

Dear Dr. _____,

Patients who smoke, overeat and don't take proper care of their bodies can be frustrating, difficult and at times their lifestyle choices make improvement seem hopeless. Much of your time and energy is likely spent treating, managing, and trying to dissuade unhealthy, self-harming, and unwise habits and lifestyles. Many patients do not know how to begin quitting smoking, losing weight, managing stress, or properly taking care of and monitoring their medical conditions.

Hypnosis is a safe, evidence-based modality that can help with many habits and problems caused or exacerbated by stress. Some practitioners position hypnosis as the end all solution for nearly every problem you can think of. This is an obvious overextension and reduces the credibility of hypnosis and what it can successfully treat.

My associates, working at The Morpheus Clinic for Hypnosis, are registered members of the Association of Registered Clinical Hypnotherapists of Canada. Not all hypnotists have the same qualifications or training. We are strictly empirical in our approach to hypnosis, rejecting the pseudo-science unfortunately common among our peers. We only work with issues that hypnosis has been scientifically proven to be an effective method of treatment for. Although we cannot promise specific results, we are totally dedicated to client service, resulting in a 96% satisfaction rate among clients surveyed between April 2009 and April 2010.

There have been countless studies done on hypnosis and its effectiveness at treating a variety of problems. Below are a few examples and I have attached summaries of some more studies that have been conducted relating to hypnosis and a variety of issues.

Smoking cessation: A study by the Texas A&M University System Health Science Center found that after a three-session program of hypnosis sessions, 81% of 21 patients reported that they had stopped smoking, and 48% reported abstinence 12 months post-treatment.

Weight loss: In a comparison of behavioural weight loss versus behavioural weight loss with hypnosis as an adjunct, a study published in the Journal of Clinical Psychology found that "at the 8-month and 2-year follow-ups, the hypnosis clients showed significant additional weight loss, while those in the behavioural treatment exhibited little further change."

I would be happy to meet with you briefly to discuss how modern-day hypnotherapy is able to help your patients, and perhaps perform a demonstration with you or your staff. If that sounds helpful to you, please call my direct line at 416-597-2729 or my assistant Quinn at 416-556-4068. I am confident that sending your patients to Morpheus is the best choice you can make and if clients reach us through you we are able to offer them a substantially lower rate than if they had found us elsewhere. I will be happy to send over a set of referral cards that you can present to your clients that will offer them a substantial discount on

our services should you both decide that hypnosis would be an appropriate option.

Best regards,

Luke Chao
Director, The Morpheus Clinic for Hypnosis