

THE JOURNAL OF HYPNOTISM®

March
2023

volume 38
number 1



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a publication of National Guild of Hypnotists, Inc.
Merrimack, New Hampshire www.ngh.net

An Interview With

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Lois Hermann, BCH, CI, OB

JH: Lois, you're approaching 30 years with your NGH membership. How did you begin your career in hypnotism?

LH: In 1993, I was newly divorced, escaped an extremely toxic relationship, relocated far away from support, and moved into a house with a ghost! I was introduced to my new neighbor, Agnes Sallet, an amazing Certified Hypnosis Instructor and Reiki Master Teacher. She helped me clear the lost spirit in my house, resolve intense stress, and taught me tools to assist my young children who were experiencing anxiety related issues. I was amazed at the incredible power of the mind and knew I had to learn more.

A couple of years later, as my Reiki-Master teacher and hypnosis instructor, Agnes was instrumental in helping me to learn much about spirituality through hypnosis. In addition to the CH training, I attended monthly chapter meetings at her home and learned to develop my skills from the practice sessions in those meetings. That year, Agnes strongly encouraged me to attend the first of many NGH conferences.

After my hypnosis certification, I went on to take several certification classes in NLP as well as stage hypnosis training. In 2017, I became board certified with the NGH and created my unique Spirit Release Training (SRT) certification program.

What did you have for a career outside of the hypnosis profession?

LH: I earned a degree in management at Walters State Community College and a degree in radiology at the University of Tennessee. In addition, I'm a registered Diagnostic Medical Sonographer: RDMS (Obstetrics & Abdomen), a registered Diagnostic Cardiac Sonographer: RDCS



(Cardiology), and a registered Vascular Technologist: RVT (Vascular).

My professional background is in diagnostic medical ultrasound. Registered in five diagnostic specialties, I had a fabulous career as a medical manager, corporate trainer, clinical investigator, systems developer, and retired after 40 years in the profession as a Director of Clinical Services. I also have extensive study and research in spirituality and metaphysics.

JH: I know you've published several books, what are the titles?

LH: My first book, *Spirits of Amoskeag*, was based on hypnosis sessions. It was published in 2016, which is the same year I became an NGH Certified Instructor and also was awarded with the Order of Braid. (Last year, I was awarded NGH Member of the Year!). In 2018, Book 1 of my *Chronicles of Hope* trilogy was published, based on hypnosis. Book 2 of the trilogy, *Chronicles of Hope: The Collective* was published in 2020 and two years later the third book in the series, *Chronicles of Hope: The Archangels*, was published.

JH: Lois, do you currently have a full time practice?

LH: I have a successful full-time, distance-based business. In 2020, I had a thriving hypnosis practice with a 3-room office suite. Because of COVID-19, I closed the office and moved home to do remote sessions.

JH: What benefits have you personally received from being a hypnotist?

LH: What *haven't* I benefited from being a hypnotist? Where do I start? In addition to creating a fabulous hypnosis career that I am absolutely passionate about ... Hypnosis helped me to heal from toxic relationships, embrace energy clearing for myself, my family, my home, and my business, improve focus, establish organization skills, gain confidence, create abundance, quit smoking, manifest physical healing, mental mindset reset, emotional release, and spiritual empowerment. I've written four books, hundreds of blogs, created several websites, established successful businesses, developed and delivered hundreds of presentations and radio shows ... all because of hypnosis.

JH: Let's get into your own practice. How would you describe your approach and what are the biggest problems you have encountered?

LH: I find using a mind, body, emotion, and spirit approach to recovery with hypnosis is crucial to helping clients get unstuck, reprogram themselves, and proceed to health and happiness. My passion is in spiritual based hypnosis, assisting lost spirits, working with angels, and helping empower clients with positive energy which frees them to embrace powerful and permanent results.

I blend hypnosis into a spiritual based practice to assist clients across all levels—mind, body, emotions, and spirit—to help them find the peace of mind that leads to health and happiness. I use a unique team approach, working with other hypnotists and intuitive consultants who read and clear the energy in and around clients to better facilitate rapid change and embrace permanent transformation. Following the initial clearing work, I enjoy using traditional hypnosis techniques to help clients restore wellness.

As far as problems, I feel that clients who are unable to afford fee-for-service sessions need sponsorship programs. I also believe that egocentric attitudes and competition from successful hypnotists is destructive to those who are new to the field or are wanting to learn and grow.

JH: What advice would you offer to new hypnotists to help them get started, then later to grow their business and add income?

LH: I strongly encourage a foundation in neurolinguistic programming (NLP). It is a powerful tool that can be used for session work, presentations, written material, and networking connections. Be sure to take additional courses in the area you are most interested in and invest in a hypnosis-based coach to help you grow your skills, build your business, and develop confidence.

Be dedicated to your clients, your practice, yourself, and your purpose. Be prepared to put in lots of time and energy. Tune into your inner guidance and ask for assistance for yourself and your clients. Take classes in business, marketing, regression, and especially the specialty of your choice.

Become known in your community through networking opportunities. Offer introductory pricing, invest in a quality

hypnosis skilled coach to advise on complex cases and help you to establish good business practices.

For help and support, attend the NGH conference, take classes, hire a successful coach, connect with and follow open-minded experienced professionals. Join a local BNI (Business Networking International) chapter to connect with others in your community, learn business strategies, and access those to help you establish your business.

As far as adding income, you can offer classes or group sessions to existing and prospective clients. Focus on areas that you are passionate about. Books require great investments in time and money before they are revenue producers.

JH: You mentioned the NGH convention and I see you there regularly. Why do attend so often?

LH: I have attended almost every year since I started in 1995 with the exception of a few years that were based on career distractions. Since returning full time to hypnosis in 2012, it has become a priority to attend and share presentations.

I like best being able to connect with old friends and meet new ones. It's such a wonderful place to share ideas, learn, and grow in our profession. Having attended, worked, and presented at medical conferences around the world, the NGH offers one of the most organized conferences ever. Even though I live only an hour away, I enjoy staying at the hotel for the conference because of immediate access to the classes, food, the booths, and the wonderful evening entertainment. Between the stage shows, the banquet (having it in the hotel was awesome, updating the meal choice might be beneficial), the rock-out room, and Peter Blum's amazing Tibetan meditation (he needs a larger room) ... it is quite an experiential event!

JH: Lois, what do you think individual practitioners should do to help us as a separate and distinct profession?

LH: Be professional. Get involved as a professional in your community. Support and encourage other hypnotists. Be cooperative never competitive.

JH: Finally, what do you see as the future of hypnosis?

LH: With our world facing changes and challenges on countless levels, it is important to offer real peace-of-mind assistance to the many people who are consumed with a fear-based mentality. As consulting hypnotists, we have the skills and ability to assist our clients and the people around the world to help shift their mindset and discover true peace, health, and happiness. We can and will make a powerful impact with a positive difference.

As the NGH organization expands their options to offer support to our world in crisis and welcomes fresh thinking hypnotists across all modalities—mental, physical, emotional, and spiritual—we stand to grow this amazing organization with a more vibrant, inclusive, dynamic, and sustaining membership. As we change outdated mindsets, we change future outcomes.

It is important to remember where we came from and how our founding members accomplished incredible feats with steadfast determination to establish this quality-minded organization. With dedication to upgrading our membership by an infusion of forward-thinking energy, we will continue to grow what our brilliant forefathers and mothers started. We deserve to be recognized as the world's leading professional hypnosis organization.

JH: Thank you for your time and insight, Lois. I look forward to seeing you at our convention in August! ▼