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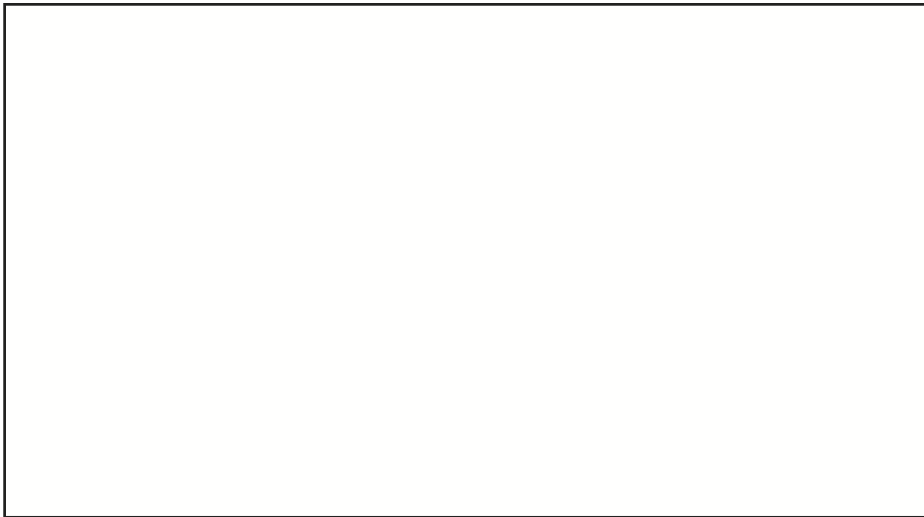
by Michael D. Yapko, Ph.D.



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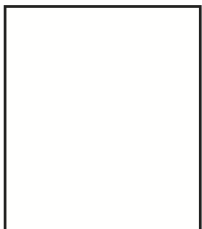
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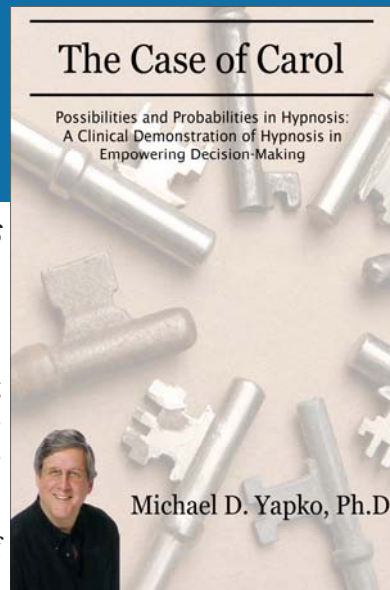
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The Case of Carol

Possibilities and Probabilities in Hypnosis A Clinical Demonstration of Hypnosis in Empowering Decision-Making

Carol is a 61-year-old woman at a crossroads in her life, especially with regard to her marriage of 40 years. She has been unable to make a decision as to whether she should divorce her husband or stay in an unsatisfying marriage. She wants to make a decision based on clear thinking and the confidence that it really is the right thing to do. Through hypnosis, Dr Yapko helps Carol to gain a deeper awareness for what it means to evolve as a growth-oriented person and to make her decision from that place.

This professionally filmed session includes explanatory subtitles highlighting subtle aspects of Dr. Yapko's intervention and long-term follow-up information on Carol's progress.



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The Case of Terri

Mobilizing Resources in Hypnosis:
A Clinical Demonstration of Hypnosis in
Building Personal Resources



Michael D. Yapko, Ph.D

The Case of Terri

Mobilizing Resources in Hypnosis A Clinical Demonstration of Hypnosis in Building Personal Resources

Terri begins her narrative by reporting that she has a "history of falling down." She has suffered numerous injuries and painful episodes as a result of her difficulties walking. Despite her doctors' assurances she is in good health, she feels concerned about her advancing age and the possibilities of injury and illness as time goes on. Terri's anxiety about aging, falling down, suffering, and becoming ill become the basis for a moving hypnosis session, as Dr. Yapko works with Terri to help her take "the next steps" in her life, literally and metaphorically, with grace and confidence.

This session includes explanatory subtitles highlighting nuances of Dr. Yapko's intervention and long-term follow-up information on Terri's progress.

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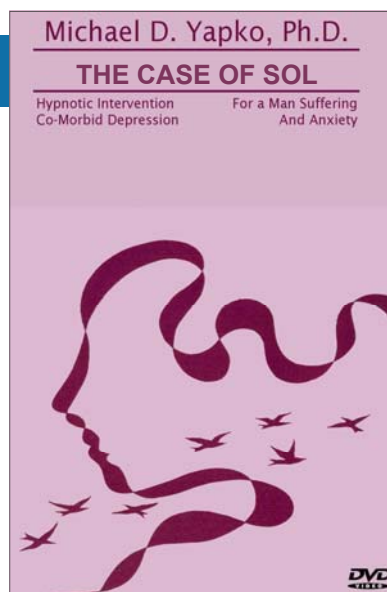
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The Case of Sol

Hypnotic Intervention for a Man Suffering Co-Morbid Depression and Anxiety

Sol is a psychologist seeking help for his long-term depression. Sol's depression has intensified over the years as he has come to face the painful reality that his fantasies of professional and financial success — culminating in an early retirement — will go unfulfilled. Sol identifies his "history of being humorous" as his principal means of coping, a resource Michael Yapko uses liberally in his hypnotic intervention.

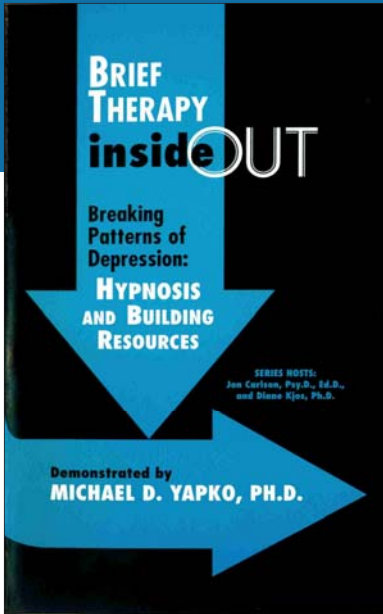
Throughout the hypnosis session, Dr. Yapko highlights Sol's personal resources. The session is professionally videotaped, and is enhanced by helpful introductory graphics describing the patterns of depression/anxiety co-morbidity and the value of hypnosis as a means of intervention. Throughout the program are numerous subtitles explaining key points in the intervention, and the presentation concludes with follow-up information on Sol's subsequent progress.



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DVDs from Zeig, Tucker & Theisen



Breaking Patterns of Depression

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Hypnosis and Building Resources (The Case of Mike)

In this informative DVD, Dr. Yapko helps Mike, a young husband and father, turn the first major corner in overcoming his moderate to severe depression and post-traumatic stress disorder. As the session opens, Mike is rigidly oriented toward the past, regularly reliving the memories and being flooded with the images of the violent abuse he suffered at the hand of his father. As he describes his predicament, "It just seems like I'm stuck in a gutter and can't get out."

Maintaining a clear focus on the skills and resources Mike will need to get out of that gutter, Dr. Yapko artfully steers the session away from the pain of the past to orient Mike to the positive possibilities of the future. It is a magic moment when, at the end, Mike spontaneously laughs and says, "I feel real good!" Twenty months later, Mike reports he has been doing better and better, a testimonial to the power of this dynamic session.

DVD • ISBN: 978-1-932462-66-1 • \$79.95

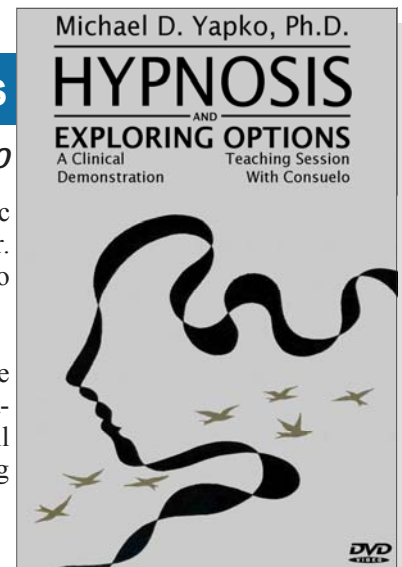
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Hypnosis and Exploring Options

A Clinical Demonstration/Teaching Session with Consuelo

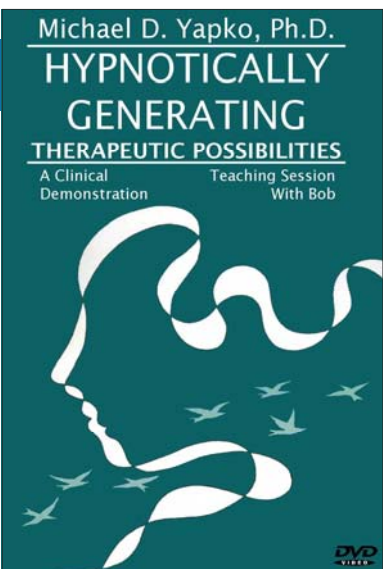
For those who are interested in learning about the construction and delivery of hypnotic and strategic interventions, this 60-minute presentation is one of the best. Exquisitely filmed, the session shows Dr. Yapko's work with a psychologist from Italy. Consuelo describes herself as feeling stuck, wanting to devote more time to writing but not being able to do it.

After laying the groundwork for the ways that hypnosis can be used to help people become "unstuck," Dr. Yapko begins his session with Consuelo. A live session shown in real time, this therapeutic interaction proves to be as effective as it is instructive — a powerful teaching vehicle as well as demonstration. The addition of subtitles and commentary helps to further clarify the underlying themes addressed and the way in which they are received at different junctures.



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Hypnotically Generating

Therapeutic Possibilities

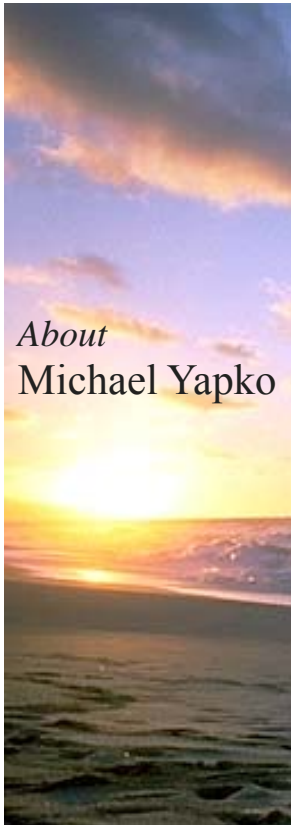
A Clinical Demonstration/Teaching Session with Bob

In this compelling 60-minute teaching demonstration of a formal induction, viewers watch as Dr. Yapko, a master listener and storyteller, empowers Bob, a fellow clinician struggling with issues of professional competence.

Emphasizing the inherent ambiguities of the clinical situation, and the multiple ways of doing good therapy, Dr. Yapko frees Bob to begin to trust himself more and to worry less about validation from others. The program includes captioned commentaries in which Dr. Yapko explains his goals for the session and the significance of moment-by-moment interventions. Q&A and follow-up sections add another dimension to the learning.

DVD • ISBN: 978-1-932462-50-0 • \$39.95

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About Michael Yapko

Michael D. Yapko, Ph.D., is a clinical psychologist and marriage and family therapist residing in Fallbrook, California. He is internationally recognized for his work in clinical applications of hypnosis, treating depression, and developing strategic, outcome-focused psychotherapies.

Dr. Yapko is the author of numerous books, book chapters, and articles on the subjects of hypnosis, depression, and the use of strategic psychotherapies. These include the popular (now in its tenth printing) Breaking the Patterns of Depression, Trancework: An Introduction to the Practice of Clinical Hypnosis(3rd edition), Treating Depression With Hypnosis: Integrating Cognitive-Behavioral and Strategic Approaches, Essentials of Hypnosis, and Hypnosis and the Treatment of Depressions.

Dr. Yapko is a member of the American Psychological Association, a clinical member of the American Association for Marriage and Family Therapy, a past Fellow of the Royal Society of Medicine's Division of Hypnosis and Psychosomatic Medicine (in England), a member of the International Society of Hypnosis, and a Fellow of the American Society of Clinical Hypnosis. He is a recipient of The Milton H. Erickson Award of Scientific Excellence for Writing in Hypnosis, the Arthur Shapiro Award for the "best book of the year on hypnosis" from the Society for Clinical and Experimental Hypnosis for Treating Depression with Hypnosis, and the 2003 Pierre Janet Award for Clinical Excellence from the International Society of Hypnosis, a lifetime achievement award honoring his contributions to the field.

On the personal side, Dr. Yapko is happily married to his wife, Diane, a pediatric speech-language pathologist who specializes in the treatment of autistic spectrum disorders (visit www.dianeyapko.com). Together, they enjoy traveling and hiking in the Great Outdoors in their spare time.

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The Case of Vicki

Patterns of Trancework with a Terminal Cancer Patient

DVD program (2 hours)

This important companion DVD to the book *Trancework* presents Dr. Yapko's profoundly moving single-session intervention with a 42-year-old woman named Vicki who is dying of cancer. Vicki requests help in learning to manage pain without the use of medication so that she may remain clear-headed for the little time she has left to live. The transcript of this session, with analysis and commentary, is contained in *Trancework*. This videotape allows the viewer to "be there" as the dramatic session unfolds, thus providing access to the subtle nonverbal nuances of the many hypnosis communications employed throughout the interview and hypnosis session. **\$34.95**

Focusing on Feeling Good

CD program (English and Spanish Versions)

This series of CDs is designed as a supplement to Dr. Yapko's landmark self-help book, *Breaking the Patterns of Depression*. This powerful program teaches how to create feelings of comfort while building a positive and clear frame of mind, and it provides methods for overcoming depression and creating a healthy new lifestyle. **\$49.95**



Sleeping Soundly

CD program

Difficulty falling or staying asleep, or having non-rejuvenating sleep, is termed "insomnia." While there can be many different medical and emotional factors that can cause or exacerbate insomnia, one of the most common is the "spinning around and around"

of anxiety-producing thoughts, a stressful pattern called "rumination." It is vital to achieving good quality sleep to reduce rumination by managing your thoughts and feelings skillfully. The hypnosis session contained on this CD can help you reduce rumination, fall and stay asleep more easily, and thereby develop good, restorative sleep. **\$19.95**

Managing Pain with Hypnosis

CD program

This program provides two clinical hypnosis sessions designed to help reduce the suffering associated with painful conditions. In these two separate but related clinical sessions, the listener will be guided through the experience of hypnosis and taught the basic skills associated with hypnotic pain relief. Hypnosis has repeatedly been shown to be one of the most reliable and least intrusive means for effectively managing physical pain, regardless of its cause. Hypnosis has been used as the principal or sole anesthetic in major surgical procedures, and pain clinics throughout the country routinely employ hypnosis and hypnotically derived methods in their interventions. **\$19.95**

Hand-Me-Down Blues

How to Stop Depression from Spreading in Families

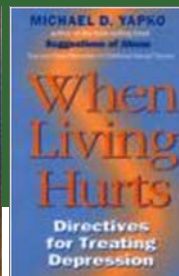
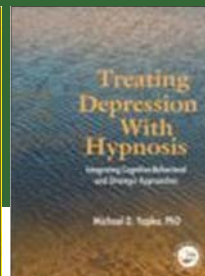
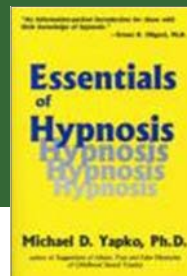
Hand-Me-Down Blues leads readers away from blaming their parents, themselves, or their spouses for their depression. Through the many case examples and inspiring stories, readers can learn specific skills to choose different and better responses to life challenges. Learning effective problem-solving and relationship skills can reduce and even prevent depression, something no medication can ever do. **\$13.95**

Breaking the Patterns of Depression

A comprehensive self-help book rich in information and perspective, it teaches readers to enhance their understanding of depression and to personalize their own focused treatment. Readers are encouraged to take an active and experiential approach to helping themselves by using the nearly 100 "Learn by Doing" and "Shifting Perspectives" structured exercises Dr. Yapko provides to develop the antidepressant life skills discussed in the text. This book is what self-help should be about. **\$14.95**

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Hypnosis and the Treatment of Depression *Applications in Clinical Practice*

Features 13 chapters written by highly experienced and well-known experts on using hypnosis to treat specific forms of depression, including assessment and intervention strategies as well as sample transcripts of the use of hypnosis in actual therapy sessions. **\$49.95**

Trancework *An Introduction to the Practice of Clinical Hypnosis, 3rd Edition*

This new edition specifically addresses several important areas: the growing emphasis within psychotherapy on proving efficacy through empirical data, the controversy over repressed memories that has divided the profession, and the advances in cognitive neuroscience that are stimulating new research and applications of hypnosis. **\$42.95**

Also available in an abridged audio CD for **\$59.95**

Treating Depression with Hypnosis

As a pioneer in the use of hypnosis in treating depression, Dr. Michael Yapko brings readers the newest research data about overcoming depression as well as detailed examples of hypnotic strategies at work in the clinical context. **\$28.95**

Essentials Of Hypnosis

Exceedingly clear, concise, and comprehensive, this volume sets forth the essential fundamentals of both the practice and theoretical underpinnings of clinical hypnosis. **\$26.95**

When Living Hurts *Directives for Treating Depression*

This volume puts at the therapist's fingertips 91 "directives" — strategies to interrupt specific patterns of depression in individuals. **Hardback: \$55.95 / Paperback: \$22.95**

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