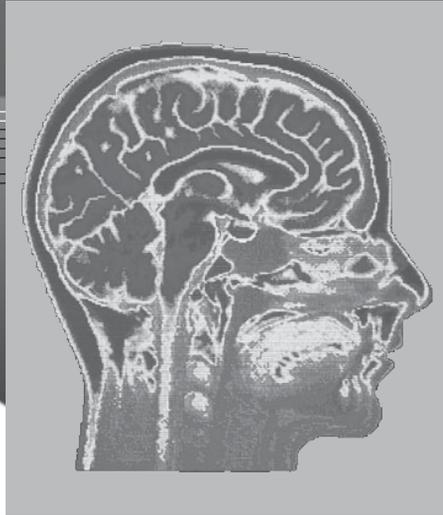


CHAPTER TWO

Is Your Mind open?



Chapter Two At A Glance

- Understanding hypnosis
- You already know how to go into trance
- The power of the stories you tell yourself
- Your brain explained—really!
- You're always in control
- Debunking myths about hypnosis
- It all depends on your attitude
- Learning self-hypnosis
- Think of all the things you can do with it
- Creating reminders and suggestions
- Going even deeper

Congratulations for making it this far in the book—that means at least some part of you feels ready to consider changing your weight forever. Even if you haven't really made up your mind to try the Slender For Life™ system, I encourage you to at least read this chapter so you'll see how simple it really is to master self-hypnosis—and discover how many ways you can apply your new skill to better your life. Spend as much time with this chapter as it takes for you to become adept at self-hypnosis. Rushing forward without this skill in place will undermine your success.

What hypnosis is—and isn't

The Slender For Life™ Hypnotic Weight Management Program is a structured method for you to change your thinking. If you are like many of my clients, all you know about hypnosis are the misconceptions popularized in movies and on television and the great myths that are told by people who have never studied or experienced hypnosis.

Frequently, people fear they will be controlled by me or someone else and that they will be out of control. It is even taught by some fundamentalist Christians that hypnosis opens one up to Satan himself! As a Christian, it is obvious to me that anyone promoting such misconceptions is uneducated in the facts about hypnosis. From my perspective, mindless eating is trance. And being in that mindless eating state, a gluttony trance would seem to be of Satan. I wonder what is more of the devil; being in control of yourself or out of control in a trance of gluttony. I am astounded at the number of overweight Christians who fear hypnosis. They are in fear of a God given solution, when they should be in fear of the problem.



Modern day methods and applications of hypnosis have made it a trusted and valued discipline of the healing arts, social sciences and human services. Old-time myths and misconceptions about hypnosis have given way to allow for responsible professional uses that have been a major benefit to thousands of people for many years.

The use of hypnosis was approved by the American Medical Association in 1958, and is now being taught at major universities and respected learning institutions across the country.

Hypnosis has proven applications in medicine, dentistry, psychology, obstetrics, counseling, law enforcement, habit management, pain control and in virtually every area of education. Major hospitals are now including hypnotherapists on their staffs.

In the September 27, 2006 issue of *Newsweek* magazine, Dr. David Spiegel of Stanford University School of Medicine, wrote: “One of the interesting ironies about hypnosis is that old fantasy that it takes away control. It’s actually a way of enhancing people’s control, of teaching them how to control aspects of their body’s function and sensation that they thought they couldn’t.”

There are unlimited applications for hypnosis in self-improvement for both personal and business use. Ellen DeGeneres spoke on her talk show in 2006 about overcoming a long-standing cigarette addiction with hypnosis and in the December 31, 2006 *Parade* magazine, she said that hypnosis worked and she will continue using it. Professional, Olympic and collegiate athletes use hypnosis to enhance concentration and performance. More and more sports teams employ their own hypnotists and even provide training to their players in self-hypnosis techniques. Jan, a tri-athlete, successfully used hypnosis for style correction, speed and strength. She reported back to me that she exceeded her time goals.

**“One of the interesting ironies about hypnosis is that old fantasy that it takes away control.”
~Dr. David Spiegel**



The use of hypnosis in sports has been around for hundreds of years. In the 1956 Melbourne Olympics, the Russian Olympic team took no less than 11 hypnotists to develop mental clarity and help the athletes with visualization. In hypnosis it is possible to communicate with the unconscious mind in order to promote healing or even speed up a slow metabolism. You can use hypnosis to create new conditioned responses as well as to change your perceptions of things like food and exercise. Repeated reinforcement makes it last.

Never in recorded history has there ever been any danger linked to hypnosis. Hypnosis is fun, feels good, and is relaxing and beneficial.

In the December 2006 issue of *O, the Oprah Magazine*, in an article titled: Losing Weight: The Mind Game, Aimee Lee Ball writes that “Because the hypnotic state is characterized by heightened concentration and responsiveness to instructions, proponents say it can help break routines, separate a desire to eat from the impulse to act on it, and imprint new eating patterns on the subconscious mind.” She goes on to quote Deirdre Barrett, PhD, of Harvard Medical School: “What hypnosis does is get around having to wait for change.” Ball interviewed a number of clinicians who described their success using hypnosis for weight control. Then she quoted Debbie Competello, who shared her success story: “I had allowed food to be the controlling element in my life. Nothing else mattered. Hypnosis was important in getting to some of the underlying issues.” After a lifetime of failed diets, Debbie was finally able to release 163 pounds.

Often clients may not even feel hypnotized. Hypnosis is so normal and so natural and so familiar that when we go into trance it just feels like the same old thing that we have done before, even in deep trance. For most clients, a light trance is all that is necessary to obtain results.

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impulse
to act on it”
~O Magazine

Almost everyone goes into a light state of hypnosis several times a day.

Almost everyone experiences a light state of hypnosis several times throughout an average day. Driving long distances often puts us into a daydream state we call highway hypnosis. You drive your car subconsciously while your thoughts are somewhere else. If you've ever lost track of time while watching TV or listening to music you may have been in light hypnosis. The advertising industry counts on it. When you are listening intently to someone with rapt attention, you are in trance.

Many people come to a hypnotherapist thinking there is something about trance that is different than their normal state of consciousness, but this simply is not the case. **A light trance feels no different from relaxation. No matter how deep into trance one goes, there is a feeling of familiarity. Do not expect to feel hypnotized. Do expect to feel relaxed.**

Louise's reaction to her first experience of hypnosis is typical. "It was so much easier than I thought it might be, and so relaxing. When it was over, I felt like I'd just had a refreshing nap. Very mellow, very enjoyable. I didn't have any trouble wanting to do it several times a day."

So what's your story?

We move in and out of trance all the time. **My definition of hypnosis is taking control of the trance that you are in.** We each have our own stories, our myths about ourselves, about our lives, about the people and the world around us. One Sunday morning, as I was carrying our suitcases to the car in Vancouver, British Columbia, I saw a bumper sticker that read, "Don't believe everything you think." That says it all. We hold our myths, our truths, to be sacred, yet all too often these truths are fairy tales—perhaps, even horror stories that we have made up—and then we live our life according to these fables.

Here is what I mean. When I was 8 years old, my dad sold his 160 acre farm—all the cows, pigs, chickens, lambs and my horse. We left the big farm house and the wide open spaces of southern Minnesota for a small apartment above a motel that he bought in Iowa. I did not want to move. It was explained to me that my brother, who was 17 years old, did not want to farm and

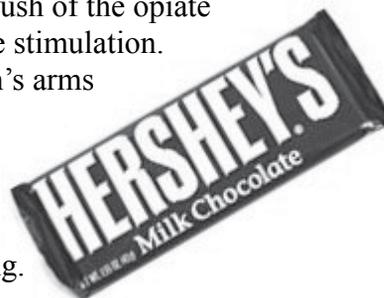
was moving to San Diego after graduation. And since I couldn't do the work he did, and my dad didn't want to do all the work himself, the farm had to be sold.

But what I *heard* was: I'm not good enough, I'm not capable and it was my fault we had to sell the farm. For many years, *not good enough* ran my life. For far too many years I lived my life with this perception. I accepted evidence that I was not good enough and added it as proof to support my perception.

One day many years later at a family reunion, one of my uncles asked my dad why he sold the farm. He replied that my brother didn't want to farm and that I was only 8 years old at the time. An 8-year-old could not do the work of a 17-year-old and that at the age of 45, my dad didn't want to do all the hard work himself.

My jaw hit the floor. Oh my god I thought—all these years I believed it was because I wasn't good enough, and it was really about the fact that an 8-year-old cannot do the work of a 17-year-old. **In that moment, my perception, the myth that I had been living was shattered.**

Reinforcing these fables we create is our cellular memory. As you will see in the next section when we go on a field trip through the brain, all thought, all memory and all emotion occurs and is stored in every cell of your body. The smell of a cherry pie baking or the sound of a parent's voice can instantly rocket us back into childhood—into that trance where you experience thoughts and emotions of an earlier time. It could be as simple as a 6-year-old falling out of her tree house and running to her mom for comfort. Her mother holds her and kisses her and soothes her tears with a Hershey bar. Here she is, held and comforted in love, reinforced with the sugar rush of the opiate receptors receiving that heroin-like stimulation. And all of this anchored with mom's arms wrapped around her. This type of experience can become a pattern of desire and response that is triggered whenever the girl—and later the woman—needs comforting.



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And each reoccurrence adds to her cellular memory and her associations with whatever food(s) she was consoled with. In Chapter Four I'll give you exercises to uncover your own stories about food.

Looking around in there

So let's look at how your mind works. (Refer to the diagram on the next page.) We all have a conscious mind and a subconscious mind. The *conscious mind* protects your subconscious mind from the outside world. The conscious mind is the rational, analytical part of the mind. It's the thinking, judging part of the mind that expresses your free will. It is our ability to rationalize that keeps us sane.

As long as
we can
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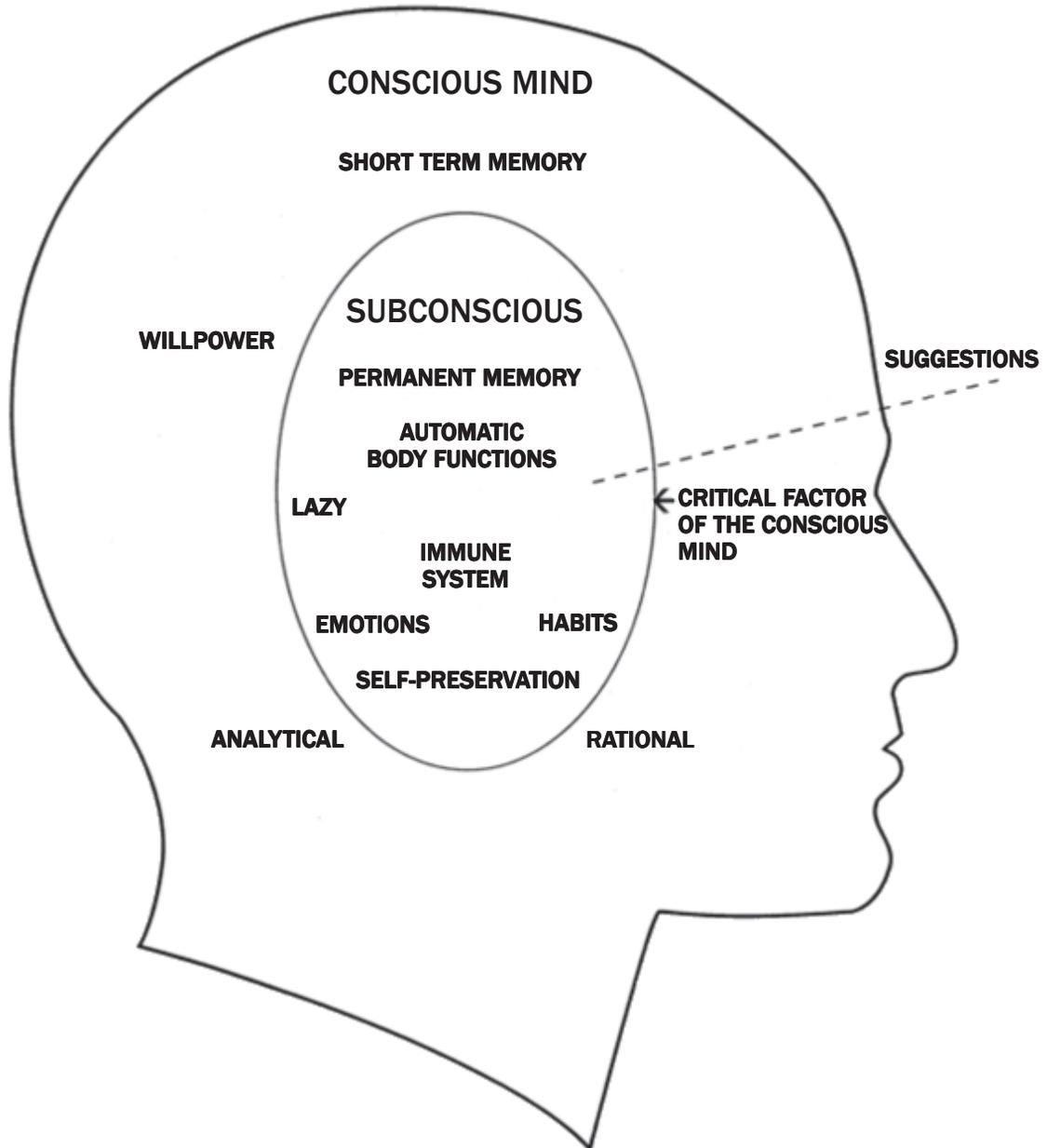
As long as we can rationalize our behavior, we will do it. When we can rationalize having a cookie, we will eat the cookie. Our rational mind invents reasons to make it okay to eat a cookie, even when intellectually we know that the cookie may be full of fat and sugar, which slows us from letting go of excess weight. As long as your rational mind can create a reason for your actions, you will continue the behavior.

The rational mind does not need truth—only reasoning. When actions can no longer be rationalized, change will occur.

Willpower also resides in the conscious mind. Most people diet with willpower and of course they fail. To diet with willpower, you have to focus on power: you must keep constant vigil on your behavior. The second that you lapse in consciousness, the subconscious mind will automatically kick in with the old behavior patterns. Willpower is not part of the internal mind and it cannot create internal change. When willpower and imagination meet, imagination wins. Imagination is part of the subconscious mind.

The next component of the conscious mind is *temporary memory*. Temporary memory is where we store names, phone numbers, birthdates and where we left our car keys. This

HYPNOSIS AND THE MIND



Hypnosis is the bypass of the critical factor of the conscious mind with selective thinking

temporary memory is nothing compared to the permanent memory of the subconscious mind. In fact, the conscious mind is weak when compared to the power of the subconscious mind.

The *subconscious mind* is the most powerful goal achieving tool we have. And yet, your subconscious mind cannot judge; it is not a seat of reasoning or creative consciousness. Judgment occurs in the conscious mind. The subconscious mind is a stimulus-response device. When an environmental signal is perceived, the subconscious mind reflexively activates a previously stored behavioral response—no thinking required. The subconscious mind is a super computer loaded with a database of programmed behaviors. Some of these programs are genetic and most are acquired through our developmental learning. A suggestion placed into the subconscious mind will powerfully produce results.

The subconscious mind operates in a world of interior impressions. Its meaningful reality consists of ideas and images of that world. The subconscious world is where the heart is, and its reality is completely subjective. It can never be adequately grasped by objective knowledge or directly observed by another person.



No one else can ever give your subconscious mind enough love, nor will there ever be enough comfort food to soothe your subconscious mind. This love and comfort can only come from you.



Imagination is your perception of or orientation to the world. Is your glass half full or is it half empty? Are you cheerful and excited about life and living life to the fullest, or are you fearful, filled with anxiety and imagining the worst? Imagination is not about truth. It's just a perception. Once a perception is installed in the subconscious mind, the subconscious mind accepts it as fact and makes it so!

Again, imagination is your perception of the world. It is your identity. This perception is a point of reference that determines your direction. If you imagine the world as fearful

and filled with anxiety, you will experience fear and anxiety. If your perception of yourself is that of a fat person, you will be fat. If you believe that you are not good enough, you will live your life as not good enough. Consciously, you may set a goal to lose weight or to improve your self-esteem. But if you don't believe you can be slender, if you don't believe you are already good enough, you will never achieve your weight loss and self-esteem goals. All the willpower in the world will get you nowhere.

Real change occurs when the old perceptions in the subconscious mind are changed to match those of the conscious mind. Or, as famed hypnotherapist Dr. Milton Erickson, MD put it; the subconscious mind must be in rapport with the conscious mind.

“...these molecules of emotion regulate every aspect of our physiology.”
~Dr. Candace Pert

The subconscious mind is also home for our *permanent memory*. All information that we have seen, heard, smelled, tasted and experienced kinesthetically (both internally and externally) is stored in permanent memory. As neurobiologist Dr. Candace Pert has proven, neuropeptides—the chemicals triggered by emotions—are thoughts converted into matter. Our emotions reside physically in our bodies and interact with our cells and tissues. According to Pert, “these molecules of emotion regulate every aspect of our physiology. A new paradigm has evolved, with implications that lifestyle changes such as diet and exercise can offer profound, safe and natural mood elevation.”

If all memory and all emotion occurs and is stored in every cell of your body for future use, then your body really represents a cooperative effort of a community of about fifty trillion single cells. While each cell is a free-living entity, together they accommodate the wishes and intents of the central voice; what we call mind and spirit. You have a thinking body; this is the permanent memory. This is what makes you who you truly are. You are the sum total of all your past. **You will think your next thought, act your next action and feel your next feeling based upon everything that has happened in your past.**

Emotions, the ones that feel good and the ones that feel bad, reside in the subconscious mind. This is where you feel.

Your emotions affect your health, and that includes your body weight. As you know, nature abhors a vacuum. When you feel empty, you consume. People consume with food, cigarettes, drugs, shopping, sex, gambling and many other vices.



The subconscious mind is the **protective mind**. Its primary directive is to protect you from dangers real and imagined. Phobias and panic attacks are the subconscious mind's way of protecting us from dangers that are imagined—they are not real dangers. The subconscious mind wants you to feel secure. Unfortunately, security is familiarity. If you are used to feeling anxious, it is familiar, it is known—and as miserable as the anxiety might be, it is secure. You know what it feels like. For you, being overweight is what you know, it's secure.

If you're accustomed to eating frequently so that you're never hungry, the experience or even just the thought of being hungry creates anxiousness. When we use food to numb out, to not feel, then when we do experience anger, hurt, fear or sadness, it's unfamiliar. These emotions don't match our inner perceptions of how life should be and thus we feel insecure.

We use perceptions to judge life experiences. If new experiences synchronize with our perceptions we feel very secure, the world agreed with us. Conversely, we feel very insecure when life experiences do not agree with our perceptions.

The most important part of the conscious mind, the **critical faculty**, has everything to do with internal change. The critical faculty is part of the conscious mind but gets its directions from the subconscious mind. The subconscious mind cannot judge a suggestion. If a suggestion reaches the subconscious mind, it will accept that suggestion as fact and make it so—no questions asked!

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A first-time suggestion will be scrutinized by the critical faculty, which exists to protect the vulnerability of the subconscious mind. It takes all suggestions and compares the suggestion to the perceptions we hold on the subject of the suggestion. If a new suggestion is not in accord with our perceptions, the critical faculty prevents the suggestion from entering the subconscious mind. If the suggestion is found to be in accord with our perceptions, the critical faculty allows the suggestion to enter the subconscious mind.

The more times a suggestion is either accepted or rejected, the more powerful the perception becomes. Each acceptance or rejection reinforces our perception. This is known as **compounding**. Through that compounding, our belief in the accumulating perception grows proportionately stronger. This reinforces our human need to be right. In other words, we gather proof to reinforce what we believe to be true. If we believe that we are not good enough, then we live our life as not good enough and get to be right about it!



Since we want to accept only evidence that supports what we believe to be true, habit change becomes very difficult. We want to do what is known and familiar—not something new and unfamiliar. This is why imagination is stronger than willpower.

When it comes to new ideas and behaviors, our subconscious mind is like a blank computer disc. It has incredible storage capacity, but nothing has been entered into the data bank. So there is no data to judge against. If there is nothing to judge against, there is no critical faculty! The critical faculty cannot function until it has something to judge new input against. The very first viewpoint we consider on any specific subject, topic, or idea, goes into the subconscious permanent memory unjudged. Then instantly, you now have a perception on that subject. Now there's something to judge against. And no matter whether it's right or wrong, good or bad, that first impression goes into the subconscious mind uncensored and (only because it got there first) becomes the perception against which everything

is judged for acceptance or rejection.



Let me give you an example: People who grew up prior to the 1960s were surrounded by smokers. In the movies, cigarette smoking was portrayed as cool and sexy. No one thought tobacco could kill us. And despite the fact that the Journal of the American Medical Association first reported links between smoking and cancer in 1950, it was another 14 years before the U.S. Surgeon General issued a statement advising against smoking. That generation of people had the most difficult time believing that smoking was indeed bad for

them. **Their critical faculties had accumulated too much evidence to the contrary.** Even today, if your first contact with smoking is perceived as positive, it can be tough to change your mind about it.

Putting hypnosis to work

In hypnosis, we bypass this critical faculty. People live their lives playing a hypnotic tape in their subconscious mind that is often giving them negative messages and self-limiting beliefs. With hypnosis, we have the opportunity to change that inner dialogue. It's like taking out an old cassette tape and putting in a new one. You can seize control of your thoughts and change your behaviors by giving yourself new messages.

With hypnosis, much of what we are doing is undoing old habit patterns, old perceptions—and beginning new habit patterns and creating new perceptions. It changes the lens through which we view the world. More importantly, we are creating a new relationship with ourselves.

So how do you create a new relationship with yourself using hypnosis? It's a return to consciousness—mindfulness. The return to consciousness is allowing yourself to experience both the pain and the joy in life. **It is to really be alive: to love and to fear.**

None of us lives in a sterile world. Even with our best intentions and best efforts, we slip into old trances, old patterns of behaviors, back into unconsciousness. Life is a tapestry of trances, but most of us are letting everything and everyone else choose the colors and pattern in the tapestry and then we complain about what we create.

“Life is a web of trances, ranging from light to the deep.”
~Adam Crabtree

In *Trance Zero*, Adam Crabtree writes, “Traditionally, the phenomenon of trance has been associated with a special state called hypnosis. There is no basis for believing that these phenomena are limited to this special trance state. We all have the capacity to produce these phenomena, and we can experience any of them at any moment in our everyday existence. So, as it turns out, the phenomena of trance are simply the phenomena of life.”

Crabtree believes that we are constantly going in and out of trances of various kinds, and he further states that “Life is a web of trances, ranging from light to the deep.”

In hypnosis, you are always in control, even though it appears that you are giving up control.

What you are really doing is shifting control from the conscious level to another part of yourself, allowing the conscious mind and the subconscious mind to work together. Working together, powerful results may be attained. The conscious mind was formed to deal with life in the world and puts practical focus on the present moment with immediacy and urgency. The subconscious mind concentrates on the inner world and is aware of the whole range of inner experiences.

With hypnosis (all hypnosis is self-hypnosis), you are exercising control over yourself. Hypnosis is a path to a destination. Your focus simply changes from the conscious to the subconscious world. The conscious mind deals with rationality and determination. Reason dominates conscious experiences and

Hypnosis is not power over another person.

willpower provides the force to get things done.

Just making a conscious decision to change is not enough. Willpower only goes so far. Dr. Shelley Stockwell, describes it this way: “Thought, behavior, and emotion originate in the subconscious mind. If you ask your conscious mind to change a pattern that has its origin in the subconscious mind, it’s a little like calling in a plumber to fix your electricity.”

Your subconscious mind’s world is very real. Its realities have a quality of presence and vividness every bit as insistent as that of the physical objects and people of the conscious world. In fact, the subconscious reality often seems more real than that of the conscious world. For example, in my 20s I was a college graduate, president of corporations and employer of 100 people, yet I was living my life as not good enough, not capable enough. Regardless of my real world, my inner-world reality was *not good enough*.

And though with hypnosis you are exerting control over yourself, hypnosis is not power over another person. It is a complex interaction, a cooperative act between the hypnotherapist and the client. It is two people cooperating for a mutual end, which is to establish better communication with the unconscious mind. The hypnotherapist is just the facilitator. Only you can hypnotize yourself. Hypnosis is not a “do to” process, rather, it is a “do with” process. **Hypnosis is the induction of a profound change in your state of consciousness through a cooperative flow of energy and ideas.**

You are always in control. All hypnosis is self-hypnosis.

A client in hypnosis will not:

1. do anything he would not normally do while awake
2. do anything that violates a moral or ethical issue for him
3. do anything outside the context of the hypnosis session. That is, if you are working on food issues, you won’t suddenly decide to quit your job or end your marriage.

**Myth Breakers:**

- * Hypnosis is not sleep.
- * You are totally aware of everything.
- * You're in complete control.
- * You cannot be made to do anything.
- * All hypnosis is self-hypnosis.

What the mind accepts, the body carries out

Your hypnosis sessions can be enjoyed by listening to the companion CDs, and by using the Light Switch Technique tracks. For maximum effectiveness, the Slender For Life™ system uses both passive and active approaches to self-hypnosis.

As you participate in your hypnosis sessions you will feel very relaxed. Your hypnotic experience will be unique to you. Clients describe their hypnosis sessions as vacations, meditations and pure relaxation. The relaxed state that you ultimately achieve may feel like you were awake in a dream. In this state you may experience different physical sensations that are quite normal and are associated with deep relaxation. These feelings may include heaviness in different parts of your body, tingling in your hands, face or toes, a light or floating sensation, a feeling of detachment, and sometimes, involuntary muscle twitches. Sometimes clients describe feeling loose and limp, and sometimes they describe warm, tingly sensations. For me, it's a trip to a Maui beach.

Do not be alarmed if you feel these sensations. Just let them be an indicator of feeling relaxed.

Ben—whose old downfall was restaurant food—found it easy to learn the techniques and has become a big fan. “Self-hypnosis and relaxation are great skills to have in general. Using this program of self-hypnosis, the weight comes off almost effortlessly, yet slowly enough to be safe. You can eat anywhere with confidence that you can make the best choices for yourself. And you don't have to clean your plate!”

Your
attitude
absolutely
affects
your
success
in this
program.

Importance of attitude

So that you receive all the wonderful benefits from your hypnosis sessions, you should have a positive attitude and a willingness to accept responsibility for your outcome. Your attitude absolutely contributes to your success in this program.

It's important to remind you that hypnosis will not *make* you do anything. If you are in conflict or indifferent during your hypnosis session, hypnotic suggestions will tend to lose their effectiveness.

At the end of a weight loss consultation, I frequently hear, "I guess I will give this a try." In *Star Wars*, Yoda told Luke Skywalker that "There is no try...do or do not." Goals that we "try" to achieve in life usually end up in failure. The attitude behind the word "try" often translates into failure in our subconscious mind.

The right attitude is one of positive belief and expectation. When you are listening to hypnotic suggestions for change, you want to create and maintain the positive attitude of: "I want that. That's for me. I know that it works!"

By doing this, you get to be empowered, rather than a victim of your circumstances. I often get the impression that people are waiting for me to wave my magic wand and fix them. (While I do have a Mickey Mouse Magic Wand, it's good only for laughs.) When you approach your hypnotic sessions with a positive attitude, then you are empowered to get the results that you want in your life.



CD NOTE

It's as simple as flipping a switch

Your next step with the Slender For Life™ System is to master the art of self-hypnosis. Using your CD (if you purchased the complete package—otherwise you can learn it from reading the book) you'll learn how to put yourself into deep hypnosis by imagining turning off a light switch. After you feel comfortable using this technique, you can begin giving yourself hypnotic suggestions. Many of my clients believe that learning and practicing this technique to eliminate their mental blocks and

change their eating habits is one of the most empowering parts of this program.

On the CDs you will be guided into a relaxing state of hypnosis and taught how to create a visualization, or mental image of a light switch. As you listen to the CDs, just pretend or imagine what it is being discussed. Don't try to make anything happen. Your mental attitude should be one of positive expectation and allowing the process to unfold naturally.

Let me explain the difference between the three light switch tracks. The first one ("Learning") explains how it works. The second track ("Using") guides you through it, and the third track ("Practicing") gets you started and doing it on your own. After you have completed the tracks Learning the Light Switch Technique and Using the Light Switch Technique, continue with Practicing the Light Switch Technique, which shows you how to practice your self-hypnosis technique and subjectively measure your results. Now this is important. Everything you achieve is enhanced and developed further each time you practice the technique. Do not become discouraged. Nobody does this perfectly in the beginning. Have fun with it and enjoy the relaxation.

The one-minute exercise you learn on Practicing the Light Switch Technique is the foundation of the technique. Practice it every chance you get. If you do it five times throughout your day, that's only five minutes. Also, once a day for the first week of practicing the one-minute light switch technique, listen to the track Self-Hypnosis Deepening.

This track guides you in deepening your level of relaxation. You are in effect, programming your subconscious mind to enter a profound state of deep relaxation, and one of the deepest states of hypnosis. Following these instructions conditions your mind to enter this state at will—simply by closing your eyes and imagining turning off your light switch. In this relaxed state, any tension, fear or anxiety is tremendously reduced and more than likely will disappear completely.

Once you have become comfortable and consistent with entering this beautiful state of relaxation, you are ready to begin



You are in effect, programming your subconscious mind to enter a profound state of deep relaxation.

giving yourself hypnotic suggestions.

**You now
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The possibilities are endless

Write your hypnotic suggestion on a small card or piece of paper. Read your statement over at least five times, then drop the card, close your eyes, and turn off your light switch. The mental image, affirmation or positive statement for a new behavior is absorbed deep within your subconscious mind. Detailed instructions on how to do this are on the following pages.

You now have the means to unlock your potential in almost any personal endeavor. Using hypnosis you can take strokes off your golf game, improve your concentration and memory, enhance sports or work performance, stop smoking or eliminate any bad habit, increase sales performance, improve relationships and interpersonal corporate communications. And of course, you will use your new skill to become slender by creating new attitudes and habits around food and exercise.

SELF-HYPNOSIS INSTRUCTIONS

Basic Method

These written instructions are provided as a reinforcement of the audio instructions—you can't simultaneously read these instructions and do these techniques. Be sure to begin studying self-hypnosis with the track Learning the Light Switch Technique.

1. Place yourself in a SAFE and COMFORTABLE position.
2. GIVE YOURSELF A TIME LIMIT (one minute).
3. Raise and lower your index finger. When your finger touches whatever it is resting on, close your eyes and drop into a deep state of hypnosis. TURN YOUR LIGHT SWITCH OFF.
4. While you are in hypnosis DO NOT THINK ABOUT THE TIME. Your subconscious mind does that for you.
5. Emerge when you have the feeling that your time is up.

Light switch technique

Let's begin by practicing just getting into trance. First, you are going to look at your watch, a clock, your computer or your cell phone and note the time both in minutes and in seconds. Learn to use hypnosis in one minute. You can take several one-minute periods throughout your day. Most of us would struggle to find time for one fifteen-minute session, let alone several fifteen-minute sessions. If you've ever had the experience of waking up just before your alarm clock goes off, it's the same thing. Ask your subconscious mind to let you know when a minute is up.

Then imagine that your finger is a light switch that magically controls all the muscles in your body. You and you alone control your light switch. No one else can turn you on or off. Only you can do that. When it is off, do not move. If you want to scratch an itch or answer the phone, simply turn your light switch back on.

When you are comfortably seated, raise your index finger and when you are ready, close your eyes, lower your finger and shut off your light switch. (I suggest using your index finger to represent your light switch. You may choose to use a different finger, your whole arm, or tap your foot—just use some physical signal.)

Imagine
going
down an
endless
staircase
of relax-
ation.



Upon shutting off your light switch, imagine an endless staircase of relaxation. Imagine that as you descend these stairs, each step down takes you deeper, deeper, 100 times more deeply relaxed.

Go to your favorite, relaxing place. For me it is Paipu Beach on Maui. I can feel the straw mat under my back and the heat of the sand coming up through that mat and the heat of the sun on my body. I hear the cardinals in the bushes behind me, the coconut leaves rustling in the breeze and the waves crashing. I smell the sweet scent of plumeria mixed with the salt air, and I am quickly very deeply relaxed. Do this for one minute. For

our purpose a minute is roughly 55 to 65 seconds. (Don't get hung up on exact timing.)

You do not need to climb back up the stairs, but you do need to turn your switch back on as you open your eyes. Don't worry about your thoughts or where your mind goes at this stage. This is not meditation, where you are trying to eliminate mind chatter. Later, when you add suggestions, your mind will have something to focus on. But for now, just experience being in your favorite place.

When your subconscious mind lets you know a minute is up, turn on your light switch and see how close to a minute you came. Like all skills, the more you practice, the better you become.

Practice self-hypnosis five times a day every day

You need reminders and you need to anchor or hook this to other activities that you are already doing. Great anchors are brushing your teeth, putting your watch on in the morning and taking it off at night, a morning snack, lunch, an afternoon snack and bedtime teeth brushing. Connect your self-hypnosis to activities you do every day. If you hook it to going to work, you will do it Monday through Friday, but then miss the weekend.

If you're the sort of person whose best intentions vanish into your daily tasks, then you might want to make one self-hypnosis minute mandatory as your very first action each day. That way you know you've gotten your day off to a great start. If you are working on eating suggestions, doing your light switch technique right before each meal can be effective in keeping your eating plan front and center in your thoughts.

Create reminders. Sticky notes work great. I kept sticky notes in my Franklin Planner for two years before I realized I was doing it on my own. Don't expect to retain this as a new behavior in just a few days or even weeks. One of the best reminder ideas I've heard from my clients is to put a sticky note for each hypnosis minute on the left side of your bathroom



Connect
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Be sure to practice your light switch technique in loud noisy places.

mirror and/or your computer monitor. Throughout the day as you do your self-hypnosis, move one note to the right side of your mirror or computer monitor. Some women use hoop bracelets. They will have five on one wrist at the beginning of the day and by the end of the day they are on the other wrist. Other possibilities are five buttons in a pocket or five pebbles on one side of your desk that you move to the other side. **The bottom line is, find a reminder system that will work for you.**

Be sure to practice your light switch technique in loud noisy places such as riding the bus, sitting in Starbucks or by turning on the TV and radio at the same time at home. (It's okay to close your eyes in public. No one will notice, and if they do, they won't care!) If you can only do this in a quiet place with soft music in a comfortable chair, then it's not a functional tool. You want to be able to use self-hypnosis at work or in an airport. Sometimes the only place you can find to use your light switch is while sitting on the toilet—and I hear from moms with young children they may not even get to do that alone!

I recommend to my clients that they practice their light switch technique for seven days before adding in suggestions.

SELF-HYPNOSIS

Hypnotic Suggestions and Imagery

You should now be able to enter into hypnosis entirely by yourself. The next step is to formulate your own hypnotic suggestions. There are several important points you should consider before beginning.

Tips for creating suggestions

1. Keep suggestions short and concise.
2. Use only positive words. Do not use “no,” “not,” “don't,” etc. (Your subconscious mind may not grasp a negative qualifier and you might get the opposite result.)
3. Keep vocabulary simple. A 6-year-old child should be able to understand it.
4. Practice using “I” statements, “You” statements and “He/She” statements and see what works best for you. For example: I

feel my body becoming healthier every day; You are enjoying eating foods that promote weight release; She keeps her promises to herself about healthy eating.

5. Use only two or three suggestions per session when using the light switch technique.
6. Use only present tense words. Never use “will,” “want to,” “going to” or “like to”.
7. Use action words such as “enjoy,” “love,” or “desire.”

Examples

- I love and enjoy exercise.
- Exercise is my favorite activity of the day.
- As a result of my exercise, I am calm, relaxed and have more energy.
- I love fruits, vegetables and whole grains.
- Fruit is my snack of choice.
- I only eat enough to meet my nutritional needs.
- It is okay for me to leave food on my plate.
- I drink six or more glasses of water each day.
- Water is my drink of choice.
- I am calm and relaxed.
- I sleep soundly and restfully throughout the night and I wake in the morning relaxed, refreshed and excited by the new day.



Specificity



In the middle of a forest, there was a hunter who was suddenly confronted by a huge, hungry bear. In his fear, all attempts to shoot the bear were unsuccessful. Finally he turned and ran as fast as he could. The hunter ran and ran, until he ended up at the edge of a very steep cliff. His hopes were dim. Seeing no way out of his predicament, and with the bear closing in rather quickly, the hunter got down on his knees, opened his arms, and said, “Dear God! Please give this bear religion!”

The sky darkened and there was lightning in the air. Just a few feet short of the hunter, the bear

came to an abrupt stop and glanced around, somewhat confused. Suddenly, the bear looked up into the sky and said, “Thank you, God, for this food I’m about to receive...”

The moral is, be careful what you ask for! Both in writing suggestions and in goal setting it’s important to be specific in what you want and to make sure you really do want it.

In writing suggestions for self-hypnosis, you must be specific. If you used the suggestion: I create more abundance in my life, you may be intending financial abundance but your unconscious mind might start packing on more fat. So let’s modify it to: I create more financial abundance in my life. The problem is still lack of specificity. Your unconscious mind is like a computer. It is only as smart as the operator, and it only does what you tell it. (And it does do what you tell it!) You might walk down the street, see a penny, reach down and pick it up, and the unconscious mind checks off having accomplished more financial abundance! It did exactly what you told it. A specific suggestion would be: I maintain a million dollars or more in my bank accounts. Now that’s specific! Here are some more examples.



Too vague:

I eat good foods.

More specific:

I only desire to eat foods that I know contribute to my health.

Too vague:

I work out a lot.

More specific:

I enjoy at least 30 minutes of exercise every day.

Too vague:

I drink plenty of water.

More specific:

I enjoy drinking eight glasses of water every day.

Too vague:

I lose weight easily.

More specific:

I easily release at least two pounds of fat every week.

**Be careful
what you
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When setting goals, not only do you want to make sure the outcome is what you really want, you must also be willing to do what is required of you on the journey to that goal. A number of years ago I wanted to open four hypnosis offices. I already had two and thought I wanted two more, so I set out on the journey to open two new offices at the same time. Fortunately, I used self-hypnosis and “turned the clock” forward six months and then five years to view my life with four offices. I didn’t like what I saw. When I looked at what I had to do and the things that I had to give up to open two new offices at once, I didn’t like the pace I had to work at, the time removed from being at home with my family. When I looked five years ahead and saw the pitfalls of running four offices, I knew then that I was unwilling to achieve this goal. Too many times previously in my life I had gotten excited about a goal and achieved it, only to discover I didn’t want it after all. Be careful what you ask for—you may get it!

HOW TO GIVE YOURSELF SUGGESTIONS

1. Write one to three suggestions on a piece of paper.
2. Place yourself in a SAFE and COMFORTABLE position.
3. GIVE YOURSELF A TIME LIMIT.
4. Hold suggestions in one hand and read them out loud or silently to yourself five times slowly, concentrating on each word.
5. When you begin to read your suggestion(s) for the fifth time, raise your index finger. When you read the last word of the suggestion, lower your finger and drop into a deep state of hypnosis. TURN YOUR LIGHT SWITCH OFF.
6. While in hypnosis, do not think about or try to direct the suggestion. (This causes the suggestions not to work.) Just relax. You may find the words of the suggestion floating around in your mind. They may be out of order. That’s okay. Just stay relaxed. Focus on the OUTCOME. (You at your ideal weight, etc.).
7. Emerge when you feel your minute is up.

You may wish to use this alternative method:

For the first two weeks use only one suggestion per week. After the first week, you may change the suggestion and use this new suggestion for a full week.

For the third and fourth week you may give yourself a different suggestion every day, but not more than one suggestion per day.

After the fourth week you may give yourself up to three suggestions each time. Occasionally listen to the Self-Hypnosis Deepening Track on your CDs to establish and maintain deeper levels of hypnosis.



CD NOTE

Method for using Self-Hypnosis Deepening

1. Get into a SAFE and COMFORTABLE position.
2. Press the PLAY button on your CD player.
3. Raise and lower your index finger. (DO NOT GIVE YOURSELF A TIME LIMIT. THE CD WILL BRING YOU OUT OF TRANCE.) TURN YOUR LIGHT SWITCH OFF. Drop into a deep state of hypnosis, and just follow the instructions on the CD.
4. The track, which lasts about 16 minutes, will guide you out of hypnosis at its completion.

Now play with me for a moment. Imagine you are making a movie about your life. The stage is filled with the various parts or aspects of yourself. At times, getting in and out of the director's chair is your scared, hurt young child aspect. At other times, the critical parent part of you is calling the shots. Or maybe a rebellious, angry or self-righteous part of you takes over. Imagine how chaotic this movie—or your life—would be with so many different parts of yourself fighting for control. Sometimes, all it takes is the scent of a favorite childhood food and instantaneously, you enter the trance associated with that experience—and an aspect of yourself who has no business

directing your current life gets into the director's chair. Each of these aspects has its own agenda, and this play or movie can become a disaster.

With hypnosis, you are placing the loving, nurturing adult part of yourself in the director's chair. You are bringing the conscious and subconscious minds together, working for a common goal. Working together, creating a powerful movie where you can achieve what you want in your life. With hypnosis, we can do what Adam Crabtree describes as entering that state of being absorbed in whatever is appropriate at the moment, but with a readiness and ability to shift to another focus naturally as needed. We can be mindful in the moment—conscious. As he says, “In life we move from trance to trance, from focus to focus. This roving of attention can be random and chaotic, or it can be coordinated and meaningful.”



Janice says she has found the missing piece to her yo-yo puzzle and found peace in her heart by using this program. “I have reached my goal weight, but more importantly, I have made slight mental changes through mindfulness. Self-hypnosis is a great practice, and I learned to trust the trance. Good things will happen to you if you can let yourself go ‘under’ and ‘open.’”

I tell my clients they can come see me once a week, every week, for the rest of their lives. Or, they can listen every day to the CDs I give them or become dependent on themselves. We are exposed daily to all sorts of hypnotic suggestions: to the baked goods in the coffee shop; to high-fat, high-sugar foods and large portions in restaurants; to birthday cakes, holiday foods and those McDonald's commercials on TV. We either choose the



trance we are in, or we remain stuck in the 65 percent of the population that is overweight. Self-hypnosis is the way to success and will make adopting and sticking to your healthy new lifestyle very doable.

But first we have to blast away some roadblocks. **In the next chapter we'll uncover—and eliminate—the excuses you've been giving yourself all these years.**