



This Issue's Focus

There is a common misconception that life has to be a struggle against impossible odds; that one must work hard to succeed. The lie is that we are incapable, inadequate, under-educated, under-qualified, under-achieving, and never good enough. Is it any wonder smokers smoke to self-medicate for this "condition"?

Hypnosis is a "shortcut" to achieve goals - and it's perfectly legal and moral. There are many reasons to stop smoking. The financial cost is just one. Health and quality of life are more reasons. Study after study has demonstrated the efficacy of hypnosis for smoking cessation.

The September 2011 OHA meeting will focus on successful hypnosis strategies for smoking cessation. Attendees will leave with new and effective hypnotic strategies and techniques.

Learn how to use hypnosis techniques to improve your smoking cessation success rate, improve client recidivism, and better market your smoking cessation program. Share important tips and techniques. Discuss how you can use smoking cessation sessions to build confidence in your practice and increase your clientele.

Why Hypnosis to Stop Smoking?

A survey of psychotherapy literature by Alfred A. Barrios, Ph.D., revealed the following success rates:

Psychoanalysis: 38% after 600 sessions

Behavior Therapy: 72% after 22 sessions

Hypnotherapy: 93% after 6 sessions

(Source: American Health Magazine)

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More at www.hypnosis-oregon.com

Stop smoking for this long	And this will happen to you <i>(source: American Heart Assn)</i>
20 minutes	Blood pressure and pulse rate return to normal.
8 hours	Nicotine and carbon monoxide levels in blood reduce by half, oxygen levels return to normal.
24 hours	Carbon monoxide is eliminated from the body. Lungs start to clear out mucus and other smoking debris.
48 hours	There is no nicotine left in the body. Ability to taste and smell is greatly improved.
72 hours	Breathing becomes easier. Bronchial tubes begin to relax and energy levels increase.
2 - 12 weeks	Circulation improves.
3 - 9 months	Coughs, wheezing and breathing problems improve as lung function is increased by up to 10%.
1 year	Risk of a heart attack falls to about half that of a smoker.
10 years	Risk of lung cancer falls to half that of a smoker.
15 years	Risk of heart attack falls to the same as someone who has never smoked.

Stop Smoking and Stay Stopped Forever

By Joseph Bennette, MRET, CHt

In 1999, I moved my private practice into the offices of a physician. He and others often referred clients to me to stop smoking as it was a primary concern for most physicians and for those seeing their physician.

As a hypnotherapist trained in Neuro-Linguistics, Emotional Freedom Technique, and Rapid Eye Technology, I had many effective tools for assisting clients to make substantive life changes, including smoking cessation.

During my years of work at the Rapid Eye Institute, I became convinced that one must get to the cause of an addiction to effectively address it. This seemed to bare out over my years of work with hundreds of clients .

Since then, I learned that neurologically, an event held in memory is often represented repeatedly by subsequent similar events. Depleting the emotional energy from any event along the path of a “belief string” or neurological line of associated memories could be used to take me to cause.

For some time, I would simply hypnotically regress the client to a more recent representative event, desensitize it of emotional energy, and then using hypnotic regression, extend that flattened energy to cause. Many clients responded positively to the technique.

From Anxiety Consulting to Smoking Cessation

In 2003, I made the professional decision to focus my practice in the area with the highest incidence of success – anxiety. I dealt with hundreds of clients reporting irrational fears – fear of driving on the freeway, flying in jet aircraft, being in closed areas, elevators – the full range of fears. Almost 100% of clients coming to see me about a fear lost their fear within a very short period of time – usually in one session. And their fears stayed gone.

That’s a pretty good record.

A colleague called me one day on the phone and asked why I was no longer doing smoking cessation sessions since most smokers keep smoking because they are afraid of what will happen if they stop.

I had not considered this angle. It had been many years since I had smoked and I had forgotten this very impor-

tant aspect of smoking.

So, I invited a physician friend to refer patients to me who wanted to stop smoking. I’d work with them using my Anxiety Neutralization Process to see how it would work to help these patients stop smoking. I saw over 50

patients and ALL stopped smoking and did not take it up again after 2 years.

IT WORKED!

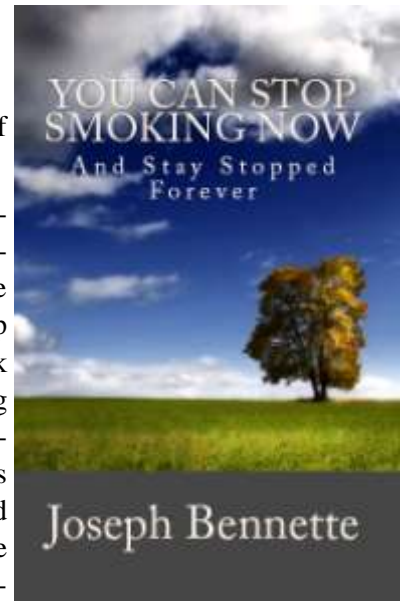
I was thrilled. I finally had a process that fulfilled all my goals:

- 100% success rate – that is 100% of people coming to me to stop smoking would stop smoking in ONE session.
- The process would eliminate withdrawal symptoms completely or at least enough to adequately strengthen will-power so as to make abstinence easy.
- 100% of those who stopped would never take it up again – they would be non-smokers for life.
- I could teach my technique to my clients so they could be self-regulating. If they ever found themselves wanting another cigarette, they could do a quick and easy process that would instantly eradicate the craving.

Now I’ve outlined my process in a book anyone can use. I will demonstrate the process at our September 2011 meeting.

Joseph Bennette is now retired from active practice. His book, You Can Stop Smoking and Stay Stopped Forever is available online at www.createspace.com/3335721

Other offerings from Joseph Bennette are available at Amazon.com—search for “Joseph Bennette”



CRP, The Key to Hypnosis

By Randy Lee Marcus, CHt/CPLt

Did you ever ask yourself what hypnosis really is? Why do some techniques work for some clients but nothing works for everyone? Is relaxation really part of hypnosis? Have you ever heard of a circumstantial-repetition-pattern?(CRP)

Understanding CRPs will provide the answer to the first three questions. The fundamentals of hypnosis all rely on CRPs, as do all NLP techniques, and all other forms of human change work. CRPs are the most powerful and least understood aspect of human experience. The CRP is the basis of man's ability to learn and it is a natural function of human experience.

In order to begin to understand what a CRP is and how it can be used in change work, we have to get a more constructive and detailed understanding of human experience. Traditionally, human experience has been defined as "what happens to us." To be more precise we must define the process of experience as it happens. I like to use the following metaphor.

1. The human mind and body are like a remote-controlled robot. The part of a human that recognizes its own existence is the entity that is remotely controlling the robot.

2. The robot consists of three parts.

- A. Physical body
- B. Conscious mind. (excuse maker)
- C. Subconscious mind. (CRP creator)

3. Human experience is the experience of the remote observer that is operating the robot.

Come to the OHA seminar on September 10, 2011 and learn how to hypnotize anyone, anytime using the CRP. We will talk about what the CRP is, its purpose, its dark side, and techniques you can use to affect change.

*Randy Lee Marcus, CHt/CPLt
Daydream Clinic
503-371-3771
email: randy@hypno-slender.com
722 Hawthorne Ave NE
Salem, OR 97301
Online at www.hypno-slender.com*

Randy Lee Marcus is the creator of the Daydream Clinic program. He is a certified and registered hypnotherapist. Randy is a member of the National Guild of Hypnotists, Oregon Hypnotherapy Association, American Board of Hypnotherapy and a professional member of the American Heart Association.

Smokers are afraid of four basic things.

They are afraid that they...

- have to give up the comforting effect of smoking
- won't be able to handle the everyday stress of life
- will have to suffer mentally and physically to get free of the nicotine
- will never get completely free of the craving

"The reason people don't stop smoking is because they believe that it's going to be too painful, too difficult, and that they will probably fail!"

Hypnosis changes all of that!

When smokers try to stop with other methods they often become depressed and irritable because they feel deprived. They feel unable to handle everyday stress and they crave nicotine. The wonderful thing about using hypnosis is that it completely removes the feelings of deprivation and craving. It removes the desire to smoke.



The Problem with Stop Smoking Sessions...

By Daniel B. Hedrick

A lot of hypnotists tell me they don't like to do Smoking Cessation! When I ask them why they don't like it, a lot of them tell me it's because their success rate is not that great. Well it's not all your fault - it's your instructors' fault, it's your friends' fault, and partially it's your fault for being a good student and being a great friend!

You see, for so long hypnosis instructors (not all of them) have given us the tools and told us to go practice, practice and practice some more and so we did. We practiced alone; we practiced with teddy bears; we practiced with anyone who would sit still; but mostly we practiced with anyone who wasn't scared to death of us! Mostly our friends... **BIG MISTAKE!** (Some instructors will tell you, go practice on your friends).

Herein lies the problem... your friends are the worst clients you will ever have! First, they do not see you in your new role as the "Hypnotherapist" - they don't take you seriously. So here is what we do. We give them the "Friends and family rate" or worse...we give them the sessions for free. Now, not only have you just de-valued yourself, they have no buy-in, nothing invested, which is a serious setup for failure. Now they're just going to "TRY IT" - that's right, the dreaded "T" word! Get ready for your success rate to hit the toilet.

Another problem - your friends feel they have easy access to you and you can "Get them back on track" at anytime; so now it costs them nothing to make a bad choice, while drinking tequila!

My success rate with strangers amazes me! My success rates with friends and family... ~20%.

How do we turn this around?

1. First stop working for free!
2. Never work with friends! You are part of a great referral system - use it and become used by it.
3. Invite people who want to Stop Smoking! Do this by setting a price point that is more affordable to them. Most smokers

think they can't afford to quit - we know better. To build your base, consider doing low-cost smoking sessions for a while. That builds your own "word of mouth" referral system.

4. Don't hang the burden of the "tire kickers" around your neck,. People "Doing it because the wife wants me to" and people who are just "trying it" are going to fail no matter how good you are.
5. Do not concern yourself with success rates until you've reached 100 clients and then only look at them in groups of 100.

I currently have a price of \$99 for a one-visit Stop Smoking Session that includes a VERY special reinforcement CD. As of 6/30 the half way point of this year, my clients have stopped smoking 1,610 cigarettes a day - that's over 80 packs a day! 29,382 cigarettes a year! Saving this year's clients \$141,036.00 A YEAR!

Last year's numbers show my clients gave up some 3,137 cigarettes a day! 156 packs a day!! 57,250 cigarettes a year! Saving last year's clients \$274,801.00 (avg. cost \$4.80).

The number that absolutely floored me... this is my 4th year at this price point of \$99. Sales projections show: four years of clients reaching the "Million Dollars saved" mark before the year's end! That's a million dollars a year from that point forward - taken and given back to the people they were killing! That's why YOU should be doing Stop Smoking sessions!

University studies have shown Hypnosis to be the #1 most successful ways to quit smoking. We as Hypnotists need to capitalize on this. We should OWN this market. Legitimacy as "Hypnotherapists" is ours for the taking, so let's earn it!

Smoking cessation sessions are simple and easy to do! So if you want to learn the secret of my "Very Special reinforcement CD", and how others are doing successful smoking cessation sessions, join us at the September 10th OHA Meeting.

*Daniel B. Hedrick. Hypnotist
www.TheStopSmokingGuy.biz*

Meeting Advance Registration Form

Fairfield Inn, 6100 SW Meadows Rd, Lake Oswego (Off I-5)

Members \$45, Non-Members \$65, Students \$35

(Add \$10 if paid at the door)

Name _____ Address _____

City _____ State _____ Zip _____ Tel: _____

Numbers I wish to register: _____ Members, and/or _____ Non-Members, and/or _____ Students

I am enclosing my check for total amount due: \$ _____
Please make checks payable to Oregon Hypnotherapy Association

Send this registration and fees to:

Oregon Hypnotherapy Association
PO Box 432
Lake Oswego, OR 97034

Register ONLINE at www.hypnosis-oregon.com/news#register

OREGON HYPNOTHERAPY ASSOCIATION

Preserving Professionalism in Hypnotherapy

PO Box 432

Lake Oswego, OR 97034

Telephone: 503 902-1122

www.hypnosis-oregon.com

Journal Editor: Joseph Bennette

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September 10, 2011 Meeting

Theme—Smoking Cessation

Presentations will focus on Smoking Cessation using hypnosis and hypnotic processes.

Presenters

Daniel B. Hedrick

Randy Lee Marcus

Joseph Bennette



Oregon Hypnotherapy Association
P.O. Box 432
Lake Oswego, OR 97034

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Meeting Info

Saturday, September 10, 2011

Fairfield Inn, 6100 SW Meadows Rd, Lake Oswego, OR

11:30 - 12:00 - Registration

12:00 - 1:00 - Catered Lunch

12:00 - 5:00 - General Meeting (5 CEUs)

Members \$45, Non-Members \$65, Students \$35

Add \$10 if paid at the door

See registration form on reverse side of this page

— OR —

**Register ONLINE at
www.hypnosis-oregon.com**