

LISTEN VERY

CAREFULLY

with Phil Hammonds special guest - Sarah Mortimer

Back in October, BBC Radio Bristol invited me into their studios to appear as a guest speaker on their Saturday Surgery program hosted by Dr Phil Hammond. The Saturday morning show discusses topical medical issues and I was asked to talk about Seasonal Affective Disorder (SAD) and how it can be helped with hypnotherapy, what with the clocks going back that weekend.

It was a great opportunity for me to promote solution focused hypnotherapy and my practice in general; it would have been silly to have said no! If I had been asked to go on the Radio three years ago, I would have said no, but since training in hypnotherapy, and having learnt about the power of positive thought, I am more confident in my abilities and this is what allowed me to say yes and do it!

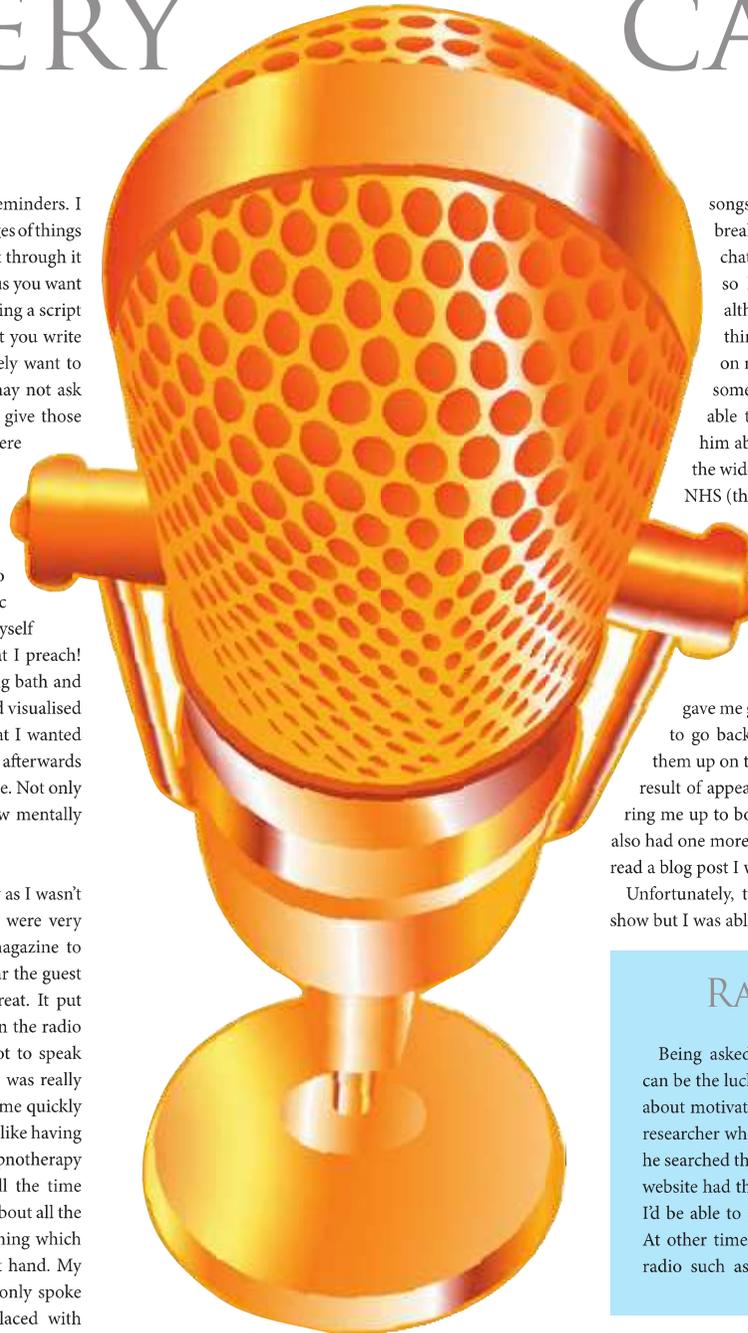
I wasn't given a huge amount of time to prepare for it; they only contacted me the day before the show, however this was probably for the best as it meant that I didn't have weeks to wind myself up about it (or change my mind).

With the short preparation time I had, I went away and "did my research" on the presenter who would be interviewing me and also I listened to the previous weeks broadcast to get a feel for what it was like and their approach. I'm so pleased I did as they talked about positive thought and auto-suggestion in the previous show which made me realise that the person interviewing me was open to hypnotherapy and he wasn't going to trip me up. This was a huge relief! My next step in preparing was to research the subject I would be talking about. I made use of the NHS online portal for facts and figures about Seasonal Affective Disorder. I then thought about what I wanted to say about hypnotherapy in general and how it was helpful in treating SAD. I then made a crib sheet with what I wanted to say on it - not

a complete script, just bullet points as reminders. I would recommend that you don't have pages of things to read out; the chances are you won't get through it all and end up missing the key points, plus you want to sound natural and not like you're reading a script word for word! I would recommend that you write down 3 to 5 key points that you definitely want to say while you're on air. The presenter may not ask you the right questions enabling you to give those answers but make sure you get them in there somewhere!

I knew I would be nervous a little bit about going on the radio as it was a new experience for me but I wanted to make sure that I didn't get anxious, panic about it and then make an idiot of myself live on air! So I decided to practice what I preach! The night before I had a nice hot relaxing bath and afterwards I lay down, closed my eyes and visualised how I wanted the radio show to go, what I wanted to say, how I would feel, what I would do afterwards etc. I also made use of the swish technique. Not only was I physically prepared, but I was now mentally prepared too and raring to go!

I arrived at the studio 30 minutes early as I wasn't sure where I had to go. The staff there were very friendly and offered me water and a magazine to read while I waited to go on. I got to hear the guest speakers prior to my slot which was great. It put me at ease hearing other people speak on the radio who also had never done it before. I got to speak to the presenter before going on and he was really encouraging and reassuring and briefed me quickly on what he was going to cover. It was just like having a chat with another person about hypnotherapy really, which is something we all do all the time with our clients and colleagues. I forgot about all the thousands of people who might be listening which allowed me to concentrate on the job at hand. My segment was 30 minutes in total, but I only spoke for about 10 minutes as it was inter-laced with



songs and traffic reports. During these breaks, the presenter and I would chat about what we'd talk about next so I was a step ahead all the time although he did throw a few extra things in the mix and I had to think on my feet. I was also able to tell him some information too so he was then able to include it, for example, I told him about the Royal Society advocating the wider use of hypnotherapy within the NHS (this is something I became aware of by reading one of the AFSFH Press Releases!)

I felt that the show went really well and I was very proud of myself for doing it. A really positive experience! They gave me good feedback and even asked me to go back again, although I haven't taken them up on the offer as yet. I will though! As a result of appearing on the show, I had one lady ring me up to book an initial consultation. I have also had one more client come for sessions after she read a blog post I wrote about my radio appearance. Unfortunately, they don't give out copies of the show but I was able to download the audio file from

the internet which I made into a YouTube video so that I could put it on my website for prospective clients to listen to.

So my advice for those who haven't been on the radio before:

1. Be prepared! Do your research on the show and presenter if you can. Research the subject you will be talking about and decide on 3-5 things you definitely want to say.
2. Practice! Go over in your head and/or out loud what you want to say.
3. Use your skills! Focus on how you want the show to go and not worry about all the things that could go wrong! Listen to the CD you give your clients.
4. Smile! Keep a grin on your face while you're talking, you'll feel much happier and comfortable with the situation and the listeners will "hear" your smile!
5. Keep still! Don't fiddle with your papers or swing on the chair as the microphones are sensitive. Remember your posture too - sitting up straight helps project your voice and makes you feel more relaxed and confident.
6. Enjoy it! You might not get another chance to go on the radio again. It is actually quite fun!

RADIO DAZE!

Being asked to appear as an expert on radio can be the luck of the draw - I was asked to speak about motivation on Radio Somerset. I asked the researcher where he found my details and he said he searched the word "motivation" on Google. My website had the most information on it, so he felt I'd be able to answer the broadcaster's questions. At other times I've used low budget community radio such as Bristol Community FM - [\[bcfm.org.uk/\]\(http://bcfm.org.uk/\) to publicise an event happening at the Harbourside Clinic on Open Doors day. If you're planning an event this is a really great way to publicise it, without sounding like you're trying to sell them a service. It gives the public the opportunity to listen to your voice as well. If you sound happy, calm and professional \(not erming and ahring!\) you'll attract a more positive response.](http://</p>
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In any event the answer is to prepare, prepare and prepare a bit more. - Penny Ling