



Counselling Buyers Guide



Hi!

If you have already decided to make the leap for True Freedom – Congratulations! You have made a great decision that will change your life for the better!

So, let's get started!

Firstly, just send a quick email – [click here](#) - to Electra - True Freedom's Personal Assistant confirm your availability for a regular session and she will book you in

*(If you are still teetering on the edge of taking the plunge here follows some helpful information that we believe may clear up any concerns you might have.)*



**Speedy Response**

- True freedom confirms their appointments quickly



**See You Again -**

which means clients stay with these therapists more than others



**In Demand -** True Freedom has a high booking rate



**Smooth Schedule**

- True Freedom keeps a smooth schedule.






# Time

“It sounds like it’s going to take a few months. I need help quick.”



1. Immediate relief: Taking the first step in talking out loud about how you feel will help you feel more in control and will release some of the emotional pressure you will be carrying.
2. Think about how long you have been feeling this way – week’s, month’s, years? Within months you will have finished counselling completely and will feel happy, in control, calm, at peace, with higher self-esteem and all the things you came for.
3. Your sessions will be tailored to your most immediate needs and will combine techniques to deal with burning symptoms like anxiety attacks/ breathlessness or stress as well as the deeper issues and core emotions. No client or session is the same but the tools and experience we draw on is extensive.

Every client is different so the therapy goes at your pace and the number of sessions will vary according to your needs. Average stats tell us that clients see us typically for 15-20 sessions.





# Online

Why clients love Online once they try it!

1. Convenience and more flexibility to fit around client's changing schedules

2. No service disruption even if a client is ill or we are in a pandemic.

3. No time-wasting travelling to a clinic.

4. Sessions that fit around your schedule and time zone.

5. Clients have been pleasantly surprised by how easy it's been to keep a connection/keep it feeling personal.

6. Online Booking Diary & Payment facilities – Credit Card, Debit card, automatic payments or by BACS. Invoices can also be made available if required.



# Pandoras Box

“ I’m afraid it will open Pandora’s box and I might not be able to cope/will fall apart/lose control or will feel worse if I bring up my feelings and express how I feel.”

Contrary to your fears, when you speak about how you feel you will feel more in control, clearer and release any suppressed painful feelings once and for all.

You are in the safe hands of a highly trained and very experienced therapist who is using a well-tried and tested successful process.

Yes, part of counselling will require you to identify how you feel consciously and unconsciously and release those feelings, but you will still feel in control and in the driving seat. The release part allows clients to really start to recover and feel brighter and lighter, and they know the counselling is really working.



# Communication Problems

“I find it hard to talk about how I feel or even put my feelings into words.”

**That’s ok**, it’s a common problem.

In many cases, clients have never had the chance to before or due to trauma they may be disassociated from their feelings – the good news is that a key asset of True Freedom is our range of techniques and creative tools that can be used to assist you to both recognise and appropriately release painful feelings, by working with your emotions rather than your mind. Within our practice we also have different approaches we can use to access feelings. Your feelings matter so we will find a way to help you express them.



# Can you really do this?

“Are you experienced/strong enough to support me?”

**YES!** Although you are unique, these conditions you are suffering from are not and we have successfully treated over 1000 people in the last 10 years.

1. Have a read of our verified Testimonials page and see for yourself: [Testimonials](#)
2. Case studies – Have a look at some of our case studies.
3. We hold High-Quality Accreditations with the National Counselling Society & British Association of Counsellors and Psychotherapists along with our own specific Counselling, Therapy, NLP and EMDR training.
4. We are all trained to an extremely high standard and subscribe to Codes of Conduct which require mandatory commitment to ongoing training and supervision every year.



## Can I trust you?

“Having had my trust broken so much in the past how can I know I can trust you?”

By choosing a fully qualified BACP\* and National Counselling Society Accredited Counsellor you get the following as standard:

1. A clear understanding of the professional boundaries and sanctity of the Therapeutic Relationship which only exists within the counselling session and safeguards you without judgement
2. Counsellor achieves 30 hours of mandatory continual professional development each year
3. The Latest informed approaches in Therapy and Counselling/NLP
4. Your Therapist reports in and is monitored by a Counselling Supervisor to ensure the Counsellor is fit to practice in adherence with the Code of Ethics of their Training Body
5. Full protection of the General Data Protection Regulation 2018 & the Data Protection Act 1974. Encrypted sessions.
6. Full Professional Indemnity and Public Liability Insurance

*\*(British Association for Counsellors and Psychotherapists)*





# Boundaries

“I am concerned that as a Counsellor you may invest in me too personally.”

We have a very clear understanding of the professional boundaries and sanctity of the Therapeutic Relationship which only exists within the counselling session and safeguards yourself and the Counsellor. This is our job, however, for you we appreciate this is your life.

We are very lucky that in our roles we get to see clients' change their lives for the better as a matter of course and it's a privilege to witness but we also know when it's time to step out of your life again – the moment you don't need us anymore – then we know we have done our job right.

# Investment

“Why should I invest in True Freedom counsellors over other counsellors?”

Working with you we get you the ‘Results’ you really want and we don’t hang around.

Clients tell me they feel they are making progress from session 4.

Online session packages start at £85 + VAT per person & incorporate combinations of therapeutic counselling, neuro linguistic programming (NLP) other integrative approaches tailored for your needs.

For the very latest prices click [here](#)

Packages can include part or all of the following:

- 1x 30 minutes free of charge emergency call a month available within 48 hours of request between Monday – Thursday, 8am – 5pm on top of your regular sessions
- Your own high-quality journal
- Free Books and other tools (appropriate for you)
- Self care Tools & coaching
- We like to surprise you with other thoughtfulness/gifts
- Sessions are paid weekly so you are not tied in and you can cancel an appointment without a fee with 48 hours’ notice.

Counselling is an investment in yourself, and it is a commitment too but it's important that in the same way you see a qualified Doctor or Specialist you see a Counsellor who is well trained, skilled, a quality therapist, up to date with the latest findings.

Often clients will save up or have Counselling in place of taking a holiday abroad that year, or they draw on their health insurance, life insurance, expense it through their business. The results are life-changing and make you feel so much better you don't need the holiday!

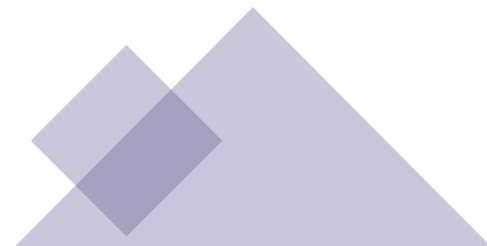




# There are no exceptions

*“What if it doesn’t work on me?”*

Clients worry that they will be the exception and that they won’t be able to succeed with counselling as others do - this fear proves unfounded but it is a very real fear and important to understand it is just that a fear not the truth. All clients are supported in finding their way through the journey and everyone is treated as an individual.





# Cancellations

**“Why do you have a Cancellation policy?”**

Sessions are paid weekly so you are not tied in and you can cancel an appt without a fee with 48 hours' notice.

After 48 hours' notice then you will be charged – no matter what the reason unless we can find you an alternative slot in the same week. This is because often we have found clients have much higher levels of disruption to their calendars and being heavily booked with a waiting list we must not allow spaces to be wasted that others could be using so these 48 hours gives my Personal Assistant a chance to contact those waiting for initial consultations or Ad hoc emergency calls.



# How we will deliver these results for you with True Freedom Counselling:

1. Weekly 50-minute high-quality online video calls (working towards your desired outcomes)

2. Additional Ebook and Video with tools and hypnotherapy available for Depression, Anxiety and Not Good Enough available (Client price £75 normally £95)

3. Sessions are structured and include detailed history taking

4. Using tailored interactive, creative, talking therapies, tools and techniques

5. The option of homework to continue progressing between sessions

6. Techniques and creative tools to both recognise and release painful feelings by working with your emotions:

Each counsellor has their own approach but examples might include:

- Identifying and Releasing emotional wounds frozen in time currently in your subconscious mind.
- Various types of journaling/self care work
- Drawing tools and writing tools
- A Timeline of your life
- Emotional Inventories
- Questionnaires that will reveal where trauma occurred or what role you unconsciously took on in your family
- Physical techniques and tools
- Anchoring new beliefs and overcoming habits and other exercises.
- Visualisation
- And many more...

All explained clearly and sent directly to you via email.

**You will be encouraged to take ownership in the process so in time when you feel ready to go it on your own again you will no longer need the Therapist or any other Counsellor again.**



## Greater impact on lives

Counselling not only brings you happiness, calm, fulfilment and peace it very often also brings welcome changes into your life in the form of new relationships, new jobs, more recognition, a better sex life, more adventure, more meaning and purpose, freedom and a life you can truly enjoy living.



# Success Story


## Anxiety

Rachel a pragmatic, cheery, intelligent physical therapist came to see when she realised, she could no longer cope with the physical and emotional impacts of anxiety that she had been suffering with in recent months. We identified that she had had been betrayed and let down by a close friend and this had in turn triggered the earlier trauma of loss, tragedy and emotional abandonment experienced earlier in her life.

With a combination of tools, techniques, talking, breathing exercises and practical immediate steps to take to counter and reset her brain's early warning system for fight or flight mode she was able to not only get back in control and feel like herself again, she learned to constructively assert herself. Together we were able to eradicate her limiting beliefs, restored healthy sleep patterns, helped her heal her feelings of abandonment, express her anger, get her self-esteem back on track and restored her smile!

**Afterwards Rachel shared she was much more relaxed, not worried about anything, confronted her friend who apologised and established new boundaries but saved their friendship. She also laid her traumatic past to rest and felt more at peace.**

*“I arrived at Sarah’s door in a bit of a mess... huge anxiety, loss of self esteem and unfinished business with a lot of the loss in my life. Quickly, with a fantastic history taking session and adept questioning, she seemed to be aware of what the problem was. Sarah has a wonderfully incisive style and made progress with me very quickly. Her recommendations for exercises and improving my sleep worked very quickly and effectively and the homework she gave me moved me on so much faster than if we had been just talking every week.*”





# Success Story

## Tim Turned to me when he was suffering with Depression

Tim a successful executive had been suffering with depression, bad sleep, low self-esteem and anger issues for as long as he could remember but couldn't understand why. He had loving parents & fundamentally a good life. Using tools, techniques, visualisation and detailed history taking I was able to draw out a lot of shame based angry feelings experienced during secondary school held frozen in time in his subconscious mind. Together we were able to identify how his school age self-felt 'as if no matter what he did he was never good enough' and in order to hide this feeling and be acceptable to others he had unconsciously suppressed his true self to please others. So, to collapse Tim's depression I helped him identify and let go of his child self's limiting beliefs about himself, validated his right to be his original true self (currently suppressed and hidden); empowered him to strip away his false self-persona/mask & safely release his angry suppressed feelings - freeing him of his depression forever. **After this he restored his sleep, reviewed his current job and sought a more interesting better paid one, he and his girlfriend moved into together and booked a month travelling abroad for the following year.**

**Decades of suffering stopped after just 18 sessions.**

*“Working with Sarah has taken me from absolute rock bottom to a place in my life where I'm no longer trapped in the cycle of depression and anger. Sarah is warm and easy to talk to, I was able to open up and unearth memories and feelings that I hadn't explored in decades. It is not an understatement to say that working with Sarah has changed my life. If anyone out there is feeling low, suffering from depression or suicidal thoughts you don't have to. Depression isn't a life sentence and I urge anyone who is suffering to reach out to someone and from personal experience you couldn't do better than going to Sarah.”*





## **Raoul always felt deep down that no matter what he did he was Never Good Enough – ‘I think there is something wrong with me’ he used to say.**

Raoul, a bright graduate hauled himself into the waiting room- tired sunken eyes downcast and turned away. Since he was 8 years old he had experienced a terrible sense of being a failure, not good enough and suffered with extreme social anxiety and no friends. Very self critical he was afraid I might judge him or think him silly for asking for help. I explained to him about how trauma can affect the brain's early warning system and these affects combined with deep personal feelings of shame and fear experienced through childhood bullying had caused his limiting beliefs about himself and his social anxiety. During his sessions I encouraged him to imagine a resourceful, assertive, articulate version of himself and revisit some of his childhood shame scenes via Visualisation where he had the chance to re-do the scene and handle it differently and say what he had always wanted to say. He was also able to give his feelings of shame back to the school bullies who had given it to him. Releasing painful suppressed subconscious feelings, identifying & debunking limiting beliefs, rescuing his school age self and sticking it to the bullies gave Raoul a sense of power and control again and having expressed his anger he found his voice and confidence.

**After sessions Raoul no longer associates with a victim mentality nor cares so much what other people think of him, Raoul now knows who he really is and feels at peace with himself, living his life with integrity and with a clear meaning and purpose. He has since changed career to something that makes him happy and fulfilled and he is developing his friendships now.**