

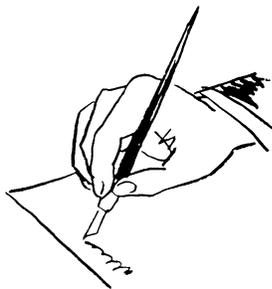
ENLIGHTENMENT

 Willard Hypnosis Center

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Roger & Patricia Willard©2007

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Observations of Life. Wow! It seems like the year is just flying by. Summer is over and it's October. Ever since we got married and were blessed with two

daughters, September always seems to be the busiest month of the year. With back to school, back to work after vacations and trips, taking the girls to dance lessons, choir practice, music lessons and so much more, it just seems like the true beginning of the year. Well, the girls are out of the house now. And we are considered empty nesters. But they always come home for visits, birthdays, holidays and other special events. So, we are still quite busy in September. And for that reason, and not an excuse, this month's newsletter is a combined newsletter for both September and October. In combining the two issues, we have expanded it by two pages to keep things up to date the best we can.

We are still on a little of a high from the National Guild of Hypnotists' convention and our trip that followed. It helped to energize us for the busy September and the months ahead. I am still reviewing the books I got there and awaiting the recordings of sessions that I could not attend. In fact, I will be getting a copy of the entire convention on CD. That will keep me busy for a while. I find recordings of seminars or books on tapes, as they are called, or other

entertaining or informative recordings great for those times I have to make long drives, fly, or just have to wait, no matter what the reason. If I can plan ahead for those events, it makes the time fly. Naturally reading is great, but that is not really a good idea when I am driving. But with all this information, I will happily be busy learning and having a little fun. I highly suggest it to all.

Moving on to some observations of life, I am going to go back maybe 40 to 50 years. As a child, I grew up in a small town family store. It was a great experience and although we were not wealthy, we were never hungry or without proper clothes. Our needs were more than met and we had lived well. Our bedrooms were literally directly above the store. Our kitchen was directly behind the store and was kind of an all in one room. There was no family room, parlor, or living room. OK, Dad renovated the basement as a little bar area, but it was secluded and not really anything else more than a bar for adults. And for most of my life before I married Patti that's where I grew up.

The town I grew up in was a small railroad town. In the fifties, most of the men in town worked on the railroad or some other blue collar job. In the sixties it started to change. More people went to work for the state capital just across the river. But it was a nice little town. A postcard kind of town. As you drove in across the "crik" bridge, you

could see houses with trees and here and there a church steeple. It bordered the Susquehanna River west shore and was a place for fishing and those, like myself, who would swim in it.

And we had our cast of characters in town. Whitey had white hair. Red used to have red hair. Killer used to be a ladies' man. For those who don't know the term, being a lady killer was not literal, but rather the fact; he liked the ladies. Everybody knew everybody.

Even in school, everyone knew everyone. Our school used to go from kindergarten through eleventh grade. Your senior year you had to choose a surrounding school and take your last year there. Our school house was just one building and only one classroom per grade. Every teacher knew every student and if you didn't show up for school, your parents found out fast you skipped. There was no cafeteria. This meant you did a lot of walking. Every morning you would walk to school for a.m. classes, no buses, walk home for lunch, back to school for afternoon classes and then home again at the end of the day. And depending on where you lived in town, you could be getting a lot of exercise every day.

But back to some of the characters you would find in my hometown, or almost any town or city. I am not even going to try to be politically correct as to what the proper terms are to describe them. Let's just say that some of our fine citizens' minds were not always in the same room as their bodies. They were somewhat functionable, but always seemed to be just a little different. Some, if not most, were good and kind people who through no fault of their own, did not have the mental capabilities as most people. Some others did, through their own fault, send a few brain cells to the bug light and got fried. Others, well time just took its toll on them. And for many it may have taken a conversation or more than casual contact to determine they were mentally

challenged (OK! I used the politically correct word, not that I really wanted to.) For others, you could see quickly they were different. But the ones who probably stood out the most were the ones who seemed to be always talking to themselves. Maybe they were talking to someone we just couldn't see, but it did create an odd looking experience.

I remember a few years back I was in an airport and saw a well dressed businessman having a heated debate with himself. At first it looked very odd. For a few seconds, I stared and then realized what was going on. He was talking on his cell phone with a handsfree mic and earphone. If this would have happened 10 or 20 years ago, this man would have been committed. There were no handsfree devices then for cell phones. But you know the experience when you see someone who is talking to him or herself. If you are close by, you probably feel a little awkward and want to put some distance between you and this person.

But in reality we all, at one time or another, talk to ourselves. If in public, it is probably an internal dialog. If in private, it may become vocalized. But we do talk things through or think about things aloud or silently, mostly depending upon our surrounding. We know if we start thinking out loud in public, people will begin to look at us strangely. If we do it privately, it doesn't really matter. Maybe there is something therapeutic to thinking out loud that helps us to resolve or follow through with our thoughts. Maybe it just makes us feel better.

But the content of our internal dialog is probably the more critical aspect of this phenomena. What did you say to yourself today? Did you get up this morning and say, "Crap, another lousy day that I have to...." or did you say something like, "Let's go, things to be done, money to be earned?" Both are

talking about basically the same thing, but are a different way of putting it. Now it may be true in the first instance, if your job may be one that is disliked, but so can the other one be true also. But in the second case, the things to get done are making money, working toward a promotion and getting ahead in life. What you tell yourself the first thing in the morning will have an effect on the rest of your day. You may still have a lousy job to go to, but you will be better able to cope with the displeasure and maybe, just maybe, make it a little more tolerable.

How and what you tell yourself in your everyday activities and interactions with others is important. For a young man (or woman) who is part of the dating scene and wants to ask someone out on a date, the dialog is crucial. How do you think he would appear to the young lady he hopes to court if his internal dialog was something like, "She's too pretty for me; She'll never go out with me; I'm just not good enough for her"? Probably he will not stand quite as tall and straight as he should, his voice would be weak and/or crackly and he would most likely flub the whole thing. Hopefully the young lady will see past the telltale sign of insecurity and accept his offer of a date, but in many instances, may not. In the business world, a similar event can occur. A person who expresses to him or herself unsure or doubtful thoughts will be perceived as weak and unprepared to meet the challenges of the business world.

Our internal dialog can either amplify our doubts or help to defeat them. If you tell yourself you cannot do something, you probably will not be able to do it. If you tell yourself that you can, your chances increase dramatically. This is not to say that if you tell yourself that you can jump higher than the tallest basketball star and you are only 5 foot 5 inches tall, it probably isn't going to happen.

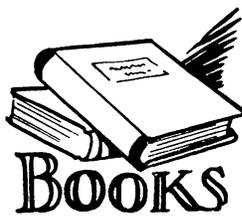
But if you tell yourself you can do better at jumping every day, you will see successes.

Positive dialog requires practice.

Negative dialog happens too easily. Many times we beat ourselves up over mistakes and make them bigger and worse than they were. It makes it harder to recover from them. Our minds do this naturally and we must learn to stop it. And at times that is all you have to do. Just say, "STOP!" At those times when you find yourself beating yourself up over something, rightfully or not, you need to stop it. Again, to yourself, just say, "STOP!" and change your internal dialog to something else. Change it to something positive. Change it to something that will change or correct the problem you were obsessing on. Change your thoughts to be somewhere else, doing something else, or being with someone else. But whatever you change it to, stop and change it to something positive. Again, just say, "STOP!" to yourself. Soon it will become a habit and you will find that it will get easier and easier to change your mood and even your emotion quickly and positively. Yes, it's a mental game. It is learned. It is powerful. And it works.

You can affect your demeanor anytime you want. By using your internal dialog and at the same time learning to reframe situations and events you can become a more positive, productive and truly happy person. Again, it does take practice, more for some than others. Your internal dialog is in your control, so why not make it work for you. You cannot change the world, but you can change your world.

Coming! January 4, 2008
World Hypnotism Day
Watch for special events and programs.



Books We Liked.

First some old business before we talk about this month's book. As promised in the July issue, we were going to give away a book to

celebrate our one year anniversary of our newsletter. So, the winner is Brian Dombach of ActionCOACH of Central PA. Brian will receive a copy of *The Millionaire Maker's Guide to Creating a Cash Machine for Life* by Loral Langemeier. And our thanks go out to all those who entered and better luck to you next time.

Now, for those who think they know me, this next book may be somewhat unexpected. But if you really know me, it should not surprise you. First thing it is co-authored by the winning coach of the Miami Dolphins and the Baltimore Colts. For those of you who know your football, you know the winning record of Don Shula. I am not a big sports aficionado, and even though I know his name and that he was with the Dolphins, I would not have known the full details of his career. His co-author is Ken Blanchard, better known as a business management consultant and author of *One Minute Manager*. But this month's book is **EVERYONE'S A COACH**.

Like many books, I found it at a second hand store and thought it deserved a look-see. And even though I have no intense interest in football, I did find the stories and analogies used more than just interesting. They made their point in a way that both the football/sport enthusiast and the non-sport person would enjoy. Together in a back and forth style, Shula and Blanchard take an idea and show how sports/football can lead and coach the individual, business-oriented or not, to personal and (business) team success.

As a person who does not live and breathe sports, I found that I truly enjoyed this book. I guess there is still hope for me yet

within the family of sports fanatics. Maybe by the next Super Bowl I might even know what is going on by the 4th inning. But who am I kidding. The commercials are still the best part.



Quotes we liked.

I save this quote for when I wrote about the book just mentioned. It is a great life lesson for us to remember as well as to

teach our young. Too often we live in the past and forget that we still must live in today. This is Don Shula's favorite saying, "**Success is not forever, and failure isn't fatal**". How many times would you have had a better or different outlook on life if you had heard or remembered this at what you thought was a critical point in your life?

I have had wonderful successes and I have had heartbreaking failures in my life. And as I look back at them, a little older and wiser, I can see that the successes always need to be built upon and the failures did not destroy me, but taught me lessons. Can you remember back when you were younger and something happened that at the time totally devastated you? It probably hurt, humiliated, and may have done some physical or financial harm, but in the end, you did survive. If you learned from it, you became smarter, If you were hurt by it, you became stronger (mentally and/or physically). If you truly learned anything it is that past is over and that each day brings new potential for success and failure. Each day gives you an opportunity to do it all over again, this time better than before. It's your choice.

What to expect.

One of the most popular problems we deal with as hypnotists is helping those who want to stop smoking. In reality,



with the right motivation, hypnosis is one of the most effective means to help people stop smoking. It can be done relatively quickly also. In most cases, for the most desiring, it is done in just one intensive session. It is longer than a regular session and usually has some other added features included. But it is not magic. Myself nor any other hypnotist can make a person stop smoking if they are not really ready to quit.

But some people have major misconceptions about hypnosis, especially those who want to stop smoking. A person will come in and go through the whole hypnotic process to become a non-smoker and think that's all there is to it. Then some time shortly afterward, they will pull out a cigarette and light it up and then as they slowly raise it to their mouth, they expect an invisible hand to come out of nowhere and stop it. What they have just done is test the whole process to fail. Rather than test it to succeed, they actively try to make it fail. I speculate that they really want to prove to themselves that they can't be controlled, but that's for discussion at another time.

But if they instead would decide to show (or test) it to succeed, then it would. That is, to say to oneself, "I know this works and I am going to help make it work" and not consciously try to sabotage the whole process. Most times these people can and have quit for a day, week or months by sheer willpower, but in testing hypnosis, they cannot make it one hour without failing.

So what makes it work? First, a true desire to want to quit smoking. This is true for any change a person wants to make. It cannot work because someone else wants you to change or that you think you should change. It must be a deep desire for the change. Without it, failure is almost assured.

Next, you must understand that different people will respond differently to the hypnosis. For some, once through the hypnotic process, it will seem as if they never smoked

before in their life. For some others, in the beginning they will have moments where they will think about smoking, but then remember that they are non-smokers and let the feeling pass. For others, they will have those moments and have to fight with it some, but in the end, using the self-hypnosis tool taught to them, they will overcome the desire and continue on with their day, still as a non-smoker.

But it is that last group, although small, the self doubter and the testers to fail who do not succeed. It is those who did not truly commit to quit, those who did not sincerely want to quit or had an attitude of defiance, that will not succeed until they make the mental change first. In the end, it is still all up to the individual to make the change. The hypnotist will do his part and help create the change, but only if the client does his or her part and commits to the change. Hypnosis is just a tool and like any other tool, it only works when you use it properly.



Talking around

town. Every so often I send out a letter to all the service clubs and non-profit organizations in the area letting them know that I will do a limited number of talks on hypnosis, free of

charge. They are not long winded commercials for our hypnotherapy services, but rather, to educate and enlighten the general public on hypnotism. Like this newsletter, the talks are meant to be entertaining and informative at the same time. And when the talks are promoted within the organization that a hypnotist is presenting an upcoming program, it usually increases attendance for that meeting. Most of the time those in the audience are not sure what to expect. Will they see something magical? Will someone or they themselves be hypnotized? Is it real or not? They are always pleasantly surprised.

I enjoy giving these talks to the clubs and organizations in the area because it does educate and entertain everyone on the facts about hypnosis and its benefits. And because of this, I am extending the same offer, as my time permits, of this free enlightening program on hypnosis. These programs usually run from about 25 minutes up to one hour. I do limit the number of these that I do each year and do them on a first call, first served basis. These are not seminars, group sessions, training programs, stage shows or keynote addresses, which are compensated appearances. They are lighthearted and fun for all. So if you are a member of a non-profit (including religious organizations) group or club that uses speakers for meetings and small events, give us a call and let's talk. Let's see what we can do for you.



Back to school. Just about now students are back in school long enough to get some tough tests. For some, this is a major problem. Some young people have not developed concentration skills for good study habits. Without study there are no good test scores. Other students

have a serious anxiety problem taking tests. Maybe you remember times when for no reason but that you were taking a test, you froze up and did poorly. Did you know hypnosis can help with this type of problem, too?

Hypnosis is a powerful tool for the student who cannot maintain concentration. Young people have great imaginations which can be actually beneficial in taking them into hypnosis and teaching them how to focus and concentrate on their studies. Hypnosis also helps them to get into that relaxed state where when studying, information is better retained.

And for those who dread the ominous test and go blank, even though totally prepared,

hypnosis helps to unlock the mind and permits recall of studied material. The student is taught how to again reach that relaxed state, even while under pressure, and recall studied material. Hypnosis cannot make an unprepared student do better than he/she deserved. Students must still do their work beforehand to get good grades.

With hypnosis, a student can maximize his or her true intellectual potential in studying and testing. And not only will he/she do better in school work, these new skills will stay with them, helping the students to eventually realize his/her vocational ambitions and goals and be successful in them.

So maybe a little hypnosis is needed in your child's bookbag. But he/she cannot do it without your help. Give us a call to discuss how hypnosis can help your budding Einstein. Also, if you know of a niece or nephew who could use a little hypno-help, do them a favor and pass this newsletter on to his or her parents.

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Roger & Patti