



TIME FOR CHANGE

Finding Serenity with Kelly Armatage's A.S.K. Technique

Containing a collection of various media, A.S.K. - A Serenity Kit is an up and coming therapy method that stands to help many people find a solution to any issue. Kelly Armatage tells **BIG** all about her groundbreaking invention.

What attracted you to pursue a career as a therapist/coach and how long have you been providing guidance?

I was in the motor industry at senior management level for over a decade in the UK and Middle East, yet I was growing increasingly interested in spirituality, human thinking patterns, and behaviors. So I started to study for the qualifications to become a therapist. In 2007, 'Kelly Armatage Inc,' Bahrain was opened and over the past eight years, we have guided many on their own journeys towards inner fulfillment. We carry out 1:1 and group sessions in counselling, CBT, family therapy, NLP, corporate training, meditation, Reiki, self-mastery workshops, entrepreneurship programs, and public speaking.

You have had many clients by now. What kind of issues did you have to tackle since you started?

We have carried out thousands of sessions over the last eight years, both online and face to face. At Kelly Armatage Inc., our mission is to guide individuals and companies to heal their inner programming to be great. Our behavioral reprogramming sessions could include working with a heroin addict or someone with depression, all the way up to helping CEOs put in place the correct leadership behaviors for peak performance.

What type of clientele do you find to be the most frequent or most in need of your services?

Basically anybody, from teenagers to CEOs. The self-development field is growing rapidly. We have many clients within the GCC, as well clients from all over the world online. The planet is evolving from a self-development perspective. More and more people are working on themselves in order to improve their emotional and psychological wellbeing. This is the only way to happiness, success, and inner peace. Our services are geared up for anybody who wants to change the behavior that affects their success.

Tell us a little about A.S.K. A Serenity Kit. What does it include? And what should customers expect to get when they buy it?

Over the last eight years of coaching people, I invented a therapy method that rewires the subconscious and can change any issue. It was initially 25 steps, but I brainstormed it down to three simple steps, so the person can use it on him or herself, without the need for a therapist. It is along the lines of other therapy methods in the self-help sector, such as CBT, NLP, EFT, TFT etc. This project has taken 14 months to complete, and we are about to launch this globally into the self-help marketplace, with the vision of helping millions of people to transcend any issue. A.S.K. can be used for emotional issues, financial stress, weight problems, relationship difficulties, parenting tension, sickness, career stagnation, phobias, addictions, trauma, abuse—any issue! Using A.S.K. will ensure a new path of fresh understanding, a new path of acting in ways that serves you, and a new path of serenity. A.S.K. A Serenity Kit will be sold in bookstores worldwide. Within the kit is a video tutorial, book, audiobook, and the A.S.K. worksheets. It is quick



and easy to use. A.S.K. will have many products, not just the kits that will be available in stores, but also a downloadable version online, 1:1 sessions (face to face and online) with various A.S.K. facilitators, the A.S.K. diploma for therapists worldwide to study as a qualification and finally the option to attend A.S.K. seminars, which I will facilitate.

What can people get from A.S.K. that they cannot get anywhere else?

A.S.K. provides the client with a subconscious 3-step solution—without the need for a therapist—so they can change any area of their life quickly, simply, and easily. My intention was to create therapy kits for people to buy and use in the privacy of their own home. A.S.K. can be used over and over on a number of issues you may be dealing with. We all have dissatisfaction in areas of our lives, such as health, career, relationships, finances etc. Using A.S.K. will change that area to become more successful. So after using A.S.K., you can ultimately get wealthier, healthier, remove negative habits, and enhance your self-esteem and confidence. It is just three steps to change. In addition to that, we have the A.S.K. forum online, which is free, as well as access to free videos of clients doing the technique with a variety of different issues. The A.S.K. worksheet and technique is free to download from the website, so even if someone does not choose to buy the kit, they have free access to the worksheet, videos and forum.

Does A.S.K. have any successful stories that you can share?

Yes! Every time A.S.K. is used, success and change occurs! A.S.K. cleared someone's insomnia within 20 minutes and they slept every night since. A.S.K. helped a woman release the sadness and pain around her husband's death, who had died of cancer. A.S.K. helped someone who wanted a job to get one within four weeks. A.S.K. helped a woman solve a relationship issue she had faced for 17 years. A.S.K. helped clear the pain around someone's sexual abuse as a child. You can see the before and after videos on A.S.K.'s website.

From your experience, what is the most common misconception people have about self-help?

That self-help is for nut-jobs! Self-help, self-development, coaching, and therapy are the only routes to success, inner peace, health, wealth, and happiness. CEOs spend more money on Therapy and Coaching, than entertainment. This is due to the fact that they want more success and they are willing to change their behaviors to get it. It is via changing cognitive distortions that you change the behavior at the root level. A.S.K. A Serenity Kit has been designed to change learned behaviors, evoking massive change for the individual. I am very excited to be launching A.S.K. as a great tool for the world.

To find out more about A.S.K. - A Serenity Kit, visit www.aserenitykit.com/ / info@kellyarmatage.com / T: 17002320 **BIG**