

# How you can have the power to solve “impossible problems”

Dear Friend,

I know you want a lot from your life. You're always looking for the edge – the idea, the book, the training – that will give you more power to have, be and do all that you truly desire. But the search for success can be stressful and frustrating, leaving you feeling helpless in the face of mounting pressures.

That's why I want to tell you about a special two-day seminar on 27<sup>th</sup> and 28<sup>th</sup> August that will teach you the powerful secrets of hypnosis – secrets you can use to help yourself and your loved ones live a happy and stress-free life. Most people have no idea how much learning hypnosis would improve their lives – but it's fully explained in this important letter.

## **You can have the power to help yourself and others**

I don't doubt that you've learned many skills and absorbed many new ideas. Maybe you're familiar with affirmations, creative visualisation, meditation and other, similar techniques. No doubt you've achieved great successes and done many things of which you can be rightly proud.

But I want to ask you - is that it? Or do you want more? More power to influence – to enjoy the respect and admiration of others. More power to end suffering for yourself and those you care about. More power to help others and have a lot of fun doing it. Well, if you do want more, then let me tell you about perhaps the greatest source of power a person can possess.

## **Hypnosis – the master key to your success**

What does the word 'hypnosis' conjure up for you? People behaving in bizarre and unusual ways? An enigmatic man with seemingly God-like power to influence and control those around him? Something that is both frightening and fascinating? For most people, hypnosis is all these things and more.

But what if I told you that hypnosis is powerful yet easy to learn? That with just hours of training you could begin to use hypnotic influence? That you could learn how to create amazing effects at will? Well, these things are true. In fact, let me share with

you a few stories of what I and people I know have accomplished for friends and loved ones with hypnosis. Remember that I'm not special – I wasn't born with magical powers or special privileges. I'm just an ordinary person who has learned the extraordinary skill of hypnotising others, as are all the hypnotists you'll read about below.

### **True stories of people helped with hypnosis**

- A long-time friend had suffered significantly from worry, anxiety and mild obsessive behaviour throughout her life. After leaving the house she would go home five or six times to check she hadn't left the gas on. When she was at home, she was easily frightened by any kind of loud noise and very nervous about her neighbours. She expected the worst to happen and it often did. Well-meaning friends and relatives had tried for years to help her. But all the talking, soothing and sympathising in the world wasn't making a bit of difference to how she felt. The problems just seemed to be getting worse.

She knew I was trained as a hypnotist and asked me if there was anything I could do. So we took a couple of hours one afternoon, I hypnotised her and guided her into a deep state of trance. There I began to give her powerful, positive suggestions to bring about a sense of calm, peace and security. Afterwards she felt wonderful and I waited eagerly to see what the results would be.

Sure enough, a couple of weeks later she reported feeling a great deal better. She was more relaxed and calm at home, no longer pacing nervously and concerned about what the neighbours were up to. She could leave the house without a second thought and overall felt more relaxed, more confident and much happier than before.

Can you imagine how good it felt to have solved that “impossible problem”? To know that I could offer my friend more than just sympathy and clichés? To actually be able to do something practical and direct that had a lasting effect on her wellbeing?

- A good friend of mine regularly uses these skills to help her daughter, a talented musician. She has lost count of the number of examinations, recitals and performances that have gone smoothly because she was able to calm her daughter's nerves and help her mentally prepare for exceptional success.

Is that a gift you'd like to be able to give to your friends and loved ones? To become a force for good in the world, helping others get more from their lives? As we all know 'as you sow, so shall you reap'. Imagine the harvest of happiness and fulfilment you'll reap from using these skills.

- One grateful friend had me help her with a difficult career decision – uncertain about what to do with her future, she sought out a way to have the confidence and clarity to choose the right job for her future. In just a few hours - with the aid of hypnosis – she felt calm, confident and certain about what she wanted to

do. She went on to land the job she really wanted and at the top end of the available salary scale.

### **5 common family problems – which ones will you solve?**

Now of course, I'm not saying that hypnosis is a magical cure for every problem and ailment known to humankind. Nor will two days of training enable you to tackle every challenge. Some cases are best left to professional hypnotherapists who train for much longer. But in the same way that a good first aid course will let you handle a lot of problems while leaving the big jobs to the professionals, this course will enable you to effectively tackle many issues for friends and relatives. These include:

#### **Stress**

Who doesn't have it? Of course, a moderate amount of stress is healthy but so many of us are so stressed it's driving us into an early grave. Doctors link stress to a myriad of diseases and all of us know what a terrible effect it can have on our own lives. During the course you'll learn how to achieve a deep and blissful state of relaxation on command, a state so powerful that it banishes physical tension almost instantly. You'll further learn numerous great ways for tackling the psychological causes of stress – understanding how stress occurs and what you can do to counteract it.

#### **Lack of confidence**

Many people I see in private practice feel that a lack of confidence is holding them back in their lives. Whether it's the confidence to approach someone you find attractive, deal with situations in the work place, speak in public or handle difficult people, hypnosis can be very effective.

Hypnosis works directly with your unconscious, emotional brain – the root and seat of all your emotional reactions. If you know how, that brain can be programmed directly like a computer, turning off anxiety and turning on confidence. Few people know how to do this but I'll teach you all you need to know during the two-day seminar.

#### **Exams and performance**

Whether it's driving tests, school exams or even a job interview, we can all benefit from an occasional confidence boost, can't we? And for a nervous schoolchild or stressed university student, that boost could make a big difference to their future. How would you like to be the one providing it? Learning the secrets of hypnosis for making these kind of changes is well within your grasp. It is remarkably effective, bringing a clarity and peace of mind that powerfully increase a person's performance.

#### **Smoking**

How many smokers do you know who would like to quit? While some habits are stubborn and require the help of a professional to conquer, many smokers will benefit tremendously from the techniques you'll learn during this seminar. Hypnosis is so effective in helping that some professional hypnotherapists do nothing else and make a handsome living from their efforts. Perhaps there is someone in your family who

wants to quit, or maybe a good friend you could help out. After all the smokers I've been successful with professionally, I can tell you the satisfaction is enormous.

## **Weight Control**

Obesity is rising to the top of the list of serious health problems affecting this country. This slow killer is responsible for diabetes, heart problems and a host of other ailments. Let alone the misery and stigma it inflicts on men and women alike. Again, some cases require professional help but many will respond powerfully and positively to the techniques you'll learn during these two days. Dieting doesn't work and you almost certainly have someone you care about who is frustrated and depressed by their struggle with their weight. Would you help them if you could? Of course. Now at last you have the opportunity to do so in a way that can make a real difference.

## **26 more ways hypnosis can help**

As if that wasn't enough, here are more issues that hypnosis is able to improve.

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|---|---|
| <ol style="list-style-type: none"><li>1. Anger Management</li><li>2. Stammering</li><li>3. Tension</li><li>4. Bedwetting</li><li>5. Self-esteem</li><li>6. Sleeplessness</li><li>7. Phobias</li><li>8. Public Speaking</li><li>9. Relaxation</li><li>10. Anxiety</li><li>11. Compulsions</li><li>12. Concentration</li><li>13. Emotional Issues</li></ol> | <ol style="list-style-type: none"><li>14. Frigidity</li><li>15. Grief</li><li>16. Guilt</li><li>17. Headaches</li><li>18. Lethargy</li><li>19. Muscle Tension</li><li>20. Relationship Issues</li><li>21. Nailbiting</li><li>22. Obsession</li><li>23. Sexual Problems</li><li>24. PMT</li><li>25. Panic Attacks</li><li>26. Low Libido</li></ol> |
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## **Easy to learn, so powerful to use**

Who will you help when you've learned these skills? How good will it feel to know that you have the power to solve the so-called "impossible problems" that face your friends and family? You can say goodbye to feeling weak, powerless and ineffectual in the face of emotional distress and difficulties. Instead, you'll be a calm, competent eye in the storm able to help and soothe others in ways that will amaze and delight them.

Some of the most magical and enigmatic figures alive today – people like Paul McKenna and Derren Brown – started by learning to wield the power of hypnosis. It's something anyone can do – if they're brave enough and smart enough. It's something you could do – and a great opportunity to do it is coming your way...

**Learn hypnosis in two days with the best professional training**

For the first time, professional hypnotherapist and trainer Phil Mattingly is preparing to share the secrets that have made him so successful in working with clients. The skills that enable him to hypnotise anyone and place them in a deep state of trance. Skills he has used to remarkable effect in curing phobias, banishing anxiety, altering habits and changing people's lives. Skills he is prepared to pass on to a select handful of chosen students at a special two-day seminar at the end of August.

**The seminar will be held at the Bath Hilton, 27<sup>th</sup> and 28<sup>th</sup> August 2005, 9.30am to 5.30pm each day.**

Are you the right person to receive this kind of power? Just look at what's on offer...

- Over two days, you'll learn directly from Phil in a small, friendly group setting. He'll strip away the jargon and mystery, reducing hypnosis to simple, easy and powerful concepts that a child could understand and master.
- You'll learn cutting-edge, bang-up-to-date techniques taught directly to Phil by modern masters of the art from across the world. Techniques that will enable you to easily and reliably hypnotise anyone, anytime, anywhere.
- The first section of the course covers the theory and background you really need to know. No boring lectures, no arcane theories, no impenetrable jargon. Instead you'll learn the truth about hypnosis, how it works and what you really can and cannot do with it. Discover why people in stage shows act as they do, how you get hypnotised every day without knowing it and much more.
- The second section covers hypnosis itself. You'll learn the four key components that make up successful hypnosis and then you'll actually get to practice them. The course strongly emphasises practical skills and direct experience, making it fun and exciting.
- You'll learn how to produce powerful hypnotic effects that can convince anyone that they're hypnotised. They'll marvel as you make their arm too heavy to lift or cause it to rise into the air no matter how hard they try to stop it. And you'll discover the techniques that allow you to induce deep trance with literally a snap of your fingers.
- Section three covers understanding other people and helping them with problems. You'll discover how to take ardent sceptics and make them responsive hypnotic subjects. How to build a warm bond of trust with anyone you meet – invaluable for performing hypnosis and incredibly helpful in daily life. And how to help the person you're working with get exactly what they want in a way that leaves them feeling hugely grateful.

### **Practical skills from a working professional**

I know this all sounds wonderful, so let's be clear. Hypnosis isn't the power to enslave humanity. You're not going to suddenly be able to walk into banks and make vast, unauthorised withdrawals. Nor will armies of willing slaves assemble at your door to wait on your hand and foot. What hypnosis is is a set of skills that will give you much

more influence and power with those who feel comfortable with you and want your help. You can't dominate the planet but you can relieve stress, suffering and misery for yourself and those closest to you while enjoying the mystique and power of being a trained hypnotist.

Nor will you obtain complete mastery of the subject in one weekend. Like so many things, hypnosis takes minutes to learn and a lifetime to master. But by the end of the weekend, you'll have a thorough grounding in the basics of the art and you'll be able to do things that will amaze yourself and others. You'll have a powerful set of skills which, if you practise them, will grow into valuable tools for every area of your life.

As I've said: a good first aid course doesn't make you a professional paramedic but it will give you the power to do a lot of good for a lot of people. And I personally guarantee that you'll be delighted with the skills you gain from attending this course or I'll hand your money back, no questions asked.

So let's be clear. If you're ready, this seminar will give you a clear and powerful introduction to the art of hypnosis. You'll learn how to help yourself and others effectively with many emotional challenges. It takes only two days of your time and costs only £167.

### **Invest £167 in your future happiness today**

Now, £167 may seem like a lot of money to invest. Perhaps you're thinking, 'I could just buy a book or watch a video for a fifth or a tenth of that price.' Don't make that mistake. No book or video can compare to the experience of being taught these skills in person by a professional. Because only a seminar offers you the chance to get immediate, personalised feedback on how well you're performing. Only a seminar will help you learn the way you like to learn – and make sure you're able to do it right first time every time.

Learning about hypnosis is about learning how to influence other people. There's not space in this letter to detail every one of the 1,001 things I'm going to cram into your brain during the weekend but I will list ten key elements:

1. How you can master the tone of voice that causes others to respond to your commands without knowing they're doing it.
2. How to convince a person that they're hypnotised by gluing them to their chair... leaving them literally unable to stand – all through the power of suggestion.
3. Secrets of testing your work that even many professionals don't know – ensuring that you get good results every time.
4. How to introduce a trance in less than thirty seconds with anyone you meet.
5. Why 90% of people who diet fail to lose weight – and the secrets you can use to help them succeed.

6. What really goes on at a stage hypnosis show and just how far the power of hypnosis extends.
7. The myth of 'suggestibility' – how you can learn to hypnotise the unhypnotisable.
8. How you can implant powerful suggestions in a person's mind that will still be helping them weeks, months and years after they finish listening to you.
9. Amazing methods of deepening trance that will leave those you work with feeling as though they've had an out of body experience.
10. How to master the art of suggestion and use it to good effect – in hypnosis and in your every day life.

### **Would you pay £167 for £20,000 of knowledge?**

You know, I wish that a weekend's training had only cost £167 when I started out as a hypnotist. Over the years I've devoted tens of thousands of pounds and travelled thousands of miles to study with the most powerful and effective hypnotists alive today. I've spent literally thousands of hours studying, practicing and working professionally with clients as a hypnotherapist. I'm proud of the experience, skills and capabilities that I can bring to this seminar and it's my fondest wish to be able to share them with you. Because if all I wanted to do was make money, I'd be in the city using these skills to make a killing in junk bonds or pork belly futures. But I believe that people today are crying out for help – for a chance to take control of their emotions and thus their lives. I know these tools can help them to do that, I know you can help them to do that, and I want to get started making it happen right away.

Is the power to change your destiny worth 41p a day? That's all you'd have to save over the next year to be able to afford this seminar. Less than the cost of a bar of chocolate. And a lot better for you.

By the time we're done, you'll have received fifteen hours of high-quality hypnosis training and you'll have paid me less than £10 an hour for the privilege. I'd probably make more if I came round and cleaned your house or babysat your kids.

### **As if that wasn't enough... here are your FREE bonuses**

Every single person who attends this seminar is going to walk away with valuable bonus materials absolutely free. Materials that will extend and enhance your understanding and skill with hypnosis. Materials that will become valuable references in the future as you grow in power and confidence as a hypnotist.

First of all, you'll get a complete set of videos of the seminar. That means that every moment, every action, every word will be preserved for your future reference. You'll be free to fully benefit from the experience knowing you can always take notes from the tapes. It's the best way you can learn.

If these tapes are ever released to the public, I'll be charging at least £167 for the set. But each and every seminar attendee will receive this valuable bonus absolutely free. I like to reward those who take action and those who take charge of their lives. And if that wasn't enough, you'll also receive a fully comprehensive training manual detailing everything taught in the course worth £37.

Add it all up and the bonuses come to a £184 total value. That means you get 2 days of training and £184 of bonuses for only £167!

### **Why I am practically giving this information away**

So why am I giving this seminar away to you at this ridiculous price? What's the catch? There's no such thing as a free lunch, right? Of course that's true. I'm not just doing this out of the goodness of my heart (if I did it would be free). Instead, I'm doing it in a way that ensures that everyone wins.

You win because you get high-quality hypnosis training at a heavily discounted price. I win because I get to share the techniques I'm passionate about, I get all the fun of teaching and I get a pool of people who will have the knowledge and skills to take things further.

I need people who have the basic understanding necessary to take on the most amazing and powerful material that I truly love to work with. I'm never going to be able to teach the advanced stuff unless there's an affordable introductory course available to anyone that wants it. So to make that happen, I'm offering you this powerful introductory course at the lowest price I reasonably can.

### **Why it's time to make this investment in yourself**

The world is changing and you have to change too if you want to stay ahead. Evolution is no longer a force that acts between generations, it is a force that acts within the minds of individuals during their lifetimes. I predict that the next twenty years will see a greater rate and scope of change than at any other time in human history. Those who come out on top will be those who have mastered themselves – who have the willpower, the emotional strength and the self-control to thrive and prosper. And those who can help others develop those strengths – those who understand hypnosis – will thrive and prosper most of all.

### **Are you ready to join the thousands who have learned hypnosis?**

After all, can you recognise a hypnotist in the street? Would you know if someone had hypnotised you? Are you even aware of the unconscious ways others have been influencing and persuading you all your life? The study of hypnosis is increasingly popular as people around the world come to realise how useful it can be. Many people from all walks of life – people like your friends, family and colleagues – are studying and using the power of hypnosis for themselves. Isn't it time that you joined them?

Be advised that the power of hypnosis is not for everyone. If you're weak-minded, easily scared, corrupted by power or afraid of success then please don't bother

applying to come to this seminar. The best hypnotists need to be mature, balanced, intelligent individuals who can responsibly handle the power that comes from learning how to strongly influence themselves and others.

### **You will miss this limited opportunity unless you take action**

And of course, to ensure the highest quality learning experience this seminar is going to be available only to a limited number of students. Once I have only twelve applications, the doors will close. Those inside will receive the power and the knowledge, those outside, no matter how much they bribe, cajole, plead, threaten or whine, will go without. Where do you want to be on August 27<sup>th</sup> and 28<sup>th</sup>?

### **Your tutor – a professional trained by the best**

You might ask yourself ‘Does this guy know his stuff? Is he really truly a master of hypnosis who can teach me what I need to know?’ In reply, all I can say is this – I make my living from hypnosis. Nothing else. Whether I have enough food to eat in a given month is determined entirely by how successfully I hypnotise often sceptical and mistrustful members of the general public. In a world where 9 out of 10 small businesses go to the wall within two years, my books are full and I have all the clients I can handle. The skills I learned from world class hypnotists like Paul McKenna, Richard Bandler, Major Mark Cunningham and others have sustained me through working with hundreds of clients over thousands of hours of professional experience.

I’m so confident in what I do I’m one of the very few hypnotists practicing today who will guarantee their work to their client. Now is your chance to profit from my experience and learn the skills that will make you powerful beyond your wildest dreams.

### **What people say about Phil Mattingly, Hypnotherapist**

In my mind, the acid test of a hypnotist’s skill is what those who have been hypnotised by him say about the experience. Obviously I cannot reveal the identities of those I have helped professionally, but here are a selection of comments from the hundreds of professional cases I’ve taken on:

“A big ‘thanks’ for helping me overcome my fear of falling while skiing. We have just returned from a most fantastic time in the french alps and not once did I feel that old fear or anguish as I did before. In fact I skied like a champ and surprised even myself. You are to be recommended, and I will be pleased to tell anyone of my experience.”

- Mrs W, Bath

“My self-esteem was low and life was a struggle to remain on an even keel. The process was the most liberating experience that I have ever felt. By the end of my sessions, I felt like I truly was minus my negativity. I was more confident, happy and even liked myself! For the first time ever I felt that I was in control of my emotions, not the other way round. I would recommend Phil to anyone seeking help through hypnosis.”

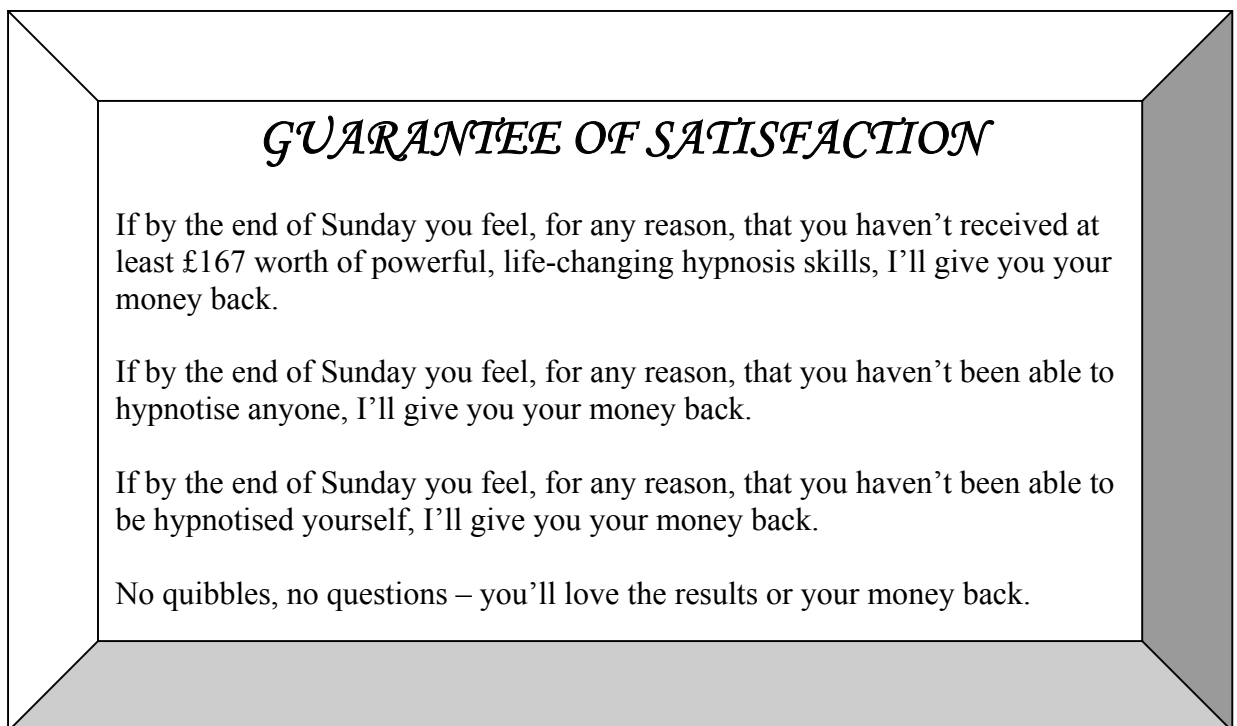
- Miss C, Bath

“I am pleased to tell you that nearly three months on I am still not smoking. Hypnosis seems a very powerful and constructive tool, which in my case has helped me break a very unhealthy habit and replace it with regular exercise. Thank you very much for your help!”

- Mr G, Bath

### **I personally guarantee your complete satisfaction**

Now I want you to feel absolutely happy and confident about your decision to come to this seminar and acquire these life-changing skills for yourself. To that end, I'm offering you a powerful and guarantee of satisfaction.



No other hypnosis training organisation that I know of is confident enough to make such an incredible guarantee. But I believe in my skills as a hypnotist, my ability as a trainer and your passion and determination as a student enough to know that we can achieve this together.

It couldn't be simpler. Two days to gain powerful influence skills that you can use to end suffering for yourself and your loved ones where often nothing else will work – and for only £167. Places are limited – are you ready to grab this opportunity with both hands?

### **Put yourself in the top 5%**

As attractive as the power of hypnosis is, my market research tells me that amazingly only about 5% of people who read this letter will actually respond to it. That's fine with me from a business point of view – not least because that 5% always turns out to

be intelligent, motivated and hungry to learn. But it bothers me personally. You see, I know how much hypnosis has benefited me. I know how much it benefits others who have learned it and I know how much it benefits the people who work with me everyday. I know because I see their lives changing, because I listen to their stories and because hundreds every year tell me things like “Hypnosis seems a very powerful and constructive tool, which in my case has helped me break a very unhealthy habit.”

The idea that you might miss out on this because I’ve failed to explain this seminar properly to you pains me. So I sat down and thought up as many reasons as I could why you could possibly say ‘No’ to attending this seminar. After several hours, I came up with three:

*“It costs too much – I can’t afford it.”* – I understand and sympathise, and isn’t it interesting how we can always find the money for what is truly important to us? If our child needs new shoes, if we need money to fix the central heating or get the car through its MOT, somehow we always find it. What is important is always affordable – and if you could look back from a week after the seminar and realise how much it had helped you, I know it would seem vital to you now to get to it any way you could. I’ve done all I can to offer you the best possible price on this training – only you know if you’re truly committed enough to your future happiness to make it happen. And if you’re not 100% satisfied that your money has been well spent on Sunday evening, I’ll refund every penny.

*“I’d like to come but I don’t have the time.”* – A very common problem. Time is the one thing we all have an equal amount of. As with money, we can always find the time for what is important. I can’t decide how important a happier, more relaxed future is for you and your loved ones – only you can realise that you can always choose to do something different with your time and make a difference in your life. Ask yourself – ‘how much time is wasted by the stress in my life?’ – and then think about whether you can afford not to find the time for this seminar.

*“I don’t know, does this stuff really work and will I be able to do it?”* – There’s a thick stack of scientific evidence to support the effectiveness of hypnosis in everything from stress-control to breast enlargement. Thousands of people around the world make a successful and lucrative living as professional hypnotists – and they enjoy the wonderful satisfaction of helping others while they do it. Hypnosis is simple and easy to learn if you study with a capable instructor – I’m so confident I can teach you to do it that I’ll give you your money back if you’re not hypnotising people left, right and centre by the end of the second day.

### **Grab your chance to be happy with both hands today**

Claiming your share of this great opportunity couldn’t be easier. Just pick up the phone and call 01225 484938. Leave a message with your name and telephone number and we’ll get an application pack out to you straight away.

There are three good reasons why you need to do this right now...

1. There’s a lot of these letters going out and only 12 places at this seminar. That’s right, just 12. A smaller group makes for a better learning environment. It’s going to have to be first come, first served. And when they’re gone,

they're really gone.

2. If there are any places left at the door, they're going to be £250 each. Save yourself £83 right now and call 01225 484938 to book your place today.
3. Only those who book and reserve in advance will be eligible for the £184 worth of FREE bonuses.

I urge you - to avoid disappointment, put down this letter and call me on 01225 484938 to secure your seat.

### **Here's the bottom line**

You know, it all boils down to this:

1. Learning hypnosis will let you make your own life and the lives of those you care about happier and less stressful.
2. Hypnosis is powerful and easy to learn if you pick a qualified, professional instructor.
3. You can master the basics – enough to help your family and solve simple problems in a couple of days.
4. Those two days are the 27<sup>th</sup> and 28<sup>th</sup> August 2005 - you'll get all the skills for only £167.
5. Remember you also get £184 of bonus study materials absolutely FREE.
6. Your complete satisfaction with the seminar and the skills you learn is covered by our money back guarantee.
7. There are only limited places at this seminar so you need to call 01225 484938 and book today.

I look forward to seeing you there.

Best wishes,



Phil Mattingly LHA E.Hyp  
Registered Hypnotherapist, NLP Trainer

P.S. To ensure the maximum quality learning experience for my students, there are only a handful of places available at this two-day seminar and they're going to go fast. Who knows when you'll get the chance to learn the power tools of a professional hypnotist for only £167? Those bonuses are sure to be gone soon, so secure your stress-free future by calling 01225 484938 today.