

...who's behind the business card?



# DUBAI'S hypnotic DJ

Dave Crane talks to STEVE HILL about life on the airwaves, taking part in the television show *Blind Date* and his passion for hypnotherapy...



#### Where are you from?

I was born in Leeds and spent most of my formative years in Middlesbrough in the UK. My mum's from Nevis in the West Indies and my dad's from Leeds. We also lived in Scotland before I studied in Essex and then Cornwall.

#### What did you originally want to do?

I wanted to become a barrister and spent two years studying law, but a meeting with a senior judge made me realise I was completely wasting my time because of racism in the system. That's when I started to look at entertainment options.

#### What brought you to Dubai?

I'm proud to be British, but I was disappointed by the UK and decided to go off on a world tour. I was in search of my Eldorado but I guess I got as far as Karama.

#### Can you run through some of the different jobs you've done?

Back home, I was an entertainer at a holiday camp on the Isle of Wight, worked for the BBC as a radio journalist, ran my own media production company and was PR manager for the north-east region of the Prince's Trust.

#### You also won the Christmas edition of the British TV show *Blind Date* in 1994. How do you feel now looking back on that experience?

I loved it. It was the first reality show, and was watched by 20 million people. I was an entertainer looking for a TV break and I came very close, I was short listed for a couple of shows but the mistake I made was to stay in the north-east. I should have moved to London.

#### What did you do when you first arrived in Dubai?

I was a DJ and then moved into local radio, but in 2002 I realised that I wasn't passionate or fulfilled with my life and so I started asking myself what would truly make me happy. I had always envied cabaret artists for their ability to 'wow' an audience and I was fascinated by hypnotherapy so I went to Las Vegas and took a course to become a stage hypnotist. It has now evolved into a way to be on stage and also improves people's lives.

#### Why would you recommend hypnotherapy?

There are no drugs involved and it's all about self-healing. It's like discovering electricity, once you've experienced it

there's no going back. Only fear holds people back. I want to become the Jamie Oliver of hypnotherapy, to make it cool so everyone does it.

#### What gives you the most satisfaction from what you do at the moment?

Creating change in someone's mind and giving them the tools to make that change. I also travel around the world as a corporate trainer and a life coach, and I love everything I do. I really believe that your life is your fault – so take ownership of it and make it groovy.

#### You also have an irreverent 'blog'. How does that sit with your other activities?

It's therapy for myself although it does have a good following. It started as a way to let my parents know I was still alive and now it represents a warts and all account of three years of change. I'll probably turn it into a book and give it to my mum for Christmas.

#### And your proudest achievement to date?

Performing onstage recently in Monte Carlo. What a rush! Also, I'm to blame for introducing the 'all you can eat and drink' concept to the Middle East. We started it at the '100 Club' on a Thursday night at Champions at the Marriott and people said we were crazy, but now everyone does it.

#### Where do you think you'll be in 10 years?

Possibly still in Dubai, or the US... and I'll be the best motivational speaker and hypnotist in the world.