



**How to have optimum physical and mental health, even when times are challenging, by learning to use your body, mind and emotions in a positive, constructive, resourceful way to achieve excellence in life, love and business.**

## **MEDIA KIT**

### **Dr Tracie O'Keefe DCH, BHSc, The Queen of Change**

Tracie O'Keefe is Australia's leading expert in rapid behavioural change. She's helped thousands of people to overcome challenges and turn their lives around – fast.

An extraordinary professional life that has spanned several fields over four decades led Tracie to where she is today: an internationally recognised and qualified clinical hypnotherapist, psychotherapist, counsellor, couples and family counsellor, sex therapist, naturopath, medical herbalist, medical nutritionist, body worker, aesthetician, business coach and director of the Australian Health and Education Centre.



Tracie specialises in helping people recover from crisis or trauma – fast. She has worked with over 20,000 people face to face in her clinics in London and Sydney, including private and corporate clients and is an acclaimed author, researcher and trainer. Her wide breadth of knowledge on natural medicine and human behavioural change is flavoured with a compassionate yet straight-talking approach and an abundance of humour.

**A highly qualified, experienced and successful professional with a colourful history who walks her talk**

**Media enquiries & bookings:**  
**Call Katrina Fox on 0404 089 045 (Australian mobile)**  
**Or email [katrina@doctorok.com](mailto:katrina@doctorok.com)**

In business since 1970, Tracie has owned or run a range of operations, including health clubs, shops, hairdressing salons, a dance and cabaret company and selling luxury cars to the US, as well as being involved in property investment.

**Told as a teenager by a medical professional that “people like you” were not suited to careers in the caring professions, she has devoted the past 20 years to helping others become the best they can be, as well as championing equal rights for all.**

She is the author of several books including *Trans-X-U-All: the Naked Difference* (1997), *Investigating Stage Hypnosis* (1998), *Sex, Gender and Sexuality: 21<sup>st</sup> Transformations* (1999), *Self-Hypnosis for Life* (2000), *Finding the Real Me* (2004), *Trans People in Love* (2008), *Inspiration for Survive and Prosper: How to Recover from a Crisis or Trauma Fast* (2013).

*“I grew up in absolute poverty, with little education and was abandoned and sexually abused as a child. Because I was transsexual, I was locked up in institutions before the age of 15. As an adult, I’ve experienced rape and discrimination. Yet I’ve also been lucky to meet the right people at the right time in my life and worked year after year building my skill sets to become highly successful in my careers and as a business woman.*

*“In 2012 I got Post Traumatic Stress Disorder at the age of 57 after my partner of 20 years left me. I had to use all my psychotherapeutic skills and techniques to get through it and I created a program to help others survive crisis and go on to prosper. I teach people that it’s not where you come from in life that determines your future experience but what you do now to make the present and future good for you. You can open your mind and learn – even in the most challenging times. And you don’t have to spend months, years or decades suffering. Being a hypnotist, I help people to change their mindset and behaviours – fast – for long-lasting, deep transformation .”*

- **Tracie O’Keefe**



**Media enquiries & bookings:**  
**Call Katrina Fox on 0404 089 045 (Australian mobile)**  
**Or email [katrina@doctorok.com](mailto:katrina@doctorok.com)**

## **Compelling and fresh story ideas to captivate, educate and entertain your audience ... ranging from health, behavioural change, sex, human rights and more.**

**Do you need an expert commentator on how to overcome adversity through fast behavioural change and gain success in life, business and love?**

Tracie has many years' experience in all forms of media. She is an articulate, engaging and lively commentator for TV and radio as well as providing comments for a print or online news or feature story.

Tracie is a master communicator who will work with your producers, directors and writers to create solid, reliable and entertaining sound bites and presentations. She is also available to contribute articles and columns for your print or online magazine or newspaper.

### **Evergreen story ideas/themes:**

1. How to Survive and Prosper Through Any Disaster, Crisis or Trauma
2. How to Spice Up Your Sex Life.
3. What Are You Doing to Destroy Your Relationships Without Even Realising?
4. What Makes People Extremely Confident and Successful?
5. Beat the Blues: How to Overcome Depression and Learn to Stay Happy.
6. Why Obsessively Ridiculously Ruin Yourself (WORRY): How to Make Anxiety a Thing of the Past.
7. Ditch the Drama: How to Stop Sabotaging Yourself in Your Career and Love and Go for What You Really Want.
8. The Personality Traits of Highly Successful Business People and What You Can Learn from Them.
9. How to Accelerate Your Learning and Be a Brilliant Student in Any Topic.
10. Why Your Beliefs About Money Are Keeping You Broke.

**Media enquiries & bookings:**  
Call Katrina Fox on 0404 089 045 (Australian mobile)  
Or email [katrina@doctorok.com](mailto:katrina@doctorok.com)

## Media experience

Tracie has been quoted extensively in a range of print publications, as well as interviewed for various local, national and international radio and TV programs. These include:

BBC World News, Today Tonight, 7 News, Sydney Morning Herald, The Guardian, The Independent, The Daily Express, Daily Telegraph, Marie Claire, Cleo, Woman, Good Health and ABC Radio.



## Bio (Short)

**Dr Tracie O'Keefe DCH, ND** is Australia's leading expert in rapid behavioural change. She's helped thousands of people to overcome challenges and turn their lives around – fast.

An extraordinary professional life that has spanned several fields over four decades led Tracie to where she is today: an internationally recognised and qualified clinical hypnotherapist, psychotherapist, counsellor, couples and family counsellor, sex therapist, naturopath, medical herbalist, medical nutritionist, body worker, aesthetician, business coach and director of the Australian Health and Education Centre.

Tracie specialises in helping people recover from crisis or trauma – fast. She has worked with over 20,000 people face to face in her clinics in London and Sydney, including private and corporate clients and is an acclaimed author, researcher and trainer. Her wide breadth of knowledge on natural medicine and human behavioural change is flavoured with a compassionate yet straight-talking approach and an abundance of humour.

**Media enquiries & bookings:**  
 Call Katrina Fox on 0404 089 045 (Australian mobile)  
 Or email [katrina@doctorok.com](mailto:katrina@doctorok.com)

## Bio (Full)

**Dr Tracie O'Keefe DCH, BHSc, ND** is a highly experienced, qualified and registered clinical hypnotherapist, psychotherapist, counsellor, sex therapist and naturopath.

For more than 20 years she has helped thousands of people empower themselves and achieve their goals. After running a busy private therapy practice at the London Medical Centre, Harley Street in the UK for several years, Tracie moved to Australia in 2001 where she set up the Australian Health & Education Centre in Glebe, Sydney and remains the clinical director.

Tracie trained at a post-graduate level with the National School of Hypnosis and Advanced Psychotherapy in London, (*UKCP-recognised school*) and gained her degree and doctorate in clinical hypnotherapy at the American Institute of Hypnotherapy. These were issued in co-ordination with the Bureau for Private Post-Secondary and Vocational Education in California (*School no. 3004761*).

Tracie has worked as a family and couples therapist, sex therapist and addictions specialist for many years.

In addition to being an experienced hypnotherapist, psychotherapist and counsellor, Tracie is also a qualified clinical naturopath and medical herbalist, having trained in nutritional medicine with the Australian Institute of Applied Sciences (*DET Federally recognised*). She also holds a Bachelor of Health Sciences Degree in Complementary Medicine from Charles Sturt University.

Tracie has spent decades developing and evolving her skills as a therapist and clinician and is an internationally published researcher, author and editor. Her work has been reviewed in several international academic publications, including the European Journal of Clinical Hypnosis, The Psychotherapist, Journal of Sex Research and the American Journal of Psychiatry.

She is the author of several books including *Trans-X-U-All: the Naked Difference* (1997), *Investigating Stage Hypnosis* (1998), *Sex, Gender and Sexuality: 21<sup>st</sup> Transformations* (1999), *Self-Hypnosis for Life* (2000), *Finding the Real Me* (2004), *Trans People in Love* (2008), *Inspiration for Survive and Prosper: How to Recover from a Crisis or Trauma Fast* (2013).

**Media enquiries & bookings:**  
Call Katrina Fox on 0404 089 045 (Australian mobile)  
Or email [katrina@doctorok.com](mailto:katrina@doctorok.com)

## Further information

Inspiration for Survive and Prosper [www.inspirationforsurviveandprosper.com](http://www.inspirationforsurviveandprosper.com) (crisis recovery program site)

Doctorok.com [www.doctork.com](http://www.doctork.com) (international site with downloadable hypnosis and self-help programs for a range of issues).

Tracie O'Keefe therapy site [www.tracieokeefe.com](http://www.tracieokeefe.com) (hypnotherapy, psychotherapy, counselling website one-to-one)

Australian Health & Education Centre [www.healtheducationcentre.com](http://www.healtheducationcentre.com) (natural medicine site).

Linkedin profile [www.linkedin.com/in/tracieokeefe](http://www.linkedin.com/in/tracieokeefe)

Youtube channel [www.youtube.com/user/TracieOKeefe](http://www.youtube.com/user/TracieOKeefe)

Twitter [www.twitter.com/doctortracie](http://www.twitter.com/doctortracie)

Facebook [www.facebook.com/tracieokeefe](http://www.facebook.com/tracieokeefe)

Google Plus <https://plus.google.com/107979270751157444754/posts>

## Images

Visit [www.doctorok.com/media-images/](http://www.doctorok.com/media-images/) to download high-resolution images.

**Media enquiries & bookings:**  
Call Katrina Fox on 0404 089 045 (Australian mobile)  
Or email [katrina@doctorok.com](mailto:katrina@doctorok.com)