



## Will Williams

Clinical Hypnotic Consultant  
NLP Practitioner

### Hello

Welcome to hypnotherapy! I look forward to working with you towards creating lasting change.

Your **appointment** is

The Stop Smoking Session will last for approximately two hours.

**Directions** are provided overleaf. They may look relentlessly complicated, but should hopefully make more sense once you read through!

An **intake form** is also enclosed, this is to provide contact information, brief medical details and some background information. Please fill this in beforehand and bring it along to the session.

If you bring a mobile phone, to prevent distractions please make sure it is switched off before the session begins as sometimes I forget to remind people! For similar reasons if you need to bring a friend or family member along please check with me first.

**All sessions abide by the strict ethics policy of the General Hypnotherapy Register, and all information and details disclosed within a session remain strictly confidential.**

The Stop Smoking Session is £90, payable as either cash or cheque. I'm confident you'll enjoy being a non-smoker after this one session – if not, you can contact me within 21 days for a complimentary booster session.

If you wish to cancel the appointment at any time, do let me know as far ahead as possible.

If there are any more questions in the meantime relating to the nature of changework or your own situation, **please don't hesitate to get in touch**. I'm always glad to reassure any concerns, even if *you* think they might seem silly! If I am unavailable or in a session, I will always return your call asap.

I look forward to seeing you soon,

**Will Williams**

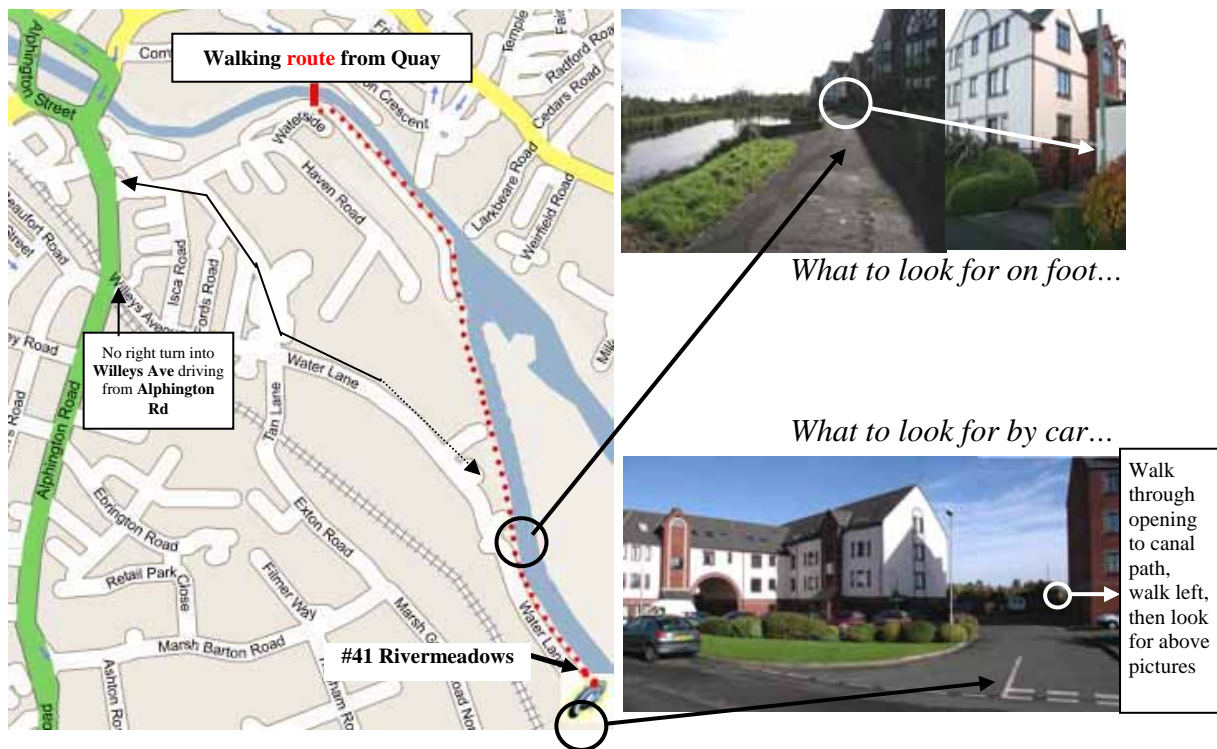
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# Directions

**By Car:** Traveling **from** the City Centre, drive over Exe Bridges and then up **Alphington Road**. You will pass the Riverside Leisure centre on your right, and Maplin on the left. A short distance up, just before the Railway Bridge overhead, take a left on **Willey's Ave**, and continue to drive down this road. It will junction with **Water Lane**, but will appear to continue as a straight road. You will pass some industrious looking buildings on the right, and a grey brick wall on your left. Eventually on your left before the very end of this road, there is a modern apartment block, this is Gabriel's Wharf and **Rivermeadows**. Drive past the first left turning into the complex, and then park in a free space. In the **second** left turning, there is an **opening** that leads directly to the **canal path**. Walk back on yourself along the canal path (heading left as you face the canal), then **left** again (through a black gate away from the canal) for **Apartment 41**.

**NB** When driving back out, the end of Willeys Ave is a one way road. You will need to turn right just after the grey brick wall (now on your right) and then meander around past The Range retail store, Maplin and back onto Alphington Road. Should you be travelling the opposite direction down Alphington Road, towards the City, you are not able to turn right into Willeys Ave. Instead, turn right at Maplin, work your way along to Water Lane, then turn left.



**By Foot:** From the Quay, head for Haven banks and keep walking in the direction of the Exe until you reach the Canal. Continue walking, past the **Welcome Inn** on your right.. You will pass a large blue drum on your right, then a boat which is docked to your left. About 20 metres after the boat is a foot only opening (with a black gate) into the Apartment complex. The door for 41 is facing you on the left hand side, just up the steps.

**If you get lost and have a mobile phone, call me and I will come and find you!**

# Client Intake Form

Name:		
Address:	Home Telephone:  Mobile: Any calling preferences: Is discretion required?	
Email address:		
Date of Birth:		
Occupation:		
How did you hear about my service:		
Doctors name and address (if known):		
Allergies:	Phobias:	Any medication taken:
What would you like to achieve with Hypnotherapy?		
How long has this been the case?		
What else have you tried and with what success?		
What, if any, is your experience of hypnosis?		
Any other information you think may be relevant (continue overleaf if necessary):		

## Making the most of Hypnotherapy

Various psychological obstacles and barriers develop during life which can have a negative influence on the way you perceive your world. Your attitudes and beliefs can also become influenced by experience, in many subtle ways that are normally taken for granted. You can't always choose your experiences, or how your mind interprets and learns from them. The same experience could have very different consequences for two different people, because every mind is unique.

Hypnotherapy helps you to remove some of the limiting barriers that have formed during your lifetime of unique experiences. Limiting beliefs, attitudes, perceptions, automatic thoughts or behaviours that are getting in the way of the life you would prefer.

You can gain a greater self awareness of how your mind works. Learn about the subjectivity of your experience. *Influence your own subconscious for a change.*

Whilst hypnotherapy can be very relaxing, it is not a miracle cure-all that will turn your life around in a day. Shifts in subconscious patterns can sometimes take a few days or weeks to settle down, because your new realisations, thoughts and awarenesses become the stimuli for further subtle changes. Whilst I can deliver professional support and guidance, you share responsibility for doing what you can to make the most of new learnings and changes.

It is helpful to have a clear idea of what you would like to achieve, which indeed is normally the initial focus of a session. With a specific goal, you can measure your progress much more effectively and have something to really motivate yourself toward.

Some people have a fear of losing control, and as hypnosis is often misunderstood as a controlling process, this can make them nervous. Rest assured that hypnotic techniques actually give you more control, increased concentration and enhanced awareness. When you think about it, you have *already* lost control of something – particular thoughts, behaviours or feelings – by having a psychological barrier – so think of hypnotherapy as giving you *more* control. It helps to really let go as much as possible and to immerse yourself in the various stages, allowing me to guide you.

If at any point whether before, during or after the session you have reservations or concerns about the therapy or your progress, do let me know. I want you to enjoy and make the most of your experience, whether a single session or a course of hypnotherapy.

Hypnosis and subconscious psychology is a fascinating and powerful field, with many possibilities for personal success.

### The Stop Smoking Session

Remember that you must contribute your own motivation and effort towards stopping smoking. Even with hypnosis I can't *make you* stop smoking – but I can assist you in readjusting the associations, motives, conflicts and conditioned patterns which can work against you when trying to stop. The most important goal is to prevent relapse, and a complete 'reframe' of smoking is required to achieve this.

Unlike other therapy services, my Stop Smoking Sessions are NOT fixed processes, and no 'stop smoking scripts' are used. People vary hugely in their underlying motives, fears, associations and perceptions around smoking, so the sessions vary too. A combination of hypnosis, neuro-linguistic programming, suggestion therapy, education and other subconscious-based therapies are used to help you get you where you want to be – enjoying life as a non-smoker.