

Mastering^{the} Power. of Self-Hypnosis

A Practical Guide to Self-Empowerment

C. Roy Hunter MS, CHt



Second Edition

Praise for *Mastering the Power of Self-Hypnosis*

The second edition of Roy Hunter's book is a comprehensive, practical, and stimulating guide to the use of self-hypnosis as a means of personal transformation. The author's decades of experience shine through in the depth and breadth of his coverage of the subject. He has the knack of making somewhat complex processes simple to follow through a "home-spun," light-hearted writing style, in which key points are illustrated by real-life examples. The sections on gateways to the subconscious, motivational mapping, and the correct use of affirmations are particularly outstanding. It is one of those rare books on hypnosis which serves equally well as an introduction for the novice and a dependable reference guide for the practicing hypnotist. It is highly recommended.

David Botsford, 4 Corners Hypnosis

Roy Hunter is one of the most highly respected professional hypnotherapists of our time. As well as being a prominent author he also teaches professional hypnosis and advanced techniques for professionals, and self-hypnosis to groups and clients for personal and professional motivation. His mentor was the late Charles Tebbetts whose work still gives him inspiration and a firm foundation upon which to build in his own inimitable way.

Mastering the Power of Self-Hypnosis is the best book on self-hypnosis out there today. It is an excellent read as it is written by an expert communicator – clear, concise, informative, and immensely readable, as the author puts so much of himself into the volume.

Many books are dry textbooks which you read because you feel you ought to and come to the end of the reading with some relief and, very often, with as many questions as you have had answers! This book is written with such clarity and dynamism that it draws you in and takes you on an investigation into self-hypnosis that answers your questions and gives you the necessary confidence to use in an unparalleled way.

Whether you are a professional or a layperson this book is for you. It will be clearly understood by all who read it as the author

leaves no stone unturned. This is an honest work and his use of personal anecdotes helps reinforce this honesty and immediacy. It is a must for anyone who uses or wishes to use hypnosis.

It was a delight to read a book which was entirely jargon-free. There were full explanations at every level and every necessary step was explained fully so that one traveled through the volume with confidence. Indeed the clarity of content makes it one of the best practical guides that I have come across in twenty years of working in this field. It is a truly masterful presentation of the fundamentals of self-hypnosis and of its associated techniques. This is a book that not only tells you *what* to change in order to transform your life in whatever way you desire, but actually tells you *how* to do it, step by step, point by point.

You learn the art and the power of self-hypnosis by discovering how to teach that most powerful part of you, the subconscious, to cooperate with your desires. The book reminds you that willpower will not work on its own. I have often said this to patients and have added that one's emotion and imagination are of more value than attempting to succeed with willpower alone. The author puts my thoughts into practice and shows you how to do just the same.

The empowerment exercises are fun to try out but powerful in their action. They deal with areas such as relaxation, stress management, and overcoming sleep problems. You are taught the vital yet often ignored skill of establishing clear priorities before you begin. Indeed, the author helps the reader to ensure that potential failure is avoided by this clear preparation.

Of great interest is the section on creative daydreaming to stop smoking, lose weight, improve performance, and so on. Prepare correctly, prioritize wisely, fine tune your use of language, learn the importance and relevance of affirmations, belief, expectancy, and conviction, and take on board the many suggestions the author makes and you will be in a position to journey on into the world of self-hypnosis and bring about changes such as you have not experienced before.

Here is the way ahead for you. I recommend it wholeheartedly to all who wish to gain the full benefit from self-hypnosis through which you WILL make the positive changes that you seek.

Roy Hunter is one of the most gifted guides that I have come across. He writes with first-hand knowledge, deep understanding of the subject, and conviction but also with undeniable humanity which helps make this book special!

This book receives my very highest endorsement; no person interested in using self-hypnosis can afford to be without it. It will not be a book on your shelf but on your desk as it will be constantly used for reference and inspiration.

David Slater, BA, DHyp, MHA(RegHyp), MASC, DCS, MGSCT, Clinical Hypnotherapist and Counsellor

This is one of the few books about empowerment and achievement that reveals the true secret of success: change that occurs at the unconscious level transforms lives forever. Roy Hunter shows you how to do this in a specific step-by-step process. This book is a gold mine of useful information that takes you to the next level. *Mastering the Power of Self-Hypnosis* has earned my highest recommendation. Buy this book. It will change your life.

Kevin Hogan, Ph.D., author of *The Psychology of Persuasion: How to Persuade Others to Your Way of Thinking*

Roy Hunter has written another authoritative and engaging book, *Mastering the Power of Self-Hypnosis*; this time it is a rewrite of an earlier volume on self-hypnosis that I somehow missed first time around. What an excellent book this is!

It has an enormous amount to offer many different types of reader; the person who wants to learn self-hypnosis, of course, will find it invaluable and will need no other. The hypnosis clinician, whether a novice or of many years standing, will find nuggets to include in their own hypnotic work which will enhance their effectiveness and increase their positive results. This book is absolutely ideal too for the clinician about to embark on giving a course on self-hypnosis. Everything you need is here, fully and systematically explained with lots of interesting, illustrative examples from Hunter's personal self-hypnosis experience and also that of his countless clients and trainees.

There is an excellent, interesting, and informative chapter on the origins of hypnosis for those who like to understand how it all began. For readers who can't wait to get started on their personal journey, and Hunter certainly creates a wonderful sense

of eagerness, he directs them immediately to the chapters on the practical steps of learning.

Hunter not only explains how and why self-hypnosis works but also why it sometimes doesn't work and the pitfalls to avoid. This is invaluable and is an area not often addressed by other writers. The very good section on earlier suggestions received from perceived authority figures, possibly deeply embedded in the unconscious mind, alerts the reader to important work that needs to be done before newer suggestions can be accepted. There are no unrealistic claims that self-hypnosis is the one and only answer to all life's problems (although he rightly reassures us that it can be the answer to very many of them) so, very properly, the reader is also advised when it might be more appropriate to seek professional help.

This book is full of insights, self-hypnosis practice activities, scripts, powerful triggers, motivational mapping tools, stress relievers, and so much more. Do read it ... you will be so glad you did!

**Lynda Hudson, BA (Hons) Psych D Hyp DBSCH D Strss Mgmnt,
Clinical Hypnotherapist specializing in children's problems,
author of *Scripts and Strategies in Hypnotherapy with Children*
and *More Scripts and Strategies in Hypnotherapy* (for adults)**

Roy Hunter's book is a masterful must-read for anyone who wants to learn the art of self-hypnosis. Straightforward, easy to read, and practical to use, Hunter has put together valuable and constructive information that can be used by all to improve their lives.

Hunter has done it again with this new work. The only difference is that this time he has focused on the needs of the individual rather than the professional. This is truly a step-by-step guide to self-hypnosis and includes scripts and tips that can be used in a number of situations that we all find ourselves in from time to time – whether that be stress reduction, motivation, confidence, memory recall, or even help with habits like weight or smoking. It really is a dip in and take what you need type of book.

It is fabulous and I highly recommend it for all who would like to learn the skill of self-hypnosis.

**Terri Bodell, Deputy Chair, National Association of
Counsellors, Hypnotherapists and Psychotherapists**

Roy Hunter's writings, without exception, show a deep and passionate belief in hypnosis and in the power of the subconscious mind to effect change. This book carries on this tradition in style. Just one look at the contents page shows the reader that they are about to go on a journey of discovery into the world of mastering change through the use of creative hypnotic strategies.

From the first chapter Roy delivers what he tells you he will, showing you *how* this book will help you, not just *telling* you that it will. It does what every great book should do, which is put you into the right "frame" of mind before you start, which is where the most profound subconscious learning takes place. Roy further educates the reader in the states of mind which enable this change to take place, giving a real sense of solidity in his message which is backed up by scientific means.

A journey back to the roots of hypnosis shows a colorful array of historical figures involved in the shaping of modern practice hypnosis; in particular, the section on "hypnotherapy" which, apart from being a fascinating historical account, adds to the weight of this book as a "must read" for anybody seriously wanting to be informed from the top about the subject.

We are then introduced to the "gateways" to effective change and just what needs to be taken into account for ultimate transformation to take place. I have long been convinced that hypnosis *alone* is not enough; that to make a real difference, a process of education needs to occur. Roy offers the reader just that, a step-by-step process of what needs to happen to help somebody achieve what they desire. Exercises in planning, "clearing," and pure plain "mental muscle" help this process take effect and become part of the *how* to change that Roy promises at the start of this book.

He continues with the power of daydreaming, helping the reader appreciate at a conscious level just how powerful the book's message is and how important it is to address what one allows to journey through the mind from moment to moment. My own love of linguistics is captured in the exquisite way Roy educates us on the power of words, to a depth I have not seen in one book before.

Finally, if it wasn't enough to tell us in such a powerful way *how* to use hypnosis to its fullest extent, as he promised

he would, Roy offers further ideas as to *what* to do with this knowledge once it is acquired.

I have had the pleasure of being in some of Roy's master classes a few years ago in California, and was impressed by the depth of his knowledge back then. More so I was mesmerized by the pure joy and passion he has in his work. This book is a real gem, and one which shows his commitment to the profession like few can or do. It will go to the top of our college's reading list without doubt.

If you really want to know your stuff in the world of hypnosis and empowerment, look no further than *Mastering the Power of Self-Hypnosis*.

**Tom Barber, MA, DHp, Director, Contemporary College of
Therapeutic Studies, UK**

It is not often that one comes across a book which will be of such great use both to individuals who wish to improve their own lives and to professionals who wish to help others to do so. Roy Hunter's explanations of theory and technique, coupled with his approachable writing style make this such a book. His explanation of the use of positive visualization and affirmations serve to enhance the confidence-boosting effects of the methods he describes. This volume will also be an invaluable aid to those studying to become professional hypnotherapists and to those who are newly qualified. It is one of the most comprehensive guides I have come across in recent years.

**Ursula Markham, Founder and Principal of
the Hypnothink Foundation**

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to Self-Empowerment*

C. Roy Hunter, M.S., FAPHP

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To all who seek to attain their ideal empowerment.

Foreword

Here is a secret . . . Empowerment is not a process of the conscious mind. Empowerment is an experience that results from the unconscious mind successfully striving for goals and then experiencing at the conscious level a feeling of control. You can “try” to feel empowered. You can go to a seminar about empowerment and experience a feeling of greater control and focus, for a short period of time. However, you cannot be empowered at the conscious level if that empowerment is not supported at the unconscious level of the mind.

Your sense of empowerment is about to grow. You are about to embark on a journey with Roy Hunter, one of the world’s greatest hypnotherapists. Roy will share with you how to make generative change at the unconscious level of awareness so that you begin to experience greater success, a feeling of control, and the ability to reach and maintain your goals in all aspects of life.

Many books about success and goal achievement fail because they address your mind at the conscious level. Roy Hunter is going to show you how be in touch with your unconscious mind. What does this mean to you? It means you will finally be able to have the necessary tools for personal growth and empowerment.

This book doesn’t stop at this goal however. You get a few bonuses along the way! You are going to see how other people just like you have experienced success with hypnotic techniques. You are going to be instructed point for point on how to work with your unconscious mind.

There will be no guesswork involved. You will learn a brilliant mental confusion technique that will help you ease into sleep at night.

For each person who utilizes the powerful life-changing material in this book, I congratulate you in advance. *Mastering the Power of*

Foreword

Self-Hypnosis is the most important and most user-friendly book about self-hypnosis I have read in over a decade.

Your guide is eminently qualified in leading you on a journey through your mind. Along the way, he will show you how to make a few significant changes at that unconscious level we have been talking about. Your life is about to change. Enjoy the ride. It is going to be exciting!

Kevin Hogan, Ph.D., DCH

Author of *The Psychology of Persuasion:
How To Persuade Others to Your Way of Thinking*

Preface

As a clinical psychologist, I have conducted considerable research into the benefits of ethical hypnosis and hypnotherapy. That research validates the often overlooked value of trance as an effective modality to help people attain their full potential.

Roy Hunter, an internationally recognized leader in the field of hypnotherapy, has done much to elevate what many psychologists refer to as “lay hypnotherapy.” Roy’s work truly deserves to be called professional.

Although he did not have a doctoral degree when he wrote the first edition of this book, he was awarded one for his life’s experience in the art of hypnosis. Also, I am personally familiar with this author’s work. His presentations and training seminars at numerous national hypnosis conventions demonstrate his dedication to hypnosis as a profession; and he has taught college level hypnosis since 1987.

In 1994 Roy’s comprehensive hypnosis text was published by another publisher, and received praise from the psychology profession as well as the hypnotherapy profession. He wrote and maintains the FAQs (Frequently Asked Questions) for the worldwide alt.hypnosis newsgroup, and has written numerous articles as well as two more hypnosis texts that are highly recommended around the world.

I believe you will find Roy’s writing style easy to read, yet filled with valuable insight. Reading his self-hypnosis book will be well worth your time; and you just might learn some techniques that will change your life!

Don E. Gibbons, Ph.D.

Acknowledgments

First, I wish to thank the many thousands of readers who made the first edition of this book successful; and I am grateful for the many positive comments received from a number of readers over the years. Additionally, I wish to thank Crown House Publishing for choosing to publish the second edition.

My original inspiration for this book was my late mentor and teacher, Charles Tebbetts, who through both his teaching and personal example, convinced me that the power of the mind is the greatest power in the world, as well as God's greatest gift to the human race.

I would also like to thank the many hundreds of hypnosis professionals who have personally expressed appreciation to me over the years for my teaching of the concepts presented in this book and in my other books. This praise from my peers not only validates what I have already used and taught, it also honors my late mentor who taught me both the art of self-hypnosis and the art of hypnotherapy. I would also like to express my appreciation to my friends and family, and especially to Jo-Anne for her patience during the many nights she slept alone in the "wee" hours while I finished the first version of this book, as well as her continued patience during the additional evenings and nights I spent making revisions for the second edition.

Finally, I wish to thank you, the reader, for choosing this book as your tool to greater empowerment and freedom from old subconscious programming. It is my sincere hope that you find enough valuable information to help you feel an attitude of gratitude for your new awareness. May this book help you attain your ideal self-empowerment!

Roy Hunter
May 18, 2010

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Part I

Introduction to Self-Hypnosis

Chapter 1

The Purpose of This Book

Have you ever tried to change a habit pattern, or become more self-motivated, only to find your subconscious mind resisting? Motivation programs and habit control seminars attract millions of dollars annually. People investing in these courses frequently feel frustrated, however, when they find themselves unable to apply what obviously works for others. All of us sometimes find ourselves feeling like slaves to our own subconscious programming. We often get frustrated trying to accomplish seemingly simple goals. We experience inner conflicts between conscious willpower and subconscious desires.

My clients frequently ask me why willpower seems insufficient for overcoming undesired habits. I respond by explaining that acceptance of any new habit pattern requires subconscious cooperation, otherwise subconscious belief in failure undermines your conscious decision to change. A basic law of the mind is at work: whenever the conscious and subconscious are in conflict, the subconscious invariably wins! Stated another way, imagination wins out over logic. Professionals call this the *law of conflict*, and this law represents a major reason for subconscious resistance to change.

Subconscious Control

Habits are controlled by the subconscious (often called the right brain) rather than by the conscious mind (often called the left brain). We must effectively motivate the subconscious in order to overcome subconscious resistance and permanently change a habit. All too often we tend to beat up on ourselves when the right brain refuses to buy any of the numerous logical solutions attempted by the left brain, compounding guilt on top of frustration.

Self-induced guilt became even more common after the movie *The Secret* took the world by storm, as many people are unable to get “The Secret” to work for them even though it seems to work for other people. Why?

All of our present habits, mannerisms, and thought patterns represent the results of past subconscious programming from parents, teachers, peers, coworkers, television, and a variety of other sources. We frequently try to change undesired habits through willpower and/or self-discipline, only to discover logic losing to imagination because of the law of conflict. While many people may convince themselves to take the logical course of action, they still *imagine* themselves following their subconscious desires.

For example, smokers trying to quit still imagine the taste or smell of cigarettes, or dieters imagine how good junk food would taste, only to backslide into old habits. The law of conflict has been proven repeatedly by smokers and dieters, as well as by anyone encountering difficulty in trying to attain a goal.

The only lasting solution requires that we reprogram the subconscious; otherwise it will maintain control over our habits. In other words, when we have a right-brain problem, we need a right-brain solution. Hypnosis and/or self-hypnosis can easily and effectively facilitate change at a subconscious level. Increasing numbers of people are realizing the benefits of trance.

Self-hypnosis helped me so much in changing my own life that I feel compelled to share its secrets with those who are ready to accept and use these valuable secrets. During my years of private practice, I have witnessed countless clients change their lives through self-hypnosis. I also believe in the win-win philosophy, so I teach clients both in private and group sessions how to sell success to the subconscious, with the personal goal of giving people far more value than they paid for in the first place.

Clients frequently leave my office with new self-help skills. Effective use of these abilities will help people feel good about themselves and become more motivated to attain both personal and professional goals. I teach how to *master the power of self-hypnosis* and

to use a style of self-hypnosis which empowers the user to enjoy greater control over what goes into the subconscious mind. My goal is to help people attain greater self-empowerment.

Subconscious programming can either propel us into achieving our goals against all the odds, or keep us from success in spite of our best efforts. In order to succeed, then, it becomes vitally important for us to learn how to gain and maintain control of our own subconscious programming; otherwise it will control us.

First we must realize that the inner mind responds better to persuasion than to force. Virtually all of us have experienced the difficulty of changing a habit pattern at one time or another. Once the subconscious learns something, it does not like to change; and the more we try to force the change, the greater the resistance.

The subconscious is, in a sense, like a rebellious child who resents force. Yet people spend megabucks on various self-help books and motivation programs, only to wonder why the subconscious won't buy the wonderful methods that willpower can't seem to incorporate. Joe Vitale, author of *The Attractor Factor*, points out the fact that we tend to attract what we imagine with emotional energy. Unfortunately, many people affirm goals consciously while imagining failure, and they attract what they imagine even though they desperately desire change.

With millions of dollars invested annually by various organizations in motivational speakers, it is obvious that people (at least consciously) are ready for change. If you are among this group, this book is for you; but first, you must make a commitment to yourself.

Making the Commitment to Change

My own experience illustrates the importance of making the commitment to change your subconscious programming. I discovered this fact the hard way. Allow me to share my journey after success unexpectedly turned into failure.

First, I frustrated myself by reading all the excellent self-help books that worked for others, but somehow failed to work for me. My conscious mind totally accepted the ideas. I even used affirmations too numerous to count, yet justifying failure simply made matters worse. Negative beliefs inhibited me from making a decision to change, because I failed to understand the role of the subconscious. At the time I wondered why, and asked successful people for help. They simply told me to change my beliefs.

A typical response one frequently hears from a successful person is, "Whatever you believe, you will achieve." Of course, successful people frequently go on to expound that if you think positively, you will get positive results. Many people teach that you get exactly what you "program" for in life. Finally I desired in earnest to change my program, but my subconscious resisted. My past proved that I had the ability to succeed, because in 1979 my net worth boasted six digits; yet within two years I was broke and deep in debt.

Certainly extenuating circumstances cluttered my best intentions, yet they represented only excuses made up by my mind to justify the rapidly disintegrating motivation. My ego prevented me from admitting that my subconscious had become programmed for failure as indicated by a counselor. I felt victimized by other people's lack of integrity, and my fear of failure caused me to imagine more setbacks. Allowing others to influence my own mental programming took its toll; and negative daydreaming now defeated my positive thinking. It was time to make a commitment to change my subconscious programming.

That pledge challenged me clear to the soul! It proved difficult at best, especially with personal and family experiences perceived as failures. Letting go of the past is easier said than done. Adding to my frustration was the fact that people who told me *what* to change could not tell me *how* to change. Worse, some of my friends actually made me feel guilty for being unable to change. I had to make a commitment to change, and to accept responsibility for my own motivation to make the necessary adjustments. Are you ready to make that same commitment?

Motivation and Responsibility

It is easy to think positively when life fills our cup with positives. We can easily stay motivated while leading active, happy, and healthy lives, but how can one stay motivated and think positively when life seems full of negatives? Do you sometimes mistake the “light at the end of the tunnel” for that of an oncoming train? I have been there and done that! Such a setback proves the importance of staying motivated.

This book shares the secrets of motivating yourself so that you may get up again and keep on going, whether your goals are personal or professional.

Sometimes motivation involves patience. For example, certain career successes may precede their financial benefits by several years (as the 1980s taught me); so we must learn to maintain our self-motivation on a long-term basis. I have learned the hard way that a wall full of plaques and national awards will not pay the bills; but a greater income will eventually follow such successes if one stays motivated.

Even if we believe that someone else is responsible for throwing obstacles in our path, let us remember that *we* must accept responsibility for the way we respond to others. Do we allow another person to defeat us, or do we claim our own power of choice and make the best out of negative experiences? While we may not be able to control others, we most certainly can learn how to manage our own actions.

We can allow our minds to be either negatively or positively programmed by our own perceptions and responses to people, places, and things. In short, others most certainly can influence our external environment, but we have total responsibility for our internal responses. We can quit, or we can choose to learn from the experience. Regardless, the subconscious records everything, including our responses and any accompanying emotions; and our subconscious programming will be influenced accordingly.

Remember: you must first make the commitment to change your subconscious programming. Only you can make that decision; then you can use this book to help you along your journey.

What Makes This Book Different?

Countless self-help books tell you *what* to change, but very few teach you *how* to change. Many discuss positive thinking and goal setting, giving you pieces of a jigsaw puzzle, while often leaving you puzzled at how to effectively stay motivated or overcome negative programming. Some books teach visualization, while others emphasize affirmations. For example, many thousands of people attest to the benefits of practicing imagery techniques. Shakti Gawain teaches imagery in her book, *Creative Visualization*. Bernie S. Siegel also understands the value and power of visualization, as evidenced in his excellent book, *Love, Medicine & Miracles*. Napoleon Hill gave us a masterpiece in his classic book, *Think and Grow Rich*.

Do you seek affirmations? Go to any metaphysical bookstore and search through the self-help books. Affirmations abound in many of these titles, along with encouragement to read applicable affirmations many times daily.

The second half of the twentieth century exploded with hundreds of self-hypnosis books written by authors with varying credentials. You can find many to choose from in almost any bookstore. I don't discount any of the techniques mentioned above. In fact, this book discusses visualization, affirmations, and self-hypnosis as well as goals; but it teaches you *how to reprogram* your subconscious, and provides some possible answers for those who try "The Secret" and fail.

This is a *self-hypnosis handbook*. In Chapter 2 I explain self-hypnosis in simple language, and then step you through several creative self-hypnosis exercises, beginning with basic relaxation. I often refer to a mental exercise as an *empowerment exercise*. Chapter 3 is devoted to trance history – included in this book to satisfy the

curious. In Chapter 4 I present several simplistic but effective methods for creating your own trance.

Part II explains how the subconscious mind is programmed, followed by some exercises for managing stress and going to sleep at night.

In Part III we explore various traps caused by negative thinking, and how to escape from them so that we may clear the obstacles from our journey through life. In Chapter 10 I also present a meditation into past successes in order to help build confidence and establish a trigger for peak performance. Additionally the reader will learn how to establish priorities for important goals through another creative self-hypnosis exercise in Part IV, as well as how to sell success to the subconscious through creative daydreaming. This lengthy chapter provides numerous self-hypnosis techniques for a variety of goals, followed by two important chapters concerning the power of words and affirmations.

After mastering the self-hypnosis exercises, in Part V you may combine creative daydreaming with the proper use of affirmations for a very effective form of creative self-hypnosis for self-empowerment and motivation. I call this final mental exercise HypnoCise (the original title for my first book about self-hypnosis).

Although I teach many concepts that others have practiced for decades, I blend them with important new information and valuable insights gained from over twenty-six years of professional experience with hypnotherapy. This book shows you how to put those pieces together in a way that really works.

You will learn how to motivate your subconscious to help you achieve your goals, and how to replace negative programming with positive programming. You are then responsible for how you use what you learn. Used properly, self-hypnosis enables you to put what you choose into your own subconscious mind. Self-hypnosis enables you to become more motivated to take control of your own life, so that you may enjoy self-hypnosis for empowerment.

How to Use This Book

You may have already noticed from the table of contents that I have divided this book into five parts in order to facilitate mastering the material presented. You may skim through the entire book in one sitting for an overview if you wish; but you will gain greater benefit by spending at least five self-help sessions at separate times to digest and use the material presented. Practice any appropriate exercises in each part at least once before moving on to the next part.

You will find numerous references to smokers and people wishing to reduce their consumption of cigarettes. I include these examples to help illustrate important concepts. Let me state for the record that I believe whether or not to smoke should be a matter of personal choice. Others might wish to convince you to overcome a habit; but you can either say yes or no. *You* must be the one who seeks to change in order for this book to serve you, because your journey through life belongs to you.

Numerous mental exercises enable you to discover the power of imagination. Rather than simply reading about them, *do* them! Also, take time to master those self-hypnosis exercises that pertain to your goals. These exercises can help you gain skills that will last a lifetime, and may benefit many areas of your life. If you don't follow this advice, this book could become one more "dust collector" on your bookshelf.

Other books tell you *what* to change; this one teaches you *how* to get your subconscious to buy the changes you choose. The primary purpose of this book is to help you *master the power of self-hypnosis* as a powerful tool to help you attain your goals along your journey through life. You could also say that another objective of this book is to teach you how to win with both sides of the brain!