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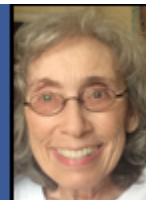
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Diane Agate, Co-Founder
1945 - 2015



Tuesday, January 5th 2016



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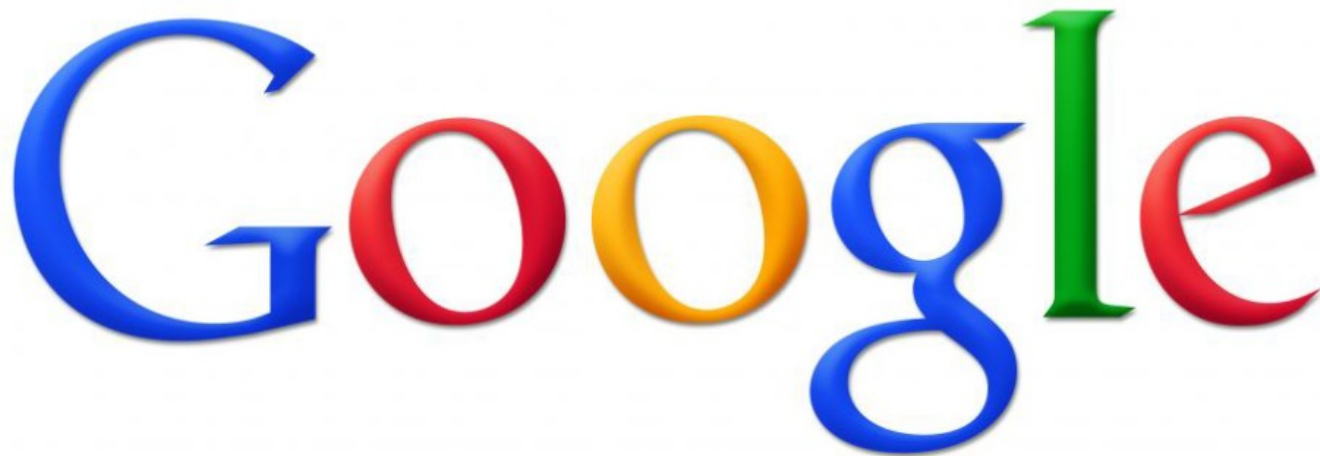
☰ About That Claim You Made

Nicholas Pollak / January 4, 2016 /

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An email from Google Adwords informed me my advertising had been pulled and would not reappear until major corrections were made to my website.

Following a long wait, Google identified what was wrong. They said I required disclaimers stating that the results shown on my website were not typical of everyone being hypnotized. Google claimed I was making false statements, citing “Ease and eliminate chronic pain and anxiety.”

Google said “easing and eliminating” must be trimmed to just to “easing.” Using “eliminate,” they said, was guaranteeing that hypnosis permanently will cure.

I understood Google’s philosophy. However, many clients have eliminated their problems. I never guarantee a cure. I tell clients the only way they will get better is by dep following suggestions and being involved in their recovery.

Every client signs a document stating that I do not guarantee results. I focus on what a client wants, not needs.

Gut wrenching and stress-filled though it was, I shortly made Google’s suggested changes. A Google employee said I had made the necessary changes more quickly than any hypnotist ever had.

Google is an important part of my advertising campaign. The Google person said hypnotists make outlandish claims.

I enjoyed my conversation with him because I thought that he had no clue what a hypnotist does. He told me, though, he is a trained hypnotist.

My website showed s useful information, earned good reviews included helpful stories, said the Google man, as well as many helpful articles.

Hypnosis has been around for thousands of years. It is an amazing tool for recovery.

I have seen desperate people who have tried everything else before turning to hypnosis as a last resort. Many of those clients have said that they wished they had used hypnosis as their place to go as a first resort.

I am a hypnotist who loves what he does. I want others to benefit from hypnotherapy. It will help all willing to commit, to participate fully in the process.



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Thank you for all the support you have given me and the police officers of the Culver City Police Department over my career. After 31 years, I make my final laps around this City before I retire at the end of this year. I leave you in the caring capable hands of the next generation of officers.



Sincerely,
James T. Raetz
Serial Number 511
jim@raetzlaw.com

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SSE Wind 6.9 mph

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