

How Hypnosis Can Help You!



“Quit Cigarettes
in 60 Minutes”

The page features a decorative design with three overlapping orange circles of varying sizes. Two thin orange lines cross the page diagonally, one from the top-left to the bottom-right, and another from the top-right to the bottom-left. The circles are positioned in the upper right and lower right areas of the page.

Quitting Cigarettes

With Hypnosis

By reading this eBook you will gain valuable information about what hypnosis can actually do for you. And together we'll dispel some of the myths associated with hypnosis. We will demystify, if you like, hypnosis.

Joanne Sanders (Clinical Hypnotherapist)

Hello and welcome to this introductory eBook on the benefits of hypnosis.

My name is Joanne Sanders; I'm a certified Clinical Hypnotherapist.

By reading this eBook you will gain valuable information about what hypnosis can actually do for you. And together we'll dispel some of the myths associated with hypnosis. We will demystify, if you like, hypnosis.



Now you may have downloaded this eBook from my website or someone has passed it along to you. Perhaps by a family member, or a concerned friend. The reason I say concerned is because one of the things that I will talk to you about in this eBook is how you can get to Quit Cigarettes in 60 Minutes.



So here's a little background on my practice.

My practice is virtually an introduction-only practice, which means that my practice is built on referrals. Referrals from very satisfied clients. My satisfied clients are told to pass this information onto their family and friends. We like to know that this eBook is spread around so that people can get an introduction to the many uses of hypnosis. And in particular how I use it to get a very high success rate on how to Quit Cigarettes in 60 Minutes, which enables me to offer a unique guarantee. You see, for the rare client - a maximum of one or two percent - my rare clients who struggle and start smoking again I offer a free, completely free, back-up session.



So my intention is for this eBook is to give you all the information you need to make up your own mind as to whether or not Quit Cigarettes in 60 Minutes is the right thing for you to do. Even if you decide it's not the right thing for you to do at this stage, you can still acquire huge benefits by downloading and listening to my "Stress Relief" track, because as you know, stress is one of the biggest problems in our modern-day hurry-hurry, worry-worry type of society.

Why hypnosis is the most powerful method for getting permanent results...

Now in this eBook you'll also find an explanation as to why hypnosis is the most powerful method of getting permanent results for things such as quitting smoking, weight loss, stress release and many other things.

Now you know people, who have stopped smoking and then started again, don't you? And then you also know people who have lost weight and then put it back on again. Well, now, we're not interested in anything other than permanent change.

Permanent change is what everybody wants.

So what is it that makes our practice so unique? Well, good question! What makes our practice so unique is the combination of hypnosis and the new science of Neuro-Linguistic Programming. So what we do is, we combine hypnosis with Neuro-Linguistic Programming, which takes hypnosis to an even greater level of effectiveness.

So let me answer all the frequently asked questions about hypnosis. So let's begin by explaining what hypnosis actually is.



What is hypnotherapy?

Well, hypnotherapy is a profession just like any other profession. And despite what some people might think, we don't have weird spiral eyes! You see, when you meet me – in the office or whatever – you'll just think "hey, what a nice lady Joanne is!" You know – just a normal person. You see there is nothing strange or mysterious about hypnosis. It's just like any other profession that leads the way for quitting cigarettes. It leads the way for weight loss, leads the way for dealing with stress, and leads the way with pain management, phobias, sports enhancement, learning to play better golf, and many, many other things.

So how come our profession leads the way in these fields you might ask? Well let's explain. Well first of all, let's just talk about the mind. Let's explore the different functions of the mind.

Conscious Mind V's Unconscious Mind

Now you might have heard from time to time people say things like... "Oh, look this stuff is all in your mind!" Next time someone says that, simply say, thank you! Now let's face it, if it wasn't in your mind, where else would it be? In your big toe!

Now you might have also heard certain people describe the mind in different ways. Some people might call it the conscious mind, or the reactive mind. Some people will then turn around and also talk about a subconscious mind, or the unconscious mind. Or even the automatic nervous system. And some other people will then say ah yes, but there's also the higher consciousness, or a collective consciousness.

That's all very fine. What we're going to do here, in our school of thought, is we're going to refer to the mind as a conscious mind and unconscious mind. Now then, behavioural psychologists tell us that one moment in time we're being bombarded by about 2 million bits of information per second, coming into our awareness. They also tell us that we can only handle 7 plus or minus 2 chunks of those 2 million bits at any one time.

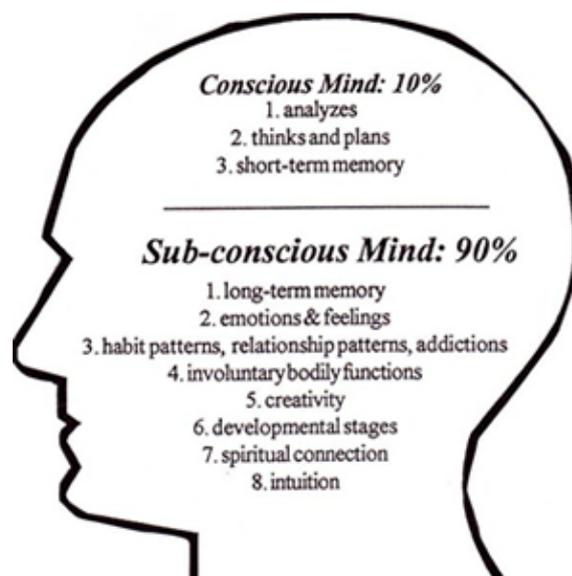
So, to make it easy, what we're going to say is that your conscious mind is everything that you are aware of right now.

So everything that you are aware of is your conscious mind. Everything that you are **NOT** aware of is in your unconscious mind. Now then, who made you blink just then? Who breathes you? Who digests your food? So metaphorically speaking, then look at your unconscious mind as your automatic pilot. Your unconscious mind runs your life for you. It's been building habits for you ever since you were born.

A really important concept is that all learning, all behaviour, all change, is in fact unconscious.

Now that's not to say that you didn't have a conscious volition in the first place. But once learned you have relegated the learning, the behaviour, the change to your unconscious mind. You see everything you do is an unconscious habit. Let's think about it for a second, the way you brush your teeth, the way you put your shoes on in the morning, the way you dress yourself. What about your breathing? You're not consciously thinking of breathing right now... oh no, that's a bit too slow, mmm, oh no that's a bit too fast. You are not actually consciously thinking of that – it just happens for you.

Your autonomic nervous system is actually run by your unconscious mind. It breathes for you, it pumps your blood, it makes you blink; it takes care of all those autonomic functions for you.

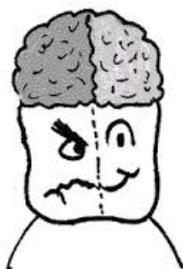


And you know what? Think about the time you learnt to drive a car! Could you have been changing gears, winding the windows up, changing the radio station all at the same time? Pretty difficult! Now, that was overloading the tiny conscious mind already. Remember, the conscious mind can handle 7 plus or minus 2 chunks. Now the little conscious mind downloaded all that information into that powerful unconscious mind that handles all sorts of things and all those things became an automatic, habitual behaviour.

So, you learn something, you practice it, you relegate it to the unconscious mind and then you get on automatic pilot. So what hypnosis does is quite simple, instead of having to practice to acquire a new habit, or to practice to get rid of an old unwanted habit, hypnosis enables you to communicate directly with the unconscious mind and to cut out all that practicing stage.

When the conscious mind does something three, four or five times, the unconscious mind says “Hey I’ll do that for you.” And takes it on board as a habit... It becomes automatic.

Now some of those habits are very useful, just like driving a car or riding a bike. Some of those habits are not useful, such as smoking or overeating. So you have probably tried to change those unhealthy habits with conscious willpower, but how hard was that? The reality is that we come hard-wired to actually protect those old habits. It is the job of the unconscious mind to actually protect those old habits. Otherwise a person could forget for instance, how to drive a car in the middle of driving! Imagine that! Or forget how to swim! And you’re enjoying yourself in the middle of the pool and all of a sudden you can’t swim! So you see it’s a survival mechanism.



The unconscious mind protects the body but protects the habits you have formed in the body. Now that’s why there is a battle going on inside. An inner conflict, if you like, between the conscious mind and the unconscious mind. So whenever you try to stop smoking or lose weight – any of these habits – the simple fact of life is that as human beings we are creatures of habit.

And if we have a method of controlling a habit in a quick, easy and effortless way, then we regain control of our lives. And when hypnosis is done correctly, that’s exactly what the method is.

Habits

So where do habits come from?

Let's look at smoking. Most people have tried a cigarette or two when they were younger. Some of them persisted through all the coughing, all the dizziness, and the burning eyes, not to mention the awful taste. And they kept repeating this behaviour until the unconscious mind said, "Hey I've got it, I'll make it automatic for you."

And from that moment onwards you became a smoker.

Now you can say to yourself "I will not smoke, I will not smoke, I will not smoke" but then you find yourself wanting to reach out for a cigarette as well because the conscious mind, metaphorically speaking, is like the tip of the iceberg, and the unconscious is like the iceberg itself, much larger, much stronger, and far more powerful.

So remember, a wise man once said that when you have conscious willpower against the unconscious imagination, the imagination will always win. That right!

So what are you really imagining, where are you really focusing when you're thinking "don't smoke that cigarette"?

That's right-you're imagining **smoking** that cigarette!

And that's why the harder you try **not** to smoke the cigarette, the more you want to.

And the reason why hypnosis is so powerful for changing unconscious habits and behaviours because you don't have to consciously try over and over again to think a certain way or to feel a certain a way or behave in a certain way.



Hypnosis makes it instantaneous. It makes it automatic. It makes it easy and effortless. It makes it permanent. Because it gives you the ability to communicate directly with your unconscious mind, that special place where all habits are kept.

Demystify Hypnosis

Ok, at this stage, let's just take the time to demystify hypnosis. Let's establish what hypnosis is and let's establish what it is not.



So, to begin with, hypnosis is not sleep. It's not a state of unconsciousness. Hypnosis is simply a state of relaxation. In fact, I often say to my clients don't expect to feel hypnotised. Just expect to feel relaxed. In fact, it's a very familiar feeling. People drift in and out of various states of hypnosis all day long.

Some people ask, "What does it feel like to be hypnotised?" Well the reality of it is you don't feel any different other than the fact that you are really relaxed.

Another question people ask is "Can I be hypnotized?" The answer to that one is anyone can be hypnotised, because everyone goes in and out of trance all day long. Here's an example; you stop at a red light, and all of a sudden you here 'beep, beep'. You know the light has turned green but you just drifted in a different state.

We call this the alpha brain wave state, which is a state of light to medium hypnosis; it's a very familiar state. Everyone gets into it and everyone gets out of it really easily.

Another myth is that you have to be weak minded to be hypnotised. No! On the contrary, hypnosis is all about following instructions. If you can't follow instructions you can't be hypnotised and that's the reality of it. So do you have an IQ sufficient enough to be able to follow instructions? If the answer is yes, you are home and hose, no problem with hypnosis.

And perhaps the biggest misconception is that you actually lose control. No! The reality of it is that in hypnosis you display the **ultimate** control. If I wanted you to quack like a duck in the context of a therapeutic intervention, you wouldn't do it, you would refuse to do so. If I was to say to you, "Go rob a bank," you wouldn't do it. So the point that I want to make is this; in the deepest recesses of you unconscious mind lay's your ethics, your values, your

morals, your belief systems. And if there was ever anything I said that you disagreed with, it would be filtered right out by those filters that are in the deepest recesses of your unconscious mind.

Well then, now that we know that hypnosis is a totally normal, natural, everyday occurring state, where you are totally safe and in control, the question is... "Does Hypnosis work?"

Does Hypnosis Work?

And the answer is, “Of course it does.”

In one of the most famous studies, published back in January 1968 in the American Journal of Clinical Hypnosis, testing the validity of hypnosis on a thousand smokers, when checked upon eighteen months later, revealed that 94% of them were still non-smokers.

Now that’s impressive. So does it work? My word it does!

And not only that, we have actually proved it, because we have combined the best of traditional hypnosis with techniques with the new science of neuro-linguistic programming. And this is why I now believe that our method is the best on this planet.

And that’s why we have a phenomenal success rate with just one session, for one hour. We also offer a 3 month guarantee. For the few people who happen to take it up again and that is less than 2%, we offer a free backup session so they can never slip up again. We actually want to see people back, if they need more help, so that we can maintain our high record of successes. But, we rarely see people coming back.

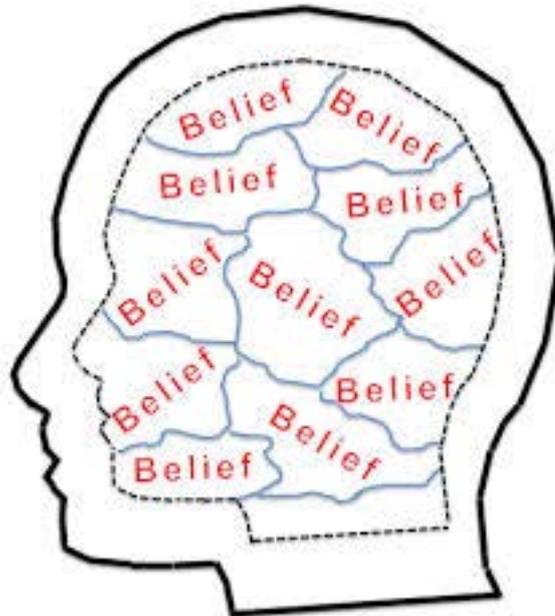
Another question that comes up from time to time is this; they says something like, “well I know it works for everybody else, but will it work for me?” So you have to ask yourself a question, would I offer you a free backup session if I didn’t think it was going to work for you?

So, what have we established so far? We have established that hypnosis is safe. We have established that hypnosis will work for anyone.

So the question is, so why do people continue to smoke, even though it is costing them thousands of dollars a year, it’s costing them their health, and it’s literally taking years off their lives!

The answer to that one is simple. They believe it’s going to be too hard to quit. Some of them believe that by giving up smoking they give up some enjoyment or pleasure out of smoking. Some of them believe they won’t be

able to handle all the stress if they can't smoke. Some of them believe they might put on some extra weight if they quit. Some of them believe that they'll go through a difficult withdrawal period.



Remember how we spoke about the fight between the conscious and unconscious mind? Remember the experiences we talked about in the past, when people try to quit consciously? Well, I'm here to tell you now that it's going to be **easy** to quit with hypnosis. Hypnosis is going to make it easy and effortless. Hypnosis is going to work, and hypnosis **will** work for you!

And you don't need to worry about any of the feelings that are associated with giving up pleasure, you don't need to worry about being able to handle stress, there's no need to concern yourself about withdrawals or putting on weight, because with our method hypnosis will make it easy without any of those usual problems associated with kicking the habit.

The Facts

Now, here are the facts. Surveys have found that smokers quit for three main reasons. To save money, to save time and perhaps most importantly to save their health before it's too late. We believe health comes first. Because if you don't have health, how can you enjoy the extra money you're going to save, or the extra time that you'll have available.

Health

The reality of it is – cigarettes kill. Half of the smokers die in their middle age, between 35 and 69. It's been estimated that tobacco kills more than AIDS, legal and illegal drugs, road accidents, murders and suicides – combined.

Of everyone alive in the world today, five hundred million people will be killed by tobacco. And here is an interesting statistic; on average, men who smoke cut their lives short by 13.2 years... 13 years! And female smokers lose 14.5 years. WOW!



And if you're a smoker, think about this – smokers in their 30's and 40's have five (5) times as many heart attacks as non-smokers in the same age group. And we haven't even mentioned emphysema or cancer.

Now the good news is that after you kick the habit, most of the time you can reverse the damage that you've done relatively quickly. Remember also the by quitting cigarettes today, the new non-smoker can be assured of a healthier tomorrow.

And it's never too late to quit. Even quitting cigarettes at 65 reduces by nearly 50% your risk of dying of a smoking related disease.

Time

Ok then, so enough about health. Now, what about time – saving time? Now you are probably wondering how you save time by not smoking. You save time in a variety of ways. In fact there are three different ways. Firstly, let's just say you smoke two packs a day. A smoker who smokes two packs a day spends one million, four hundred and sixty thousand minutes smoking. That's over twenty four thousand hours, or a thousand days, or two and three quarter years every twenty years.



So over a lifetime, that's about seven years!!! Seven years of wasted time, just like doing a seven year jail sentence. You're a slave to smoking.

Now the second way you save time is; on average, a person who stops smoking adds a thirteen to fourteen years to their life. That's thirteen additional healthy years that you can actually enjoy, instead of wasting them. So add those 13 or 14 years to the 7 years of time you'll be saving and that's 20 years you are adding to your life. Twenty years of health and fitness. Twenty years of freedom!

And the third way that you'll be saving time is that we have already streamlined the system, we have already accelerated the system, and we have already improved the system, so that you can get at quit cigarettes in around 60 minutes, just on session instead of several. So all you have to do is invest around one hour, one hour that will bring you an additional twenty years – a lifetime of health and freedom!

The big question is how are you going to be spending all this extra time? Imagine all the things you could be doing. With an investment of one hour, you can quit cigarettes in 60 minutes, with a guarantee of a **FREE** backup session if needed.

Money

Speaking of investment, let's see how you can not only save money, but why quitting cigarettes is the biggest investment you'll ever make. And yes, I do mean investment. You see, the average smoker blows out in smoke a whopping \$800,000 in his lifetime.



Did you know that putting aside five dollars a day, after 43 years, equal a million dollars? So if you quit cigarettes you'll save thousands of dollars a year. And the question is, what will you do with all those extra dollars? Get into a nicer house? Buy a new car? Take a beautiful holiday to some exotic place? Invest? Retire early?

That's just like getting a huge pay increase – for the rest of your life! So with the money you'll save by not smoking, you'll pay for the hypnosis session in just two weeks! And after that all the extra money goes into your pocket. How good is that! So the sooner you quit, the sooner you'll start saving money. And the sooner you have the extra things in life that you deserve.

So here's another idea. Go ahead and think of all the different ways that you'll be rewarding yourself with all that extra money you'll be finding in your pocket. Could you imagine all those beautiful things you'll be doing? Go on – you deserve them!

So now let's briefly summarise. Now we know that hypnosis is safe, we know that hypnosis works, we know that with hypnosis change will be easy and effortless. We also know that hypnosis will work for you. We also know that quitting cigarettes will improve your health, extend your lifespan, save you time and save you money.



The Alternatives

Now let's see, for the smokers out there – are there any other alternatives? Yes there are. And one of the alternatives is nicotine replacement, spays, gum, inhalers, patches. And they have a lot of unpleasant side effects. And not only that they don't even work. Several studies indicate that replacement, like gums or the patches, etc. Only have a 5% or 6% rate of success than a controlled group. Now why would anyone spend all that money on something with such a low success rate?

And the other alternative, of course is drugs, the prescription type medications. And in reality, the ones prescribed for anti-smoking are actually anti-depressants. And several studies indicate that they are not any more effective than a placebo. And for those that are able to quit using prescription drugs, half of them will start smoking again within a year. And there's a huge list of side-effects. Not only that, the prescriptions cost alone are around \$200 a month.

So why spend the money and risk the side-effects? Why take a drug or a nicotine replacement when you don't have to?

Hypnosis is the best by far to get you off the cigarettes... give it a go and you won't be disappointed...

