

Welcome

Module 8

Aims of Today

- Recap on Module 7
- Learning Outcomes for Module 8
- Understanding **Waking Hypnosis** and when we may use it.
- Know how to carry out a **Complete Stop Smoking session** and be able to adapt it to other habits and behaviours.
- Understand the difference between **Habits & Addictions**.

Recap on Module 7

- The importance of working within the client's belief system.
- How to use **Inner Child Therapy** within hypnosis.
- The relevance of **The Raw Emotive Content, Expressing The Unexpressed & Powering The Inner Voice.**
- How to put this all together now so that you know exactly what you are aiming for, step by step.
- How to use **Parts Therapy** within hypnosis.
- The “**Fist Of Sand**” Technique for if you reach a ‘dead end’.

Learning Outcomes for Module 8

- Understand **Waking Hypnosis** and when you might use it!
- Have an understanding of **Stage Hypnosis** and the principals involved.
- Understand the difference between **Habits & Addictions**.
- Know how to carry out a **Complete Stop Smoking session** and be able to adapt it to other habits and behaviours.
- Know how to carry out an **Eye Gaze Induction**

The Difference Between Addiction and Habit

There can be some confusion between what we call **habits** and **addictions**.

- A **habit** is a **pattern of behaviour** that has come about, largely through **repetition**.
- There may be **unconscious, emotional drives**, and it may have become wired in the brain through repetition.
- Either way, the result is a client that has some kind of **programme running** that says, ***“When I do this, I do this”***

e.g. *“When I face a difficult decision, I bite my nails”. “When I feel stressed, I smoke a cigarette”. “When I get home from work, I drink a glass of wine”.*

- Very often habits run unconsciously, so we can find ourselves pulling out hair, picking skin, reaching for food, smoking a cigarette, opening a bottle, without even really giving it much thought.



HABITS CAN BE POSITIVE AS WELL AS NEGATIVE

“When I get up I drink a glass of water and do 20 minutes exercise”

“Before I go to bed I switch off the wi-fi and read a book until I feel sleepy”

- *Addictions, are when the habit becomes more destructive and turns into a “need” - or a perceived need!*
- The grey area between the two is when one **loses control** or feels as if they have lost control over the habit, and feel they cannot live without it, that is more of an **addiction**, and there will usually be some kind of withdrawal effect when having to go without.

A SIMPLE TEST FOR ADDICTION OR HABIT MIGHT BE ... If you can take it or leave it and do without it for a few days or so, if you had to, that is a habit. If going without for a day or more would create physiological or psychological effects, that is more likely to be classed as an addiction.

So-called Addictions, are Psychologically Created by Limiting Beliefs

- However, the grey area, has always been that many of the **withdrawal effects** of so-called addictions, are psychologically created by **limiting beliefs**.
- When you address, or update the limiting beliefs, many or all of the previous **“withdrawal symptoms”** simply disappear.

PRACTICAL TIP - Any time I can help someone **shift their mindset** from **“addicted”** to **“habit”**, it becomes easier to help them make the required change.



Complete Stop Smoking Therapy

You will often see this quote on many people's websites (or used to).

“Hypnotherapy is the most effective treatment for helping people to stop smoking, according to the 1992 Study featured in New Scientist.”

- What they don't say is the success rate reported was only 35%!
- When Andrew first started, he used to simply have a chat and then do pure suggestion & visualisation using a standard script. The basic Structure of a Session Was ...
- 1. Discussion
- 2. Hypnosis
- 3. Get paid.
- 4. Offer 1 free follow-up if needed extra help.
- 5. Free Audio Cassette

This was OK ... **but** I was having to give he wasn't happy about having to do free sessions. So, he decided to find a way to improve and over a number of years.



New structure

Andrew researched, and looked for a new way to approach this.

- Read books on the subject.
- Went on courses to see what others were doing.
- Read lots of scripts for ideas.
- Started **paying much more attention to what the client was saying.**
- Decided to create a “**mind-movie**” of a typical smoking day for each client.
- Decided to make the “**chat**” the bit where the client actually quits.

As a result of this, the Basic Structure of a Session Became:

1. **Information Gathering** (incl. Mind Movie).
2. **Belief Changing**
3. **A Good Enough Reason**
4. **Shock Photo** (if appropriate).
5. **Practical Tips & Advice**
6. **Hypnosis** - personalised to each client.
7. **Recap with possible eye-gaze suggestions** on leaving.
8. **Get paid.**

1. INFORMATION GATHERING

- General chat about their particular habit.
- When they smoke – how often - how many.
- When they started.
- Initial reasons for wanting to quit.
- Why NOW?
- Do they have any emotional hooks I can use? (i.e., children loved ones).
- How do they see themselves?
- How would they like to see themselves?

You aim to get a **picture in your mind**, what is happening in theirs, so you can best help them **change that picture** or “**mind- movie**” to a new one.

You can draw out a “**mind-movie**” of their habit, and suggest you do the same to help embed the ideas.

2. BELIEF & IDENTITY CHANGING

- Once you've mapped out what the client is currently believing and how they are behaving, you need to look for 'chinks in the armour' and start introducing new beliefs.
- This is all done **very consciously** but often quite intently –
- lots of **eye gaze**,
- **holding attention**,
- **pausing for effect**
- watching **body language**.

E.g. If someone sits on the edge of their seat looking relaxed, happy and nodding enthusiastically at everything you say, there's a good chance they are readily adopting the new beliefs as you talk.

If they sit back in their chair, with arms folded, legs crossed, feet twitching, biting their lip and not smiling often - we may have a problem!

- The **Main Belief** you have to have them adopt is that they are now a **Non-smoker**. NOT "a smoker trying to quit" - but a **non-smoker who has already quit** and now you are going to help make it easier for them to remain that way.
- **WHY?** Because our behaviour will always follow our Inner Identity.

OLD IDENTITY: "I am a smoker" = I miss cigarettes, I need one and have to fill the gap with something, it's what I do, I can celebrate not smoking for a while by having a smoke, etc.

NEW IDENTITY: *"I am a non-smoker" = I don't smoke, I live happily without them, etc*

HABIT VS ADDICTION

- Always aim to help the client see their behaviour as a **habit** - not an addiction. And get them to accept that!

WHY?

- **Addiction** => implies painful withdrawal symptoms, out of control of body, something Hellish you have to go through.
- **Habit** => is just thoughts and behaviors that can be changed.
- That is the simple but **powerful hook** you are looking for to get them to accept they may have a habit - but certainly **not a “physical” addiction** in the way most tend to believe.
- Once you have convinced them they have a habit, not an addiction you will often notice their **posture change** as their **belief system changes**.
- Now they are thinking, ***“OK, I’m not addicted to ... so it’s just a case of changing my thoughts and habits.”***

For this we need a “good enough reason”.

3. A GOOD ENOUGH REASON (IMMEDIATE TANGIBLE BENEFIT)

- Most people wishing to quit smoking have “**good**” reasons for doing so. But they are rarely Good Enough Reasons, or Good Enough Reasons to stop right now.
- If they were, they probably wouldn’t be seeking your help. What you need to find is a **Good Enough Reason** and ideally An **Immediate Tangible Benefit** of being a non-smoker.
- An “***immediate tangible benefit*** “***was an important missing piece of the puzzle for me***”,
- An Immediate Tangible Benefit is a benefit the client can experience right here, right now, the moment they leave your office - not in twenty years’ time - now!

E.g. Good reason = “***I might live longer in 20 years’ time.***” **Immediate Tangible Benefit** = “***Every day I am feeling proud, fitter and healthier as a non-smoker, and wake up feeling good about myself***” - The result is immediate.

An **Immediate Tangible Benefit** will nearly always be a **feeling**. We need to find what the immediate benefit is to the client, when they stop, right now, TODAY!

4. SHOCK PHOTO

- For certain clients where there is a **big emotional hook** like
- children
- strong fear of illness

Say something like ... *"I don't tend to go on about the health side of things, but I thought I'd show you this ..."*
Bryan Curtis, Smoker, Age 33

- If the image 'hits home', the client will have a shocked look, or even become quite emotional.
- Sit in silence for 10-15 seconds while they look and absorb the implication. And then say something like ... ***"But we don't want that do we, which is why today, you are becoming a non-smoker!"***
- I may then incorporate anything they say at this point into the suggestion



5. PRACTICAL TIPS & ADVICE

Here are a few practical tips I go through with them, to make sure they understand why each is important.

- Practice breathing in and out through the MOUTH! (The same way you used to when smoking).
- Drink plenty of water.
- Change Routine.
- Easy-to-eat fruit - e.g., seedless grapes to create clean, healthy tastes.
- Make a life-style change - **New Inner Identity**.
- Reinforce anything we have spoken about earlier they would like to do/achieve.

6. THE HYPNOSIS (FINALLY!)

- Contrary to many people offering **Stop Smoking Hypnosis**, ONLY proceed with the hypnosis if he feels the person is now absolutely **100% ready to quit.**
- I use a nice relaxation **induction and deepener**, ideally creating some kind of phenomenon so they know something is happening. The easiest one is “**tingly hands**”.
- Then I use various forms of suggestion and visualisation

Hypnosis

Use a mixture of stock scripts and phrases **personalised** and **tailored** to the individual.

This might include:

Straightforward Suggestion - ***“If ever the old thought crosses your mind you take a deep breath through your mouth and as you breathe out through your mouth you remember those strong and powerful reasons you have for being a non-smoker, right now”.***

New Identity - ***“You are a natural non-smoker and so you think, act, feel and behave in every way like a natural non-smoker, etc.”***

Fork In The Path - (see script later) Have them look back on path of life and “blow away” all the old cigarettes and behaviours. Looking ahead, one path is a smoker, the other a non-smoker - take them up each path to show consequences (including a confrontation with death and loved ones) and then choose the Nonsmoker one.

Aversion Therapy - ***“If ever you even think of trying a cigarette you will immediately think of ... [saying goodbye to loved ones? Eating the contents of an ashtray?] Whatever they most fear or dislike?”***

Note: Rarely use the old “it will taste foul and disgusting” aversion, just in case people want to try it to test

7. **GET PAID** I usually take money at the end of the session, though nowadays this is usually a quick question re: cash or card. Some practitioners insist on cash for stop smoking believing it shows more of a “real financial commitment”.

8. **LAST MINUTE EYE-GAZE** Occasionally at the last minute as they are about to leave, I may capture their attention and just repeat some of the key points of the session back to them, direct, eye-to-eye, for emphasis.

9. **HAND THEM THE MIND MOVIE TO TAKE AWAY.** I always say, ***“well done”, or “congratulations” as they are leaving, along with a casual “send me a note to let me know how you’re getting on”,*** and offer them

“Fork in The Road/Split Path” Technique

A “fork in the road” visualisation incorporates all the elements of

- (a) **Aversion** from the old behaviour
- (b) **Encouragement** to the new behaviour into one process.

FORK IN THE ROAD TYPICAL PROCEDURE

Following an information gathering and preparation discussion as detailed previously, use an appropriate induction and deepener, then ...

1. Have the client imagine they are standing on a fork in a path. Behind them is their past, and in front of them are two choices, one is the path of a smoker, the other a non-smoker.
2. Next, I have the client drift back along the past path ... and (based on the info they have given me in the chat) I remind them of all the reasons why they used to smoke ... good and bad ... and make sure there is no judgement.
3. In this past review I will have them revise any key moments ... to acknowledge the role cigarettes or smoking played ...

“Fork in The Road/Split Path” Technique

4. And then I will have them take a deep breath and as they breath out, imagine releasing all the cigarettes, ... as if they are drifting up and out of the scenes (if I have made a rough calculation of the total no. of cigarettes they have smoked, I may include it here ...e.g. (20 a day = 600 a month = 7200 a year x 15 years =) 108,000 cigarettes drifting up and away ... as if they were being released from the past ... as if they have never even been smoked ...

5. Then I'll bring them to the fork and get them to explore the “smoker path” - this is the one they would have gone down had they not chosen to be free today ...

6. Down the smoker path I will do a **mini visualization** of where it could all lead, including **all of the fears** they have mentioned and all their **negative reasons** for quitting ... usually culminating in a “saying goodbye on their death bed” scenario, especially saying goodbye to loved ones, including children etc

7. Once we have piled it on thick with the negative, I will say ***“but we don’t want that, bring yourself back to the fork in the path, and close the door on that old route, be sure to lock, bolt and padlock it”*** or something similar.

8. Next, I have them imagine they are drifting up the **non-smoker path** ... and here I pile on **all the good reasons** they have told me for why they are **choosing to quit** ...including a **positive visualisation** of themselves being free of “the old habit

9. Finally, I bring them back to the fork in the path and say that today they are making a choice and so now it is time to take that first step along the path as a “natural non-smoker” ... and I will reinforce it with a number of suggestions ...
10. Letting go of those old habits is like taking off an old overcoat on a hot summer’s day.... something you no longer need ... just letting it fall away
11. You are a **natural non-smoker**, and so you now **think, feel and behave** like a natural non-smoker. If ever anybody offers you a tobacco or cigarette product you just say, **“no thanks, I don’t smoke”**, as if it is the most natural thing in the world not to - which it is now.
12. When you see others smoking, you see it as a behaviour that some others do ... a smoky hole that you are glad to be free of ...
13. Every step you take, takes you further along the path of a natural non-smoker ... as if you gave up years ago ... as if you never even smoked..... etc

NEXT WEEK – We will do this in practice for some form of habit.