Module 1: The Foundations Of The Authoritarian & Motivational Weight Loss Hypnosis Model

The Ten BIG Principles

1. This model is for many but not for all. It is for those clients seeking a straight talking, supportive yet no nonsense hypnotic and motivational approach to driving their weight loss.

2. The model is not just about straight forward formal hypnosis. It is also focused upon coaching the motivational drive of clients.

3. There are several contra indications to note before using this model with clients (see contra indications).

4. Scripts are all tailored to the specific needs of the client. Off the shelf scripts are not used within this model.

5. The motivational charisma of the Hypnotherapist is massively important when using the Authoritarian & Motivational Weight Loss Hypnosis model.

6. Contact is made with clients daily, including text messaging, emergency Skype, and email.

7. If clients do not lose weight each week then they are removed from the programme and issued a pro rata refund.

8. An 80-20 meal planning process is followed by clients undertaking this programme. Food plans are based on common sense as clients already understand what to eat to lose weight.

9. In the final two weeks, the Hypnotherapist reduces their contact with the client to help empower the client to take ownership of their weight moving forward.

10. The tempo is strong, positive, and massively results driven.
Contra Indications

- This model is not for clients presenting with epilepsy and/or a history of psychiatric illness.

- If clients are presenting with clinical depression you must consult their GP before admitting them to this programme.

- The Authoritarian programme is not appropriate for those who are in a vulnerable position, where an authoritarian style would not be appropriate.

- If in any doubt consult the clients GP before admitting to the Authoritarian programme.

- When consulting the client’s GP do so by sending a letter recorded delivery.

- Gauge carefully the personality of the client. If in doubt NEVER accept the client to the programme.

- Ensure you explain the style and tone of the programme to a prospective client thoroughly before accepting them onto it.

As explained above, should a client be presenting with depression it is vital you send a recorded delivery letter to the client’s GP before accepting them onto the programme. Please see below a template that can be used.

Dear Dr.xxxxxxxxxxxxxxxxxxxxxx

REF: (Insert Patient’s Name, Address, Date of Birth)
Your patient has contacted me with reference to their weight control. I run an Authoritarian and Motivational Hypnosis and Coaching Weight Loss Programme that’s renowned for its straight talking approach, solution focus, and no nonsense philosophy.

In summary this will mean your patient attends six face to face sessions with me combining clinical hypnosis and motivational coaching and receive daily direct support.

The tone of the programme as explained is no nonsense, is excuse free, and requires the client to lose weight week after week, otherwise they are removed from the programme.

Some of the key salient points of this programme are:-

1. It is straight talking and results focused. For example the word ‘fat’ is used, and the client is driven to take action immediately.

2. Constant moaning and excuses are forbidden as the programme is 100% solution focused.

3. The hypnosis sessions are strong in tone and are focused upon creating an aversion to being too fat as well as a motivation to live life slim and healthy.

Your patient is due to begin their programme with me on (insert date). Taking account of the above, should you have any concerns about your patient undertaking this programme then please can you contact me immediately on (insert telephone number).

Yours faithfully,

(Insert Name)

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**Client Enquiries**

When you receive a client enquiry it is essential you brief them thoroughly. This should include:-

1. A full explanation of the principles of the programme.

2. Ensuring the client understands the contra indications of this approach.

3. Explanation so that the prospective client understands that they will be required to complete homework tasks between face to face sessions.
4. A reinforcement that you are straight talking and results focused, including the reality that you use the word ‘fat’.

5. Explanation that you do not accept moaning and excuses, and that you are 100% solution focused.

6. An acknowledgement that you weigh clients as selected. In other words some weeks you will weigh, and on other weeks you won’t.

   **Explain that full payment is required to confirm their place on your programme.**

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**Case History Sample Questions (To be conducted at session 1).**

In conducting the case history, remember the tone and positioning of these direct questions is important. This means you speak with the client using a warm yet direct tone. Select questions carefully.

1. What are the reasons you are fat?

2. What ownership are you willing to take to reduce your weight?

3. Do you accept if you remain speaking like a victim you will remain fat?

4. Why should I work with you?

5. Are you ready to accept that only you can make you lose weight?

6. What is our challenge and how will we celebrate?

7. Are you willing to put the effort in? If not we will call it a day because you will stay fat.

8. Do you accept that if the effort isn’t put in you will stay overweight?
9. Do you understand that if you do not lose weight each week I will terminate the sessions and we will not see each other again?

10. How will you celebrate your weight loss?

11. What is it that you want?

12. What will happen if you stay fat?

Next week you will learn about using the 80-20 Meal Plan Regime. You will:

- Learn the 6 session structure of the Authoritarian & Motivational Weight Loss Hypnosis programme.
- Receive a range of motivational techniques to interweave within sessions.
- Receive portion control techniques to use with your clients.

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