

ENLIGHTENMENT

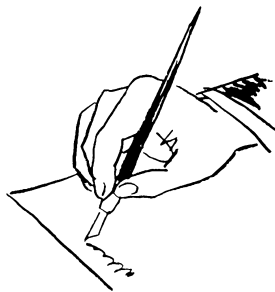


Willard Hypnosis Center

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Roger & Patricia Willard©2007

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Observations of

Life. One year ago I sat down in front of my computer and began typing. The results of that effort was our first issue of the Willard Hypnosis Center's

newsletter, Enlightenment. It consisted of a single sheet of paper that was printed on both sides. Since then we have expanded it to a total of four pages with sometimes changing features.

There are several purposes for the newsletter. The first is to give you some of our insights on life in general and ways to improve oneself in almost every aspect of it. We do this just by talking about things we have observed and experienced ourselves. Another way we like to share self-improvement is through insights into some of the books we enjoyed. Another way is to cause the reader to do a little thinking about special quotes we find interesting, introspective and provocative. And finally, we define ways that hypnosis is a tool that can help people improve themselves, realign or repair their inner direction and become the most they can be. And sometimes, we just inform people as to the truth about hypnosis, what it is and is not, as well as its potentials and limitations.

This process of writing has been fun, work, self-exploring and rewarding. It is a

choice I made last year and one that I knew would cause me to write regularly. And as I do this each month, I find now that as I may be driving along, or reading something in a book, magazine or newspaper, an idea will hit me that will be good to share within this newsletter. I will immediately try to note the idea before it evaporates in the air of obscurity and is lost forever. And this has happened in the past. I will think of something and not write it down, and when I try to remember that "great idea", it is nowhere to be found in my memory. Sometimes I get lucky and it does come back, but many times it is lost for good.

But this thing called writing is not easy, but like exercise, it strengthens the mental process and each time I do it, it improves a little. Each time I do it, it makes me start thinking of what I am going to write about the next month, even before I am done with this month's newsletter. Each time I do it, I start thinking about a lot of different things. I find that my mind is primed to do even more. And with each keystroke, more ideas flow. Soon, it is hard to stop the process and bring just one idea to a close. It becomes second nature after a while. It becomes a part of me.

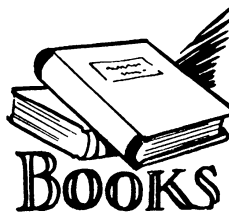
But like anything, this is a process that was learned. Recently, I was having a conversation with a friend who was going to be taking a test for a new job. We were talking about one of the types of test questions that asked the applicant to determine what was the

formula for a sequence of numbers. An example of this would be: 1, 2, 4, 7, 11..... and the next number would be 16. The sequence would be $1 + (1) = 2 + (2) = 4 + (3) = 7 + (4) = 11 + (5) = 16$ and so on. The sequence is just adding a one number higher digit to the number to create the next digit. There are many creative ways sequential numbers are made. But if you are not good with numbers and deducing the formula, this can be difficult. But the neat thing is that if you work on them long enough, it is like an epiphany, all at once the whole process is clear and understandable. And there are other things in life that way. You will begin a process of learning something and it will seem confusing and make no sense at all for a long time. Probably countless times you may have tried to learn and work on something, but it just doesn't seem to work. You keep working at it. Sometimes you may look to outside information for answers. Sometimes you may try doing something different. Sometimes you just keep looking at it and then something almost magically happens. You can pick your metaphor but it may seem as if a door was open or blinders were taken off and understanding comes rushing in. A bunch of little epiphanies or several large ones can begin, but things start to make sense. All of a sudden you know why and how something happens and it begins to build from there. More obscure facts and bits of information start falling into place. You now know what you were trying to learn. And that is what great learning is, enlightenment.

This process also works not just in the mental with conscious minds, but also in our physical activities. If you play a musical instrument, such as a piano, you probably practiced a lot before you could play even the simplest tune. And eventually you could do it faster and better. Eventually, the simple melodies were very easy. You developed what is called muscle memory in playing them. You

hardly had to think about playing them. Then you moved on to harder exercises and you slowed down again. But eventually even these became easier. And if you had formal studies in music, you were taught theory. And slowly this was learned. And then probably one day, there was that epiphany, that light went off and no longer were you just learning in small steps, but giant leaps, and your hands were doing things you never thought possible. But one of the things that happened here is your mind had literally made a connection; a new synaptic connection. Your brain established new synapses to that part of your brain that helps you do what you have been working so hard to do. It put more of these connections there. Just imagine your brain having just a few little wires running to the music part of your brain. Before you didn't use it much, but now you use that part a whole lot more. So, the brain says to itself, let's put some more wires there, and so it does. And with more wires there, the more efficient that part of the brain is and your music world comes alive.

It is like the cliché, use it or lose it. The more you exercise it, the stronger it becomes. Making the brain work is a wonderful thing. The more you challenge it, the more it is up to the challenge. They are discovering with older people that the more they do word puzzles, games, music and other mind and body activities, the person usually retains more mental abilities as they get older. Now no one can promise a perfect future, but you can help your odds by "making connections".



Books We Liked.

Since this is our anniversary month of our newsletter, we thought we should do something a little special. Not only will we tell you of a book we liked, we are

going to give one Enlightenment reader a copy of

it. This month's book is for the person who is not just an entrepreneur, but for what I will call the "ultra-entrepreneur" who wants to make substantial money with his/her own business. It is the person who realizes that there will always be limitations set by an employer on ultimately what he/she will earn. It is also that person who realizes that he/she will never break free from these limitations until he/she does what is called *Wealth Creation*. It is that person who is not satisfied with working for someone else. And it doesn't matter if that person is at the top of the management ladder or on the bottom rung, this book is for that person who wants to be in business. And it is not to just work for themselves or think they can do it better than their bosses, but enjoys the whole idea of creating wealth by one's own business. He/she enjoys the financial planning, the marketing, the producing, the managing and everything else involved in business. This person has the stomach for the ups and downs he/she will have to endure. He/she is the die hard entrepreneur.

This month's book is called "The Millionaire Maker's Guide to Creating a Cash Machine For Life" by Loral Langemeier. This book is a guide for the person who needs a nuts and bolts guide to help map out a strategy in developing wealth by either building a new business, fixing an existing business, or buying a business. Ms. Langemeier emphasizes a key fundamental of this systematic approach to your Cash Machine which is the creation of your *Team*. You with your team then work with specific points to get you started in this process and move on to creating wealth.

She is direct in that she doesn't give you just feel good stuff such as, "Do what you love and the money will follow.", but rather, "Do what you have to do first to get to do what you really love to do later." She also lets you know that you cannot effectively grow your business if you think you can do it all yourself. This is where your *Team* comes in. As an entrepreneur you are required to work, but many times not in the way you might imagine or like at first. All the time we use the term of "being in business". But if you do not work on your business and not just in your business, you are not going to be the most effective you can be. You

cannot be a general and a foot soldier at the same time. Many times in the early stages of a new homegrown business you may feel it necessary to wear many hats, but ultimately you must learn to start to delegate or farm out certain activities and functions. There must be leadership if you want to grow. This is a difficult mindset for many, but once the concept is understood, the possibilities can be endless.

This is a very new book and if it is not at your local bookstore, they can order it for you. Naturally it can be found on the online bookstores also. But if you feel lucky, here is how you can try to win a copy of this book. Just send us your name and snail mail address and we will put you in the running. There is no cost or obligation and we will pick a winner on August 31, 2007. Either email us at roger@willardhypnosis.com (put the words contest entry in the subject line) or snail mail us at Willard Hypnosis Center, 3304 Main Street, Conestoga, PA 17516. We will announce the winner in our September newsletter. Please only one entry per person.



Quotes we liked.

From General Colin Powell's list of rules, rule number two is, "***Get mad, then get over it.***" Read it again. OK, one more time.

Everybody gets upset and angry sometimes. At one time or another, everybody feels they have been wronged, mistreated or that circumstances in their life are unjustified. It happens. Too many times, most of the time, we stew on it and let it eat us up with our own anger and rage. You can either remain paralyzed with this emotion or you can change this feeling into something productive. Let whatever event that happened motivate you to make change or better your personal life or the world in general. Move on and stop wallowing in anger (and probably some self-pity, which is totally unnecessary). And like the ending says, get over it. When you physically "get over" something, the words imply action/movement. So move your butt. Make your life about doing things and not stagnation. And by the way, if you have any doubt, yes you can!



What to expect.

I think it is obvious that I enjoy reading. And if I find it interesting enough, you may find me reading just about anything from a cereal

box to an article in a science magazine on Albert Einstein's lesser known theories. Unfortunately, I don't take the time to read as many novels as I would like. But when I do, I dive into the adventure or drama put to paper. I will experience in my mind the imagery, emotion, sound and even the smells of the author's intent. What I see will not be the same as if watching a movie or TV, but rather I know the image or experience not in a real way, but rather in a surreal happening in my mind. For some readers, it is like this. Others have a more vivid experience. Others less, but still in some way experience the story in their mind. And as readers, almost all of us experience it in our bodies.

Have you ever read a sad novel and felt a tear begin to flow down your cheek? Have you ever experienced a book in your mind and found you had goose bumps? Have you ever found yourself smiling after the hero saves the day? If anything like this has ever happened to you, you have been in a state of hypnosis. When you read, many times, if not most of the time, you enter a light state of hypnosis. And it doesn't have to be an exciting or compelling novel. It can be the daily newspaper, a magazine on wrestling or even the cereal box, with which you can be letting yourself be hypnotized.

So, what is happening here when you are reading. You are concentrating. You have focused thinking. Most of the time you are shutting out the rest of the world. Have you ever seen a hypnosis stage show where the subjects are on stage experiencing different (most of the time humorous) things? They are truly in the moment as the hypnotist guides them and they permit it to happen. When you are reading, you are letting yourself do the same thing. The only thing different is that you are guiding yourself into the experience. The book, magazine or whatever you are reading is just the focus of your attention. You are talking to yourself by reading and guiding yourself in hypnosis, no different than a hypnotist guides his subject into

hypnosis whether it be in a stage show or in his office.

Now when you are reading, no one is making you do these things (unless you happen to be in school of some kind). But the experience is voluntary. As with all hypnosis, the subject/client/reader is always in control.

And if you happen not to believe you are in hypnosis, think for a moment about the last time you might have been reading in bed and found hours have gone by while you were reading. You had time distortion. Think of when you were reading and the radio might have been playing in the background, and if asked, you could not name any of the songs played. You had made sounds irrelevant, just the way a hypnotist does.

What most people do not realize is that everyday we go in and out of self-hypnosis. Some more, some less, but it happens and it is a natural state. So enjoy your daily sessions of hypnosis and make the most of them. Read a good book and enjoy the experience.

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Roger & Patti