



# Mindful Mamma Hypnobirthing Training



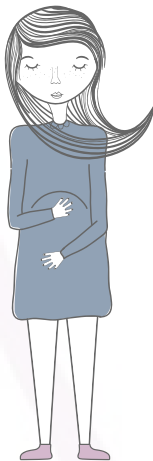
"Not Just a Training Course"



Do you want a training course that is completely unique? We focus on small, personal, and supportive training. We'll do our best to ensure that you have what you need to teach to the best of your ability



We give you a trademarked brand, a business and mentoring to get your Mindful Hypnobirthing business up and running.

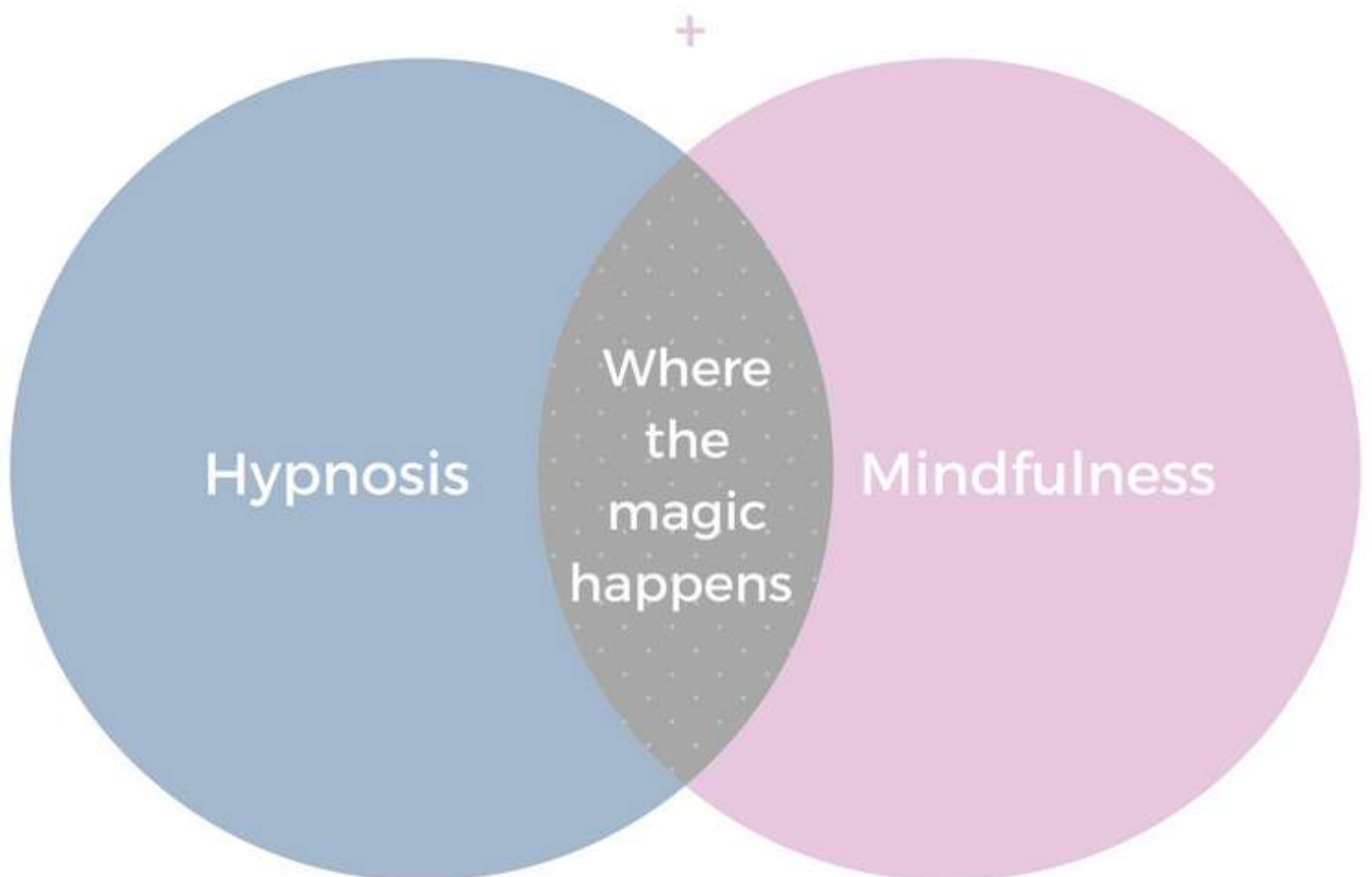


10+ years of resources to draw on and use. Articles, blogs and information that you can use with your clients. Including the bestselling book 'Mindful Hypnobirthing' which has sold nearly 25,000 copies to date.

It's not just hypnobirthing. We integrate mindfulness and behavioural psychology. This form of teaching is client centred, building resilience and self-confidence.

Fully accredited. We take pride in our ethical approach to training, marketing and client support.

# A HEALTHY SPRINKLING OF POSITIVE BELIEF



Find out more by reading Mindful Hypnobirthing or  
registering for a Mindful Mamma Birth class  
[mindfulhypnobirthing.com](http://mindfulhypnobirthing.com)



# Training Experience

"Great structure with flexibility for you to teach it your way"

All our training is face to face with Sophie Fletcher, author of Mindful Hypnobirthing and Susan Henderson, midwife with 20+ antenatal education training experience and knowledge between them.

Our method of mindfulness, hypnosis and behavioural psychology has been crafted over 10 years by a group of engaged therapists. Practitioners who have trained in different methods often comment on how much they love teaching this. We keep it simple but effective with a robust framework. We use lots of interaction, discussion and hands on practise.

18 hours face to face, 7 hours online and 32 additional support videos available as an app on your phone, to help you get to grips with the techniques.

Groups of 10 or less mean you can engage and feel completely confident about what you are learning. We teach a limited number of practitioners each year, because we want to ensure consistency of quality and experiential learning.


Completion of training is in the form of in-training evaluation, post-training reflection, and a reflection after your first class. You will get a CPD certificate on completion and on renewal each year.




A flower does not think of competing with the flower next to it, it just blooms

# Resources


Get started fast with confidence!




Large manual, with support material, a Mindful Mamma USB key, signed and personalised Mindful Hypnobirthing book, class materials prepared for your first 10 clients.




Online and mobile learning and support areas.



Mentoring and support for the first 6 months.



Plenty of material to support your class marketing, promotion and bookings.



Great class framework within which to work but the opportunity to be flexible and tailor it to your skills if you wish. \*

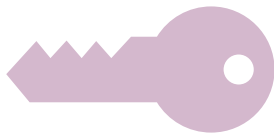
# Client Experience

Online booking, central support, confidence.

Quality and consistency is really important to the Mindful Mamma brand. All your clients have ongoing central support with a monthly newsletter, online group support and regular content to keep them motivated to practice and to keep them on a positive track.



A 6 hour format that can be run in one day, or spread over 2x3 hours or 3x2 hours. To suit the them.



There is a comprehensive online resource area with handouts, mp3s and affirmations + GOLD area for private hypnobirthing clients with £40 worth of Mp3s.

Resources and targeted material for the compassionate birth partner. We get fantastic feedback from partners after classes and births!



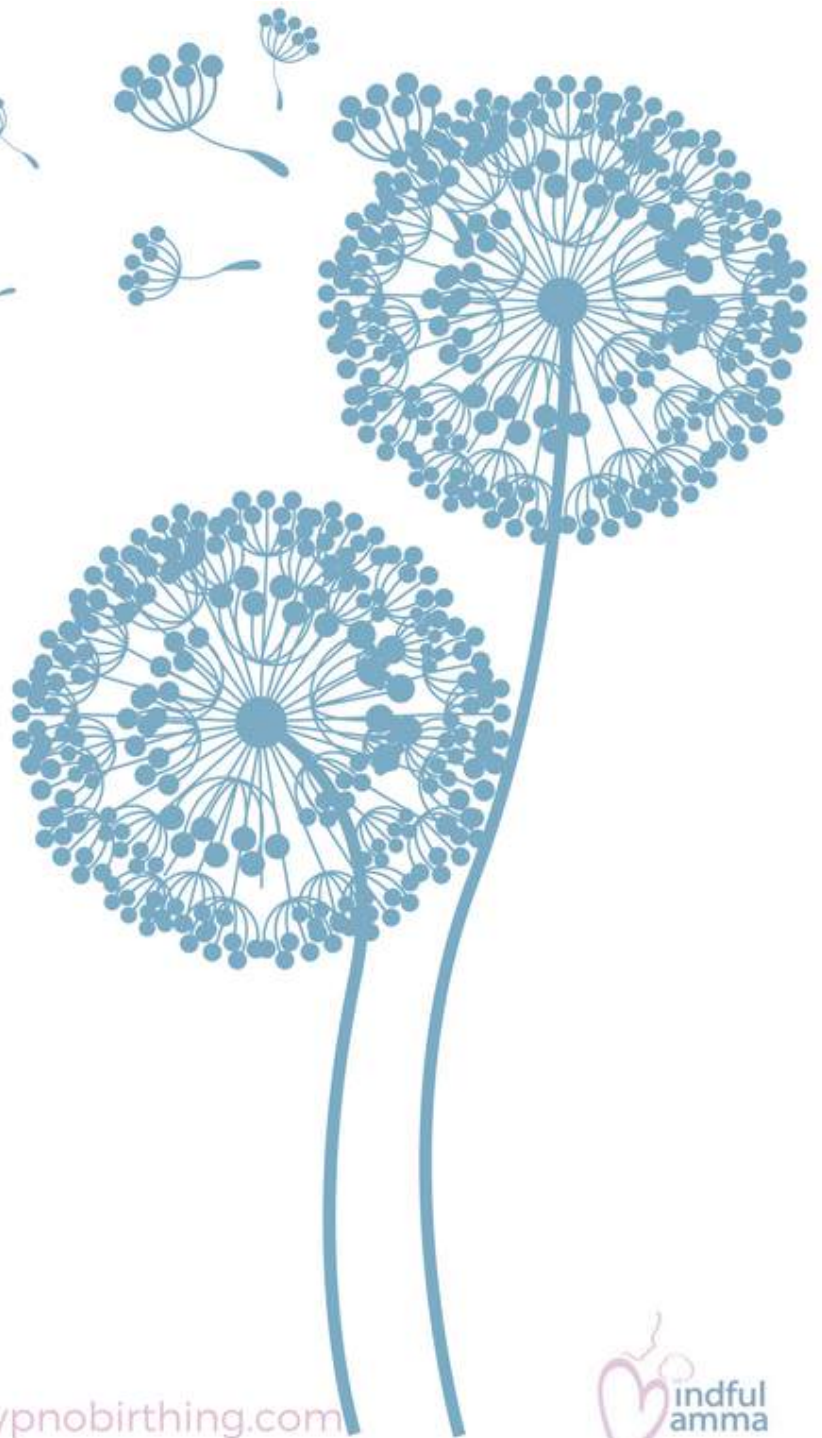
You guys  
work  
magic!

We regularly get great feedback from clients and midwives who have cared for them.

A wish is a little  
bit of everyday  
magic. Think of  
what you want  
for your baby's  
birth, bring it into  
you mind. Open  
you heart and  
allow it to be a  
possibility.

- Sophie Fletcher

[mindfulhypnobirthing.com](http://mindfulhypnobirthing.com)  
[mindfulmamma.co.uk](http://mindfulmamma.co.uk)



# After Training

It doesn't stop here



A monthly Newsletter. This gives you up to date information about training opportunities, marketing and the option to appear as our Practitioner of the Month.



Opportunity to do additional online training and add extra services for your clients such as Mindful Breastfeeding sessions, Mindful Early Days, and Gentle Caesarean Preparation.



Support and materials, such as stands and presentations, available for information days, shows and free tasters.



Your own [mindfulmamma.co.uk/your.name](http://mindfulmamma.co.uk/your.name) webpage and ability to set up your own online bookings.



Practitioner support group online and monthly online meetings with Sophie Fletcher.



Big bank of social media material for you to use, branding guidelines and social media support.

# Hypnosis and mindfulness techniques for a calm and comfortable birth

## Feedback

Our class prepares couples for whatever journey their birth takes, we teach hypnosis to reduce fear at an unconscious level, and help couples understand how their underlying belief can change the experience.

"I discovered Mindful Mamma after looking after a primip in labour who appeared to be doing hypnobirthing but without any complicated techniques. She coped brilliantly with a long difficult labour and claimed it was due to her Mindful Mamma class. Over the next couple of years I realised I could almost predict who had prepared with Mindful Mamma - they were so calm and coped well with whatever labour threw at them." - Midwife

"The Mindful Mamma training was incredibly thorough and well thought out. The whole class on the third day is genius as you have it all there put together and you can discuss all points along the way. The supporting documents, videos and CPD mean that you can always refresh and keep up to date. Everything is at your fingertips." - Practitioner

"It was a small group of students and active participation and discussion was encouraged. The course was professionally delivered, thorough, stimulating and informative." - Midwife Practitioner

"I have undertaken training in other hypnobirthing courses besides Mindful Mamma, but would highly recommend MM as it promotes women centred care and effective partnerships between the women, partner and their midwives. I particularly like that this method (mindfulness and hypno) is straightforward and easy to understand and teach and not only empowers women antenatally and when delivering their baby, but also give them lifelong relaxation skills that they can use in all aspects of parenting such as breastfeeding and bonding with their baby." - Midwife Practitioner





**Birth:**  
It is not  
being done  
to you.  
**You are**  
doing it.

MINDFUL HYPNOBIRTHING  
[WWW.MINDFULMAMMA.CO.UK](http://WWW.MINDFULMAMMA.CO.UK)



# Authentically Mindful Practitioners

We teach with authenticity and respect. We are a small group of around 60, that has grown largely through word of mouth.

We value our practitioners and our clients. Sophie cares about the practitioners, and how they are growing, developing and how they feel supported. She also wants to continue working as a practitioner herself, and to know that as Mindful Mamma continues to grow, it grows from a place of learning and experience. Material is always evolving to reflect feedback and new research.

We respect confidentiality, we would never ask a client for their story, it is always offered. We would never offer a class for free for marketing purposes as we feel this disrupts the integrity of a class. At heart we are all therapists. These are the values that underpin Mindful Mamma. Whoever we teach we expect them to be held by that ethic.

We want you to teach it your way. There is a framework, but to teach authentically you have to feel it! This is why you can add your own stories, your own way of explaining or demonstrating certain aspects of the class.



# Why a one day class?

People often wonder how we squish it into a day . It's actually a perfectly formed 6 hours. It's your choice how you deliver that.

How do we know it works? We focus on the psychology, we don't advertise it as a full antenatal programme, it was always intended to be an adjunct. Many of our clients attend NCT classes or other antenatal classes and are looking for a simple and effective workshop on hypnosis and mindfulness to add to their antenatal education.

We also have a superb resource in the book Mindful Hypnobirthing, so many people come on the class wanting "the book to come alive".

It is fantastic for you as a practitioner -you can do one class a month. It costs you less - as a day rate to hire a room is cheaper than hourly rates - and less impact on your time. Practitioners underestimate the time taken in preparing, leaving home, setting up and packing up. With Mindful Mamma by doing it in one day you have more time for other things.

It also makes it more affordable for couples. A 6 hour class is half the price of a 12 hour class,. Our private classes are often less than other's group classes and offer couples real choice. Prices for classes tend to range from £140 to £190 a day for a couple.





Even if you are afraid  
water your thoughts  
every day with positive  
affirmations and kind  
thoughts. Those words  
will take root and  
grow strong, until one  
day you will wonder  
why you were ever  
afraid.

- Sophie Fletcher

[mindfulhypnobirthing.com](http://mindfulhypnobirthing.com)  
[mindfulmamma.co.uk](http://mindfulmamma.co.uk)



# Practical Information

We hold two training weekends a year, our base is in Grantham which may sound like the middle of nowhere but is just minutes off the A1, and only 1 hr 5 minutes from Kings Cross. You can be here in 3.5 hours from Edinburgh or just 1 1/2 hours from Leeds or York. We also train in Surrey once a year.

We don't travel all over the country offering training as we want to ensure that Sophie and Sue always do training. However if you have a group that you would like to train together we can arrange this.

We currently run two courses a year with a MAXIMUM of 10 people. We feel that any more than this means that you cannot get good enough grounding in hypnosis or mindless as well as class content.

You can pay a non-refundable (but transferable) deposit to book your place. You can get started straight away with our antenatal section of the course once you have paid in full. If you want to spread payments get in touch.

If you'd like to know more contact us, Sophie is happy to chat to you about the class if you have further questions. Or perhaps you've read enough and just want to register now!

admin@mindfulmamma.co.uk  
www.mindfulmamma.co.uk



[facebook.com/mindfulmamma](https://facebook.com/mindfulmamma)



[@mindfulmammauk](https://instagram.com/mindfulmammauk)

# So what does this cost?

Our model is very different to others. We have an annual fee of £150 which covers all of this support. It was important to us that your business grows in a way that doesn't cost you. All our core resources are online. And you may be surprised to learn that the vast majority of people attending our classes book without talking to a practitioner.

We don't tell you to buy a book, or a manual or handouts for your clients. Instead, all the bookings are online and we take a booking fee from each client as and when they book. We process the booking, send it to you and then after the class we give them access to a protected area on the website where they can download resources and Mp3s. They also get a discount code for additional mp3 material.

You set your price, then we add an administration fee of £35 which we take from the client on booking. This gives them access to all the resources online and additional support centrally. So you just go about your day while we get on with the work.

Don't miss  
out, book  
your place  
today



# Training Requirements

To train as an accredited practitioner we would like you to be a talking therapist, complementary therapist, midwife, or antenatal educator /doula or yoga teacher.

If you have used hypnobirthing yourself and feel passionate about it, want to teach, then you can also train - the only difference is that you will not be able to tailor a class or material to an individuals needs unless you undertake specialist training in one of the above. You will have to stick to the class framework and content. You would be an associate practitioner.

Once you have training you will be able to run group classes of up to 6 couples and private classes as often as you like.

Talking therapists with experience of hypnosis - 3 days training Sat/Sun + online antenatal module. £650

Midwives and antenatal teachers and talking therapists with no experience of hypnosis - 3 days Friday/Sat/sun - £650

Existing Hypnobirthing Practitioners - 2 days Fri/Sat - £450



Psssst, ask about our early bird special





I had an awesome empowering birth thanks to you guys. I definitely roared like a lion, didn't need any pain killers and breathed my way through. It was also thanks to the book that I turned down induction for 4 days and Fitz came along in his own time.  
You guys work MAGIC!



mindfulmammauk

[www.mindfulmamma.co.uk](http://www.mindfulmamma.co.uk)





**RCM**

**ACCREDITED**