit. Our mind wanders or gets into the negative spiral as we are low on energy.
2. Avoidance - when we avoid an task in business it only makes it harder to face again. Building on your confidence and self worth will help stop avoidance and help you to face task full on with confidence and clarity, allowing you to complete tasks quicker in a more focused way.
3. Habits - These could be eating, drinking, fitness, hair pulling, digestive ... the list goes on. Habit begin as a coping mechanism to help us create a positive emotion to help us deal with a situation. The problem is our subconscious mind remembers this is the way to deal with a problem so we repeat it. I can help stop these habits from effecting your health and your business.



How to help increase your confidence in yourself and your business consciously

Start to:

- Celebrate all small wins
- Use gratitude
- Make time for self care
- Use positive affirmations
- Get out into nature



- Don't create stories from you think others think of you.
- Learn to be more present
- Let go of the past
- Love yourself
- Make yourself priority
- Make sure to do things that align with you.

Questions to consider if Hypnotherapy could help you and your business:

What are the thoughts that seem to come up for you the most during running your business?

1.

2. How would you like to feel in business?

Do you feel that something is holding you back from moving forward in business within your mindset or your past?

3.

Thank you!

I hope you feel you now have more of an understanding about what Hypnotherapy is and how it could help you personally as well as helping your business.

If you have any questions please do not hesitate jumping on call or send me a message via the QR code below.

You can also find me on social media:



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Would you like to book a FREE telephone consultation?

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www.abifentontherapies.com