

# The Hypnosis Examiner

Feature Article:

## "ANCHORS AWEIGH: WILL THEY WEIGH YOU DOWN?



## LET FREEDOM RING!

This year as the 4th of July, "Independence Day" rings in loud and clear, think about how freedom of stress, disease and ill-health can give you personal independence to live your life to the fullest.

As we celebrate the freedom of our nation, let the sweet sound of ringing bells resonate in your mind as a symbol of achieving our greatest potential of mind, body and spirit.



*The Editor*

When was the last time you anchored a child, spouse, family member or friend? Or for that fact, when was the last time someone anchored you? Chances are you've anchored someone or been anchored by someone or something at least a few times each day. In addition, you've probably anchored or been anchored in a way that isn't always beneficial for you.

You've probably figured by now that I'm not talking about "anchors" that come with ships and boats. The anchors that I'm talking about are quite different. The anchor of which I speak is the process of establishing a trigger to elicit a specific response.

If you are familiar with Pavlov's Dog, you will understand what an anchor is. If you are not, then check out the following paragraph.

*In NLP (neuro-lingusitic programming), "Anchoring" refers to the process of associating an internal response with some external or internal trigger so that the response may be quickly, and sometimes covertly, reaccessed. Anchoring is a process that on the surface is similar to the "conditioning" technique used by Pavlov to create a link between the hearing of a bell and salivation in dogs. By associating the sound of a bell with the act of giving food to his dogs, Pavlov found he could eventually just ring the bell and the dogs would start salivating, even though no food was given. In the behaviorist's stimulus-response conditioning formula, however, the stimulus is always an environmental cue and the response is always a specific behavioral action. The association is considered reflexive and not a matter of choice. (see "Anchors" next page)*

## ANCHORS (*from front page*)

Anchors can be established in many different ways. A remembered picture may become an anchor for a particular internal feeling, for instance. A touch on the leg may become an anchor for a visual fantasy or even a belief. A voice tone may become an anchor for a state of excitement or confidence. A person may consciously choose to establish and retrigger these associations for himself. Rather than being a mindless knee-jerk reflex, an anchor becomes a tool for self empowerment. Anchoring can be a very useful tool for helping to establish and reactivate the mental processes associated with creativity, learning, concentration and other important resources.

The process of establishing an anchor basically involves associating two experiences together in time. In behavioral conditioning models, associations become more strongly established through repetition. Repetition may also be used to strengthen anchors as well. For example, you could ask someone to vividly re-experience a time she was very creative and pat her shoulder while she is thinking of the experience. If you repeat this once or twice the pat on shoulder will begin to become linked to the creative state. Eventually a pat on the shoulder will automatically remind the person of the creative state.

A good way to begin to understand the uses of anchoring is to consider how they can be applied in the context of teaching and learning. The process of anchoring, for instance, is an effective means to solidify and transfer learning experiences. In its simplest form, anchoring involves establishing an association between an external cue or stimulus and an internal experience or state, as in the example of Pavlov ringing the bell for his dogs. A lot of learning relates to conditioning, and conditioning relates to the kind of stimuli that become attached to reactions. An anchor is a stimulus that becomes associated with a learning experience.

We have probably all been in the situation of experiencing something that we wanted to remember, but when we go into a new environment where all the stimuli are so different, it's easier to forget. By developing the ability to use certain kinds of anchors, teachers and learners can facilitate the generalization of learning. There will certainly be a greater possibility that learning will be transferred if one can also transfer certain stimuli.

People may use anchors to re-access resourceful states in themselves as well as in others. It is possible for a teacher, for instance, to use a self-anchor to get

into the state he or she desires to be in as a leader of a group. A self-anchor could be an internal image of something that, when thought about, automatically brings on that state.

There are two important aspects related to establishing an anchor. One is the continued reinforcement of the anchor. The other aspect has to do with the richness and intensity of the experience one is attempting to anchor.

Let's say a team leader is trying to get a group into a positive state for brainstorming, and has done a very nice job of creating a motivated state. The question is, how can the leader anchor that state so that he or she can get back that same degree of motivation more quickly in the future? One way is through particular behaviors, such as a special eye contact, or facial expressions, that could be used again later to trigger that state. Another way is to use something external as a means to draw the focus of the group - like pointing to a flip chart or referring to a transparency.

The awareness of "natural anchors" is important in selecting types of stimuli to be used for anchoring. Different types of media can be used to help make certain types of associations more easily. With people, individuals may have certain natural tendencies toward certain types of anchors because of their natural or learned representational abilities. A visually oriented person will be more sensitive to visual cues; kinesthetically oriented people may make associations more easily with tactile cues; individuals who are auditorily oriented will be responsive to subtle sounds, and so on. Smells however form powerful anchors for people because the sense of smell is wired directly to the association areas of the brain.

Sometimes the most powerful anchors for people are those in which the stimulus is outside of awareness. These are called "covert" anchors. The power of covert anchors comes from the fact that they bypass conscious filtering and interference. This can be useful if a person (or group) is struggling to make a change because his or her conscious mind keeps getting in the way. It also makes covert anchors a powerful form of influence.

Covert anchors are often established with respect to stimuli that are from an individual's least conscious representational system. A highly visual person, for instance, may be unaware of subtle shifts in tone of voice. Voice, then, may become a rich source of unconscious cues for that person.

If you really think about it for a moment, you may (*see More Anchors next page*)

## MORE ANCHORS (*from page 2*)

realize that “anchoring” is a life experience that we all share. Traffic lights, sirens, and smoke are all positive learned experiences through anchoring that help to protect us from harm.

On the other hand, there are anchoring experiences that can leave us in other than desired states that can be harmful over time if not corrected and changed in their association and effect.

What kind of anchoring experiences can you think of or have you experienced that have not given you a beneficial outcome or end state?

Want to correct them? Try hypnosis! It works!

## MAKE CHANGE? WHY?



Change has been described as the single most important element of success.

Many of us fear change and the uncertainties it will create. Frequently, we believe that the change will only be temporary and therefore we will end up feeling disappointed or let down.

People live with change constantly. In a lifetime, everyone goes through personal transformation from infancy to adolescence, young adulthood, middle age and finally old age.

The power to change is very real and change does happen, right? Except when it doesn't, or at least not in ways that work well for us. At many stages in our life journey, we find ourselves held back by not being able to make the kinds of changes that would really serve the life and work we want to create. We may have visions of how we'd like to grow, or contribute more, or take our work to a new place and yet we often run into the ways that are getting in our own way. We find that the very attitudes and capacities that have brought us successfully to this point are not the ones that we need for the next leg of our journey.

Each one of us has been given the power to change his or her life. We can decide to do better and to be better. In some ways all of us need to change. Some of us have habits that need to be changed, habits that harm us and others around us. Sometimes we may need a jolt to propel us into changing.

We begin by making a decision to change. It takes courage and humility to admit that we need help, but few, if any of us, can do it on our own. Seeking help or assistance in making change is an advisable and appropriate step in finding success in your endeavors.

Some tips in making change are:

*Know what you are working on to make change.*

What is your life about at this point? What is most pressing in your life? What parts of your life are asking you to learn and grow?

*Step back and see the patterns.*

You may find you have clusters of things that are not working so well in your life. It can be powerful to jot all these things down and then stand back, look at them and ask yourself how all of these are related? What is it about the way I'm approaching my life that contributes to these parts of my life that are causing me trouble?

*Choose what you are going to work on.*

Formulate a topic for growth and change for the next period of your life. What would really make a difference for your life that you could work on over the next months? Choose a change that would be powerful for you. Can you phrase that in one simple sentence?

*Explore why this is important.*

Okay, now that you've got an idea of what that is, the next question is why? Why is this so important to you? What would really making change in this area bring to your life? How would these changes affect your self, your relationships, your work, and/or your home? What are the big gains that making progress here would give you?

Once you are clear on your direction, look for ways to support yourself in the process of change. There are a lot of resources out there. Look for articles online, talk with friends and loved ones, take a class, join a support or coaching group, and really, check out getting help from a coach or another guide for change. It's really difficult to make significant change on your own, but the support is out there, just look for it.

## IDENTIFYING SUBPERSONALITIES

This is the final part of the 4-part miniseries on identifying subpersonalities that was first published in the October 2013, Volume 2, Number 4 issue.

Identifying subpersonalities can be educating, enlightening and helpful in realizing who you are. It may also be helpful in dealing with some of life's issues on a daily basis.

Dr. John Rowan, Psychotherapist constructed this self-test for helping identifying some of the subpersonalities that my lie within us.

These are brief tests and are not meant to be definitive in any way. Their purpose is to introduce a few of the most common subpersonalities with which many of us deal. If you score highly on a given test, it simply means that you *might* have this subpersonality and that you might want to look more closely at how that functions in your life.

Before taking each test (*only one test will be published in each miniseries to maintain the integrity of the testing process*) read and follow the instructions below precisely:

*For each test, you will not be told what subpersonality is involved until after you have answered the questions. This is meant to reduce any possible bias that could arise if you know what the questions are looking for before answering.*

*Before answering each set of questions, take a deep breath, clear your mind and try to answer honestly. You might want to make some notes as you answer each set of questions, especially for those subpersonalities with which you seem to resonate. If one or more of*

*these feel important in your life take a few moments to note any reactions, associations or memories that come up in response to that particular subpersonality before moving on to the next set of questions.*

*For each question, add the score (0-3) and then see what the total score is at the end.*

1. "I treat people as equals. If they seem to be putting themselves down, this brings them up. If they seem to be putting on airs, it brings them down to the level." Is this what you do?

0 - Wish I could do that

1 - Perhaps occasionally I can

2 - Yes, quite often I do

3 - Yes, all of the time

2. "Power and control are good when applied to things, but they are not good in relation to people?" Do you agree?

0 - No, people need and like to be controlled

1 - I think there has to be some power and control exercised

2 - I like to play down power and control in my dealings with people

Yes, I totally agree

3. There is nothing we can give each other which is better than truth. Do you agree?

0 - No, there has to be some color and imagination in the world

1 - Truth is not always the best thing

2 - I am inclined to believe it

3 - Yes, I agree

4. If someone asks you for directions, will you tell them the way even if you don't know for sure?

0 - Every time

1 - Quite often, yes

2 - very rarely I might

3 - No

5. If you say you will do something, do you keep your word?

0 - Yes, unless something more exciting comes up

1 - Yes, unless there is good reason not to

2 - Yes, unless something unforeseen prevents me

3 - Yes

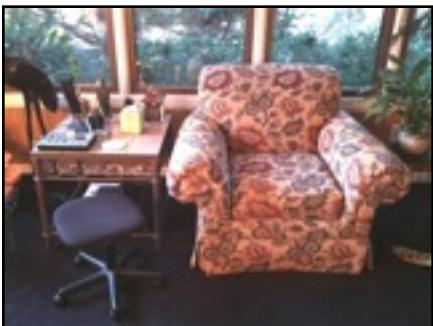
This test is to discover if you have an Adult subpersonality.

If you scored:

**0 - 5** You do not have much in the way of an Adult subpersonality, and this may make you hard to relate to. Why not try to cultivate your Adult a bit more?

**6 - 10** You do have an Adult and it is in a modest position, not too suppressed. Cultivate it wisely. *(continued page 5).*

Got Problems?  
We have Solutions!  
Have you tried Hypnosis?



Get **10% off** the Initial Visit when you mention this advertisement.

Get **15% off** when you Print & clip this ad, bring it to your Initial Visit.

Get **20% off** when you Download our "Hypnosis HWU" App to your favorite device.

Health & Wellness, Unlimited  
tophypno@aol.com  
(609) 923-4999

## SUBPERSONALITIES (*from page 4*)

If You Scored:

**11 - 15** You have a well developed Adult. Be careful that it does not take over too much or become too exclusive.

The Adult subpersonality values responsibility, fairness and authenticity. It can take the form of the dominant parent in some ways but more idealized. It tends to be a little rigid at times and may team up with the Critic and/or the pusher to make us more responsible. Some people confuse this with the core self or aware ego which it certainly is not. It also should not be confused with the nurturing parent because this is not its role.

This concludes our 4-part series article on " Identifying Subpersonalities. We hope that you enjoyed reading the series and found it to be entertaining and useful.

Remember, these tests are not meant to be definitive in any way. Identifying subpersonalities can be educating, enlightening and helpful in realizing who you are.

If you would like to see more articles like this, contact the editor.



## GET OUR APP ON YOUR FAVORITE MOBILE DEVICES

Read any of the 4 latest published editions of "The Hypnosis Examiner" newsletter whenever you wish.

Check out our Twitter account and all relevant tweets about hypnosis.



View informative video recordings that demonstrate how hypnosis works.



Listen to hypnotic Audio recordings for personal use anytime and anywhere right at your fingertips.

"Inquiry" and "Review" features permit you to have direct contact and feedback with us.

We monitor and update our app regularly with new features like our recently added "Photo Albums."



To get the "Hypnosis HWU" App on your favorite mobile smartphone or tablet, simply go to [www.hypnosiswellness.org](http://www.hypnosiswellness.org) and you will be redirected to the App. Then peruse "The Hypnosis Examiner" newsletter on-the-go and enjoy all the great features we have to offer.

## ARCHERY & HYPNOSIS: GETTING ON TARGET!



Do your thoughts sometimes suddenly run wild as you lift your bow to take aim? Do you wonder just why one day turns out so much better than another on the archery range?

Do you shoot poorly under the pressure of archery tournaments? Do you experience any form of "target panic," or anxiety of "holding in the middle?" Or are you just looking to strengthen your performances even further?

No problem! Mental training deals with it all while maximizing your skills and delivering stronger results.

When you are mastering a highly technical skill like archery there are several different ways you can become better at what you do. You take instruction. You practice. You carefully observe how others do it. You practice. You maybe sign up with a coach. You practice. You watch videos and read books. You practice. You talk with other practitioners about just what constitutes good archery. You practice.

What happens when you can't improve your archery any further?

If you are assiduous, determined and don't give up, this will take you a long way towards proficiency. But it's quite common to reach a kind of plateau in your development as an archer. You can be very good, but somehow get the feeling that you are not quite as good as you could be. You can be very good, but also notice that there are days when you just don't seem to pull off the ace shots you know you are capable of achieving.

But what else can you do? Is it impossible to improve archery performance one more notch?

Develop super focus! This is where you need to go beyond the physical expertise and the mental

know-how that you have worked so hard to develop. You have the conscious knowledge and the practical skills. Now is the time to discover how to improve archery performance in an entirely new way by stepping into the psychological (*some would say spiritual*) realm of the ultimate archer. And what is this realm? It is somewhere you've already been!

If you think back over your development as an archer, you will recall that there has been times when the arrow seemed to fly from your bow "of its own accord!" It seemed to find the target almost without any input from you. There were times when your score just effortlessly rose as if you couldn't make a mistake. These were times when you were in the realm of the ultimate archer.

Many people think such experiences are a matter of luck. Some days will be good, some days will be bad, depending on your horoscope, or which side you got out of bed, or whatever is thought of as the arbiter of your fate.

Fate has no interest in helping you to improve archery in any way. The truth is that you can learn to deliberately enter this realm. You don't just have to wait for it to happen, if you know how!

Hypnosis is your gateway to the best archery you can perform. Your archery performance can be improved by powerful hypnotic techniques designed specifically to help you learn and develop the ability to create in yourself a level of focus and oneness with every element of what you do on the range that nothing can possibly distract you. This is based on hard scientific psychological understanding of high performance and how to reach it.

Most importantly, you do most of it yourself as you customize and tailor your mental training to suit your own exact personal needs.

So why does training the mind work? Simply because the mind controls the body, not the other way around. The control center of all archery movement resides within the subconscious.

This means that issues such as the various forms of target panic (*which is an involuntary action or a type of self-sabotage*) lie outside the realm of our own conscious control and simply cannot be overcome with sheer determination.

Basically issues such as these are like computer programs which are running in the background and creating the involuntary reactions with your "hardware" (*your body*).

These reactions eventually become automatic processes (*see On Target page 7*)

## ON TARGET

(continued from page 6)

which can only be reset at the control center, the subconscious level, using specific mental training techniques.

This means that archers who train both their minds and their bodies always have the edge over those who only train physically.

The results from mental training go much further than archery. In fact, it is used all over the world in every sport, simply because it delivers results and that is all that matters.

“Target panic” affects most archers at some level and encompasses various different types of involuntary actions.

These can be aspects such as locking up below the middle of the bullseye and not being able to bring the sight to the middle or being unable to get the sight to the middle of the bullseye without shooting prematurely.

Mental training helps archers to bring their sight to the middle of the target and hold it there without anxiety while executing your shot.

Along with this, virtually every other area of archery can be improved with mental training, no matter at what level you compete.

Without changing the current “internal program” running your archery performances, the results you have been receiving generally continue along exactly the same path.

So for permanent improvement that really lasts, the inner blueprint must also be changed using the proven methods of mental training.

Many archers are fine in practice when they are relaxed but often find nerves or anxiety affect them under the pressure of tournaments, i. e. they do not produce the same level of performance as in practice.

The pressure of tournaments sabotages their performance through muscle contraction caused by anxiety which inhibits their level of control of getting the sight to the bullseye before releasing.

This is a form of self sabotage which can be corrected by resetting your inner archery “program” running in the subconscious.

Not only is mental training used to overcome these obstacles but it can also help you to access “The Zone.”

The Zone is the mental state which delivers your absolute peak archery performances where you feel like you can hit anything at which you aim.

Everything feels easy and effortless. Holding the bow steady and holding in the middle of the target are far more easier and more effortless.

This occurs when archery is able to flow directly from the subconscious . . . to the target!

**NOTE:** The editor of T.H.E. is certified as both a Master Hypnotherapist and USAA/NFAA Level 3-NTS Archery Coach.

## IS FAINTING THE SAME AS BEING HYPNOTIZED?



Unconsciousness is the condition of being not conscious. It is being in a mental state that involves complete or near-complete lack of responsiveness to people and other environmental stimuli. Being in a comatose state or coma is a type of unconsciousness. Fainting due to a drop in blood pressure and a decrease of the oxygen supply to the brain is a temporary loss of consciousness.

Loss of consciousness must not be confused with altered state of consciousness, such as delirium (*when the person is confused and only partially responsive to the environment*), normal sleep, hypnosis, and other altered states in which the person responds to stimuli.

Loss of consciousness should *not* be confused with the notion of the psychoanalytic unconscious or cognitive processes (*e.g., implicit cognition*) that takes place outside of awareness.

## WRITE & SUBMIT AN ARTICLE

We welcome written material for publication. There are no deadlines for submission. When your article arrives, it will be considered for publication in the next quarterly edition. You do not have to be a journalist or professional writer to submit an article. Just draft it and submit it. We will do the rest. It's just that simple and easy to do.

“Attach” your article to an email and submit to: [tophypno@aol.com](mailto:tophypno@aol.com)

Type in the subject line: T.H.E. NEWSLETTER ARTICLE



## PTSD: NOT FOR VETERANS ONLY

PTSD (*post-traumatic stress disorder*) is a mental health condition that's triggered by a terrifying event that is either experienced or witnessed by a man, woman or child. You can develop post-traumatic stress disorder when you go through, see or learn about any event involving actual or threatened death, serious injury or sexual violation.



The most common events leading to the development of PTSD include combat exposure, childhood neglect and physical abuse, sexual assault, physical attack and being threatened with a weapon.

Many other traumatic events also can lead to PTSD, such as fire, natural disaster, mugging, robbery, car accident, plane crash, torture, kidnapping, life-threatening medical diagnosis, terrorist attack, and other extreme or life-threatening events.

Symptoms may include flashbacks, nightmares and severe anxiety, as well as uncontrollable thoughts about the event.

Many people who go through traumatic events have difficulty adjusting and coping for a while but they don't have PTSD. With time and good self-care, they usually get better. However, if the symptoms get worse or last for months or even years and interfere with your functioning, you may have PTSD.

The symptoms may start within three months of a traumatic event but sometimes symptoms may not appear until years after the event. These symptoms cause significant problems in social or work situations and in relationships.

PTSD symptoms are generally grouped into four types: intrusive memories (*reliving the traumatic event as if it were happening again or flashbacks*), avoidance (*avoiding places, activities or people that remind you of the traumatic event*), negative changes in thinking and mood (*feeling emotionally numb or hopelessness about the future*), or changes in emotional reactions (*irritability, angry outbursts, aggressive behavior or self-destructive behavior, such as drinking too much or driving too fast*).

PTSD symptoms can vary in intensity over time. You may have more PTSD symptoms when you're stressed in general or when you run into reminders of what you went through. For example, you may hear a car backfire and relive combat experiences. Or you may see a report on the news about a sexual assault and feel overcome by memories of your own assault.

Getting effective treatment after symptoms develop can be critical to reduce symptoms and improve function. Treatment can help you regain a sense of control over your life. The primary treatment is psychotherapy but often includes medication. Combining these treatments can help improve your symptoms, teach you skills to address your symptoms, help you feel better about yourself and learn ways to cope if any symptoms arise again.

Psychotherapy and medications can also help you if you've developed other problems related to your traumatic experience, such as depression, anxiety, or misuse of alcohol or drugs.

You don't have to try to handle the burden of Post-Traumatic Stress Disorder on your own!

# The Phobia Phighters



## Can Phix Your Phobia!

Fears and phobias can rob your reality and make life difficult to enjoy.

Hypnosis is a reality that can give you back your freedom.

Learn exactly how you can become "**Phobia-Phree**"

Call (609) 923-4999 or Email [tophypno@aol.com](mailto:tophypno@aol.com)

## “The Stress Management Experts”



We know how to really relax!

Want to learn how to make your life more stress-free? To get tips:

(609) 923-4999      [tophypno@aol.com](mailto:tophypno@aol.com)

## ARACHNOphOBIA

Arachnophobia, or fear of spiders, is one of the most common specific phobias. Those who are afraid of spiders will go to great lengths to ensure that they are not exposed to a spider. They may be unwilling to participate in activities, such as hiking or camping, that carry a heightened risk of exposure to spiders.



If you have arachnophobia, you will probably go out of your way to ensure that you do not come in to contact with a spider. If you find a spider in your home, you may react in one of two ways: either screaming and running away or freezing in place. You may be unable to kill or trap the spider yourself, relying on a friend or family member to rescue you from the situation. If you are alone, you may actually leave the house rather than deal with the spider.

Eventually you may find yourself limiting your activities in an effort to avoid spiders. Hiking and camping trips may be difficult or impossible for you. You may even dread visiting the zoo or participating in sports that involve being outside in a field.

Experts are still uncertain what causes arachnophobia however there are a few theories. One of the most common theories was put forth by evolutionary psychologists. This view suggests that arachnophobia was a survival technique for our ancestors. Since most spiders are venomous, although most do not pose a threat to humans, a fear of spiders may have made humans more likely to survive and reproduce.

Other psychologists argue that many animals were more likely to pose a threat to ancient humans, from tigers to crocodiles. Yet phobias of those animals are not that common. Therefore, those psychologists feel that arachnophobia is more likely based on cultural beliefs about the nature of spiders.

Like all specific phobias, arachnophobia is most commonly treated through therapy, particularly cognitive-behavioral techniques. Antidepressant or anti-anxiety medications may also be used. Some newer research has shown that virtual reality therapy, in which the sufferer is exposed to virtual representations of spiders, may work as well as the older technique of gradually exposing the client to live spiders.

Living with a phobia can be difficult. Even if the feared object or situation does not regularly appear in your daily life, you may find that a lot of your time is spent worrying that it may appear or figuring out how to avoid it. Although the specific concerns for each type of phobia may vary, they can generally be divided into three basic categories: specific phobia (*they are fairly easy to avoid, if they do not regularly appear in your daily life*), social phobia (*they can be extremely life-limiting and you may find yourself basing educational and career moves on the likelihood of being exposed to your feared situation*) and agoraphobia (*this is essentially the fear of having a panic attack and is perhaps the most pervasive and difficult to manage of all the phobias*).

Remember, there is help and support for ALL phobias!

## BACK ISSUES

Missed some issues? No problem. You can order back issues and catch up on the news easily. Pick the issue you want.

### January 2012 - Vol. 1 #1

Premiere Edition of T.H.E.

Feature: Hypnosis

### April 2012 - Vol. 1 #2

Feature: Brain versus Mind

### July 2012 - Vol. 1 #3

Feature: Parts Therapy

### October 2012 - Vol. 1 #4

Feature: Subliminal, Traditional Hypnosis

### December 2012 - SHE

Feature: Hypnosis versus Therapy

Order back issues and have them sent directly to your email inbox.

## Editor



*Jonathan B. Walker,  
PhD, LPN, RMT, MHt*

Master Hypnotherapist

Medical & Dental Specialist Boards:

International Hypnosis Federation

American Board of Hypnosis

International Association of Counselors & Therapists

International Medical Dental Hypnotherapy Association