



Training

*Hello!*

**My name is Sophie Fletcher.**

Thank you for your interest in training as a Mindful Mamma Hypnobirthing practitioner. First of all I'm glad that you have found your way here. You've done well to find me - I don't advertise training very often as with only 10 places available for each course I'm usually full. I do all the training myself, simply because I love it! I love meeting you, I love seeing how you take on board the techniques and hypnosis, making sure that you benefit from my 15 years of work as a perinatal hypnotherapist.

The Mindful Mamma group of practitioners are small enough that I know all of your names and big enough that we get great traction in the hypnobirthing market. Many people read the book and come to the class through us, or will find you locally.

Have a read, and if you like what you see fill in the application form. I hope to see you on the next training.



Mindful Mamma Hypnobirthing is an award winning class and accompanies best selling book Mindful Hypnobirthing, which has sold over 50,000 copies to date. It was set up over 12 years ago, and is the original one day class teaching mindset tools for birth. The original aim was to create affordable face to face classes that focused on the psychology of birth.

Over the years 500+ practitioners have trained with Sophie both privately and in the NHS. The course is accredited by the Royal College of Midwives and offers not only the option for you to train and integrate the class into your existing business if you are already established, but it also has a business option for those you who are busy balancing family and work.

The course is build on the principles of self-efficacy, a tried a tested behavioural psychology framework for building confidence in a woman's ability to give birth. It's completely unique in its approach blending a mix of mindfulness and hypnosis to encourage women to get the most of the experience of birth. Connecting with confidence rather than disconnecting with fear.




# *How is the training set up?*

**Training is run over 3 days. You have two options  
- online and face to face.**

Online classes are structured to allow for frequent breaks and objectives are pre-recorded for you to catch up on if you miss them for any reason.

(Pre-learning. Online learning antenatal basics)

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| <p><i>Day 1</i></p> <p><b>Introduction to hypnotherapy</b></p> <p>by Sophie Fletcher who is recognised as a leading hypnotherapist in this field with 15 years experience in perinatal hypnosis.</p> | <p><i>Day 2</i></p> <p><b>Exploration of mindfulness &amp; hypnosis for birth</b></p> <p>Setting up and the class structure, evidence and approaches. First 2 class objectives are also covered in this day.</p> | <p><i>Day 3</i></p> <p><b>Objective 3-7 are covered on the second day</b></p>  |
|--|--|---|

Each day runs from 10am - 5pm.

Face to face classes are held in Grantham. It's just off the A1 and the train is just over an hour from Kings Cross, just under 1.5 hours from Leeds, York and 3.5 hours from Edinburgh.

Unlike other courses Sophie only takes up to 10 new practitioners and 2 refreshers. This means that the course can be as interactive as possible, even in an online environment.

*Class is taught by*

Sophie Fletcher, Hypnotherapist and author of Mindful Hypnobirthing & Susan Henderson, midwife and infant feeding specialist.



*Sophie*



*Susan*

## *What is included:*

- ♡ 3 days training
- ♡ Access to the business package for your first year
- ♡ Access to 6 group mentoring meetings
- ♡ and your training pack

## *Your Training Pack includes:*

- ♡ Signed copy of Mindful Hypnobirthing
- ♡ Practitioner manual
- ♡ Practice cards
- ♡ 5 x Class journals
- ♡ Promotional postcards

## *Post class assessment:*

We ask to you write a reflection on your training, and a short description of your experience of running your first class.

On completion you will receive a digital badge and certificate which will be updated annually on renewal.

*“A wish is a little bit of  
everyday magic.*

*Think of what you want for  
your baby’s birth, bring it  
into your mind.*

*Open your heart and allow  
it to be a possibility.”*

Sophie Fletcher

## *Class materials and booking*

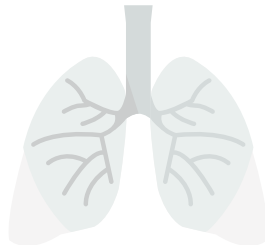
All clients get access to the basic membership area, which has all the class materials

- ♡ 10 MP3s
- ♡ Beautifully designed images from the book (see example image)
- ♡ Further tools that they can download and use.
- ♡ Access to the private Facebook group which Sophie admins
- ♡ Monthly newsletter
- ♡ An encouragement email near their due date

3, 2, 1

Relax, Relax, Relax

**Breathe in  
relax**



**Breathe out  
let go**



*“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

*“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*



## *Client Materials*

Your clients will get access to the membership area on a pay per client basis of £15 per client.

You are not obliged to give the client any other handouts, however we offer you the option to buy the Class Journal for your clients at cost (£15 for 10 Journals and 10 postcards including P&P).

We also recommend that you give your clients a copy of the book. It is cheaper to buy them off Amazon than it is for Sophie to provide them. Many practitioners also choose to give their clients goody bags and you can share ideas for this with other practitioners.

If your clients are being put through the booking system they get access to an enhanced membership area with all the MP3s for sale on the site included for free (worth £40) and with further videos by Sophie for support. The cost of this goes up from £15 to £40. You also have the option to offer this to your clients if you are managing your own bookings.



# Birth Reference System

Create your positive birth reference system

Fill the boxes with sources where you'll find positive messages of support.



# When A Contraction Comes

3 2 1  
Relax



## My Thoughts



## Expectations Tree

Which values are important to me?



Mindful Mamma is the original award winning...

Mindful Mamma is the original award winning one day Mindful Hypnobirthing™ class in the UK and has been running since 2008. It accompanies the best selling book 'Mindful Hypnobirthing'.

- Award winning 6 hour workshop
- 10 free mp3 downloads
- Access to unique members area with additional materials
- Your teacher trained by Sophie Fletcher, author of Mindful Hypnobirthing
- Discount for additional mp3s
- Ongoing support



4 Listen to your Mindful Hypnobirthing track today



© Penguin.co.uk Mindful Hypnobirthing

3 It's all about choice  
Get to know your guiding STAR



2 Practice your deepener



# *Annual Renewals*

## **Class Booking Options**

We have different options for running your hypnobirthing business after training. We offer a basic listing and a business option for those of you who are juggling lots of things or who just want an easier way to run the admin side of your business.

For your first year you get access to the business package. Then you get to choose which support level you wish to have.

We run an online booking option on the site which is very popular with clients. Over 90% of our bookings never pick up a phone but book directly online.

## *Cost*

### **Online: £800.**

10% discount for those that have a pre-existing qualification in a talking therapy, as a midwife, doula or antenatal teacher.

£500 for existing hypnobirthing teachers

### **Face to Face over three days: £950**

10% discount for those that have a pre-existing qualification in a talking therapy, as a midwife, doula or antenatal teacher.

£500 for existing hypnobirthing practitioners

# Mindful Mamma Practitioner Options

Choose your practitioner support level:

## Basic Listing

- ♡ Pin on the map
- ♡ Access to Practitioners FB Group
- ♡ Digital Badge

£75 a year

## Business Package

- ♡ Pin on the map
- ♡ Access to Practitioners FB Group
- ♡ Access to training
- ♡ Access to Members area on the website
- ♡ Monthly meetings with Sophie
- ♡ Discounted training and CPD
- ♡ Website enquiries passed on to you
- ♡ Digital Badge
- ♡ Email account

£150 a year

Choose your clients booking and access level:

## Basic Access

£15-£20 per booking

- ♡ Manage your own bookings
- ♡ One-off membership fee for clients to access the class mp3s and resources

## Enhanced Access

£40-£45 per booking

- ♡ Access to booking system (optional)
- ♡ One-off membership fee for clients to access the class mp3s and resources, plus our Gold level membership with additional mp3s and materials.

A deposit of £300 is required to secure your place. The deposit is non-refundable but transferrable. We offer an instalment plan and an early bird depending on how far in advance you book.

*Don't miss out places fill up quickly.*



*“This is some of the best, if  
not the best training we  
have done”*

Perinatal Mental Health Team

To book your training, please  
contact Sarah Banks at  
[practitioners@mindfulmamma.co.uk](mailto:practitioners@mindfulmamma.co.uk)

