

THE FOURTH GOLDEN AGE OF HYPNOSIS



Today's Purpose

- Goals From Today's Talk
- Remind
- Appreciate
- Experience (hypnosis)
- Inspire
- Free Gift





What is a Golden Age?

A **golden age** is a period in history that is seen as a peak of excellence, prosperity, creativity, or influence.

Key features of a *golden age*:

- **Excellence**
- **Innovation**
- **Influence**
- **Prosperity/Recognition**
- **Legacy**



THE AGE OF WONDER



ANIMAL



SALONS



ROYALTY

FRANZ ANTON

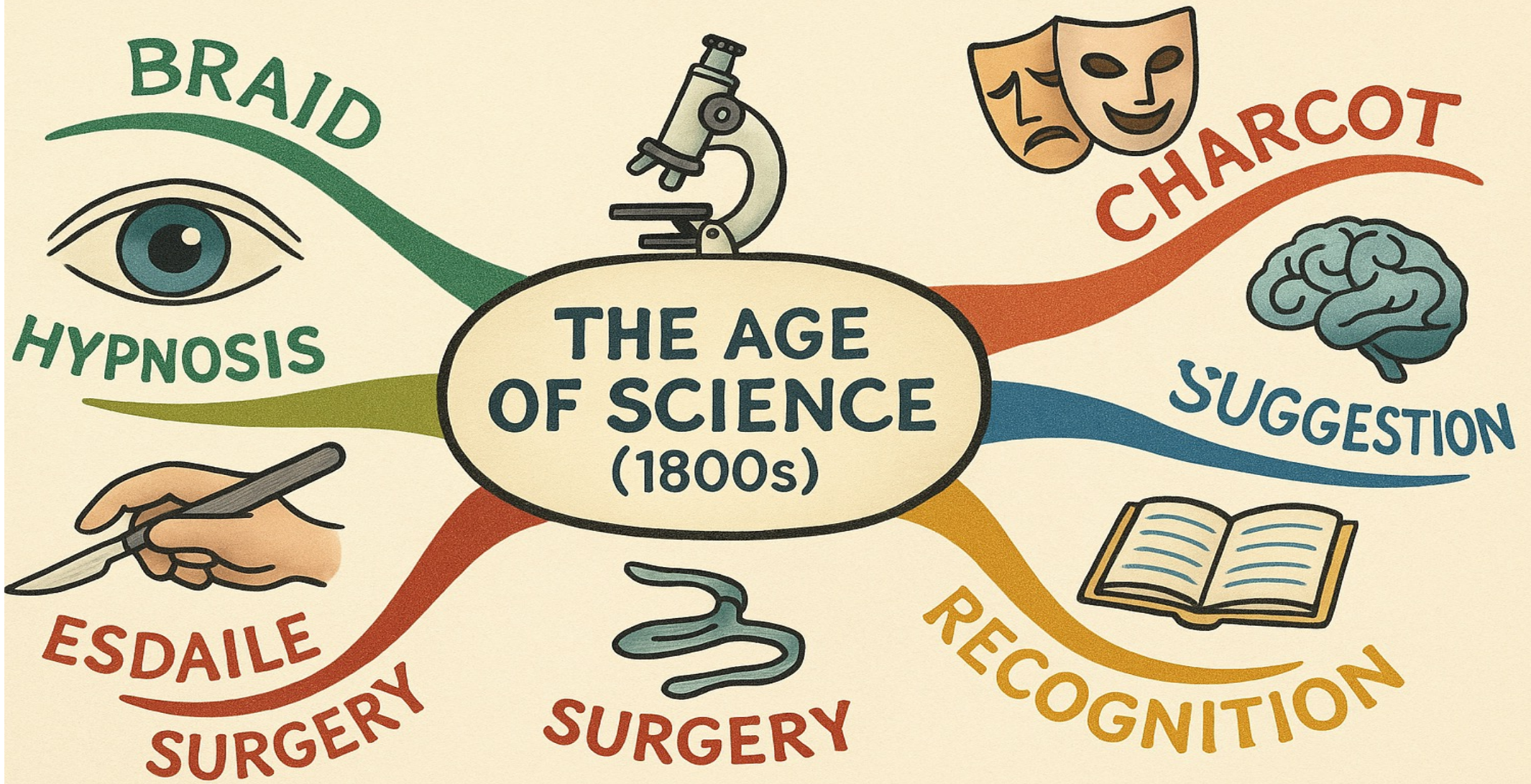


MESMER

CULTURAL
FASCINATION



FASCINATION





**ERICKSON
METAPHOR**



**PROFESSIONAL
LEGITIMACY
STANDARDS**

**THE AGE
OF THERAPY
(1900s)**



**BANDLER
& GRINDER
NLP**



**ELMAN
RAPID**

**THERAPEUTIC
APPLICATIONS**



HEALING



Is this period a Golden Age?

- Excellence – competency of hypnotherapists has never been so high.
- Innovation – new techniques, protocols, methods...
- Influence – technology is a catalyst to influence more than ever before.
- Prosperity/Recognition: Hypnotherapists can make large incomes with high levels of credibility
- Legacy – We can't know that now...



Why Is This a Golden Age?

- More Reach than Mesmer (global access).
- More Science than Braid (fMRI, clinical trials, instant access to studies).
- More Innovation than Erickson (New approaches, protocols, AI, apps, digital distribution).
- For the first time: All combined today to enable hypnotherapists to accelerate learning and have genuine Global Impact.



7 Practical Steps

Embrace digital distribution (Podcasts, YouTube, Zoom).

Learn from the best and make it your own.

Use AI as tools to leverage your time and create a digital clone.

Experiment – test, don't guess, then adapt quickly.



7 Practical Steps

Niche and specialise (own a domain). Naval Ravikant.

Build global communities (email lists, followers, membership groups, group sessions).

Embrace your uniqueness – AI can't be you so be authentic.



Bonus Tip 1: Studio

My belief: One to one therapy needs a therapy room, but to impact the world you need a studio.

Only 3 Things You Need

Microphone

Audio/Video Editing Software

Camera

Mixing Desk, Studio Lights and gadgets are optional.



Bonus Tip 2: Launch a Podcast

Hypnotherapists make great podcast hosts.

You have excellent communication skills.

What you do is fascinating.

You get access to 2 billion people.

It's a very low-cost way to generate new clients.

You will impact people you never meet.

Amazing!

I have had anxiety and insomnia all my life, and have struggled with depression and with my weight as an adult.

I have listened to podcasts for entertainment for years, and heard a commercial about a mental health show, so I did some searching and I did find it, however it wasn't helpful for me. But I'm so grateful for that commercial because without it I never would have thought to search for a better one.

I have read books on meditation and hypnosis and listened to CDs and other podcasts, but none ever had any effect until Adam Cox. I don't know how he does it, I only know it works!

I started with a sleep episode. I fell asleep before it was over. My sleep and anxiety medication usage is way down for the first time. I have been taking it since the 90s. I wake up feeling rested.

I lost 20lbs in two months! I do not crave candy or sweets!

I am happy and joyful. I have more clarity and find it easier to focus and make decisions. I have started getting up a little earlier so I have time to listen to an episode before I start my day, and again when I get home or before bed. It's so relaxing.

I recommend going through the back catalog and listen to the ones that apply to your situation.

Thank you so much Adam!

The Missing Flag Bearer

- Mesmer was the face of fascination.
- Braid was the face of science.
- Erickson was the face of therapy.
- The 4th Golden Age has no symbolic figure yet.
- Any hypnotherapist **could** step into this role,
maybe you...



Your Impact

If this is a new golden age of hypnosis, what can **you** do to have an impact?



This Golden Age is Yours

In the First Golden Age, hypnosis was mysterious.

In the Second, it was scientific.

In the Third, it was therapeutic.

And in the Fourth, It's yours to decide...



Free Gifts for Watching

- Copy of this presentation
- Guide to client acquisition in the digital age
- Power of Podcasting For Therapists Video
- A selection of hypnosis downloads

