

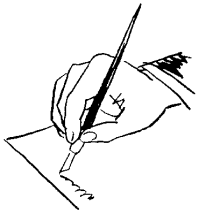
ENLIGHTENMENT

 Willard Hypnosis Center

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Observation of Life.

It's April, and so far we have yet to see spring make its mark of arrival for this year. But, why should I complain? We did have a very mild

winter over all. I did get our taxes done in time, so I did not have to be one of those in line at the post office at the last minute. Our most wonderful grandchildren are happy and healthy, as are their mother and father, even though they live a couple of hours away. At one time a drive to see them required an overnight stay. I am a year older (mid 50's) but still most of the time I find myself thinking and perceiving things as someone who is still in his 20's or 30's.

Now each of these things could cause someone to think and react a very different way. The rotten weather, or paying taxes, contending with pesky kids (near or far away), and getting old will cause some people to become cranky, miserable, complaining old farts. Or even cranky, miserable complaining young SOB's. They become people you just do not want to be around. And if you happen to have to be around them, you soon find yourself acting the same way. And what is the reason for these people being this way? If you haven't figured it out by now, it is their attitude.

Some people have a rotten attitude about life in general. Others have a so-so

attitude about life. And then there will be those who have a great or positive attitude about life. Now I guess it is possible to have some part of your life where you have a good attitude about your hobbies and a bad attitude about work, but more often than not, I believe your general attitude will be comprehensive in all parts of your life with very little, if any, deviation.

If you would take a moment, I am sure you can think of some people you know who never seem to be without a complaint. This is not the same as not being happy. Again, I am sure you know people who are happiest when they are complaining, or so it seems. They seem to look for reasons to complain or get upset about something. But they always believe that something less than perfect or "bad" is going to happen to them or someone else. They absolutely refuse to see any of the positive or good things they have that have happened in their lives. And, in a way, it helps to create a self-fulfilling prophecy in that once they start believing this, they stop doing things that could bring positive and good things into their lives. Still others will go on with their lives, but find fault or have a problem with everything and everybody.

Somewhere in their lives these people found something to reinforce this attitude. It was imprinted in their belief system. They look for the negative and they find it. Soon, they lose their ability to see anything positive.

And if you would point out something very positive to them, they would dismiss it as something that won't last. And if by chance something good would hit them in the face, they would dismiss it as a fluke or a mistake.

Strangely though there can be exceptions to this. One may be that they may accept something positive in their life, but only if it was the result of something negative happening to someone else. Sometimes it may be in the form of being competitive where for someone to win, there must be a loser. Or it could be where the negative person perceives him or herself as being clever or being devious and beating the system for a change. Then they will feel they have something to brag about.

But enough analysis of negative attitude people. Let's talk about having a positive attitude. Recently I went shopping for a new computer at a computer show. When we arrived (I took my nephew with me), the parking lot looked very busy. We arrived at the peak time. I said to my nephew that there is a guy holding a spot for me close by. He laughed a little and then sure enough, there was an empty spot for us reasonably close to the door. I parked and went into the computer show. Now you might ask what would I have done if there would not have been an empty spot convenient to the door? Well, I would just say that guy holding the spot for me could not wait any longer and so he gave it to a little old lady who needed it more than me. But my attitude is still that more times than not, I will get those positive things I expect.

Recently there has been a book and movie out called "The Secret". From what I have heard, it expands on the idea that if you put out to the universe that you expect positive things to happen, they will, but more on a materialistic way. And to be honest with you, I have not read the book or seen the movie. But to expect positive things to happen in your life

has been a theme of motivational and positive thinkers for decades and is now being picked up in a new age concept. Since I have not read the book or seen the movie, I am not going in that direction. But rather leaning toward the more traditional concept of having a positive attitude can help people to earn and achieve things in their life. And more importantly, becoming a better and more sincerely happier you because of it. There may be a cosmic connection to this but I believe there is a more down-to-earth reason. Positive people are people who are more liked. People who are liked are elevated by everyone else and help to achieve those things they want in their lives.

For a moment think about how you react when you meet a positive attitude person as opposed to the negative one. You will probably find yourself in a better mood just being around that person. That person seems to rub off on you a little. You start to feel a little better about yourself if you hang around long enough. You may even start getting that positive attitude if you had a negative one before.

But what makes the people with the positive attitudes stay that way? Again, reinforcement of belief. They expect positive things to happen and when they do, it affirms their belief. Sure there will be negative things, but the positive person reframes the event or situation to have a different meaning. It can be reframed to be neutral or in some way, even if just a little, positive. Naturally not everything can be turned into something neutral or positive and they know this. They know that and accept that some things will just be that way. It is life, but overall, they can look at life as a positive, learning and growing experience.

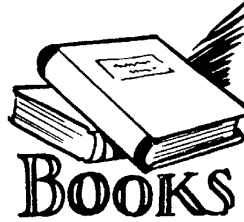
Thirty-five years ago Patti and I spent several summers working at a camp with children and adults, all who were in wheelchairs. Most if not all had positive

attitudes. Not that they wanted to have the disabilities that they had, but that they had accepted it as the hand that was dealt to them. And no, not everyone like them have positive attitudes. But my point is that as me, the person I am, even with some health issues, there is very little reason for me to have a bad attitude about life. Now on a personal note I will confess here that a good bit of my attitude comes from my Christian faith and beliefs. I also know some who have a spiritual faith (and it doesn't matter what religion) and still somehow find it possible to have a miserable attitude.

The attitude that you have comes from within you. More importantly, it is self directed. It is your choice to have a good attitude, a mediocre attitude or a rotten attitude. To change to a more positive attitude is possible. Easy? Maybe not, but it can be done. It does take a conscious effort and some subconscious work to get it done. It takes time to stop and think about things, as they are happening. You have to sometime say "STOP" to yourself and then reevaluate the situation. Is it really as bad as you first made it out to be? Are you blowing it out of proportion? Can you bring it down to size? Can you learn something from it? Is it really bad? Can you "reframe it"? Then do it. Take the time right then and there to do it. Soon, if you do it enough times, it will become second nature to you. You will soon start seeing more positive things. You will soon become a more positive person and you will probably discover more positive things happening to you.

This is just a brief aspect in developing a positive attitude. Much more can be said and done in doing this. It is something you must personally decide to do if you want it. I highly recommend that it become a personal goal for everyone, not because everyone should walk around like Pollyanna or Shirley Temple, but

because it will help you have a more enjoyable, enriching, fantastic and outrageously wonderful life. It can be done. So, if you need a little attitude adjustment, start making it happen today.



Books We Liked.

As a businessperson, and the fact that I enjoy reading, I read a lot of business books. Now if you are not a businessperson, business books may have no interest to you. But this month I am recommending a business book that I think most people will find interesting.

The book is *Ogilvy on Advertising* by David Ogilvy. He tells of how he started out and founded what eventually became one of the biggest, if not the biggest advertising agency in the world. For a businessperson, it has valuable lessons on how to advertise. For everyone else, I think if you have an interest in human behavior, it is a great read. First, it is a classic on advertising. If you ever took a marketing course in school or college, it was probably required reading. I saw the book first probably twenty some years ago and passed over it because I thought it was more of a vanity book. That is a book on, "look how clever I am in doing all these great ads". I was wrong. Since then I have read it and found it fascinating and outstandingly informative. First, it does show a number of illustrations of some classic advertising, but more importantly, it tells why they really were effective. As a general read, it is interesting to see how advertising works and why you or someone else may have been motivated to buy. You may be later saying to yourself, "Yeah, now I know why I bought or are loyal to". (Fill in the blank.) So, read it, enjoy the read and maybe learn something new for your business.



Quotes we liked.

“Accept the challenges so that you may feel the exhilaration of victory.”

by General George S. Patton. A great truth that

many never realize. What challenges do you face today? What challenges might you face tomorrow? What challenges did you refuse to acknowledge and now regret? How would you answer these questions?

Without accepting and overcoming difficult challenges we have no idea as to our mettle, the stuff that makes us who and what we are and what we will do in times of crisis and uncertainty. We should look for new challenges continuously to exercise our character and help it grow. Work to recognize them when they come and enjoy the growth.



What to expect.

The “purist” of hypnotists don’t like the term sleep. But most still use it. But hypnosis is not sleep like when you go to bed and

hopefully get eight hours of “cutting Zs”. In regular sleep, you don’t hear or see anything. The exception is at those very brief moments of time when you are partially awake or just falling asleep and hear things that make you dream them a little. OK, that happens to me and maybe you. But normally, you are lost to your dreams and hear and see nothing external to you.

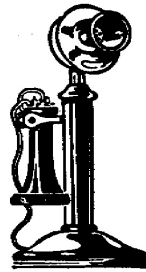
In hypnosis, you can hear everything and see when you have your eyes open. Most of the time your senses will be more focused. If I tell you to listen to the sound of the clock, that will be your center of focus. If I say listen to the sound of my voice and let that be the most important thing to you, other sounds will probably fade away and eventually disappear.

We all experience in a focused state of mind. Have you ever listened to the radio and then did a little daydreaming? Then you catch the end of an advertisement and wonder what the first part was all about. You hear it, but you didn’t hear it. It’s the same way with hypnosis. We just help you to focus on things that will help you make positive changes in your life.

Why hypnosis. To help you:

- Stop Smoking Build Confidence
- Sleep Better Remove Bad Habits
- Lose Weight Remove Fears
- Manage Stress Be a Better Speaker
- Improve Study and Test Skills
- Deal With Personal Issues

And More.



For more information on hypnosis and how it can help you, call us at 717-872-7561

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Roger & Patti