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Winona, Minnesota

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## Weekly job profile: Hypnotherapist taps into subconscious

By Amber Dulek / Winona Daily News

Mario Einsman taps into the hidden channels of his patients' subconscious to squash phobias.

The certified hypnotherapist does not dangle watches in front of people's face or have them count back from 10.

He uses inflections of his voice to lead patients to a comfortable place in their imagination, where the power of suggestion can drastically change lives.

The unconscious is like a digital system, Einsman said. From religious upbringing to parental philosophies, he said, everything gets programmed into the unconscious.

Hypnotherapy is just one tool in the therapist's tool box, he said:

Basically, hypnosis is working about the unconscious mind. Daydreaming is another term for hypnosis. People do it while driving on a highway.

You need a master's degree to practice. There's no licensing in Minnesota, but you need 35 hours of continuing education every year. Hypnotherapy is in the growing field of alternative medicine. Many hospitals have one on staff. I work about 25 hours a week and I see all walks of life like you wouldn't

### STORY PHOTO



Certified Clinical Hypnotist, Mario Einsman, in his office on the third floor of the Winona Waters building. (Photo by Melissa Carlo/Winona Daily News)

believe.

It blows me away of all the different phobias we can have just about driving. Most people I see nowadays come in for phobias and habit issues like smoking, eating and pain. All these habit issues n smoking, drinking, eating, shopping, gambling n are all a coping mechanism.

Like with near-drowning experiences, some develop a phobia and others don't. The unconscious is there to protect you, much like breathing, blinking, walking, talking and chewing.

There are a lot of misconceptions, like I'll get stuck in hypnosis or that the hypnotherapist will make them do things they don't want to do. If I ask someone to rob a bank and to forget that I asked, that's not going to happen. I give a recording of the hypnotic part of the session for the patient to take home for reinforcement.

The main thing is the focus of attention. Only with children do I use a watch because that's their expectation. You can look at a spot on the wall, book or flashing blue light. I sometimes play background music like ocean waves.

The hours are stable and it's structured with hour appointments. Hypnotherapists can earn \$35,000 to \$65,000 a year. There are no perks to being a therapist, except you want to be a therapist.

One interesting case I had was this 48-year-old who wanted a driver's license but was too terrified to go through with it. Turns out when the patient was 15 they had been in a car accident three times, which created this phobia that cars hurt them. The unconscious developed a defense mechanism. In hypnotherapy, I've got to talk a deal. I told the patients' subconscious that if you look both ways two times not only will you be safe, but so will others.

*This story is part of a weekly profile series in which area residents talk about their careers. Reporter Amber Dulek can be reached at (507) 453-3513 or [amber.dulek@lee.net](mailto:amber.dulek@lee.net).*