

The Hypnosis Examiner

Feature Article:
 “ PERSUASION ”



GREAT AMERICAN SMOKEOUT!

American Cancer Society marks the Great American Smokeout on the 3rd Thursday of November each year.

Smokers are encouraged to use the date to make a plan to quit, or to plan in advance and quit smoking that day.

Tobacco use remains the single largest preventable cause of disease and premature death in the US, yet about 42 million Americans still smoke cigarettes.

With the addition of the e-cigarette, smokers have found a way to get around quitting and still be somewhat socially acceptable. Don't buy a cheap imitation! Just stop!

If you need help, there are many sources to assist you. If you can't find help, contact the editor. We can help you!

~ The Editor



Persuasion is a key element of all human interaction, from politics to marketing to everyday dealings with friends, family and colleagues. "Persuasion is a basic form of social interaction."

Unfortunately, persuasion is both notoriously difficult to pull off and almost impossible to resist when done well. Psychologists have long been fascinated by persuasion - why some people are more persuasive than others and why some strategies work where others fail.

For those who don't want to be persuaded, there are lessons here too. Knowing the strategies charmers and advertisers adopt can help you resist their guile.

The following are 4 different ways to get exactly what you want.

Be A Mimic - When you're aware of it, it's one of the most infuriating behaviors imaginable. Yet mimic someone's mannerisms subtly, their head and hand movements, posture and so forth and it can be one of the most powerful forms of persuasion. But be warned, overt mimicry can backfire on the mimic, or at least be very embarrassing if detected.

Look At It This Way - If you want to bring people round to your point of view, try "framing." It is about leading people to think about an issue or opinion in a way that is advantageous to you. It's a key tactic in election campaigns. If you want to sway someone when they choose between two options, a good tactic is to be negative about the option you don't want them to pick. *(continued on next page)*

PERSUASION

(continued)

Less Is More - In most battles, outnumbering your opponent will hand you victory and it would seem common sense that the more arguments you can call on, the more persuasive you'll be. Yet, the evidence suggests otherwise. A number of studies have revealed that the more reasons people are asked to come up with in support of an idea, the less value they ascribe to each. The result: asking people to "think of all the reasons why this is a good idea" is likely to backfire and may serve to harden their views.

If you want to persuade people by getting them to think positively about your message, idea, product or whatever, ask them to generate just a few positive thoughts - three at most - because that's easy and they'll feel confident about their positive thoughts.

Grind Them Down - Hunger is a powerful thing but how many times have you reached for a quick snack, only to regret it when it's lying heavily in your stomach? Just as your standards for food quality can slip when your stomach is empty, so you should avoid engaging in argument or doing battle with sales people when your mental batteries are running low. Conversely, if you're trying to be persuasive, strike when your target is running low on mental energy.

Of course, there is a form of mental exhaustion that doesn't require thought: nag them into submission. Children have got this technique perfected!

PANIC OR ANXIETY ATTACK?

Do you suddenly feel overwhelmed by intense feelings of panic and fear?

Do you feel as if you can't breathe?

Does your heart beat really fast, as if your chest could explode?

Do you think you could choke?

This could be a panic attack. Panic attacks are one of the categories of anxiety disorder. Generalized Anxiety Disorder (GAD), Agoraphobia, Phobias, Social Anxiety Disorder, Obsessive Compulsive Disorder (OCD) and Post Traumatic Stress Disorder (PTSD) are all categories of anxiety disorder.

Many people think that they are having a panic attack when in fact what they are experiencing is an anxiety attack.

Panic attacks - They come on very suddenly and can last for any time between several seconds to about ten minutes. Sometimes the symptoms come in 'waves' for up to 2 hours. You may experience regular panic attacks, for example several a week or a month or one or two in a lifetime. The symptoms are usually so severe that you feel as if you are having a heart attack or a stroke and as if you might die. You might have to do something specific to settle yourself. For example, you might remove yourself from a situation, find a quiet space and if you feel faint, sit with your head between your legs or if you are hyperventilating, breathe deeply

or even into a paper bag. With a panic attack, you may not be able to associate the feeling with anything specific and not be able to identify any particular thing that triggered it. Panic attacks are very unpredictable. Sometimes you may experience a panic attack in your sleep.

Anxiety Attacks - They can come on quickly but it may have been building over a period of time. Although really horrible, it is not usually as severe as a panic attack. You feel anxious because of a situation and so you feel the need to escape from that. When you do so, the anxiety subsides.

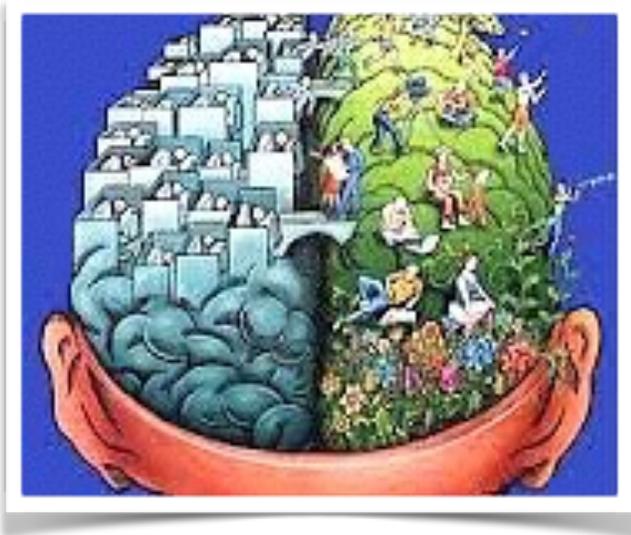
Some of the most common symptoms of panic or anxiety attacks are:

- Feeling that your heart is beating too fast or too slowly,
- Feeling that you can't breathe,
- Pins and needles or numbness,
- A sensation of choking,
- A tight chest and pain around that area,
- Dizziness,
- Nausea,
- Sweating, shaking, trembling,
- Intense fear about losing control and embarrassing yourself,
- Feeling 'unreal' and 'detached,'
- A desperate need to escape.

Understand that you are not alone. Many, many people experience panic attacks and they are utterly terrifying.

Remember, help is available for you! Contact your family practitioner or a therapist.

DECISION MAKING: Right Brain or Left Brain?



The brain is split into two hemispheres, the right and the left, both having specific functions. The left-brain is responsible for rational thought processing, logical sequencing and analytical considerations. The right brain helps out with creative thought, intuition and looking at the big picture. Right brain and left brain functions work together to create a complete human brain which plays a large role in the decision making process.

It's often thought that those that use their right hands are left brain dominant and then the reverse for left handed individuals. Even when one side of the brain may be considered in charge, it does not mean that both sides are not part of the decision making process. It is not necessarily a right brain or left brain issue. One side may have stronger pull over the other but there are other influences involved and parts of the brain. Decision making is a process that includes many elements even though most individuals make decisions within seconds.

Understanding the way our brains come to solid decisions has been researched through various interesting and insightful experiments. Right and left brain differences do play a role in how a decision is made within the brain but so do

other parts of the brain system. Human behavior also effects the final decision making process with small influences such as mood, circumstances and conditions playing a part. The brain sometimes challenges itself causing arguments amongst its regions when coming to a final decision.

The right and left brain functions are different but work together to create a whole being including helping to make those tough decisions. Right and left brain differences are what make our brains unique and each of the right and left brain characteristics play a big role in helping to come to a decision. Most of us find one side of the brain more dominant, leading into understanding which side of the brain may take charge when coming to decisions. With a majority of the population being left brain dominant allowing their rational side to take charge, most make realistic and rational decisions. But, sometimes using the intuitive right brain may be of assistance.

So, when faced with determining which way you need to turn the next time you are lost, you can go with your gut reaction or take a moment to work out your decision making process. There are simple tests you can take to figure out if you are left brain or right brain dominant. If you determine that you are more of a left brain thinker, you may find yourself comfortable with the decision to pull over and consult the map. Those right brainers out there may continue driving and feel comfortable seeing where the road leads.



THERAPY:

What Type Therapist Do You Need?



Many times, when we have problems or concerns that require assistance from a professional therapist, we may not be certain what type of therapist may be needed.

How many different types of therapist can you name? Is it more than 2 or 3?

Well, let's investigate a few different types of therapists and what it is that they really do and how they can help us resolve our problems or concerns.

Counseling: Using "talk therapy" (*commonly referred to as psycho-therapy*), professional Counselors work with a variety of clients to help them overcome various psychological and behavioral issues such as families in crisis, adults and teens with substance abuse problems, children, and even people seeking career guidance.

Depending on their specialization, a professional counselor might work in one of several different settings. Often, professional counselors work within hospitals and rehabilitation centers. Their focus here can be as varied as the patients that come in on a daily basis. Some might work directly with people facing terminal illness or life changing procedures, while others might focus on people who are struggling to overcome a substance abuse and addiction. Still other professional counselors work solely with people whose hospital stay is related to mental illness.

Some counselors work within elementary, high school and university settings. Working one on one with students (*and occasionally parents and teachers as well*) these counselors tackle the underlying reasons behind why students are acting out, getting poor grades, or are suddenly acting withdrawn or out of character. Counselors often uncover physical and

sexual abuse in the home, learning disabilities and/or hidden talents.

Other professional counselors work in private practice. Among their clients are families looking to resolve issues within the home, newlywed couples trying to meld two sets of step-siblings under one roof for the first time, divorced people looking to rebuild their lives, and people looking for career guidance after losing a job or graduating from school. Additionally, some professional counselors specialize in specified symptoms e.g., eating disorders, sexual addiction, anxiety and depression and grief.

Eye Movement Desensitization: Eye movement desensitization and reprocessing (EMDR) is a fairly new, nontraditional type of psychotherapy. It is growing in popularity, particularly for treating post-traumatic stress disorder (PTSD), which often occurs after experiences such as military combat, physical assault, rape, or car accidents.

At first glance, EMDR appears to approach psychological issues in an unusual way. It does not rely on talk therapy or medications. Instead, EMDR uses a patient's own rapid, rhythmic eye movements. These eye movements dampen the power of emotionally charged memories of past traumatic events.

Hypnotherapy: Hypnotherapy is a form of psychotherapy used to create unconscious change in the patient in the form of new responses, thoughts, attitudes, behaviors or feelings. It is undertaken with a subject in hypnosis. There are several types of hypnotherapy in wide use today for a variety of problems, from smoking to trauma and depression.

The Ericksonian hypnotherapists make use of an informal conversational approach with complex language patterns to induce a trance state and to therapeutic strategies. Cognitive/behavioral hypnotherapy (CBH) is an integrated psychological therapy employing clinical hypnosis and cognitive behavioral therapy (CBT).

Neuro-Linguistic Programming: Also known as NLP, is a grassroots personal and professional development movement that began in the early 1970s. Led by Richard Bandler and John Grinder, NLP founders set out to discover a new way of approaching how the mind works. The NLP models that resulted constitute a singular contribution to the field of psychology and personal development.

For example, to solve problems, NLP students didn't study those who had the (*cont next page*)

THERAPY *(continued)*

problems, to learn about what went wrong. They studied those who used to have the problems and had since resolved them.

With a unique process called modeling, NLPers systematically deconstructed the mental and behavioral strategies that lead to success and taught those strategies to those in need. A new paradigm was born!

During the last 45 years, NLP has made its way (*often without credit*) into many emerging psychologies, including cognitive behavior therapy, positive psychology, hypnotherapy, addictions therapies, solution-focused models and more.

Beyond therapeutic applications, NLP has infiltrated the world of business and leadership, sports psychology, life coaching, and beyond.

NLP has proven helpful with issues related to: emotional health, goal-setting, interpersonal communication, team-building, problem-solving, and other areas of personal and professional growth.

Psychotherapy: Psychotherapy is a general term referring to therapeutic interaction or treatment contracted between a trained professional and a client, patient, family, couple, or group. The problems addressed are psychological in nature and can vary in terms of their causes, influences, triggers, and potential resolutions.

Psychotherapy includes interactive processes between a person or group and a qualified mental health professional (*psychiatrist, psychologist,*

clinical social worker, licensed counselor, or other trained practitioners). Its purpose is the exploration of thoughts, feelings and behavior for the purpose of problem-solving or achieving higher levels of functioning. Psychotherapy aims to increase the individual's sense of his/her own well-being. Psychotherapists employ a range of techniques based on experiential relationship building, dialogue, communication and behavior change that are designed to improve the mental health of a client or patient, or to improve group relationships (*such as in a family*). The use of insight is an important part of most forms of psychotherapy.

Sex Therapy: Sex Therapy is a form of behavior therapy that focuses on intimacy and sexual problems. It can be helpful to people of all ages, sexual orientation and genders.

The sex therapist helps you define your particular sexual dysfunction and addresses the resulting sexual distress in an individual or couple. Problems with sex often are compounded by strained communication between partners, and a goal of sex therapy is to enhance communication. A behavioral approach is used to resolve problems. Sex therapy consists of discussions in the therapists' office, along with special exercises designed to make you feel more relaxed in your sexual interactions. These exercises are practiced by the individual or couple in the privacy of their own home. The goal of sex therapy is to maximize one's potential for satisfaction, pleasure and happiness.

Life Coaching: Life coaching draws upon a variety of

tools and techniques from other disciplines such as sociology, psychology, positive adult development and career counseling with an aim towards helping people identify and achieve personal goals. Specialty life coaches may have degrees in psychological counseling, hypnosis, dream analysis, marketing and other areas relevant to providing guidance. Life coaches help clients move beyond emotional blocks and impasses by helping them plan and take direct action rather than analyzing the psychological reasons for the impasse. Coaching generally involves ongoing support and encouragement over a predetermined period of time.

We have only explored a few different types of therapies that may or may not be able to address and/or help you resolve your concerns or problems.

If you should find in the future or even right now that you are in need of a therapist but are not sure what type of therapist you may need, you can check with your insurance company, use the Internet or do a Google search.



FORENSIC HYPNOSIS

Forensic hypnosis is the use of hypnotherapy in the field of law enforcement. It's often used to help witnesses recall details of events and descriptions of suspects that can't be extracted through conventional interviewing techniques.

There are two basic purposes for using forensic hypnosis. The most common is to induce relaxation when anxiety and stress may be obstructing a witness' ability to recall as much information as possible. The second use occurs when retrieval of information from witnesses cannot be acquired through any other means.

The very first court case to involve forensic hypnosis was *Cornell v. Superior Court of San Diego* in 1959. Although forensic hypnosis is mostly used by prosecutors, in this particular court case, it was the defense that used hypnosis as an aid in preparing its strategy. Since then, many famous cases have used hypnosis as an aid, including the Boston Strangler, Ted Bundy and Sam Sheperd.

Currently no overriding judgment has yet been handed down regarding admissibility of evidence achieved through forensic hypnosis and the use of such evidence varies from one jurisdiction to the next. Adding to the reliability problem is that solid evidence can be devalued as a result of unprofessional circumstances surrounding the obtaining of evidence through hypnosis.

Hypnosis is essentially a phenomenon that reflects genuinely experienced alterations of reality in response to suggestions administered by a hypnotist. The subject's testimony is what confirms the trance, although susceptibility varies among individuals. Those who are highly suggestible will behave as if going through truly significant cognitive alterations.

Hypnosis involves concentration that is heightened to the point where one can recall details that seemed to elude that same person in a conscious



state. That's why it appears to be a powerful forensic tool for criminal investigation, although some researchers challenge the notion that hypnosis leads to significant increases in memory.

In order to ensure that solid forensic hypnosis used in the investigation of a crime is not devalued, it's become standard and vital operating procedure that all hypnosis sessions are recorded on video and audio and that the session is witnessed by independent observers. In addition, to further strengthen the case, the hypnosis must be performed by a trained forensic hypnotist.

Before a forensic hypnotist is allowed to begin a session, one very important condition must be met. The subject must be assured that during the hypnotic session no attempt shall be made to elicit any information that is not directly relevant to the investigation. In addition, the forensic hypnotist must also assure the subject that no information retrieved will lead to self-incrimination.

Generally, forensic hypnotists are used to recover memories or specific details of events. When a crime happens, people around take in all sorts of information: sights, sounds, smells, and more. However, minor details may often be forgotten as the brain tries to process an overwhelming amount of information. Those minor details can be the key to solving a crime, especially if a victim can remember a license plate number, a suspect's tattoo, or another identifying characteristic.

You may need quite a bit of training if you want to get involved in this field. Forensic hypnosis is still a relatively new field that isn't utilized in all parts of the country, so you may have to travel a bit to find a school that gives you training in this area. In addition, job openings may be limited to large or progressive police departments.



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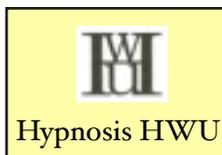
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STRESS MANAGEMENT IS EVERYONE'S JOB!

We all deal with stress on a daily basis. Some of us do a better job of it than others but it is a necessary part of life to keep it in check.

There is “good” stress and “bad” stress. The “good” stress is our ally.

When we allow “bad” stress to get out of control and run amuck in our life, we also run the risk of severe health consequences and medical risks such as high blood pressure and diabetes.

It's everyone's job to minimize “bad” stress to a manageable level and be aware of the signs and symptoms of unhealthy stress.

Below are some management tips that anyone can learn and put into action immediately!

Try them! Go ahead, I dare you!

STRESS MANAGEMENT TIPS

Ask yourself what you can do about the sources of your stress. Think through the pros and cons. Take action where you can.

Keep a positive, realistic attitude. Accept that although you can't control certain things, you're in charge of how you respond.

Stand up for yourself in a polite way. Share your feelings, opinions, or beliefs, instead of becoming angry, defensive, or passive.

Learn and practice relaxation techniques. Try breathing exercises, meditation, prayer, yoga, or tai chi.

Exercise regularly. You'll feel better and be more prepared to handle problems.

Eat healthy. Avoid too much sugar. Focus on fruits, vegetables, whole grains and lean protein. When you're stressed, you'll probably want less-nutritious comfort foods but if you overdo them, they'll add to your problems.

Try to manage your time wisely.

Say no, where you can, to things that would add more stress to your life.

Make time for hobbies and interests.

Get enough rest and sleep. Your body needs time to recover from stressful events.

Don't rely on alcohol, drugs or food to help against stress. Ease up on caffeine, too.

Spend time with people you love.

Talk with a counselor or take a stress management class for more help.

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PHIGHTING PHOBIAS

Do you have a phobia? Who doesn't? Most people do have a phobia at one time or another in their lifetime.

Phobias are based on extreme or irrational fears of an aversion to something. The key word here is "irrational." These fears are utterly illogical or deprived of normal mental clarity or sound judgement.

This doesn't mean that the phobia is not real to the sufferer but it does mean that the fear is not realistic.

If you have a phobia, try this little experiment to see if you can diminish or rid yourself of the fear.

Look at the palm of your left hand. Around your thumb you'll see your life line, above that your head line and finally closest to your fingers, your heart line. You'll be pressing on two pressure points; one on the heart line and one on the middle head line.

Locate the spot on your heart line directly between your little and ring finger. When you press on that spot you may feel a slight ache or pain.

Next, locate the spot on your head line, down from your index finger, near the middle finger. (*If your head line connects to the life line, make sure that you are not on your life line*). Again it will be a little tender.

Ask yourself (*or the person you are helping*) if you really want to get rid of your phobia. If the answer is "no," stop. Do it later when you are ready. If you said "yes" to yourself, proceed.

Close your eyes and imagine yourself in the frightening situation that upsets you.

On a scale of one to ten (*one being weak and ten being intense*), how strong is that feeling now?

Ask yourself where in the body you feel the tension.

Now, press firmly for ten seconds on the heart line and headline pressure spots as you close your eyes. (*continued last page*)

FIGHTING PHOBIAS *(continued)*

Then open the eyes while continually pressing for an additional two minutes while asking yourself *(or the person you are helping)* pleasant questions like:

"Where do you like to go on vacation?"

"Do you have any pets?"

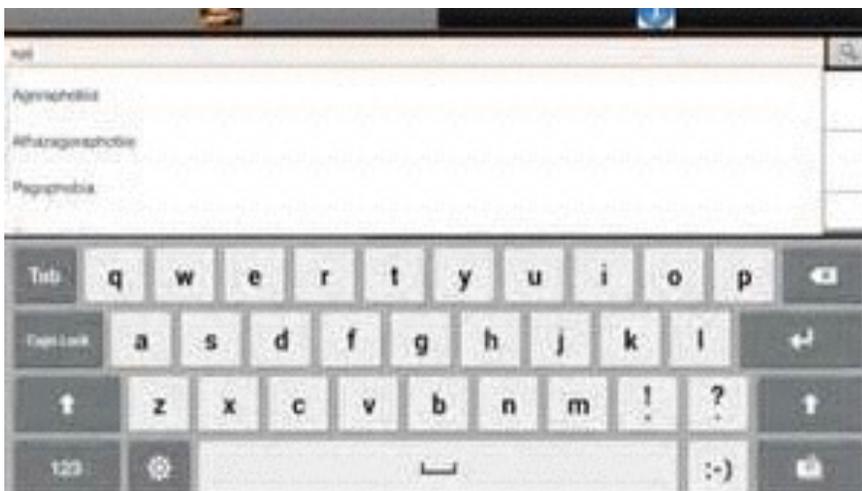
"What do you do for fun?"

Close your eyes again and imagine the phobic situation and the reaction again. The phobia will have vanished or be greatly reduced.

You can use this technique again, if your phobia resurfaces.

Disclaimer: This is a simple technique that is not guaranteed to be successful in all cases. It is intended for your personal entertainment and should not be considered a substitute for professional therapeutic and/or health care.

ARE THOSE PHOBIA NAMES REAL?



Have you ever wondered how a phobia gets its name? There are so many phobias that sometimes it just makes you wonder if that phobia name is real and what its origin is.

The word phobia is Greek, therefore any word that is connected to it should be Greek. To coin a new phobia name, it is proper to follow that rule, however the rule has been broken many times in the past especially within the medical profession. Medicine is steeped in Latin and when forming a name for a phobia, the Latin suppletion is affixed to the Greek stem to form their names.

The language pundits frown on this but it has happened time and time again over the years and these words have become accepted.

There are a number of Greek/Latin combination words used daily. Television is one such word. "tele" is Greek meaning distant and "vision" is from Latin meaning seeing.

BACK ISSUES

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T.H.E. Editor

3rd Year of Publication



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