

**THE SEVEN MOST
EFFECTIVE METHODS OF
SELF-HYPNOSIS**

How to Create Rapid Change in your
Health, Wealth, and Habits.

Dr. Richard K. Nongard
SelfHypnosisBook.com

The SEVEN Most EFFECTIVE Methods of SELF-HYPNOSIS: How to Create Rapid Change in your Health, Wealth, and Habits.

Dr. Richard K. Nongard

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Why Read This Book

There is no simpler way to make significant changes in your life than by learning self-hypnosis. Almost every leading book on personal development, from Napoleon Hill's book *Think and Grow Rich*, to Tony Robbins book *Awaken the Giant Within* stress the value of self-hypnosis. This book reveals the most effective methods behind that advice and tells you exactly how you can maximize your success easily by mastering self-hypnosis in one of seven different ways.

Self-hypnosis is a mystery to most, yet it is so easy that a child can do it! Thousands of academic studies evidence the power of hypnosis to treat medical conditions, change behaviors, and take emotional control in any area of life. It can even make you wealthy. In a way, this book will literally pay for itself with your success. Self-hypnosis can help you overcome obstacles, be more creative, and step into a new chapter of life.

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Are you ready to make lasting change?

Do you want these changes to feel significant and meaningful?

This book shows you the proof and then teaches you the methods that are backed by the research using a step-by-step guide that is easy to follow, ensuring you make the steps you need to make changes, at your pace and with confidence.

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**Written by a Leading Expert with
30 Years' Experience**



Dr. Richard K. Nongard is an ICBCH Certified Professional Hypnotist, a Licensed Marriage and Family Therapist and an expert in helping people create lasting success. He has been a TEDx speaker, he is a popular author with over 20 books to his credit, and his self-hypnosis videos have been seen by more than four million people.

Dr. Richard K. Nongard is the expert other professionals come to study with and learn advanced methods of professional hypnosis. In this book, he reveals the strategies that actually work and how you can do them at home. Everything is

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explained step-by-step. When you are finished with this book, you will have a new resource that you can tap into for the rest of your life.

Do you want Dr. Richard K. Nongard to be the motivational speaker at your next event? Call (702) 418-3332 or visit NONGARD.COM

What others are saying about this book

“We become what we think. Within this book, Dr. Nongard removes the mystery of self-hypnosis while highlighting the magic of how anyone can use these practical tools to enhance their lives. If you’re ready to discover the power of hypnosis, read it now! I’ve read a bunch of books on self-hypnosis, and this one is superior.” **Kelley T. Woods, Author of *Virtual Reality Hypnosis***

“FINALLY! Easy to learn techniques REAL people can use to get the results that they have been promised from a seemingly endless amount of self-help materials in existence today. If YOU want the SECRET Ingredient on how to actually APPLY the knowledge from that basket of how to books on your shelf, then DO THIS NOW.” **Rich Guzzi, The Goombah Guru @GuruGuzzi on Twitter with Millions of Followers**

“Nongard’s book empowers people with self-hypnosis. Discover in these pages, how you can master life-changing techniques to reach your

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goals.” **Karen Hand, Professional Hypnotist, Chicago**

“Just the P.O.W.E.R. Method of Self-Hypnosis revealed in this book is worth the price of the book. The other six techniques are equally as outstanding. Do not hesitate, read this book today if you are ready to exceed your goals!” **Jason Linett, Author of *Work Smart Business*.**

“This is the definitive guide that will take you step-by-step into self-hypnosis and make it work for you.” **John Cerbone, Author of *Power Hypnosis: The Future of Hypnotic Sessions***

Foreword by Roger Moore

I don't remember when I first started using self-hypnosis, but I was a young boy. I was about six or seven years old when my back was injured, and I began to feel there was something different about my back. A year or two later I was diagnosed with scoliosis, and in rural Minnesota, there was no treatment for that. I was told I just had to live with it.

In my stoic, German-American farming family, there was no time or tolerance for pain. So to escape the pain, I created fantasy realities where I was free of it.

I didn't know that what I was doing had a name or that it was something that other people used, until I read my first hypnosis book when I was in high school. That book provided structure on how to hypnotize other people, but it didn't mention self-hypnosis. It did, however, give me some tips on how I could dial back my level of pain.

My fascination with hypnosis led me to read every book on it I could find and ultimately to become a

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certified hypnotherapist. I confirmed that I could be mindful in the moment, living in my preferred reality, sending my pain off to another reality.

Later on, thanks to self-hypnosis, I was also able to lose 120 pounds and keep it off, which certainly helped ease my back pain. In addition, I was able to complete five marathons, I've logged more than 30,000 miles on my bike, and I'm still cycling.

As the scoliosis continues to twist my spine so that the trunk of my body shrinks, I live with pain. It is a constant, but because of self-hypnosis, pain does not control me. To this day I've never needed pain medication stronger than Novocain in a dental office or an occasional ibuprofen at home.

Because of my personal experiences, I believe it's essential to teach all my clients the Light Switch Self-hypnosis technique. And over the past twenty-three years in private practice, I've heard countless stories of changed lives.

I remember the first time Dr. Richard Nongard called me. I felt an immediate connection and invited him to attend a March 2011 pain class I was teaching in Seattle. We quickly became friends and colleagues, and we have taught several classes

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together over the years. When I seek personal and professional advice, he is one of the few people I turn to.

I have met hypnotherapists from around the world. Few people have the depth of knowledge and understanding of hypnosis that Dr. Nongard has, and even fewer can so concisely condense complex ideas into simple, easy to understand and use techniques. He demonstrates that gift in this clearly written book.

Richard Nongard gets it, that self-hypnosis is just the well-directed use of a common ability we all have. And as he wrote, "*Self-hypnosis is so easy, even a child can learn how to do it.*"

When I started reading this book, I couldn't stop. Dr. Nongard captivated me with his explanation of trance and his demystification of hypnosis. He provides the reader with seven powerful self-hypnosis methods, that could well change and transform your life.

The Seven Most Effective Methods of Self-Hypnosis is for hypnosis novices as well as for seasoned professionals. I will certainly be recommending

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this book to my clients, and I will be integrating these self-hypnosis practices into my personal and professional life.

You do have the ability to powerfully transform your life. With these seven self-hypnosis practices, Dr. Richard Nongard clearly shows you how.

Roger Moore, ICBCH Certified Professional
Hypnotist
Palm Desert, CA
November 2019

Chapter One: So Simple a Child Can Do It!

A study was done with children who suffered from Juvenile Classic Migraine Disorder that looked at the effectiveness of self-hypnosis vs. the effectiveness of medication. Children with a diagnosis but no previous treatment were split into three groups. One group learned self-hypnosis, one group only got medication (in this case propranolol), and a placebo group got nothing. The results were astonishing! The self-hypnosis group had a decrease of headache frequency that was 62% more effective than either the placebo group or the group who got medication.

The most amazing thing though? This was a group of 6 to 12-year-old children. The happy kids with less pain were not a group of children who were hypnotized by a doctor or a powerful stage hypnotist; rather, it was a group of children who were taught how to do self-hypnosis.

The lesson here: Self-hypnosis is so easy, even a child can learn how to do it.

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A recent study in the journal *Obesity*, a research journal, showed that those who were taught self-hypnosis lost more weight, felt fuller, and reduced caloric intake. A 2018 study showed women with multiple sclerosis who were taught self-hypnosis could decrease pain intensity and could modify their quality of pain.

A simple search of the peer reviewed literature on self-hypnosis shows that both kids, teens and adults find significant benefits from self-hypnosis. It also shows that self-hypnosis can help with distressing medical diagnosis, harmful habit reductions, and help people manage difficult emotions. Self-hypnosis works. There are literally thousands of studies showing that hypnosis is an effective first-line intervention for many issues that people face.

The good news is that it not only works for people in academic studies, but it can work for you. What would you like to change? Would you like to stop smoking, stop overeating and start feeling your best? Self-hypnosis can help you. Would you like to move from a state of anxiety and fear, to calm and confidence? What would it mean to you if the symptoms of your medical conditions, or the side

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effects of medications you must take, could be managed through a simple process of self-hypnosis?

In my own life, I have used self-hypnosis with great success. It helped me overcome a paralyzing fear of flying. Since that time, I have been all over the world, to over 20 countries, and have created memories and experiences that have enriched my life. I quit smoking with self-hypnosis, and I have controlled anxiety and created calm where there used to be stress by practicing self-hypnosis. A few years ago, I used self-hypnosis to recover faster from surgery, and to control chronic pain caused by a joint injury. Many of the methods in this book are methods I have used myself. The results of self-hypnosis in my life have been amazing, and I think you will discover they are amazing as well.

Can you imagine what your world would become if you learned how to create confidence in any situation, or could stop anxiety in its tracks? What if you could access higher learning resource states, or could improve your memory and retention of things that you learned? What would happen if you reached your goals, both personal and professional, and were able to do it by hypnotizing yourself?

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What about improving your sex life? Overcoming adversity, or attracting success at every level?

Famous people who have used hypnosis

Matt Damon exclaimed, that hypnosis was “the greatest decision I ever made in my life” and pronounced to host Jay Leno on the *Tonight Show* that he had used it to quit smoking. Ever since that night, people have asked me if other famous people have used hypnosis to live a better life. The answer is, yes! Stars have used hypnosis for not only helping them to quit smoking but for many other reasons which they found it to be helpful.

The list of celebrities who have used hypnosis is quite long and includes the claim that Albert Einstein himself, used self-hypnosis and trance to focus his thoughts, and even developed the theory of relativity while using self-hypnosis. This supports the evidence we have that hypnosis is a great tool for enhancing academic success, allowing us to recall information, focus ideas, and decrease stress related to school, test taking or other academic stressors.

Tiger Woods has used self-hypnosis throughout his gold standard career to help him achieve peak

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performance. There have been at least four intentional major shifts in the way Tiger Woods has swung the club. Each time, hypnotic pacing and practice has allowed him to bring these changes to an automatic process by embedding the new swing into his subconscious mind. Each time, the result was improved performance and better results on the golf course.

When Kevin Costner was filming his epic film “Water World”, he was plagued with sea sickness. He flew his hypnotist out from California, to Hawaii, to work with him. In addition to making millions from the movie, Costner went on to invest in technology to separate oil from water (inspired by the film). In a state of hypnosis, we often spur more than the immediate creative mind and build on our successes.

Ellen DeGeneres was hypnotized on her show, and like Matt Damon, used hypnosis to quit smoking. Having successfully given up the habit she said, “You’ve helped me tremendously and probably saved my life. Quitting definitely changed my life.”

Fear of flying can paralyze professional success. Morning talk show host Kelley Ripka overcame her

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fear of flying using hypnosis and now travels freely for both personal and business reasons. Tony Curtis used hypnosis for the same reasons.

The list of well-known TV, film and sporting personalities who have successfully used hypnosis goes on: Brittany Spears, Billy Joel, Katy Perry, and Ashton Kutcher. The good news here is that everyone, famous or not, can benefit from hypnosis. Are you ready to join the ranks of successful people who know how to use self-hypnosis?

What is self-hypnosis used for?

Self-hypnosis has an infinite number of uses. You actually do not even need a specific reason to learn self-hypnosis, the time spent learning now, before you need a reason to use it is quite valuable, and will prepare you to apply the strategies to any difficulty you encounter in the future. Self-hypnosis, like meditation, creates positive feelings and teaches you skills for relaxation, focus, and self-awareness that are valuable in and of themselves.

Here are some of the common issues that self-hypnosis can support:

- Anxiety control

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- Overcome depression
- Sports performance
- Academic performance
- Public speaking
- Attention and focus
- Confidence and self-esteem
- Memory and test-taking
- Smoking cessation
- Overeating and weight-loss
- Pregnancy and childbirth
- Fears and phobias
- Medical conditions
 - Gastrointestinal disorders (IBS, Colitis, Chron's, etc.)
 - Dermatology conditions (Eczema, herpes, warts, psoriasis)
 - Pain control (Chronic conditions and acute pain)
 - Allergies and asthma
 - Hypertension
 - Cancer treatment support
 - Immune system response
 - Many other conditions
- Surgical recovery
- Dental procedures
- Fear of flying
- Sexual problems and sexual satisfaction

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It may seem miraculous that there are so many applications of self-hypnosis, but there is research in the professional journals to support every one of these uses for hypnosis, and plenty of real-life successes. Now that you are reading this book, you can create these successes in your own life too!

To help you jump start the learning process, I am giving you access to some learning materials on my website. Visit **SelfHypnosisBook.com** to access these free resources.

Chapter Two:

How to Start Doing Self-Hypnosis

In a way, you have actually started self-hypnosis already. You set aside other activities or obligations and have taken some time to focus on learning something new and are reading this book. By doing that, a couple things have happened. You have accessed your “learning” trance state and you have selectively focused your attention on something important to you.

I hope that you have also visited my website at SelfHypnosisBook.com and watched the introductory training video. It accomplishes the same thing reading has done. After seeing stage hypnotists do amazing things like cause someone to forget their own name, or act amazingly silly, believing themselves to be some famous singer, you might not recognize trance and selective focus as hypnosis but they are. In fact, even the more dramatic displays of hypnosis, ranging from hypnosis being used as an anesthetic in surgery or that which you might see in a stage hypnosis show rely on these two principles.

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On many occasions, people who are learning self-hypnosis want to know when they will be able to achieve amazing sensations or experiences, like out-of-body sensations, or complete amnesia of something. But even these experiences require both trance utilization and selective focus. This is always the starting point.

The word trance might conjure up the image of a mindless drone following the bidding of the master but trance is a naturally occurring phenomena. In fact, we are in some kind of trance twenty-four hours a day. Perhaps our sleeping trance, our working trance, our eating trance, our television or internet surfing trance. We have anxiety trances, happiness trances, pain trances, our daydreaming trance, or any other type of trance when we are selectively focused.

The question is not, "How do I create a trance?", because we do it all the time. The real question is, "How can I make trance resourceful?", and, "How can I shift from one trance state into another, more resourceful trance state."

Imagine sitting at your desk daydreaming and letting your mind drift and wander. This

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daydreaming trance is contributing to your procrastination and your time-management abilities. It is harming your productivity, and might even contribute later to a rumination about wasted time. The key here is to recognize our naturally occurring trance state, and with intention, direct them to something more resourceful.

A golfer might find themselves in the trance of “mindless” play, walking the course and thinking about all the stuff in their life, ranging from the fight they had with their spouse, to what needs to be done when they are finished with golf. They are hitting the ball, but not even paying attention to the game. If asked, they might not even remember their score on the last hole, or even getting stuck in a sand trap a few holes back. These mind wanderings are a form of trance. In this case, one that is not resourceful. Golfers play better golf when they are focused on the game, when they are “in the zone”, and when they access the trance state of attention. Self-hypnosis is about utilizing trance, and using it to our own benefit.

If you were to have orthopedic surgery, let’s say a bone fusion, the pain trance would come naturally after the anesthesia wore off. Although this is

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normal, the pain trance brings all of our awareness to suffering. Let's say the surgery was on the big toe. For the sake of example, they did a joint replacement in the big toe. After the surgery there might be pain, but somewhere in your body there is also comfort. What if you moved your attention to where you are comfortable? The result would be a comfort trance. That would be a more resourceful state, wouldn't it? There might still be pain in the place where the surgery was of course, but there would also be a more resourceful trance that would see a decrease in your suffering. It would help you avoid exacerbating your misery that would ultimately amplify that suffering. Then pain would just be pain, and your comfort would be comfortable. It already sounds better doesn't it? That is how trance utilization works. I have heard it said, "In life there will be pain, there is no way to avoid it. But what we can do, is avoid amplifying our suffering."

I want to demystify words in this book. Self-hypnosis is not a mystery and the techniques I am about to discuss in this book will give you clear direction. To do that, I want to look at a few words and their meanings which are often misunderstood.

Selective attention - Selective attention is one of the most valuable skills you can learn. It will help you to both utilize trance state more effectively and to choose where you place your attention. Focus equals fuel, and where our attention goes, our energy flows. Right now, your selective attention is on the words you are reading. If I were to take away the book, you would need to decide on where to place your attention or your mind would start swimming in thoughts. Should your goal to be improve your focus, many of these thoughts would be less resourceful than what you are reading.

Trance - Trance is described in one dictionary definition as “an unconscious state or a half-conscious state where there is an absence of response to stimuli.” I think that many people hold this limiting viewpoint. But trance is just selective attention, and we are not doomed to never being able to break that state. We do not have to be unconscious or half-conscious to be in trance. We are in trance when we are driving and selectively paying attention to the road and other traffic. Hopefully nobody is unconscious while driving, unless they are driving a Tesla. Our brain wave activity is always somewhere between deeply

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asleep or very alert. There is no other place for us to go. Therefore, we are always in some form of trance, trance does not have to mean slow, relaxed, and dreamy. It may mean alert, focused, and attentive as well.

Stage hypnosis – Many people have seen a stage hypnotist. Usually, the hypnotist invites people to come to the stage and then performs a hypnotic induction, where thereafter, they are in hypnosis and follow every suggestion no matter how silly it is. At least, that is what the audience thinks. The reality is, these participants were in a “I want to have fun and be the star of the show” mindset, and although the induction does selectively direct their attention to the suggestions of the stage hypnotist, they have the ability at anytime to decide if they want to accept or reject the suggestions. They have full control at all times to participate, or not participate, at any level. In fact this is what happens. In any stage hypnosis show there are always a couple of “hams” who really enjoy the selective attention and the fun trance. This is what the audience remembers. The audience does not remember the 2-3 people who got sent back to the audience after the induction. The audience does not remember the boring guy who sat on the end

and didn't really follow the suggestions, and it does not remember the person who did not follow the suggestions and was just playing along. But these people were also in the show.

Clinical hypnosis – A professional hypnotist who is good at their craft actually teaches clients to do self-hypnosis so they can take the benefits of hypnosis from the session and into their real life. Clinical hypnosis, or professional hypnosis, is usually directed around the idea that one person (the hypnotist) is going to guide another person (the client) into the resource state of hypnosis. But even this is self-hypnosis. How is it self-hypnosis? The suggestions for change are suggestions the client asked the hypnotist to make. The process is one of selective attention they can choose to follow or not. Good hypnotists teach hypnotic skills so that when the session is long over, the client can access the resource trances that were created and used in the office session.

Self-hypnosis – Self-hypnosis occurs when you learn the methods of self-induction, and how to auto-suggest (see below) to yourself. It does take practice. You might find by following the ideas in this book for the first time, that it is easy to

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experience trance utilization and make breakthroughs. But many people also find it takes practice to really break some of the old patterns of overthinking, or self-distraction and how to set aside old beliefs and create actions based on new beliefs (auto-suggestion).

Hypnotic Induction – Induction is when someone directs us into a resource state of focused attention (in the case of professional hypnosis) or when we follow a process to guide ourself into focused attention. Because Hollywood and stage hypnosis has used the word “sleep” with hypnosis, we often think induction brings sleep. Although it can be quite relaxing, it is not sleep. Induction can be done quickly or slowly. I tend to prefer long inductions that actually help us practice skills like relaxation or creating from within. Visualization can be used, eye fixation (which is really the practice of directing our attention) or any number of other techniques. The result of the induction is selective attention and an ability to move into self-suggestion.

Self-suggestion (auto-suggestion) – Hypnosis is not just about trance, relaxation, or skills development, it is also about making changes that

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align our actions with our desires. This is done most often through suggestion. Why do we act on hypnotic suggestions? When a professional hypnotist is guiding us through the process they will speak suggestions (directions on what new actions to take) and we internalize them in a state of focused attention. In this resource state we discover new options for acting on new ideas, and make a fresh commitment to take action.

In self-hypnosis there is nobody feeding us suggestions, we will do it ourself. In the techniques I describe, you will frequently identify the changes you want to make, the motivations for making the change, and self-affirmations (suggestions) that you can recite to yourself. These are often identified and even written down before you do a session. Another way to do this is to use free audio software to record your suggestions, and listen to them. I will instruct you on both strategies later in this book and share with you additional methods for doing so.

We act on suggestions because in self-hypnosis we are aligning our thoughts and actions at the deepest levels. Have you ever made a new years resolution? Chances are pretty good, you never

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completed the resolution. Why is that? It is most likely because you never structured your resolutions in a way that moved your thoughts into alignment with your habits and actions. *The Journal of Addictive Behaviors* studied this. The conclusion? Readiness to change and self-efficacy were the hallmarks of those who were successful. Self-hypnosis indicates a readiness to change, and self-efficacy (believing in yourself) can be enhanced through the methods of self-hypnosis.

Self-suggestion and the processes of self-hypnosis can also play a factor in the two other variables that predict successful change: Decreasing self-blame and more realistic thinking. By taking the time to make a decision and take action, your changes become more realistic. Self-hypnosis encourages that. One of the principles of mindfulness (a self-hypnosis strategy) is being non-judgmental about your thoughts, your feeling, and your awareness. In using this strategy in self-hypnosis you will increase your success by decreasing self-blame and not being as hard on yourself as you were in the past.

Can Anyone Be Hypnotized?

Another question people often ask me is whether anyone can be hypnotized. There is a reason that this book contains more than seven different methods of self-hypnosis. That reason is simple: Not everyone responds in the same way to the same techniques. Some people will respond at different levels than others, and some will have an easier time than others. But everyone can experience self-hypnosis. I included seven ideas so that most likely almost everybody who tries them will discover a solution that works for them. That means that when you finish this book, you will have found a strategy that works for you!

In fact, even without trying, we experience hypnosis every day. Have you ever had highway hypnosis? It happens when we are on a long drive, perhaps we are focused on a conversation with our passenger, or listening intently to an audio book, or perhaps even daydreaming. You get to where you were going, but you don't remember the drive! Maybe you had planned to deviate from your usual journey and stop at the store, but you didn't. This is a form of hypnosis.

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Have you ever cried at a movie? Years ago, I saw a movie called *Marley and Me*. It starred Jennifer Aniston and Owen Wilson as a married couple who get a dog. They raised the dog and then had children. The dog was always a part of the family. Dogs of course, do not live forever, and in the movie the dog dies of old age. There was not a dry eye in the theater where I was. Everyone was crying. Men, women, teens and children.

This is an example of hypnosis. We selectively focused on the story to a point where we accept that it was real. I promise you, the producers of the movie did not sacrifice a real dog to make a movie. In fact, since they filmed the whole movie in a matter of months, they had used multiple dogs at various ages (just as they did with the children in the film) in order to make it. Owen Wilson and Jennifer Aniston are not married in real life. Yet, everyone who saw the movie experienced it as real. Movies, music and other art is powerful because is it hypnotic. The more hypnotic, the better the reviews.

Church services (and other religious services) are often hypnotic processes. Religious trance is a phenomenon studied by anthropologists,

psychologists, religion experts, and even medicine. They are real and they are powerful. I have attended many religious services where the parts of the service mirrored the traditional components of clinical hypnosis. One service I attended was at a Baptist church in the Austin, Texas area. The service began with announcements, and a bible reading informing us of what the service would be about today. In hypnosis, we call that the pre-talk, to some extent this chapter and the previous chapter are your pre-talk to self-hypnosis.

This was followed by a prayer calling us to quiet contemplation (hypnotic induction) and then singing both from the choir and through hymns. Music is a powerful tool for deeper trance. It focuses our attention, creates an emotional response and pushes aside conscious thoughts, especially if the music is familiar as it often is in a church. The tempo, the volume of the music, and the lyrics all work to synchronize our minds and hearts and prepare us to hear the sermon. The sermon at this church was a call to action, to accept the teachings of the church. We could say, it was the suggestion component.

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At the church service I attended, there was an “alter call.” The pastor, and the church often feel that without a response, without people publicly committing to accept the teaching or make a change, they were not successful. The result of this is that an alter call can drone on, and on. Pressure to come forward is put on the audience, and this is what I witnessed at the service I attended. This subtle method of adding pressure is a hypnotic suggestion, a call to action. A few people finally made their way forward, but the pastor told us all we could still make a commitment even if we did not come forward (indirect suggestion in hypnosis). This is very similar to what we call a post-hypnotic suggestion. A commitment is elicited and in the church, people promise in their own minds to take action on the change.

After the alter call, the pastor prayed for everyone, and then pronounced the benediction (the conclusion of the service). Unlike the sad, slow, emotional music during the alter call that elicited a feeling of need, contributing to increased response, the benediction was followed by lively organ music, an upbeat tempo, and smile from the pastor. In hypnosis, we call this the reorientation and awakening.

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Religions have been perfecting hypnosis for thousands of years. Hazelrig's law states, "The more a religious group rails against the use of hypnosis, the more likely they are to be experts at using hypnotic suggestion and hypnotic methods." I have studied comparative religion as an academic endeavor, whereby my undergraduate degree is in ministry, there is no religion that I am aware of that does not use trance phenomena (hypnosis) in one way or another.

TV advertising, and salespeople use the same processes to elicit response. Have you ever seen a TV ad then swiftly bought the item soon after? Sure, you have. In a way, the repetition of the ad finally triggered your conscious mind to come into alignment with your subconscious mind and you acted on the suggestion to "Have a Coke and a smile." Did you buy an expensive diamond for your partner that you cannot resell for even 10% of what you paid because you acted on the suggestion that it would make your love last forever and was what your partner expected? Advertising works, and it works because of hypnotic suggestion. Even, politicians speak hypnotically to get you to buy into their cause.

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Hypnosis in these forms (church, advertising, movies, politics, etc.) can be used in ways that contribute to our lives in positive ways. But we have also seen the negative effects of these forms of hypnosis. I want to point out, that even though religion clearly has mastered hypnotic methods, the methods of hypnosis are not religious. You will benefit from these ideas no matter what religion you hold, or even if you hold no religion at all.

Everyone can be hypnotized. We all have been hypnotized. Trance states are natural phenomena, aligning our actions with our desires and happens all the time. Now the question is, "How do we do it intentionally, quickly, and effectively?" The next chapters will teach you.

A couple techniques

Before we go any further, do you want to know what hypnosis is like? I am going share a couple of techniques you can try right now while reading this book. They will give you a sample of the power you can experience with self-hypnosis.

Read the following:

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If you can read this, you have a
strong mind. Can you read this? Most
people can. I don't believe that I
could actually understand what I was
reading.

The powerful power of the human
mind, according to a researcher at
Cognitive University, it doesn't
matter in what order the letters in a
word are, the only important thing is
that the first and last letter be in the
right place. The rest can be a total
mess and you can still read it without
a problem.

This is because the human mind does
not read every letter by itself, but the
word as a whole. Amazing huh? Yeah
and I always thought self-help was
irrelevant!

This text has been shared millions of times in viral
emails, and posted as a meme all over the internet.

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Every time I run across it again, I am amused. It always works. What this shows us is very powerful, it shows that our minds look ahead and predict words, our ability to use context can help us to quickly re-sort words on the go, and that we are master problem solvers. This capacity to solve problems by using the inner wisdom we have collected is what we are going to tap into in self-hypnosis.

Suppose you want to quit overeating and lose weight, but every time you make that commitment to yourself you end up eating as much as you possibly can at a buffet, and downing a whole box of cookies when you come home from the grocery store. You have jumbled thoughts and ideas for successfully reaching your goals. You will eat less, you will eat only certain foods, or you will eat only between certain hours. Your ideas include cutting out some foods, only eating at home, adding in salads or fruit, and you wonder what smoothies you can make that would help you feel full and keep you from thinking about food.

Some of these ideas will help you to actually succeed at your goal and some will help you to lose weight. But like the jumbled words you read earlier,

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they are not in any order. You haven't sorted them out yet. In self-hypnosis you are dedicating the mental resources to unjumbling your ideas and putting them in an order of action that is rather like unscrambling the words. The result? You can take action in a way that is planned, and planning is always the best way to reach a goal.

Now read this:

“Finished files are the result of years of scientific study combined with the experience of years.”

Count the letter F. How many F's do you see?

Most people find three. A few find more, and only a handful of people discover all six of them. Why is this? As we scan the world around us we rarely pay attention to details. We use context to help us problem solve. The problem with that is, by missing details we miss key points that can help us to solve bigger problems. In self-hypnosis you, are able to slow your thoughts, discover the details and apply the learning in new ways.

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Final Thoughts on Getting Started

You are going to want to devote your time, energy, and efforts to learning the following methods of self-hypnosis. For some, results will come quickly, for others perhaps more slowly. But I promise, if you take the time to understand and practice these methods and focus on the desire for positive outcomes, you will see results.

Set aside time to practice. Do not just spend two or three minutes while other tasks are going on to try these in your head. Set aside time, in the morning or at night, to devote yourself to each of these processes. In the end, you will discover a new doorway to success has been opened for you in almost every area of life.

Our current lives are filled with distractions. Text messages are the same as someone tapping us from behind on the shoulder. We can't not turn around and look. Therefore, turn off your phone when you practice.

You will need the support of those who live with you. Tell them not to disturb you as you practice. You can even hang a sign-on your door saying "do not disturb." This will help you have the focus you

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will need to perfect your efforts. Lastly, shut down any computer windows that may be open. Turn off social media. If you have a smart watch, put it in silent mode. Do you want success? Of course you do, or you would not have read this far. Set aside the time and dedication to make it a success!

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Chapter Three:

Dehypnosis

What if you could have anything you want? Health, wealth, security, and significance? The third step towards creating riches in Napoleon Hill's book *Think and Grow Rich*, is autosuggestion (a form of self-hypnosis explained in detail in the next chapter).

People often want to learn to use self-hypnosis because it can help them change a habit, or because daytime talk shows tell them they can overcome distressing health concerns, anxiety or help change a habit. Others recognize the value of self-hypnosis to help them achieve peak performance states in a sport such as golf, or academic performance.

Hill promises something that seems unattainable for most – riches and wealth.

How can autosuggestion make you rich? According to Hill, the only thing that stands between us and financial security are our own limiting beliefs. In fact, in almost any area of life, limiting beliefs are the real culprit. In relationship difficulties people

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limit themselves to someone “who can put up with me,” or “someone I deserve.” Limiting beliefs play a role in why people perpetuate their own internal misery by telling themselves things like, “This is as good as it gets,” or, “This is all that the have-nots are entitled to.” Limiting beliefs effect our performance ability in almost every way.

Prior to 1954, it was assumed that running a four-minute mile was an unachievable feat for any man. To run a mile in four minutes meant running twenty-two feet per second, (fifteen miles per hour.) Although Olympians had come close to a four-minute mile in preceding years, no one had actually been able to do it, so it was assumed impossible and beyond the limits of the human body. Then, on May 6, 1954 on the track at Oxford University, Roger Bannister ran the mile in 3:59.4.

It certainly is amazing that Bannister ran the mile in under four-minutes, but the most amazing thing is that since that time, over 1400 other athletes have done the very same thing. In fact, just two months after Bannister, John Landy also completed the mile in under four minutes. What was different before May 6, 1954 and after that same date? Belief. The feat was replicated so many times it was no

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longer considered amazing anymore. Before Bannister did it, nobody believed it was possible. Once he disproved the limiting belief, thousands of athletes believed it was possible. What we think we can do, we can do.

What limiting beliefs do you have about money? Do you say things to yourself like, "Another day, just another dollar," or "People in my profession don't create wealth." Do you believe that financial prosperity is for somebody other than you? Are you over age 50 and think its too late to save much for retirement? Hill's entire book is devoted to changing the belief that riches are not for the man on the street. Central to his book is the idea that autosuggestion, as taught by Emil Coue, can disrupt our limiting beliefs about money and open a new mindset that creates wealth.

Hill wrote, "Nature has so built man that he has ABSOLUTE CONTROL over the material which reaches his subconscious mind, through his five senses; however, this is not meant to be construed as a statement that man always EXERCISES this control. In the great majority of instances, he does NOT exercise it, which explains why so many people go through life in poverty."

What Hill means here is that most people choose to go through life adhering to the limits they set for themselves. In Chapter four of his book, which is titled simply *Auto-Suggestion (and chapter four in this book)*, Hill writes, “When visualizing the money you intend to accumulate, (with closed eyes,) *see yourself rendering the service, or delivering the merchandise you intend to give in return for this money. This is important! [Emphasis his.]*”

Why does Hill tell us to visualize? It is a strategy for overcoming limiting beliefs. If I see myself running a four-minute mile, I can believe I can run a four-minute mile. If I can see myself succeeding in a creative enterprise, I will succeed in a creative enterprise. If I see myself disciplined with money, lucky with money, or wise with money, that is what I will become. This is how riches are created.

James Allen, writer who influenced Napoleon Hill wrote, “You are today where your thoughts have brought you; you will be tomorrow where your thoughts take you.”

What the mind attends to (the thoughts we pay attention to), the mind considers. What the mind considers, it eventually acts upon.

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This axiom is true with anything. You attended to the idea that you wanted to sit and read this book and you believed the chair in your room would hold you up, so you sat in it. You did not look underneath to see if there were screws in it. You did not get on a scale to first weigh yourself and then google the weight rating for the chair. You just acted on it. You acted because you believed it.

The problem is, most of us believe things that are not true. Social media has proved that the many friends who we previously thought were very smart, actually have some wacky beliefs. Some of these beliefs are bizarre. On my Facebook feed I have over 3000+ friends. There are people I know from business, and people I went to school with. There are family members, readers of my books, and friends of my adult children. What many seem to have in common is an insatiable desire to publish for the world to see the bizarre things they actually believe.

They believe obviously untrue political conspiracy and political theory, they reject science, they passionately post dire warning that are nothing more than a chain letter. What I have learned from this, is that even the smartest among us, believe

things that are not true. In order to benefit the most from autosuggestion, or any other form of self-hypnosis we must counter our limiting beliefs, which are actually misbeliefs, because most of the problems we have today are actually the result of taking action on those beliefs.

If you believe that the world is flat, you will avoid taking a boat too far, lest you fall off the edge. If you believe that immunizations are worse than the illness they prevent, you will reap illness. If you believe we are all just prisoners of life and controlled by the government, you will act without significance or autonomy. If you believe you cannot stop smoking, you will smoke. If you believe you hurt, you will feel pain. If you If your mind believes you will struggle financially, you will struggle financially. It really is that simple. We act on what we believe.

The key to changing your situation in life, be it health, wealth or habits, is to dehypnotize yourself as much as it is to hypnotize yourself.

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Dehypnotize yourself

In a way, we must dehypnotize our self as much as we must hypnotize our self. We must give up old ideas, and adapt to new ideas to have any breakthrough. The problem? None of us can effortlessly identify our cognitive errors, our misbeliefs. It is a lot easier to see the problems in others that it is to see them in ourselves. When I read the posts on my Facebook feed, I can easily tell what is fake news and what is not, and I can see the misbeliefs my friends have about their own personal predicaments.

Our conundrum is that we believe our misbeliefs to be true. We don't notice our own stinking thinking. We can't see a cognitive error as a cognitive error. Fortunately, self-hypnosis can be used to help us identify them. I will come back to that strategy shortly.

In my work as a therapist I have uncovered what I call "The Depressing Triad." Many of my clients with significant problems seem to all share these things in common. The depressing triad is a progression of misbelief, that begins by devaluing a situation. Devaluing is the process of creating

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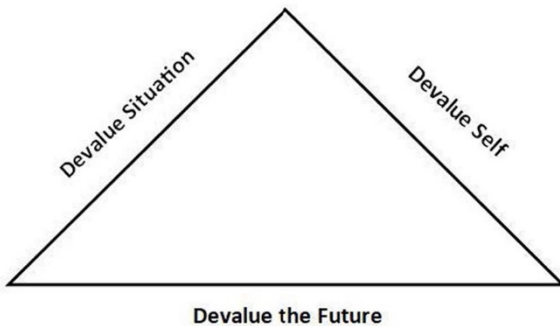
misbeliefs. Sometimes these misbeliefs come because we can only see one side of the picture, or one part of a problem. Sometimes we devalue adverse situations because we take the feelings and beliefs from our previous traumas and superimpose them into new situations erroneously thinking that the coping skill that worked then, will always be the right tool for future difficulties. Sometimes others literally hypnotize us into believing cognitive errors. An abusive parent, a manipulative teacher, or even society at large can give us these messages. A popular sales tactic is to sell with fear.

The easiest example of this is the holiday sale. If you don't get it now, you will miss out, after all these prices will never be duplicated! It is selling with FOMO (Fear of Missing Out). Other ads sell with FOMO. They cause us to buy into the idea that without what they are selling, our lives will be incomplete. That without a diamond, we are not really showing lasting love. Then of course there are ads for beauty products that play on our insecurity, after all, don't you want to look as good as you feel?

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Other ads play on relationship fear, buy their product and other people will be attracted to you. And of course, if you don't buy the financial product, you will die broke. When we get scared enough of scarcity, or not fitting in, or looking sexy, or of failing, we believe these misbeliefs.

The Depressing Triad looks like this:



The first side shows the devalued situation. The second side shows the progression to devaluing oneself. The third side shows when we have devalued both an immediate situation and our self. This third side is devaluing the future. This is what makes failure the status quo. This what creates depression and hopelessness. This is what bring about a sense of being stuck and lacking significance in life.

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Let me give you an example - I drink a lot of tea. Each morning I begin with some green tea or white tea. If tomorrow I wake up and find I forgot to buy more tea, I would devalue the situation by saying to myself, "Oh, no! I'm out of tea! This is horrible. I can't start my day without tea!" Of course, in the grand scheme of life, it is not horrible. It might be irritating, but it is not horrible. I have also told myself another lie. The lie that I can't start my day without tea. I might not want to, but it's happening, and I am certain that I will still make it to my office even if I do not have any tea.

As I sit at the kitchen counter, eating my morning eggs with nothing to drink but a cup of water, the mind trap of devaluing starts to kick in, and I start to devalue myself. I say things to myself like, "You are never organized Richard, you always fail to plan ahead." and "You can't do anything right." Of course, neither of these things are true. This example might seem ridiculous, such psychological torment over simply running out of tea, but this exact example happens more often than not over insignificant issues every day in many people's lives.

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As I finish my breakfast and get in the car to head to the office, my mind has already left from “I am the most unorganized person on the planet,” to “I can’t do anything right.” If that is true in my mind, then I will devalue the future and tell myself, “I will always be a failure, “and “I’ll never figure out this adulting thing.” The result? I will fail, and I will act helpless.

Now multiply The Depressing Triad from a small scale to a larger scale. How many times in a year do you make a mistake or feel difficulty? Running out of tea is a very little deal in the grand scheme of life, but in a year, there are bound to be some big deals added to the self-talk.

This self-talk becomes a pattern, exacerbated by our own mistakes, the unkind words of others, the unrealistic expectations of society, and sometimes even on a quantum level. What happens to most people is that they live a mediocre life because they use a predominant problem to self-hypnotize themselves with negativity.

What amazes me is that we believe it hard to learn self-hypnosis to make positive changes, but even before taking a class or buying a book on self-

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hypnosis, most of us were already experts in negative self-hypnosis.

What if you miss a sales bonus at work? If you tell yourself, "I never hit my goals." If you miss two bonuses do you then say, "I am no good at sales." If you miss three bonuses is the next step, "My life is a failure." If this is your progression you will in fact never hit your goals, lose the next sale, and fail at what you do. In other words, you already know self-hypnosis can be powerful, you have experienced it time after time, in the reverse way that you hope for now.

What if you are trying to control fears, let's say, the fear of flying? If you tell yourself, "I am afraid to fly next month to go on vacation," and then tell yourself, "I am afraid of everything and I am going to miss out," and you then tell yourself, "I missed my whole life," the results you get will be the expected results. You will not go on vacation. You will miss out, and you will feel depressed. The ironic thing? You probably also won't even feel safe, since there is always another fear to claim.

Putting this in context of creating wealth, Hill warns us of misbeliefs:

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"Most of us go through life as failures, because we are waiting for the 'time to be right' to start doing something worthwhile. Do not wait. The time will never be 'just right.'"

The three-step process for dehypnosis

The only way to change limiting beliefs, cognitive errors, and stinking thinking is through a three-stage process. The three stages are:

- Recognize errors
- Remove old ideas
- Replace them with truth

In order to recognize cognitive errors, you can ask other people (family, friends, spouse, etc.) to help you. Open to others, ask for honest feedback. Just as you can see the mental blocks others have, yours are probably apparent to the people who know and love you. Listen without comment. Consider the ideas they have shared. Open your mind to seeing your thoughts from a new perspective.

You can also identify cognitive errors by reading stories of success. You can see where you have missed steps and opportunities, and you can see yourself in the lives of others. This is the value of

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social groups, business or networking groups, and support groups. You might not find answers there, but if you reflect on what others are doing, you can see where you are following the same limiting path. I do a lot of business consulting and wealth creation consulting. It always benefits me as much as it does my clients.

The easiest way to discover your misbeliefs is to use self-hypnosis. Use any of the strategies in this book to access a resource state of hypnosis. The Lightswitch Technique near the end of this book, and the Image Streaming Technique in this book are perfect examples. While in a resource state, ask your subconscious mind to reveal your blocks. You will be surprised how reflection using self-hypnosis can reveal what should have been obvious to you.

In self-hypnosis you can also use a process like the John's Model of Reflection. This is based on asking yourself five questions while in an open-minded resource state.

- Access a resource state of reflection and ask, am I ready for honest reflection?

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- Ask what are the influencing factors in any situation?
- Ask, how could I have dealt with it differently?
- Ask, what can I learn from this situation?
- Ask, how can I describe it differently?

The second phase of dehypnotizing ourselves from limiting beliefs is to remove old ideas. There is only one way to do this. To remove old ideas, we must install new ideas. In the book *Alcoholics Anonymous*, the reference to violence is only used one time. In regard to alcoholic drinking it says, "Our old ideas (about drinking) must be "smashed."

To install new ideas, you must develop a plan, a goal, or an intention. Intention setting can be quite powerful. Unlike goals, intentions are not about the future, they are about right now. You can create hypnotic new ideas and use them as an affirmation form on an index card, or as a spoken mantra. Try these on:

- I intend to be wealthy.
- I intend to be healthy.
- I intend to be wise.

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Go forth from your self-hypnosis session and into the day, acting on these intentions and you will discover the old misbeliefs cease to exist. One of my favorite pity quotes is, "Think outside of the box, and the box ceases to exist." Self-hypnosis is a tool for doing this. It is what Napoleon Hill meant when he wrote, "Riches do not respond to wishes. They respond only to definite plans, backed by definite desires, through constant persistence."

If you want the riches Napoleon Hill promised, dehypnotize yourself.

Use this space below to identify some of your misbeliefs. Then, write a counter to each that you can use in self-hypnosis. These will become your affirmations. Let go of the old ideas and replace them with truth. You will have then dehypnotized yourself.

1.) The Lie:

The Truth:

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2.) The Lie:

The Truth:

The Lie:

The Truth:

The Lie:

The Truth:

3.) The Lie:

The Truth:

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The Four Basic Strategies

Chapter Four:

Autosuggestion (Technique one)

The first technique I am going to share with you is a profoundly effective but simple technique called autosuggestion. “Auto” comes from the Greek language and when used as a prefix it simply means, self-suggestion. The reason I have chosen autosuggestion as our first technique is that it is easy to do, and has a long track record of helping people feel better, do more, make changes, and activate powerful alignments between our desires and the actions we actually take.

Another reason I have chosen autosuggestion is because there really is no expectation you should have about how you feel or what you are experiencing. One thing that often holds people back in self-hypnosis is that they did not “feel hypnotized.” By using autosuggestion, there really is no feeling you are “supposed” to feel. It just is what it is. You might feel some sensation or experience either mentally or physically or you might not. It might just feel like you are sitting there and talking to yourself. That is ok.

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Autosuggestion is actually a skill you will learn and it is a form of positive affirmation. When you master the practice of autosuggestion, we can build on it and use it in conjunction with other methods of self-hypnosis and make them even more powerful.

The most famous proponent of autosuggestion was Émile Coué. Coué was a French pharmacist who lived from 1857-1926. He taught a simple mantra, ""Every day, in every way, I'm getting better and better", for patients to use. He believed in the power of the mind to overcome almost anything and famously said, "I have never cured anyone in my life. All I do is show people how they can cure themselves."

Coué noted that when he dispensed medications, more patients got better when he praised the effects of the medication than when he did not. He believed that somehow, at some level, the positive suggestion was internalized and allowed the belief of the mind and the bodies ability to heal to come into alignment. The simple idea was that patients could have "thoughts of illness" or "thoughts of cure." He believed this autosuggestion set in

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motion both mental and physical effects that helped his patients heal.

The method he taught relied on the principle that any idea exclusively occupying the mind, turned into reality (as long as it was something possible). According to Coué, the main challenge to success was willpower. Willpower is judgement of an idea, self-doubt, and even negative thinking. An example of how this become an issue is if someone is playing golf they could hold the idea, "In each and every way, I putt perfectly." If this is the idea held in the mind, the perfect putt will take place. But if the will comes into play and the internal self-talk says, "You missed this putt last time, I'm not sure if you can make it" then one will not make the putt.

Self-conflict according to Coué, was something that stood in the way of success. Imagine you have an important task in the morning and tell yourself at night, "I hope I get a good night of sleep." It might seem a reasonable thing to tell yourself, after all, hope is a good thing. But this statement begins the sea of doubt. The idea, "I will get a good night of sleep", has not been fully embraced by the mind. As you flip your pillow, trying to find a comfortable spot and the cold side, if you then say to yourself, "I

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can't sleep!" Guess what? You won't sleep well. That is the idea your mind has embraced. On the other hand, if you say to yourself, "In every way, and every night, I sleep better and better" guess what? You will sleep like a baby.

What autosuggestion does is twofold. It not only "hypnotizes us" by shutting off the will and creating a positive exclusive thought in the mind, it also "de-hypnotizes" us from the self-talk we tell ourselves and even the words of others that we have accepted. Words from others can have powerful negative consequences. Unkind words from a parent, teacher, spouse or our boss can have life-long consequences. Autosuggestion gives us a way to replace these negative beliefs with new beliefs, and Coué's simple affirmation is our starting point: "Day by day, in every way, I'm getting better and better."

I like Coué's affirmation because it is realistic. It does not promise that all of our problems will go away, but it buys into the idea of improvement. Coué was a realist, recognizing that getting better was good enough. By getting better, we increase belief, by increasing belief we increase success until we have reached our goal.

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How to practice Coué's autosuggestion

Begin by setting aside a few moments as you read this book to follow along with this process. Make sure of course, that you have turned off any distractions such as the cell phone or windows on your computer that may message you.

Now that you have set this time aside, simply read this sentence:

“Every day, in every way, I’m getting better and better!”

Read the sentence again:

“Every day, in every way, I’m getting better and better!”

I think you probably have it memorized by now. Close your eyes for a few moments, you do not have to do this for long, 30 seconds is long enough. Say the sentence slowly and out loud (spoken word has power) 4-5 times, directing the words to yourself, and opening the eyes when you are finished.

Close your eyes now. Repeat the words.

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Of course, by now you have opened the eyes again and are back to the reading the words on this page. Do you notice anything, at any level? Do you notice a feeling of empowerment? A feeling of anticipation? A feeling of positive energy? Maybe the feeling is very strong, maybe it is only a slight awareness. Either way is fine, what is important here is that you have begun the process of reprogramming your mind to align with your needs.

Do you feel a sense of physical wellness, or a sense of calm? Emotionally, how are you? Does it feel comfortable and wonderful? Or, as it does for some the first time, seem unsettling and hard to believe? Again, what you are looking for is any change – it does not have to be dramatic. After all, you have only done this once.

What I want you to do now is very important. I want you to find some kind of marker, a dry erase marker actually works the best if it is available. I want you to go to the bathroom mirror and write this on the glass: “Every day, in every way, I’m getting better and better!” The reason why? It is the first place you look in the morning, and usually the last place you see at night. Each time you look at the mirror repeat the sentence once by reading it, and

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then close your eyes for a few seconds and repeat it a few times (out loud). Then brush your teeth, wash your face, or do whatever it was you came to the mirror to accomplish.

Through this simple exercise you have begun the habit of autosuggestion. Congratulate yourself! In a way, you have actually hypnotized yourself. You have done so by focusing exclusively on an idea, giving yourself a suggestion (that you are getting better and better) and you have set aside a moment each day for this particular purpose. See how simple it is? So simple a child can do it!

Phase Two of Autosuggestion

The simple approach of Coué can be extended to your specific desires and needs. To do this, answer one simple question: In what way, each day, do you need to get better and better? Is it in your health, your finances, your relationships? What about your attitude or your spirit?

If the issue is weight loss, you could structure it as: In every way, each and every day, I get lighter and lighter!

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If the issue is sales confidence it could be: In every way, each and every day, I sell more and sell often!

If the issue is anxiety control: In every way, each and every day, I am calm and I am centered.

In golf hypnosis: In every way, each and every day, I putt better and drive further.

The list could go on forever, and you can customize your autosuggestion to specifically address your unique needs.

What is it you want to autosuggest to yourself: Write it down in this space (it is okay to write in your own book):

Now that you have written your own autosuggestion, take a few moments, read it out loud. Then, take a few moments with you body relaxed and your eyes closed to repeat it to yourself (out loud again) several times.

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The next step is to write this on your bathroom mirror. With intention read it each morning and each evening, taking a few moments to say it aloud.

Congratulations, you are now on your way to hypnotic success by using one of the simplest self-hypnosis methods, but a method that has stood the test of time!

Chapter Five:

Autogenic Training

(Technique Two)

In this chapter, I am going to introduce you to a technique that I learned 30 years ago while working as a graduate student in an inpatient psychiatric unit. This unit was in a large medical and surgical hospital and the majority of the patients were elderly or had traditional illnesses and injuries that happened to be exacerbated by psychiatric difficulty. It was a great learning experience for me.

I worked second shift, and the unit was run by old blue-haired nurses who had been nurses for many decades. In that type of environment, being moved to the psych floor was a reward for years of good service, since there is less heavy lifting involved. Many of the nurses were old school. They knew what worked and what didn't.

I was hired to do patient education and assist the nurses in any way they needed my help. Each night at 9 p.m. I facilitated a relaxation training group,

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sometimes personally directing clients through various meditation processes, and other times playing a cassette tape. One of the blue-haired nurses named Mary gave me a tape called "*Autogenic Training*," and it soon became my favorite method of teaching patients self-hypnosis. To this day, it has been among the most helpful techniques that I have incorporated into my own self-hypnosis practice, and one of the tools that my patients derive the most benefit from.

A lot of people want to "feel" hypnotized, and by using the method of autogenic training, you will get to experience your mind's ability to create an experience of physical transformation. Like autosuggestion, the prefix auto- means self, and -genic means *to generate*. You will be generating from within yourself, profound changes through this exercise.

A German psychiatrist named Johannes Shultz published a book called *Autogenic Training* in 1932 that detailed his method of self-hypnosis. It focused on creating from within, physical change. What is learned by this is important: That we have the ability to change the way we feel, change our

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experience, and we can do this through self-hypnosis.

His methods preceded the development of biofeedback, and many of his original ideas have been incorporated into today's modern pain-control treatment programs. His method of Autogenic Training incorporated the meditative principles of visualization with his recognition of the mind's ability to influence its own autonomic nervous system.

Shultz taught patients that they had control over how they felt and that through body awareness, exercises had the ability to change the way they felt. Think about this: As a patient, do you ever feel helpless or out of control? Do you feel powerless over the outcomes of procedures and illness? Shultz taught a revolutionary concept - the concept of our innate ability to use our bodies to change perception.

For a short time in the early 1990's, I worked as a family therapist in an eating disorders treatment program. Whether the diagnosis was bulimia, anorexia, bulrexia or another disorder, all of the patients had one thing in common: they felt that in

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life they had little or no control. Psychologists theorize that, at one level, eating is the only thing that such patients have control over and so for whatever reason, some patients engage in self-harming behavior, even behavior that can hasten death, in order to manifest control. Now there are many other factors that complicate and create eating disorders, but this prevalent psychological explanation rang true with me in my experiences on that unit.

I have met many other patients in medical and psychiatric settings who feel powerless. Migraine patients have often been from doctor to doctor and test to test, taken a variety of medications and still find no relief. They are among some of the most powerless-feeling patients that I have met. Other patients I have worked with feel powerless in the dynamics and responsibilities of their families, the court system or job. Many sick people work simply to maintain health insurance benefits. I felt powerless following my own recent orthopedic surgery. I had to have my teenagers answer my phone, wheel me to my chair and let my dog in and out. Of my biggest frustrations was the effort to sit on the toilet, but if I stood up to urinate, holding my right leg out I always peed on my left sock at the

end and left a small puddle on the floor for someone else to clean.

Humiliation is a feeling that is closely related to powerlessness. Autogenic Training is a confidence building method of self-hypnosis. It teaches that even the most powerless have ultimate control over what is most important - the body. Perhaps not at the level we hope for, but at some level, we always retain control, and autogenic training teaches this through experience.

With this method, the changes that you experience here will be changes you create from within yourself, demonstrating the power of the mind to fully control our physical responses through the autonomic nervous system. Take the next two or three minutes and guide yourself through this simple process by reading along and focusing on the experience you create. Of course, there are resources for you to practice this method without the book, and they are available for free on my website at SelfHypnosisBook.com

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Practice session: Autogenic Training

This is a very brief exercise, based on the longer protocol for autogenic training.

Sit in your chair in the posture that promotes awareness and comfort, with your spine straight and your feet on the floor.

Begin by closing your eyes and focusing your attention on the hands.

Now as you relax, focus on your hands and say to yourself, "My hands are warm and heavy. My hands are warm and heavy." As you do this, say it out loud, focusing on the sensation of warmth in the hands and the sensation of heaviness.

Allow yourself to feel warmth and heaviness as you repeat, "My hands are warm and heavy. My hands are warm and heavy."

Now focus on your feet as your heart rate slows and your muscles relax. Say to yourself, "My feet are warm and heavy. My feet are warm and heavy."

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Let yourself concentrate on these sensations of relaxing as your feet feel warmth and heaviness. After a few moments experiencing the sensations of warmth and heaviness, reorient yourself to the room and open your eyes.

After completing this exercise, ask yourself, “Did I notice any change?” For some people the change in perception is very intense, even the first time. For others the change is less intense, with only heat or heaviness predominant. That is alright, as Schultz laid out a complete protocol taking eight weeks to learn, but in just doing this one simple exercise, you have begun the process of learning that you control the responses of the autonomic nervous system.

For many people, the first time I guide them through a complete series of autogenic suggestions is empowering. They immediately feel a change and immediately recognize their own ability to control sensations of heat, heaviness, calm or coolness. What type of patient benefits from such a practice? Irritable Bowel Syndrome patients, pain management patients and patients in just about every medical setting.

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A more profound question is this: if you can control sensations of coolness, warmth and heaviness, do you also have the ability to control pain? Or comfort? Or healing? Can you create happiness? Thinness? Can you create confidence, or increase your resolve? This can be used in so many ways.

An initial program for autogenic training:

Again, sit in a meditative posture. I prefer on a chair with the spine erect and the eyes closed. At first, you may need to keep the eyes open as you read these instructions, but soon you will commit them to memory and be able to close the eyes.

This self-hypnosis process consists of several phrases which you will repeat out loud three times. As you say each phase, allow yourself to experience the sensations described. A lot of people ask me what the solar plexus is. The solar plexus refers to what some call “the pit of the stomach.” It is both a scientific term, specifically describing a nerve center in the body, and metaphysically referring to the central place where energy resides. In personal training, this is the “core” area where important muscles and nerves join together to work in unison to promote maximum functioning.

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“My right arm is heavy and warm.” (Repeat three times)

“My left arm is heavy and warm.” (Repeat three times)

“My arms are heavy and warm.” (Repeat three times)

“My neck and shoulders are heavy.” (Repeat three times)

“My heartbeat is calm and regular.” (Repeat three times)

“My left leg is heavy and warm.” (Repeat three times)

“My right leg is heavy and warm.” (Repeat three times)

“My legs are heavy and warm.” (Repeat three times)

“My solar plexus is warm and comfortable.”
(Repeat three times)

“My forehead is cool.” (Repeat three times) “I am at peace.” (Repeat three times)

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As you expand the length of your self-hypnosis sessions and begin to combine methods, focusing on your breath becomes very important

Chapter Six:

Progressive Muscle Relaxation

Self-Hypnosis (Technique Three)

Relax! How many times have you been told to Relax? Maybe just before the eye doctor directs a jolt of air into your eye? Perhaps just before a painful injection? Have you ever been in an argument and had someone tell you to just, “Take a breath and relax.” That is of course, the most irritating time to hear this word.

Maybe you have even told yourself, “Just relax, you can get through this...” Relaxation is one of those things that is easier said than done. Our society does not naturally lend itself to relaxation. Computers were supposed to make things easier, but now there are more things to break. iPhones and other smart mobile devices were supposed to make communication easier, but now everyone wants a response to a call, email, text message or Facebook post, NOW! By unpicking the concept of relaxation, we can begin to help ourselves make

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improvements to our wellbeing through these techniques.

In 1929, a physician named Edmund Jacobson was able to prove the connection between excessive muscular tension and different disorders of body and psyche. He found out that tension and exertion were always accompanied by a shortening of the muscular fibers, that the reduction of the muscular tones decreased the activity of the central nervous system and that relaxation was the contrary of states of excitement and was well-suited for a general remedy and prophylaxis against psychosomatic disorders.

This first study in the medical benefits of relaxation gave birth to the methods of self-hypnosis and meditation that are being recognized as first-line interventions in medical treatment today. As you read this book, you are probably filled with high hopes for finding solutions to life's complications that have distressed you, and you probably have some happiness and excitement. But at the same time, the complications of the past, and just the stress of everyday life probably have you carrying tension in your body.

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If you are in acute pain, it may be easy to note the place in your body where you are carrying the tension of life. But even if you are not in acute pain, you can probably find a spot where you are carrying the tension of the day. Perhaps the back? Shoulders? Brow? We all carry tension physically and usually build it up in the same spot. We do this unaware of how much stress we are actually adding to our bodies each day.

Jacobson recognized two principles. The first is that people carry built-up tension that affects health. The second is that when people are taught the difference between tension and relaxation, they automatically begin to carry relaxation rather than tension. Essentially, the unhealthy but normal state is to carry tension automatically so that we have to make a conscious decision to relax. In learning what he called “Progressive Muscle Relaxation,” the reverse becomes normal.

In reversing this process, we begin to see tension as the intruder and automatically prefer to live in relaxation. Another remarkable discovery he made is akin to the concept of “fractionation” in hypnosis. In hypnotherapy, when we create a trance state, then re-alert the client, and quickly return him to a

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trance state, the trance becomes deeper. It is a lot like the alarm clock going off in the morning and hitting the snooze alarm. When the alarm first goes off, you usually feel awake and ready to go, but you know that you have ten more minutes. It is amazing how when that snooze alarm goes off ten minutes later, you often feel like you are more tired than when you first heard the alarm. So you hit the snooze button again. More often than not, when the alarm goes off for the third time, you drag yourself out of bed because you have to, more tired than when it first went off. Often people think to themselves, "I should have just gotten up and stayed up!" This is a demonstration of fractionation.

Likewise, when you tense and then intentionally relax a muscle, then tense the muscle again and relax it a second time, the relaxation experience doubles. Repeating this process in the various muscle groups is how we train our bodies to recognize relaxation and to develop deep levels of relaxation even when discomfort or stress have made it feel like it is impossible to relax.

Exercise: Relaxation Meditation

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In this exercise we are going to practice recognizing the difference between tension and relaxation, and practice attaining a deep state of muscular relaxation.

Sit comfortably in your chair, with your feet on the floor and the spine upright and away from the back of the chair. Scan your entire body for obvious tension and let that relax away.

You can do this exercise with the eyes open or closed, as many prefer to practice with the eyes closed. As your hands rest on your thighs, you are going to tense them into a fist and hold that tension. Not so tight that you feel pain, but tight enough to feel the fingers in the palm of the hand, and the muscles in the fingers, the back of the hand and wrist become tight.

Now hold that tension, paying attention to what tension feels like and count to three.

Then slowly release the tension, opening your fingers and letting them rest on your knees. As you do, notice the sensation of relaxation

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in the muscles, the tingle of relaxation and how it feels to let go of that tension.

Now repeat the process. Hold that tension in the fists, noticing and feeling the tension, counting to three and then relaxing.

As you relax the second time, notice how deeply the muscles relax, almost twice as relaxed as the first time.

Congratulations! you have learned the basics of Progressive Muscle Relaxation, a self-hypnosis skill that will serve you well in reducing stress, increasing comfort and in controlling emotions, behaviors, and actions. And you have done what many people seem unable to do, since you have taken a moment for yourself and relaxed. Doesn't it feel wonderful?

Expanded Progressive Muscle Relaxation

Begin by sitting in the chair in a meditative posture, scanning the body for any obvious areas of tension. You will generally want to do this with the eyes closed, since it feels so good to practice with closed eyes, but in the beginning you will need to keep them open as you practice learning the various

muscle groups. There are many guided progressive muscle relaxation CD's available if you enjoy listening to the instructions at a pace set by a meditation guide. CD's are not necessary however, and you can do this with eyes open while reading from the page below, and then after practicing it several times and learning the various muscle groups, you can perform the exercise with your eyes closed.

Relaxation Sequence:

Forehead.

1. Raise your eyebrows as high as they will go, as though you were surprised by something, and hold that tension while counting to three. Then relax those muscles, noticing the sensation of relaxation in the brow. Repeat.

Eyes and cheeks.

2. Squeeze your eyes tight shut, not so tight that it is uncomfortable, but feeling the tension in the cheeks and eyes. Hold that tension and count to three, noticing what the tension feels like. Now relax, noticing what the sensation of relaxation feels like. Repeat.

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Mouth and jaw.

3. Open your mouth as wide as you can without experiencing pain in the jawbone, like you are yawning. Hold that tension and count to three, noticing what the tension feels like. Now relax, noting what relaxation feels like. Repeat. Notice how each time the exercise is repeated the sensation of relaxation doubles.

Neck.

4. Be careful as you tense these muscles – do not strain or allow yourself to feel pain, just a light tension in the muscles. Do not do this if you have any history of neck injury or pain. Face forward and then pull your head back slowly, as though you are looking up to the ceiling. Hold this tension for a moment, and then relax, noticing what relaxation feels like. Repeat.

Shoulders.

5. Tense the muscles in your shoulders as you bring your shoulders up towards your ears. Hold that tension, counting to three and noticing what tension feels like. Now relax, feeling the experience of relaxation. Repeat.

Shoulder blades/Back.

6. Push your shoulder blades back, trying to almost touch them together, so that your chest is pushed forward. Hold this tension and count to three. Relax, taking a breath and noticing what relaxation feels like. Repeat. Again, notice how in repeating the exercise your awareness of relaxation is doubled.

Hands and forearms.

7. Make a fist with your hands, hold that tension, and relax. Repeat.

Upper arms.

8. Bring your forearms up to your shoulders to “make a muscle” and hold that tension in the biceps, feeling it in the triceps and all of the smaller muscles of the upper arms. Count to three and relax slowly, feeling the sensation of relaxation. Repeat.

Chest and stomach.

9. Breathe in deeply, filling up your lungs and chest with air and holding that breath while you count to

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three. Now exhale, exhaling all of the air, feeling a sense of relaxation in the muscles of the chest and diaphragm. Repeat.

Hips and buttocks.

10. As you squeeze your buttock muscles together, feel the tension in these large muscles, and hold that tension as you count to three. And relax, repeating this process.

Upper legs.

11. Tighten your thighs. Hold tension – relax – repeat.

Lower legs.

12. Do this slowly and carefully to avoid cramps. Pull your toes towards you to stretch the calf muscles. Hold tension – relax – repeat.

Feet.

13. Curl your toes downwards. Hold tension – relax – repeat.

One can add affirmations following (or even during) any self-hypnosis process. After completing the

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program of tension and relaxation, affirmations can again be used. They can even be used as a brief self-hypnosis technique at any time during the day, apart from additional self-hypnosis methods.

An affirmation is a positive statement that you say to yourself several times each day. Many people who use affirmations make a list of 5-10 statements and write them on a card. They repeat the affirmations to themselves regularly.

Incorporating these positive thoughts into your day is a way to reduce any anxiety that you may feel, because the positive thoughts replace the negative thoughts. Here are some examples of positive affirmations. You may use these ideas, or write your own.

- I am calm and relaxed.
- I am free of all worry and stress.
- I can decrease my stress level.
- I take good care of my mind and body.
- I attract positive energy.

Chapter Seven:

Mindfulness (Technique Four)

The idea behind mindfulness is twofold. First, it is living in the present. Mindfulness means paying attention to the present and giving attention in a specific way. What is this way? Nonjudgmentally. Let's take the problem of pain for a moment. The moment you realize that pain is increasing, you attach meaning to this in a judgmental manner and say things to yourself such as, "I'm not going to be able to work tomorrow," or "I'm so depressed because of this pain." In life, it is almost as if we have been programmed to attach meaning to experiences, but one who truly lives in the present simply sees the present as it is, without fear, without projection and without judgment.

When I emerged from recent foot surgery and realized that the procedure that was done was much more complicated than the surgery I anticipated, my natural inclination was to judge my predicament. Still hazy from the anesthesia, I said to my mother, "Oh no! I only took off four weeks from work!" I thought to myself upon returning

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home, “But I thought I would be able to walk again quickly, and now it will be months!” These thoughts, although natural and understandable, are judgments. They decrease the quality of life, because even if true, they are not something that I can control in the present.

Present living is much better than living in a future projection of “what-ifs.” The idea behind mindfulness is not to ignore stark realities, or unpleasant thoughts, but to see them as they are - simply thoughts at this moment. We all know that our thoughts about the future often do not materialize in the way that we anticipate them. Many people go through life expecting to work hard or even just scrape by, but then experience a windfall and are pleasantly surprised to find that life is filled with rewards that were never expected. Other people expect the good fortune they have always had to follow them throughout life, only to discover health, finances or relationships did not work out the way they planned.

Learning mindfulness is an essential skill in self-hypnosis. For those facing change, it can decrease anxiety or worry, and for those dealing with difficult relationships, it can push aside the

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realization of long-term complications and let someone simply experience the here and now as it is. It can change perspectives on health and wellness and even on trauma and adversity.

Perhaps you have heard about religious monks who meditate for hours and hours each day. Is that what it takes to be truly mindful? Fortunately, the answer is no. You can begin right now practicing mindfulness, and although there is a popular (and excellent) book called, *The Eight-Minute Meditation* you can actually begin to cultivate mindfulness right now, by doing mundane exercises, and you can begin to do this in only one minute. One minute!

That is the starting point. When new clients come to see me and know they are going to learn self-hypnosis, one of the biggest fears they have is how to find an hour a day to incorporate hypnosis into their already busy day. The success of self-hypnosis or meditation is not defined by the length of self-hypnosis but rather by the techniques of change. When I teach self-hypnosis to newcomers, I teach it in one minute, three minute, five minute and ten minute increments. Although there is value in lengthy sessions, especially when one has the luxury of time (often during the recovery process

for surgery), most of what is truly valuable in self-hypnosis can come in much shorter periods of attention, practiced several times each day. Let's begin to cultivate mindfulness. A tip for doing these exercises is to purchase a digital timer, like that a cook may have in the kitchen. You can actually find an app for timing meditation or cooking on your smart phone.

Exercise: One-Minute Mindfulness

Right now, as you read this book, take 60 seconds to pay attention in a particular way to your breath. The particular way that you are going to pay attention to your breath is nonjudgmentally, by simply experiencing what you experience as you experience it.

And so, sit on your chair, and focus on your breathing. In and out. Keep your eyes focused on a spot in front of you, or you can even close the eyes, whatever is most comfortable for you. And take a moment – 60 seconds – to pay attention to something that we rarely pay attention to, and that is the breath. Feel it. Feel it coming in through each nostril and out through the mouth.

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Notice the sensation of warmth or coolness in the breath, and what it feels like to pay attention to the breath. Continue to do this, and if any distractions, thoughts or feelings impede your focus on breath, simply recognize their presence and continue to breathe, recognizing them as neither important at this time nor unimportant. You did it!

You practiced cultivating mindfulness! If you can do this exercise for one minute, then you can begin to do this for three minutes, then five minutes, and eventually ten minutes. But perhaps more important than earning your ten-minute diploma, you will also intuitively know how to stay focused on the present and nonjudgmentally see thoughts as just thoughts.

Three Advanced Strategies

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Chapter Eight:

P.O.W.E.R. Hypnosis

(Technique Five)

To this point, I have taught you basic strategies and elementary techniques of self-hypnosis. They may seem simplistic to you, or you may already realize the profound impact these simple ideas can have. In the exercises and methods that follow from this point forward, we are going to combine these four basic strategies, and build on them with additional ideas and methods.

I wanted to share the basic strategies of autosuggestion, autogenic training, mindfulness, and progressive muscle relaxation because many of the ideas that follow will incorporate these as foundational ideas. I do recommend that you spend some time in daily practice with each of the four preceding methods. You will discover that despite their simplicity, even if you were to go no further in this book, that they will serve you well.

Of course, since you are still reading, you have decided to continue your learning, and I am going

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to share a method of self-hypnosis that I call the P.O.W.E.R. method. It is an acronym. Here's what each thing stands for:

P – Present moment (Mindfulness).

O – Open Mind.

W – Written Affirmations or suggestions.

E – Explore.

R – Ratify.

It's easy to integrate mindfulness and self-hypnosis and being in the present moment, a strategy for mindfulness, is an effective tool for self-induction into a hypnotic resource state. In my office when I am seeing clients for hypnotherapy, I always teach the basic strategy of mindfulness that I outlined in the previous chapter. This single technique is so powerful on its own, that I devoted my entire TEDx talk in Oklahoma City to the power of mindfulness (you can view it at SelfHypnosisBook.com).

In self-hypnosis, taking a few moments to mindfully be present and to set aside rumination about the past, and set aside anxieties about the

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future can set the state to being fully in the moment and accepting the hypnotic suggestions you will give yourself.

“O” stands for open mind in this P.O.W.E.R. technique of self-hypnosis. We're going to be in the present moment and we're going to open our mind by accessing the creative, intuitive and other resource states that are already within us that can help us to solve any problem. We open our mind by being willing to make a change. We open our mind by embracing self-hypnosis as a valid tool to help us, a tool supported by tens of thousands of peer reviewed journal articles. Another way we can open our mind is by recognizing that the willingness to make a change is actually the beginning of change.

Perhaps in the past you wanted to make a change, but you were not willing to. Many smokers want to quit, but are unwilling to do so. In this stage of the session you are assessing your willingness, and even “turning the dial” of willingness to a higher level.

“W” stands for written affirmation. I'm a firm believer that affirmations are powerful tools for

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self-hypnosis. Sometimes people say, “how do I give myself suggestions or hypnotic commands?” They understand how a stage hypnotist does it, after all, a stage hypnosis show is just like the children’s game “Simon Says.” But it seems so much more difficult to make self-suggestions in hypnosis. Actually it is not. I am going to share with you the way hypnotic suggestions are crafted by a professional in their office. If you follow this method, you will be able to write your own hypnotic commands (hypnotic suggestions). For now, you already have mastered hypnotic affirmations. You can use the affirmation method Émile Coué taught us.

In stage hypnosis, the hypnotist does a hypnotic induction which focuses attention. This might be progressive muscle relaxation, autogenic training, mindfulness or some other method which is similar. In a stage hypnosis show, the hypnotist always gives a command following the induction. That command is this: “From this point forward anytime I shake your hand, touch you on the forehead, or say the word ‘sleep’ you will follow my suggestions and take immediate action.”

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What the stage hypnotist then does, is give a series of commands (hypnotic suggestions) to experience fun, to engage in silly skits, to have perceptual changes (such as feel hot, or feel cold). These are called direct suggestions. The people who come on stage in a show are really hypnotized (they are in their “I want to have fun” trance). And they are responding to the direct suggestions because they trust that the performer knows how to guide them in having the most fun.

You do not need to be in a stage hypnosis show to respond to direct suggestion. You can put yourself in a mindful state with an open mind, and give yourself direct suggestions. I know it sounds simple, but you can in fact, tell yourself what to do! You can be your own stage hypnotist. You can be your own parent in a way. In fact, for many people this is empowering.

Direct suggestions are simply commands we give ourselves that concern the change we want to make. Let’s say, weight loss is your goal. What are some direct suggestions you might give yourself? Here are some examples:

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Every time I go to a buffet, I will no longer see it as a way to get my moneys worth, but rather as an opportunity to choose healthy food in the correct portion, even if others whom I am with choose to eat something different.

From this point forward I will add high nutrient density foods, like salad or vegetables, to each lunch and each dinner, eat that first, and then the rest of my meal.

I will increase my activity level each day, by downloading a pedometer app on my phone, and taking more steps today than yesterday, more steps tomorrow than today, and adding additions steps each and every day until I hit 10,000 steps a day.

Each of these is an example of a direct suggestion. Something you will commit to, an action you can take that will help you reach your goal.

Let's look at another example. Let's say your goal was to be more confident at work. Some direct suggestions that would help you accomplish that goal might be:

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I will greet others first, simply saying “Good morning” or “Good afternoon” when passing others, starting a conversation, or meeting a new customer. (By starting the conversation, rather than waiting for another person to start the conversation, you increase your personal power.)

I will pay attention to my posture, my non-verbal communication, and I will open my body and stand tall when with others. (This is a simple confidence building tool.)

In any difficult encounter with others, I will stop chasing my anxious thoughts of what disaster might happen, and just take in a breath marking this moment as one where everything is actually okay right now.

You can give yourself direct suggestion about anything physical, emotional, or behavioral. Here are some other examples of hypnotic suggestions:

Stop Smoking: Should you ever find yourself with a self-defeating thought, like “I should have a cigarette,” you will recognize it immediately and replace that self-defeating thought with the truth: “I am happy, joyous, and free from cigarettes.”

Test Taking Anxiety: As soon as you sit down to take a test, particularly a timed test, before you even begin, flip to the last page and imagine what it will be like to answer all of the questions and finish in time.

Wealth Creation: In every way I'll begin creating new wealth by gratitude for the wealth I already possess, not looking at what I lack but finding instead what I have.

Anxiety and Worry: It's amazing how the research shows that most of what we worry about never materializes. And knowing that, means you can forget about your anxieties, focusing on the present.

Sports Performance: As easily as I can create relaxation through self-hypnosis, I can use these same skills to reduce stress prior to a big game, easing into it with confidence, power and skill.

These are just some ideas for building on the autosuggestion. You can ask yourself, "What action do I need to take to create success?" The answer to this question is your suggestion. Of course, for any single problem, there may be hundreds of possible suggestions. To begin, I advise writing three

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suggestions. Use this space to identify what they are.

The change I want to make is: _____

Three actions I could take to help me accomplish this are:

1.) _____

2.) _____

3.) _____

In hypnosis there are many other ways to structure hypnotic suggestions but these are among the simplest ways to write them. There is no rule that

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complex is better. In fact these simple suggestions are just as effective as any:

Rather than smoking, I will breath clean air.

Rather than eating until I can't, I will quit when I am ahead.

I will stop fixating on my pain level, and I will pay attention to my comfort level.

When we bring ourselves to the present moment and open our minds to accessing the resource state of self-hypnosis, I can then focus my attention on the written affirmations and suggestions that I can tell myself. This is phase three of the P.O.W.E.R. method.

After we access the resource state of self-hypnosis and give ourselves self-suggestions, we can spend a few moments exploring the affirmation. We can visualize “trying it on” or contemplate what the rewards of reaching our goal is. What does it mean to us to embrace that affirmation? This is what the explore stage is all about. It is about not only saying the mantra, but using our creative energy to explore what possibilities come from it, and what wonderful outcomes we will have. After taking

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some time to explore, we can move onto the last step of the P.O.W.E.R. technique of self-hypnosis.

Ratifying the suggestion or written affirmation that we have made is the last step in this process. In this stage we are going to commit to the outcome. As Émile Coué said, we are going to lock our mind around this idea. We are going to make the idea of success exclusive in our mind. This is what overcomes will, and sets in motion powerful forces for change.

How the P.O.W.E.R. session works

Now that we understand the elements of the process, let me guide you through how it works. First, take a few moments if you did not already, to write your suggestions above and write out three direct suggestions. These can come in the form of autosuggestion affirmations, or direct suggestions as I just illustrated. If you did not write these in the book, then get out a sheet of paper (or my favorite, yellow stickies) and write three suggestions.

Place these on the floor in front of you if you are sitting on the floor, or if you are in a chair, you can put them on the desk in front of you, or on your lap. I often do self-hypnosis at my desk, and stick my

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suggestions on yellow stickies to the monitor edge. Any method you select will work, there is really no right or wrong way to do hypnosis. It is self-hypnosis, so if you ever wonder what you *should* be doing, “you do you” and it will be just fine.

Follow along while reading so you know the process. You can then go through this on your own.

Present Moment

Pay attention to this moment. Do so in a way where you observe your experience. Pay attention to where you are sitting, the room you are in, and anything you notice about the experience. Pay attention to the sounds in the room, perhaps the air vent, or sounds coming from outside. Sounds will not disturb you, in fact they will assure you that in this moment, you are doing exactly what you need to do to find your solutions. Everything in this moment is exactly as it is.

You can set aside concerns about tomorrow, or thoughts of the past and practice just being here in this time to discover new experiences.

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Pay attention to your breath, each breath marks each moment, and anytime you catch yourself noticing emotions, thinking thoughts, or experiencing any sensations, you do not have to follow them. You can instead use your awareness that you are doing this as an indicator to just return your attention back to this moment.

Open Mind

It is okay to experience hypnosis with either the eyes open or closed. It is okay as you are learning, to open and close the eyes several times during this session. You might need to refresh your mind of the process or read some words in this book. It is okay to move and adjust for comfort, that will not disturb you, in fact, it will help you relax comfortably into this moment.

As you sit comfortably, align your posture so your body is straight, let yourself notice the spine in alignment, and notice what it feels like with each breath to be open to new possibilities and new experiences. It feels pretty good, doesn't it? You are doing perfect,

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just relaxing into this moment, opening the mind and being willing to make a change. Willingness is a key to success, and by taking the time here and now to practice this method of self-hypnosis, you have already acted on willingness, so congratulate yourself for making a great start!

In this moment notice what it feels like in every way, to get better and better, with open mind and open heart, willing to accomplish that which is most important.

Written Affirmations

Take a moment to open the eyes and read each of your affirmations, suggestions, and hypnotic commands. These are not ideas someone else hopes you act on, they are in your handwriting and come from within. That gives them power, the power to become your experience and the power to be acted on today, tomorrow, and any day in the future.

Read aloud each of your affirmations and suggestions. There is no need to revise them,

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comment to yourself, or to questions them in any way, just read them out loud.

Explore

Close your eyes if you are doing this on your own.

Explore each of these suggestions. You can do this by recalling the first of your suggestions (it is ok to open the eyes and read it again if you need to refresh your memory. Just open and close your eyes as you need to, going through each of the previous suggestions.)

As you recall the first of these suggestions, explore what it would mean to have continuous and successful action on that suggestion. What would change for you? How would it make your life better? Can you picture yourself acting on this later today, tomorrow and even ten weeks from now?

Look at the second suggestion. Explore it in your mind. Again, how will acting on this suggestion improve your life? How will it help you? Are there any obstacles you can see that you will need to remove to take action on it?

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Now look at the third suggestion. Say it out loud. Explore in your own mind the possibilities that will come from decisive action on it.

Ratify

See yourself as you know you will be, a day from now, a week from now, a month from now, having acted consistently on these suggestions.

Ratify these suggestions by telling yourself, "In every way, each and every day, I get better and better" and know that this affirmation becomes your reality each and every day by consistently taking action on the suggestions you have made.

Take in a breath. Notice this moment (mindfulness), and recognize that by doing this today you have already taken the first action on these suggestions, and ratify the change by congratulating yourself.

Conclusion

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You can take all of the time you need in this resource state of hypnosis to relax, enjoy, and benefit from this process. You can then conclude by opening the eyes, taking in an energizing breath, and feeling fantastic.

I am going to suggest that if you use the P.O.W.E.R. method of hypnosis that you practice it at least once daily for twenty-one consecutive days. You can do it in a few minutes each day, but the benefits will last you a lifetime. By practicing each day, you will memorize the process. You will also make adaptations that work best for you, and that is ok as well.

Chapter Nine:

Image Streaming (Technique Six)

Image streaming is a powerful technique that can increase our intelligence, help us solve problems, and experience life differently. It is unlike the other techniques in this book, in that no expectation other than insight and self-awareness should be expected. There is no right or wrong result.

It relies heavily on visualization, and the free flow of your thoughts. You will be an observer to this process. It is a great way to get out of your own head, and see your thoughts from a new vantage point. This can really provide clarity, direction, and change.

Each session should typically be 5-20 minutes long. It is ok to go longer, again, this is your time and your experience. It is often taught as a technique that requires a listening partner. If you are reading this book with a friend or family member who is also learning self-hypnosis, they can partner with you to give you the feedback. But you can also record on an audio recorder, every phone and

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every computer has the ability to record voice, so you can listen to the observations you make. Either way is just as effective.

Image streaming is a method of bringing to consciousness the subconscious power and to utilize the creative problem-solving capacity and the insights that our deep minds possess. It is also a tool for helping us to enhance our awareness of our how we see the world, and it's a tremendous tool to help us in practicing and increasing our visual acuity which is essentially the clarity of your eyesight.

The image streaming technique that I'm going to share with you, really is a fairly simple and basic process that can help us to gain guidance from that intuitive part of the mind that's deep within us. We actually have inside of us already the tools necessary to find our solutions and to experience success and to act in ways that are truly meaningful in a positive way. Image streaming gives you a way to capture those resources.

The image streaming exercises were originally developed by a guy named Win Winger who's been associated with Mensa among other organizations.

This is an adaptation of some of the work that he's written about and this is how I use image streaming both in my own life and with clients as well. A lot of people will tell you image streaming should be done with a partner. I like to do it alone. I like to put the headsets on and go to the computer and use a free program called *Audacity* and actually record myself.

The first step

The first step is to ask yourself a question specifically about a solution. Let's say I'm trying to decide which of several choices to make in regards to a long-term career change or a long-term relationship. I could ask myself about the career change or about the relationship. I can do this with habits, behaviors and emotions as well.

In this example, I am going to propose trying to lose weight. In fact, this is true. At the time of this writing, I have actually lost 34 pounds using self-hypnosis as a tool for reaching a goal of losing 45 pounds. I am almost there. I love self-hypnosis, it is not

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only something I teach others, it is something I actually use in my own life.

I just had foot surgery and I'm trying to get healthy and fit again and lose a few pounds. I would begin by asking myself a simple question: "What is going to be the most effective way for me to control my food intake and to increase my activity level?"

Now you think of a question you need to ask yourself. You will be using image streaming, like I have, to access the inner resources and help you accomplish your goal.

The second step

To do this, close your eyes to relax to put yourself in that state of deep relaxation that we practiced the beginning of this book and simply let the mind relax. Shut the door, turn off the phone for a few minutes. Step two is all about simply being comfortable.

Allow yourself to be comfortable, mindful, and fully present. Relax the muscles in your body, let go of any tension you are holding onto.

The third step

And now onto step three, you're going to focus on the inner mind where creativity and insight and awareness lies. Set aside any thoughts of obligations and recognize you have solutions. You can even thank your subconscious mind for being a guide, and using your creativity to find new solutions.

The fourth step

In step four, you're going to describe the images that you see inside of that creative, intuitive, insightful, and aware part of the mind. Speak the descriptions into the recording device. Simply describe the images you see as they flow. You can become detailed in your descriptions if images slow, or less detailed if images are coming quickly. It's amazing how the part of the mind where awareness is created is something we only become aware of when we ask ourselves to focus on that.

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Describe this visual imagery describing it to yourself, or describing it to your friend, note the emergence of any new details.

The fifth step

Step five is to look at future awareness and ask yourself, “Why is this here?” “What does it mean?”

The sixth step

Now that you have asked these questions about the images, close your eyes again if they are not closed, and see if the image changes when you ask yourself those awareness questions and then describe this change in the image and then repeat this with each change in the image.

What you might actually have are four, five, six, or even seven different images that you have described either on computer or to another person. With each image ask yourself “Why is this image here?” and “What does it mean?”

Focus on one thing and if it changes in light of these questions.

The seventh step

Look for commonalities in the images. The images may seem random, but there are commonalities. They are usually one of two things, the blocks that keep us from success or change, or the answer to the original question!

The eighth step

Step eight of the image training process is to integrate these answers and awareness into a specific answer to the problem to generate insight about the problem that we've experienced and to integrate those commonalities, and those answers, into the problem.

The ninth step

The ninth step is to debrief and the way to debrief is to summarize all these experiences to another person or to yourself.

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This whole process of administering image streaming techniques will take most people ten to thirty minutes. I think the longer you take, the more comprehensive and useful it becomes, so do not hurry. A person who practices this each and every day, or even just a couple times a week, will find that it produces a remarkable change in their awareness and the problem-solving capability and in their ability to intuitively handle situations that previously used to baffle them.

Chapter Ten:

The Light Switch Technique

(Technique Seven)

Roger Moore, a hypnotist renowned for his work in bariatric hypnotherapy, showed me a self-hypnosis technique many years ago that I teach to almost all of my clients. Additionally, I use this technique as a strategy in my own self-hypnosis practice. He calls this technique, the Light Switch (based on a strategy he credits to Gerald Kein). I included this as the seventh strategy because by now you have a good idea of how you can access the resource state of self-hypnosis.

At its core, it is a form of hypnotic induction. You already know how good relaxation feels, and you understand the value of autogenic training. In our image streaming exercise you learned about visualization. What the Light Switch Technique does is give you a pathway into “instant induction” without needing a stage hypnotist to come over and do it to you.

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A lot of people have watched stage hypnotists do instant inductions, where a person is brought up on stage and in less than a few seconds is in a fully relaxed state of deep hypnotic trance. My YouTube channel has video of me demonstrating this with John Cerbone, the creator of Speedtrance, and our videos have millions of views. People really want to know, “How can I access hypnotic trances quickly?”

Roger Moore tells us that the reason he teaches this technique is because it is fast, and that one can get as much value for two minutes of hypnosis as thirty minutes of hypnosis when they know what they are trying to accomplish.

The simple idea and induction into hypnosis is described by Moore on his website at HypnosisHealthInfo.com as follows:

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.

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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.

(I am going to add a sixth step).

The first two steps are important, they are about setting the stage for success. You always want to make sure you have devoted your attention to self-hypnosis, including making sure you are safe. Hypnosis is described as a benign process by the Mayo Clinic, so there are virtually no negative side effects of hypnosis, but you do want to make sure you are never practicing while driving, or listening to hypnosis audios as a passenger when someone else is driving. Common sense also dictates that you are on a stable surface, in a supportive chair, and that your attention is not required somewhere else (like childcare).

Our hypnotic position is also important. It does not matter if you lay on the floor, the bed, or sit on the floor or sit in a chair. What is most important is that you are comfortable and relaxed and momentarily free from the stress of the day.

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The reason a time limit is given is so that expectation can be set. Expectation is a foundation for self-hypnosis success, and by using this technique you expect to access new resource states. You expect to experience self-hypnosis. You expect to benefit in a short period of time.

Step three, raising and lowering the finger is designed to mimic the flipping of a light switch. That is why it is called The Light Switch Technique. The light switch is a great metaphor in hypnosis, because we can turn on, or turn off, any resource state at anytime.

Because you have set a time to refresh, recharge, and relax prior to the session, you can have full confidence that your subconscious mind will know when it is time to reorient and open your eyes. You do not even need to worry about this. When you open your eyes, you can then carry the resource state you have accessed into everyday life, throughout the rest of the day.

You can use this process of the Light Switch Technique to do just about anything after the "lights go off." You can use affirmations, you can use written suggestions like we did in the P.O.W.E.R.

Method, you can practice autogenic training, or include any number of other self-hypnosis ideas. But without a doubt, this basic strategy is the most powerful instant induction for self-hypnosis that I share with people.

Expanding the Light Switch Technique

Because this technique is a true hypnotic induction, you can use this technique as a gateway into any other hypnotic process. Let me give you an example:

1. Place yourself in a safe and comfortable position, using mindfulness and relaxation to stay in the moment
2. Set your time limit (Whatever time is appropriate for your objective).
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.**

It is in this resource state that you can practice the physical aspects of hypnosis like progressive muscle relaxation or autogenic training. You can meditate deeply on a mantra or autosuggestion. In

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this time, you can do a values clarification process (described below).

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 by flipping the lights switch one more time and “turning the lights on.”

Roger Moore suggests practicing the technique for at least seven days in its basic form before adding suggestions. He also shares the importance of making this a skill you can use anywhere, not just in quiet comfortable places.

He writes, “Be sure to practice your light switch technique in 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

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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!”
(From HypnosisHealthInfo.com)

Enjoy this strategy, it is a useful tool many hypnotherapists find helps clients access self-hypnosis. By practicing this technique, in addition to the others, you will discover the real power of self-hypnosis in any circumstance.

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Chapter Eleven:

Practicing Visualization

Studies tell us that most people do well with visualization. For the majority of people, the visual learning style is the predominant learning style, in that people learn by seeing something. Visual imagery is a key resource for us in self-hypnosis because for the most part it is easy to do and something that you already know how to do, and because visual imagery activates the healing process in the body.

How does it do this? Our minds are remarkable machines, capable of creating whatever we think. In fact, nothing exists today that was not first somebody's thought. At a metaphysical level, when one has the ability to visualize healing, the body has the ability to activate the hormones, enzymes and chemicals that promote healing.

Try a little experiment here as you read. In a moment relax your body and close the eyes:

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Imagine a fresh lemon when your eyes are closed. Create a vivid picture in your imagination of looking at that juicy, big yellow lemon and imagine cutting into it with a sharp knife. As the juices splatter as you break apart this plush, ripe lemon, imagine taking a bite into it as if it were an apple. With your mind imagine the taste, and feel the coolness of the lemon. Then open your eyes.

What happened to you? Did you pucker? Did you notice salivation? Did you move your head away from an imaginary lemon? Could you actually taste the sourness?

I have done this experiment with hundreds of people, and the majority of them have some physical response to just the thought of this imaginary lemon. Thoughts do produce physical responses. As easy as it is to stimulate the saliva glands, it is easy to stimulate the body's healing potential. If you are one of those few people who really struggles with visualization, know that by practicing visualization you can improve your skills in this area. It is something that can be learned.

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I have listened to many guided meditation sessions where other people tell me what I should visualize. While these may be effective for some, the most effective visualizations come from within you. And so, in the following exercise you may create the images I suggest in any way that you want to. This exercise helps move our time in self-hypnosis from one-minute mindfulness or concentration exercises to three-minute or even five-minute periods of self-hypnosis. Its just like going to the movies, but anywhere you want to be!

Author Charles Haanel wrote, "Then comes the process of visualization. You must see the picture more and more complete, see the detail, and, as the details begin to unfold, the ways and means for bringing it into manifestation will develop. One thing will lead to another. Thought will lead to action, action will develop methods, methods will develop friends, and friends will bring about circumstances, and, finally, the third step, or Materialization, will have been accomplished."

Exercise: Visualization Self-Hypnosis

In this exercise we are going to take a few minutes to practice visualization. Find a

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comfortable place to relax, scan your body for any tension and let those muscles go loose. Take in a deep breath or two, noticing how your heart rate slows and your breathing becomes smooth and rhythmic. When you are ready, close your eyes.

And with the eyes closed, imagine that you are outside under a clear blue sky. It is not too hot or too cold, and it can be a beautiful place you have been to before or a place you would like to go to, or simply a place of your own creation. Now take a moment to look into the sky and notice a single white puffy cloud lazily floating across the horizon.

As it slowly moves across the sky it will become smaller and smaller, eventually drifting into the horizon and disappearing. Take another moment to be mindful of your experience with visualization and when ready, simply reopen the eyes, feeling refreshed and wonderful.

Go ahead, try the exercise outlined above. It is amazing how a simple break in the day to do a little daydreaming can actually impact our serenity. This

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is the skill of visualization. We can now use this skill to activate the healing potential deep within each one of us.

Up to this point I have taught you several self-hypnosis techniques. If you simply review these exercises each day for the next week and never go any further, you will have some core techniques that can, when practiced and incorporated into life as automatic responses, have a profound impact on both your quality of life and your body's ability to heal.

A few years ago I went to Hawaii on vacation. If you have never been there, all of the islands are as beautiful as people claim. It seemed to me that there was not a single ugly place on any of the islands I went to. I was fortunate, I brought my video camera. I recorded several of the waterfalls, beaches, and other place that caught my attention. When I went back to my hotel, I made several guided hypnosis recordings and put them up on YouTube. Tens of thousands of people have watched these videos, increased their ability to visualize, and have benefitted from the suggestions made.

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In one of those videos, I focused on self-hypnosis for anxiety, depression, and anger. I have posted this video for you as a free resources at SelfHypnosisBook.com.

Chapter Twelve:

What is Holding You Back?

I have written many books on the subject of hypnosis, and have millions of viewers on YouTube and through other social media. Some of the most frequent questions I receive are from those who have tried my methods but failed. I want to address in this chapter, anything that may hold you back from success.

The primary three reasons for failing to discover results in self-hypnosis are due to:

- 1.) Impatience and a lack of practice.
- 2.) Misbeliefs about what hypnosis feels like.
- 3.) Fear of hypnotic processes.

I get this note or comment at least once a month, “I just watched your video, I tried it but it did not work. Do you have any advice?” Once in a blue moon, when I am grouchy, I just comment, “Today hypnosis is broken. Come back another day when it works.” Fortunately, my compassionate side is usually at work and I respond by telling them that practice is what makes it work.

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The goal of self-hypnosis is not to be hypnotized. The goal of self-hypnosis is to become hypnotic. There is a huge difference between these two states. There is little value in a short hypnotic experience other than satisfying curiosity or trying something new. The value of any form of hypnosis, and self-hypnosis in particular, is that by practicing it we live a hypnotic life where we intuitively and automatically put our best foot forward.

10 minutes, 20 minutes, 30 minutes of self-hypnosis only has lasting value when the process helps us with our daily lives. The same principle applies to any form of meditation. Let me explain it this way. Sharpening an axe does not fell a tree, but by sharpening the ax, when you find yourself in the forest needing to clear a path, having sharpened that axe first, is going to make life a lot easier.

The purpose of practicing meditation each day is so that one can make life a meditation! The purpose of practicing self-hypnosis is to make life hypnotic. This takes practice. Yes a single session of either recorded or live hypnosis can have value and even be a profound experience for some, but the real value is in learning how to shift trance states and

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access the resources states of self-hypnosis when you are not hypnotized.

The techniques I have shared in this book have not been designed to provide instant results, even though many of them will yield positive experiences on the first try. What they are designed to do is give you a foundation of experience so that when you find yourself staring down a coconut cream cake, or a Doubletree Hotel cookie when you are trying to lose weight, you can look past it and accomplish your objective without a feeling of loss and with joy.

The second reason, misbeliefs about what hypnosis feels like, also keeps people from fully benefitting. Every once in a while, I get a message saying, "I felt relaxed when I tried self-hypnosis, but I want to forget my own name or hallucinate seeing something that is not there, (common skits in a stage hypnosis show)." Sometimes they say, "I want an out of body experience, but I always knew where I was." What these statements tell me is that there are unrealistic expectations about what hypnosis is, usually based on having limited knowledge beyond seeing a demonstration or stage hypnosis show.

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Metaphysical applications of hypnosis are frequently demonstrated on cable TV and in Hollywood movies. Many people do report profound experiences, like being an observer of themselves. Stage hypnotists do demonstrate fantastical displays of hypnotic phenomena like a person forgetting their own name, and then later in the show, only remembering it when they sing the song "Happy Birthday." But these are not really the ideas of self-hypnosis. Self-hypnosis is a practical skill you learn and apply. For most, profound and strange experiences are not the norm, and of course, you always have full control over your own experiences not only in self-hypnosis, but in any other form of hypnosis as well. It is a myth that the all-powerful hypnotists does something to make us have the fantastical experiences. Rather, in that moment it is what we want to experience, and so we create them with the prompting of a hypnotist.

What this means is that if you want a fantastical experience, just give yourself permission to do that. Lock your mind around that single idea, exclude the practical mind and will from your thoughts, and simply forget your own name, lift your hand into the air as if a balloon is tied around your wrist. You

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can even dance like Brittany Spears, or Elvis Presley, in your own bedroom if that is what you want to experience in self-hypnosis. Of course, there is little value in doing so, other than practicing overcoming your own resistance and opposition. But if for some reason you believe that is how you will know you were hypnotized then just do it, nobody is telling you that you can't.

Sometimes it is fear of hypnosis that holds us back. For some people, simply relaxing brings a fear that they will lose control, or worse that they are opening the doorway to nefarious spirits to control them. These ideas often come from religious admonitions that hypnosis is bad. But hypnosis is a natural state, nobody is doing anything to you. You are learning and practicing a skill, a skill some might even claim is a "God given" skill or set of resource states. Harkening back to what I wrote in an earlier part of this book, those that rail most against hypnosis, are often the ones using the most hypnotic techniques.

The Christian Science religion, developed by Mary Baker Eddy has long railed against hypnosis, associating it with necromancy (communicating with the dead.) How she confabulated these two

things is beyond me, but she was the product of her times in the 1800's, when we did not have the same understandings of reality that we do now. The main text of the religion has an entire chapter devoted to the evils of hypnosis. Christian Science practitioners, do not believe in the application of modern medicine, instead using only prayer and touch as treatment. They avoid blood transfusions, medication, surgery and any other medical procedure relying on prayer for all healing and wellness.

But these prayers are a form of hypnosis. They suggest that the body will become well, and that miracles can happen. What we know about hypnosis is that when we lock our ideas around a specific belief, our bodies will respond to that belief. This is why the prayers work. They work because it is a hypnotic process. This is also why I appreciate the realism of Émile Coué, who said this will only be true if it is possible. An amputee can decide to regrow a limb all they want to, but it is not growing back because people are not lizards and cannot regrow their own limbs. But someone with hypertension can generate the idea their blood pressure will stabilize and it can. One is within the

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realm of possibility, the other is not. Of course, every couple of years, a Christian Science family makes the news when they have a child die who they sought no treatment for. This tragedy comes from blind faith rather than acceptance of the limits reality contains.

Many other religious groups have spread a message of fear about hypnosis. Again, most of these center around the misbelief that someone or something else will be able to control your mind during hypnosis. But this is not what hypnosis is. Hypnosis is about you taking control of yourself, and there is nothing to fear in increasing your self-efficacy, increasing your self-awareness, and increasing your ability to control you own mind, body and spirit.

Chapter Thirteen:

The New You

This book has the ability to profoundly change your life. I have seen the results of self-hypnosis in my own life, and more importantly, in the lives of the many clients I have worked with over the past 30 years. The research is filled with positive examples of how self-hypnosis can change lives.

Right now, you have the ability to either keep doing what you have done before to problem solve, or to practice the methods contained in this book and do something different. My hope is that you will do something different. By doing the same thing, you will only get the same results, but by doing self-hypnosis you will be using the method Napoleon Hill advocated in his book *Think and Grow Rich*, that movie stars like Matt Damon have benefitted from, and a strategy business leaders like Tony Robbins know can change lives.

Are you ready to begin? If you have simply read this book and now have the head knowledge but did not

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practice any of the methods or the ideas, you can now go back through the book deliberately practicing each of the methods. It is through this practice that masters of self-hypnosis will come true.

One of my favorite authors is Charles Haanel. I quoted him in a preceding chapter on visualization. He was an industrialist in the early 1900's and the publisher of the St. Louis Post. He wrote a book called, *The Master Key System*, that was actually a series of 24 lessons for personal success. The core of his ideas were largely based on self-hypnosis. In this volume he wrote, "You can not entertain weak, harmful, negative thoughts ten hours a day and expect to bring about beautiful, strong and harmonious conditions by ten minutes of strong, positive, creative thought."

This highlights for us, the importance of dedicating yourself to practice. We live in a world filled with 24-hour news cycles, which always seems to report the bad news, and a world where TV and social media gives us negative messages at a non-stop rate. The practice of self-hypnosis is what makes it powerful.

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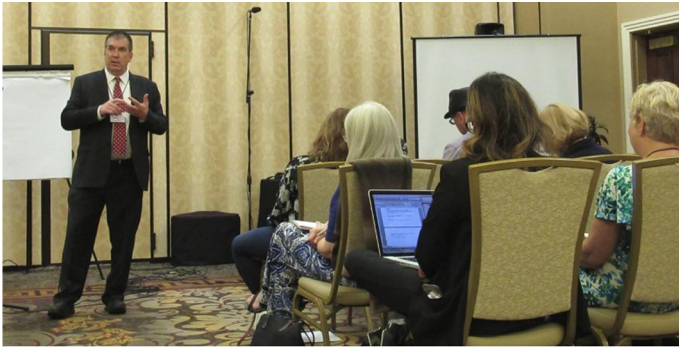
By taking a positive and proactive approach to self-hypnosis, you can open up the opportunity to bring changes for the better, to improve confidence, self-efficacy and resilience. It may take a minute, it may take 20 but by making the decision to live in the moment, set time aside for your own wellbeing and development you can truly make changes that YOU want, that will take you to places you have always wanted to go, mentally, physically and spiritually.

In closing, I want to remind you that I have posted many free resources for you to continue your journey of self-discovery through self-hypnosis on my website at **SelfHypnosisBook.com**. Please access these free resources.

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You Are Invited!

Dr. Richard K. Nongard offers self-hypnosis seminars in his hometown of Las Vegas and throughout the world. You can attend these events!



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