

Survey of Major Yellow Pages Advertisers *

Hypnotherapists / Hypnosis / Hypnotists

Comparative Ad Analysis for _____

Services Offered or Problems Solved:	Clinical Hypnosis/Hypnotherapy Stop Smoking/Lose Weight Memory Recovery Addictions (No Withdrawals) Fears & Anxieties Relationships / Healing Adults/Teens/Children Stress Reduction / Panic Attacks Public Speaking Fears Compulsions/Habits Self-Confidence (Shyness) Assertiveness/Endurance Self-Image/Self-Esteem Sexual Problems/Abuse/PTSD Phobias/Guilt/Stuttering Depression/Insomnia/Pain Control/Anger/Headaches Internet Addiction Drug/Alcohol Abuse/Gambling Emotional Freedom Technique Conflict – Emotions & Logic NLP / EMDR / EFT	Age Regressions (Deep) Self-Hypnosis Self-Discipline Procrastination Jealousy/Envy Past Life/Habits Motivation/Success/Goals Sports Improvement Pain Control/Management Career Objectives - Increasing Sales, Income, etc. Dreams/Bruxism Stage Presence Individual Programs Private or Group Sessions Relationship Programming Personal Growth Illness Coping - Cancer, etc. Release Old Beliefs Life Transitions/Grief Change Limiting Behaviors Executive/Sales Performance	Exam Performance / Learning Problems Survivors / Healing Clinics Fear of Driving Social Situations / Speech Problems Memory/Concentration Bio-Feedback Neuro-Linguistic Program Pregnancy/Childbirth (Hypnobirthing) Psychosomatic Study/Work Habits EMPHASIS ON SPECIFIC PROBLEM AREAS - LISTS “Accelerated Short-Term Psychotherapy” Sex/Love Addiction Behavioral Change/Mood Changes Traditional & Ericksonian Hypnosis Eating Disorders / Emotional Abuse Somatic Complaints Develop Intuition / Intuitive Counseling High Blood Pressure Other Alternative Medicines (Details)
Confidence Factors:	Years in Practice Percent Success Rate MD / PhD / MA / MSCW / LPCC Licensed Psychiatrist, Psychologist, Psychotherapist Name(s) of Practitioner(s) PHOTO OF PRACTITIONER	Certified - Nat. Board of Hypnosis Education & Certification Am. Soc. of Clinical Hypnotists Am. Psychological Association, Div. of Psychological Hypnosis “Quick, Safe & Effective” Insurance Approved	Soc. Clinical & Experimental Hypnosis Books/TV Appearances by Practitioners Guarantees-Stop Smoking, Lose Weight Reg./Certified Clinical Fellow - Clinical Hypnotherapy (AAPH) “Satisfaction Guaranteed” / NGH Certif. EMPHASIS - QUALIFICATIONS
Convenience Factors:	Office Hours/Days Evening/Weekend Hours Credit Cards Medicare Accepted	Website/E-Mail Address Toll-Free/Fax Number Free Initial Consultation Free Newsletter/Brochure	Most Insurances Accepted / Paper Work Audiotex No. - Taped Explanation Invitation/Incentive to Visit Website Free Telephone Consultation
Special Services or Extras:	Free Testing Prior to First Session Classes & Seminars/Newsletter Medical/Professional Referrals “Holistic Hypnosis”	Marriage Counseling Hypnosis Audio/Video Tapes Hypnosis Workshops Hypnosis Training	Mineral Whirlpool Spa Deep Tissue Massage ADD / ADHD / Foreign Language(s) “Become a Certified Hypnotherapist”

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<p>Typical Related Headings:</p>	<p>Psychologists Psychotherapists</p>	<p>Hypnotherapy Clinical Acupuncture</p>	<p>Counselors - Marriage, Family, etc.</p>