

A GUIDE TO HYPNOSIS AND IT'S EVERYDAY USES!

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Rich's list of certifications and awards includes:

- Member of the National Guild of Hypnotists since 1993
- Certified Hypnotist 1995 by the Hypnosis Motivation Institute of California
- Rich holds over 20 certifications in Hypnosis, NLP and Stage Hypnosis
- Operates a Hypnosis Clinic in Port St. Lucie, Florida since 2004
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Rich is available for hypnosis presentations, seminars or stage shows for companies or groups. His contact information can be found at the end of this booklet.

INTRODUCTION

I want to thank you for taking the time to educate yourself about the value of hypnosis. In this booklet I want to show you how you can take control of your life and achieve your goals using the power of your own mind. Alexander the Great said "he who controls himself controls the world". When you learn to control your own mind you can accomplish anything you set your mind to do. When you open your mind you enter a world of possibilities.

What Is Hypnosis?

There are many definitions of hypnosis. Hypnosis is a tool to focus your mind on what you want. It is a tool of self discovery. It is a tool that will allow you to control your emotions and your beliefs.

Hypnosis is an ability everyone has and can learn to utilize to accomplish personal and professional goals. As you learn to use this tool of hypnosis, you open yourself to your own potential and go beyond your own limits. A good friend once told me “a mind once stretched can never return to its original shape”. In my experience I’ve found this to be true. Use this tool to open yourself to your own power, take control of your own life and joyfully go for what you want, because it’s a journey worth taking.

You’re conscious mind is analytical. It contains what hypnotists call the critical factor. You’re conscious mind analyzes the suggestions and decides if they should be accepted or rejected. You’re conscious mind knows real from imagined that your having a daydream you’re conscious mind knows that it is only a daydream, not real. It knows right from wrong, good from bad. It knows what you should be doing.

Hypnosis uses the part of your mind that deals with your imagination and your emotions, these are part of your unconscious mind. Your unconscious mind cannot tell what’s real or imagined. It is unable to discern good from bad. What it accepts to be true is acted upon as if it were true, whether it is true or not. We all act automatically from our emotions and our beliefs. What we believe does not have to have anything to do with reality. In the past people believed the earth was flat. That was a commonly held belief. We know that is false. Beliefs can be created by perceptions or experiences that seem to be true and then are accepted as true. How we feel about things can be programmed by the things we are told and accept.

Repetition is very important when using hypnosis to program the unconscious mind. Repetition is the mother of all learning. To accomplish your goal you can use CDs, live sessions or a combination of both to achieve repetition with hypnosis.

Hypnotic Myths

Most people have a lot of misconceptions about hypnosis. That is because they get their information from TV, the movies or a stage show. It is not a commonly understood subject. Although it is something every human being is using without even realizing it, because it is part of our natural mental processes.

Hypnosis is the best way to add or remove any belief, attitude or behavior because you are in control of your own mind. What you think becomes what you feel and believe. It is safe and natural because all hypnosis is really self hypnosis. That is why you'll never do anything against your morals or values. If you do not like the suggestion you'll just reject it. Some people think a hypnotist can control them. That is not true because you are always in control when hypnotized. No one can hypnotize you against your will. Some people think they're going to reveal a deep, dark secret. You will only say what you want to say. Some people think there not going to wake up. The worst that can happen is if you're sleepy you're going to drift off and take a nap and then wake up from the nap. Some people think they will blackout and lose consciousness. It is actually a heightened state of awareness and you are aware of your surroundings. Some people think they're going to feel different. You should expect to feel like yourself and notice behavior changes.

Hypnosis is always a partnership between the hypnotist and the person being hypnotized. The hypnotist job is to guide you into the traits and give you suggestions to achieve your goal. Your job is to be willing to go into the trance, accept the suggestions, and most importantly to act on them. To achieve results you must always take action. It is your responsibility to make the change that you desire. People that take responsibility for themselves do very well with hypnosis. Because it takes a commitment to yourself you have to want to accomplish your goal. No one is going to make you do anything. It truly is a process of becoming what you want creating what you, want doing what you want.

Because it is completely natural and makes it easier to accomplish your goals, the side effects are that it improves your self confidence and self esteem. It helps you to sleep better because it trains your

mind and body to calm down and relax. Stress is the root of many illnesses. Stress causes many people to overeat or smoke more. Hypnosis helps reduce stress by making you more stress resistant by teaching you how to mentally and emotionally detached and evaluate situations calmly automatically.

Can I Be Hypnotized?

Most people can be hypnotized because it is a natural mental state. The only thing that could stop you from being hypnotized is yourself. Hypnosis is a natural state of mind and everyone goes into it at least twice a day. When you're driving in car and miss your turn or exit because your mind is elsewhere. When you're reading a book and do not realize how much time has past. Remember watching a movie that caused you to feel emotional. Have you ever seen someone staring off into the distance zoning out, they are inside thinking about something deeply. When you are really daydreaming many people make pictures in their minds. These are all examples of naturally occurring trance. All you need to do to be hypnotized is to have a willingness to follow along with the suggestions a hypnotist gives you to bring you into a trance state.

How It Feels To Be Hypnotized

People that are hypnotized look like they're asleep but are not. When you are hypnotized you feel mentally alert and aware of your surroundings yet physically relaxed. Many people report feeling tingling sensations in their hands or feet. Some people relax so deeply they may fall asleep. There is often a sense of time distortion an hour may feel like a few minutes. After a hypnosis session you are very relaxed and many people report sleeping deeply that night. You're always in control when you hypnotized. If an emergency requires your attention you would just come out of the trance and take care of it.

How Does Hypnosis Work?

Hypnosis has been accepted by the American Medical association and the Vatican. Hypnosis works through the power of suggestion. Using suggestion to guide you into a relaxed state allows access to the unconscious mind. By bypassing the critical factor suggestions are more readily accepted by the unconscious mind. What the unconscious mind accepts it acts upon automatically. Repetition is important because it compounds the effectiveness of suggestions. The more the unconscious mind receives the message the more it accepts it uncritically and acts upon it more automatically. The more it acts upon the suggestions the more they are accepted and reinforced. They are growing stronger. The unconscious mind does not discern between right and wrong, good or bad. What it accepts, it acts upon automatically as if it were real and true. Suggestions are like seeds planted into your mind nurtured by repetition and action. When you act on suggestions you are actually hard wiring them into your nervous system. Most professionals understand human behavior change cannot be guaranteed. Success using hypnosis is dependent on your cooperation, attitude and motivation. It can take one or more sessions to be successful, everyone is different. Most issues can be handled in 1 to 5 sessions.

How Hypnosis Can Help You

It doesn't matter how long you've been struggling with an issue or thought you've tried it all and have given up change is possible. Hypnosis can help by putting you in control of you to make the necessary changes to achieve your goal. It gives you an "I can" attitude and if you think you can, you will find a way to solve your problem. Hypnosis opens the door to your own power to take control of and manage your own life.

Would you like to make changes in any of these areas? Hypnosis can help.

Weight Management - If you've been over eating and putting on weight you know how that makes you feel. You might feel it's out of

your control. Hypnosis can help with your attitude to feel in control. That you can change. Hypnosis can help you to increase energy, motivation and confidence. Hypnosis can help you to eat only when you're hungry, enjoy smaller amounts of food and stop eating as soon as you feel satisfied. You're not on a diet, you're simply watching what you eat and how much. Developing good eating habits to create and maintain your ideal weight shape and size for the long term.

Stop Smoking - Everyone knows the risks of smoking causes cancer, emphysema and takes years off your life. It is an expensive, deadly habit. Every smoker knows it's killing them and has to lie to themselves to continue to smoke. Smoking is an addiction and a habit. It's not your fault you became a smoker but **only you can make the choice to quit**. Over 40,000,000 people have quit smoking, you can too. Hypnosis can help you stop smoking by helping you to change the association's in your mind, changing the way you think and feel about cigarettes. From one of pleasure to one of pain, naturally avoiding what is painful. Hypnosis can help with the cravings associated with withdrawal from nicotine by helping you to remain calm till they pass. Hypnosis can help you develop new strategies to deal with life without smoking.

End Fears - If you've been experiencing irrational fears you know how debilitating that can be. Hypnosis has been shown to be effective in overcoming irrational fears and developing confidence.

Manage Stress –hypnosis can help you to be more stress resistant. By developing the ability to be calm through difficult situations.

Improve Confidence – to accomplish any goal you need confidence with hypnosis you will gain an I can attitude.

Self Esteem- many problems have their roots in poor self esteem. This leads to people thinking they're not worthy or deserving of success or any good things in life. You learn to appreciate your own uniqueness.

Improve Your Golf Game – learn the mental side of the game of golf. Many golfers have used hypnosis to improve their game. Tiger Woods understands the benefits of using hypnosis for the game of

golf. You can learn to slip into the zone at will, improve your swing and putt confidently.

Glossary

Hypnosis: A relaxed state of body and mind — either occurring spontaneously or externally induced — wherein the critical/analytical faculties of the conscious mind are bypassed. In this state, suggestions can be delivered directly to the subconscious mind, which is in a state of heightened awareness.

Hypnotism: Practice of helping people to enter hypnosis.

Hypnotist: Practitioner who guides clients into hypnosis.

Relaxed state of mind: Result of lower brain wave activity favoring mental imagery.

Conscious mind: Communication center, awareness.

Subconscious mind: Where our intuition, instincts, and memory reside. It is the control center of our autonomic nervous system and where all instinctive and learned behavior programs are stored.

Conclusion

I want to thank you for learning about hypnosis and encourage you to use hypnosis to make the changes that you want. I look forward to hearing from you and seeing you in my office! To set up your appointment.

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For additional information:
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