

Shea Shulman Therapy

HYPNOTHERAPY CERTIFICATION

40-Hour Live, Hands-On Professional Training

COURSE PURPOSE

This intensive certification course gives students a practical, step-by-step foundation for using hypnotherapy professionally. Students learn how to conduct sessions from consultation through completion, apply hypnotic techniques to a wide range of client goals, and practice the skills needed to confidently integrate hypnotherapy into an existing wellness practice or build a new professional service.

Course Learning Outcomes

- Explain hypnosis, the subconscious mind, suggestibility, trance, and the therapeutic change process.
- Conduct a professional pre-hypnosis consultation and identify an appropriate session goal.
- Build rapport and prepare clients for hypnosis while addressing common fears and misconceptions.
- Use suggestibility testing, inductions, deepening techniques, imagery, direct suggestion, and post-hypnotic suggestion.
- Create individualized hypnotherapy sessions for common behavioral, emotional, performance, and wellness goals.
- Use regression, parts-therapy, reframing, future pacing, and other change techniques appropriately.
- Recognize scope-of-practice considerations, contraindications, referral needs, ethics, documentation, and professional boundaries.
- Structure, deliver, and close a complete hypnotherapy session with confidence.
- Develop a practical plan for incorporating hypnotherapy into a massage, wellness, coaching, or private practice.

Foundations, Consultation & Hypnotic Skills

Understanding Hypnosis

- What hypnosis is and is not
- Conscious vs. subconscious processes
- Trance as a natural state
- Myths, misconceptions, and client expectations
- Role of imagination, attention, belief, and suggestion

The Professional Hypnotherapy Session

- Session structure from intake to completion
- Establishing goals and desired outcomes
- Rapport-building and therapeutic communication
- Pre-hypnosis consultation
- Explaining hypnosis in clear, client-friendly language

Suggestibility & Induction

- Recognizing different response styles
- Suggestibility testing
- Eye fixation and relaxation-based inductions
- Rapid and conversational approaches
- Deepening trance
- Fractionation and convincers

Hands-On Practice

- Partner practice: consultation
- Partner practice: suggestibility testing
- Induction and deepening practice
- Giving and receiving feedback

Suggestion, Language & Creating Change

The Language of Hypnotherapy

- Direct and indirect suggestion
- Positive phrasing and subconscious language
- Metaphor, imagery, and symbolism
- Repetition and compounding suggestions
- Future pacing and post-hypnotic suggestion

Building a Customized Session

- Turning the client's goal into therapeutic suggestions
- Identifying triggers, patterns, and desired replacement behaviors
- Creating believable, emotionally relevant suggestions
- Writing and adapting scripts without becoming script-dependent

Common Client Goals

- Stress and anxiety reduction
- Confidence and self-esteem
- Focus, motivation, and performance
- Sleep improvement
- Fears and phobias
- Habit change, smoking cessation, and weight-related behaviors

Hands-On Practice

- Student-created suggestion sets
- Full induction-to-emergence practice
- Practice adapting a session to an individual client goal

Advanced Change Techniques

Working Beyond Direct Suggestion

- Reframing limiting beliefs
- Parts-oriented work and inner conflict
- Ideomotor responses
- Resource building and ego strengthening
- Anchoring positive emotional states

Regression & Emotional Resolution

- Age regression concepts
- Affect bridge and related approaches
- Working with memories without leading the client
- Reframing earlier experiences
- Integrating new understanding and resources

Specialized Applications

- Pain management and mind-body applications
- Grief and life transitions
- Performance enhancement
- Emotional eating and behavior change
- Working with persistent negative thinking and self-sabotage

Hands-On Practice

- Guided advanced-technique demonstrations
- Supervised partner sessions
- Case discussion and technique selection

Complete Sessions, Ethics & Professional Practice

Professional Standards

- Ethics and informed consent
- Scope of practice
- Contraindications and when to refer
- Client confidentiality and professional boundaries
- Documentation and session notes

Managing the Session

- Working with resistance or analytical clients
- What to do when a client says they 'cannot be hypnotized'
- Handling emotional responses
- Emergence and grounding
- Follow-up, reinforcement, and between-session practice

Building Hypnotherapy into Your Practice

- Adding hypnotherapy to a massage or wellness practice
- Creating standalone hypnotherapy services
- Packaging sessions and programs
- Communicating benefits without overpromising
- Professional positioning and referral relationships

Final Practicum & Certification

- Student-led complete hypnotherapy session
- Instructor observation and feedback
- Knowledge review
- Questions and integration
- Certificate presentation / completion requirements

Instructional Methods

Live instruction • Demonstrations • Guided practice • Partner exercises • Case examples • Script development • Supervised practicum • Group discussion

Completion Requirements

- Attendance and active participation in the live training.
- Completion of supervised practice exercises.
- Demonstration of a complete hypnotherapy session during the final practicum.
- Demonstration of understanding of ethics, scope of practice, and appropriate referral.
- Completion of any instructor-assigned knowledge review or course exercises.
- 70% or higher on final exam 100 questions

Materials Provided

- Course manual / training materials
- Step-by-step session framework
- Sample inductions, deepeners, suggestions, and session scripts
- Practice exercises and case examples
- Client consultation and session-planning tools
- Certificate of completion upon successful completion of course requirements as a Certified Hypnotherapist

