

# What is in a Name?

**By Anny Slegten**  
**Reiki Master/Teacher**  
**Master Remote Viewer**  
**Master Hypnotist/Clinical Hypnotherapist.**

Is the name of your business indicating what you are doing and who you want to attract? And what about your business card? Is your message clear at a glance? Pay attention. What image are you projecting each time you write or say “I have a small office... ..” or “I have a little store...” or “a small ... with a big heart” and then wonder what is going on with your business? Think about it. What do you really want and where do you want to go with it. And then, have a good look at the image your business name projects.

Different cultures, different images. A car named Nova did not sell at all in Spanish language countries because it projected the image of not going, of “no go”.

At the Beijing Olympic games, Australians thought Canadians absolutely rude because all their apparel sported the name Roots. Well, root in Australia is a very crude word and I would not like to explain what it means in this well respected magazine.

My self hypnosis CDs were not selling until I noticed the labels were not self explanatory. One had to read what was on the label to know what the recording was for, and no one has the time to do so. There was no congruency between what it was and the image the label projected. Now the labels depict the content of the recordings and the CDs are selling well.

I recently had an interesting experience that prompted me to write this article so you too can benefit from it. One of our courses named Hypno-Doula was not attracting many students. As usual when wanting inspiration, I “slept on it”. ( I am teased a lot about this by my colleagues who trained here at the Hypnotism Training Institute of Alberta) Upon awakening the answer was there, loud and clear: the name Hypno-Doula was bringing an image very different from what the training was all about and the beautiful and valuable service the graduates could provide to women and men alike.

Having more than 300 hrs of classroom instruction in hypnosis and hypnotherapy clinical hypnotherapists trained at the HTI of A (Hypnotism Training Institute of Alberta) who take this training help women (and men) from conception, through a healthy and enjoyable full term pregnancy, and to experience a safe and fulfilling birth including post partum birth or rebirth of a family. The name of this program has now been changed from Hypno-Doula to Hypno-Baby Birthing. Are you getting the picture?

Consider the chef at a mining camp who had laboured a complete day making Roulade. To the chef’s despair, not one miner even looked at them.

Knowing miners, the assistant camp manager told the chef to put his Roulade back on the menu, this time with the name “rolled minute steaks in gravy”. All the miners loved it and kept coming for more until they were all gone.

So, what is in a name? The image it brings to a person’s mind. It is as simple as that.

*Anny is a Clinical Hypnotherapist in private practice since 1984. For information on the services and training she offers in this fascinating field, visit [www.success-and-more.com](http://www.success-and-more.com)*

*Call today to make your appointment. 1-800-330-5999*

Copyright © Success-And-More.com 2007  
All rights reserved.