

# The Hypnosis Examiner

Feature Article:

“ANCHORING, HYPNOSIS & ADVERTISING”



Getting you to remember their product’s name may not be an advertisers main goal.

I hear it all the time. “That commercial was funny, but I don’t even remember what their product was. That’s a waste of their ad spend.” But guess what? They may not be solely after name or brand recognition. They’re after something more powerful, more subtle, and in some ways, more insidious. They want you to feel a certain way and not necessarily even be conscious of where that feeling comes from.

Have you ever seen a stage hypnosis show? In it, the hypnotist might make a suggestion. “Whenever you hear this song (song plays), it’s as if you’re watching the funniest movie ever. The more you watch, the funnier it is.” The hypnotist is linking a song to the idea of watching a funny movie. Linking is one of the things hypnosis is good for. Anchoring is linking. Anchoring is essentially, a hypnotic suggestion.

Why do advertisers create funny commercials that don’t have much to do with their products? Why are their heartwarming commercials with attractive people in them? It’s all an attempt to get feelings attached to their product. They might have their logo subtly displayed in one corner of the screen. They might wait until you’re feeling powerful emotions and then mention their brand. And then, when you’re shopping for toilet paper and you see their logo, you just get a good feeling about their brand. You might not know why but the chances of you buying the brand with the good feeling attached to it, are good.

Often, we decide things at an unconscious level, *(see Advertising next page)*

TRY A  
NEW VIEW!



Happy New Year and welcome to 2016!

2015 brought many new looks to our world. Some were good and some were bad.

Regardless of what it looked like to you, this is a NEW year and it deserves a NEW perspective.

So, give yourself and everyone else a big break and take a new and different look at life. It can mean a whole world of difference!

*-The Editor*



**ADVERTISING** *(from page 1)*  
and then we rationalize the decision. We'll buy a brand that feels good and then make up a reason why we did it. "That brand has electrolytes."

It's one of the jobs, as hypnotists and NLPers, to build those same positive feelings in their clients. The difference is, they're doing it to help them reach their stated goals. They may not know why it just feels better to engage in a new, healthier behavior . . . but they just do it.

### SPORTS HYPNOSIS

Sports hypnosis refers to the use of hypnotherapy with athletes in order to enhance sporting performance. Hypnosis in sports has therapeutic and performance-enhancing functions. The mental state of athletes during training and competition is said to impact

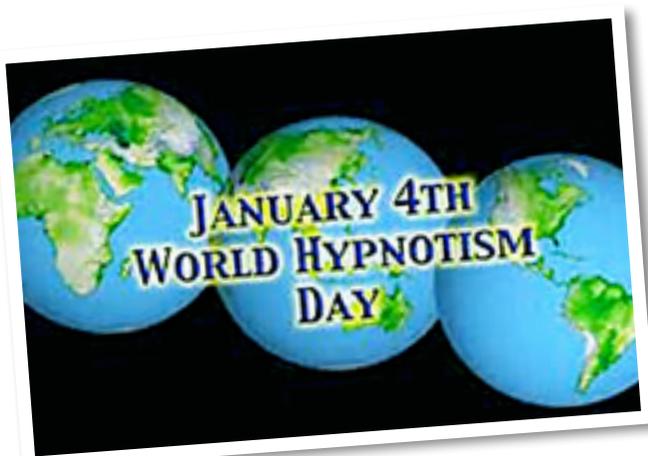
performance. Hypnosis is a form of mental training and can therefore contribute to enhancing athletic execution. Sports hypnosis is used by athletes, coaches and psychologists.

Hypnosis has been used in various professions including dentistry, medicine, psychotherapy and sports, as a performance enhancement tool. Sports hypnosis incorporates cognitive and sports science methodologies. Hypnosis in sports therefore overlaps with areas such as biomechanics, nutrition, physiology and sports psychology. Generally sports hypnosis is studied within the field of sports psychology, which examines the impact of psychological variables on athletes' performance. While sports psychology began to be studied around the 1920s, the study and use of hypnosis was not documented until the 1950s. Members of the Russian Olympic team are said to have made use of hypnosis as a performance-enhancing tool around this time.

Hypnosis is one of several techniques that athletes may employ to accomplish their sporting goals and it is equally beneficial to coaches as well as athletes. Hypnosis may do for the mind what physical activity does for the body of an athlete. The theory behind sports hypnosis is that relaxation is key to improved sporting performance and athletes may perform better if they are able to relax mentally and focus on the task at hand. Hypnosis may help athletes attain relaxation during practice and competition. Hypnosis may also help to control anxiety and manage stress in athletes. Athletes may develop auto-response to pre-established stimuli which is geared towards achieving optimal performance levels.

Hypnosis offers many useful benefits for sports performance.

### ANNUAL WORLD HYPNOTISM DAY



World Hypnotism Day, January 4th, was established in 2005 to help educate the general public of the truth and benefits the timeless and natural process of hypnosis has to offer anyone. Movies and books of fiction have warped the perception of hypnosis which is why World Hypnotism Day is a necessity in order for more people to understand the truth and use this natural, expedient and effective process for personal change.

On World Hypnotism Day and days before and after January 4th, hypnosis professionals around the world combine their efforts presenting free and low cost events in their area to promote hypnosis and help the general public become more aware of hypnosis and the benefits it offers any individual desiring personal change.

Be sure to go to the World Hypnotism Day web site at [www.worldhypnotismday.com](http://www.worldhypnotismday.com) on the main page to receive the links to 4 Free audio downloads and to receive email from World Hypnotism Day with more information how hypnosis can help you. Tell your family and friends so they too can end the struggle of will power and use the beneficial process of hypnosis to reach personal goals and make positive changes.

Health & Wellness, Unlimited will be offering "Free" hypnosis sessions in the privacy of your own home! If you've never experienced hypnosis before, this is a great way to have a personal experience anytime, anywhere that you chose. We come to you!

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## WHAT IS CONSCIOUSNESS?

Consciousness is the state or quality of awareness or of being aware of an external object or something within oneself. It has been defined as sentience, awareness, subjectivity, the ability to experience or to feel, wakefulness, having a sense of selfhood and the executive control system of the mind.

Consciousness has become a significant topic of research in psychology, neuropsychology and neuroscience within the past few decades. The primary focus is on understanding what it means biologically and psychologically for information to be present in consciousness, that is, on determining the neural and psychological correlates of consciousness. The majority of experimental studies assess consciousness by asking human subjects for a verbal report of their experiences (e.g., "tell me if you notice anything when I do this"). Issues of interest include phenomena such as subliminal perception, blindsight, denial of impairment, and altered states of consciousness produced by alcohol and other drugs, or spiritual or meditative techniques.



In medicine, consciousness is assessed by observing a patient's arousal and responsiveness, and can be seen as a continuum of states ranging from full alertness and comprehension, through disorientation, delirium, loss of meaningful communication, and finally loss of movement in response to painful stimuli. Issues of practical concern include how the presence of consciousness can be assessed in severely ill, comatose, or anesthetized people and how to treat conditions in which consciousness is impaired or disrupted.

Philosophers have used the term 'consciousness' for four main topics: knowledge in general, intentionality, introspection (*and the knowledge it specifically generates*) and phenomenal experience. Something within one's mind is 'introspectively conscious' just in case one introspects it (*or is poised to do so*). Introspection is often thought to deliver one's primary knowledge of one's mental life. An experience or other mental entity is 'phenomenally conscious' just in case there is 'something it is like' for one to have it. The clearest examples are: perceptual experience, such as tastings and seeings; bodily sensational experiences, such as those of pains, tickles and itches; imaginative experiences, such as those of one's own actions or perceptions; and streams of thought, as in the experience of thinking 'in words' or 'in images'. Introspection and phenomenality seem independent or dissociable, although this is controversial.

Many philosophers have argued that consciousness is a unitary concept that is understood intuitively by the majority of people in spite of the difficulty in defining it. Others, though, have argued that the level of disagreement about the meaning of the word indicates that it either means different things to different people (*for instance, the objective versus subjective aspects of consciousness*), or else is an umbrella term encompassing a variety of distinct meanings with no simple element in common.

Other philosophers consider experience to be the essence of consciousness and believe that experience can only fully be known from the inside, subjectively. But if consciousness is subjective and not visible from the outside, why do the vast majority of people believe that other people are conscious but rocks and trees are not? We attribute consciousness to other people because we see that they resemble us in appearance and behavior. We reason that if they look like us and act like us, they must be like us in other ways, including having experiences of the sort that we do.

There are some brain states in which consciousness seems to be absent, including dreamless sleep, coma and death. There are also a variety of circumstances that can change the relationship between the mind and the world in less drastic ways, producing what are known as altered states of consciousness. Some altered states occur naturally while others can be produced by drugs or brain damage. Altered states can be accompanied by changes in thinking, disturbances in the sense of time, feelings of loss of control, (*continued page 7*)

## HUMAN BEHAVIOR

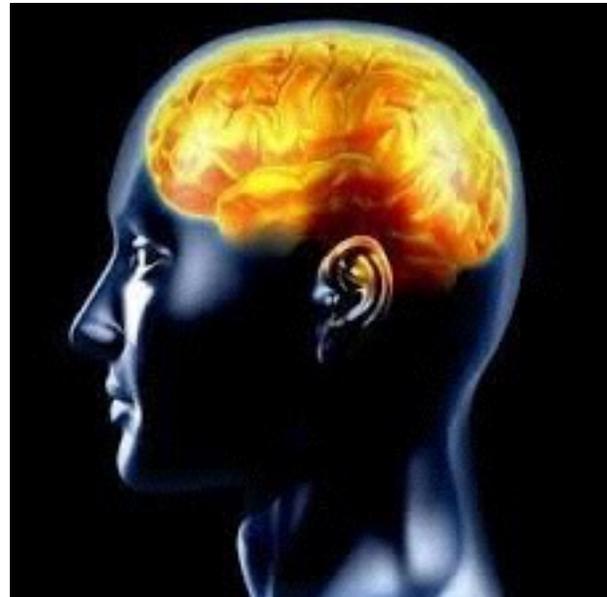
Human behavior refers to the array of every physical action and observable emotion associated with individuals as well as the human race as a whole. While specific traits of one's personality and temperament may be more consistent, other behaviors will change as one moves from birth through adulthood. In addition to being dictated by age and genetics, behavior, driven in part by thoughts and feelings, is an insight into individual psyche, revealing among other things attitudes and values. Social behavior, a subset of human behavior, study the considerable influence of social interaction and culture. Additional influences include ethics, encircling, authority, rapport, hypnosis, persuasion and coercion.

The behavior of humans (*and other organisms or even mechanisms*) falls within a range with some behavior being common, some unusual, some acceptable and some outside acceptable limits. It is studied by the specialized academic disciplines of psychiatry, psychology, social work, sociology, economics, and anthropology.

Human behavior is experienced throughout an individual's entire lifetime. It includes the way they act based on different factors such as genetics, social norms, core faith and attitude. Behavior is impacted by certain traits each individual has. The traits vary from person to person and can produce different actions or behavior from each person. Social norms also impact behavior. Due to the inherently conformist nature of human society in general, humans are pressured into following certain rules and displaying certain behaviors in society, which conditions the way people behave. Different behaviors are deemed to be either acceptable or unacceptable in different societies and cultures. Core faith can be perceived through the religion and philosophy of that individual. It shapes the way a person thinks and this in turn results in different human behaviors. Attitude can be defined as "the degree to which the person has a favorable or unfavorable evaluation of the behavior in question." One's attitude is essentially a reflection of the behavior he or she will portray in specific situations. Thus, human behavior is greatly influenced by the attitudes we use on a daily basis.

Social norms, the often-unspoken rules of a group, shape not just our behaviors but also our attitudes. An individual's behavior varies depending on the group(s) they are a part of, a characteristic of society that allows norms to heavily impact society. Without social norms, human society would not function as it currently does. Humans would have to be more abstract in their behavior, as there would not be a pre-tested 'normal'

standardized lifestyle and individuals would have to make many more choices for themselves. The institutionalization of norms is, however, inherent in human society perhaps as a direct result of the desire to



be accepted by others, which leads humans to manipulate their own behavior in order to 'fit in' with others. Depending on their nature and upon one's perspective, norms can impact different sections of society both positively (*e.g. eating, dressing warm in the winter*) and negatively (*e.g. racism, drug use*).

Another important aspect of human behavior is their "core faith". This faith can be manifested in the forms of religion, philosophy, culture, and/or personal belief and often affects the way a person can behave. It is only natural for something that plays such a large role in society to have an effect on human behavior. Morals are another factor of core faith that affects the way a person behaves. Emotions connected to morals including shame, pride, and discomfort and these can change the way a person acts. Most importantly, shame and guilt have a large impact on behavior. Lastly, culture highly affects human behavior. The beliefs of certain cultures are taught to children from such a young age that they are greatly affected as they grow up. These beliefs are taken into consideration throughout daily life which leads to people from different cultures acting differently. These differences are able to alter the way different cultures and areas of the world interact and act.

Creativity is assumed to be present within every individual. Without creative minds, we would not live in a modern world like today. (*see more page 8*)



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**COMEDY CORNER**

Sigmund Freud was the "Father of Psychoanalysis." He developed therapeutic techniques such as the use of free association and discovered transference, establishing its central role in the analytic process. Freud's redefinition of sexuality to include its infantile forms led him to formulate the Oedipus complex as the central tenet of psychoanalytical theory.

Today, he most remembered when people slip in speech by the term, "Freudian Slip."

What's your favorite slip?

*"A Freudian Slip is when you say one thing but mean your mother."*

The Therapist's Corner:  
**DIRECT and INDIRECT  
 HYPNOTIC SUGGESTIONS**



Direct suggestions are very effective provided they actually match the issues that the client has. Every direct suggestion in hypnosis should be aimed at one of the core belief systems. Knowing what core beliefs the client holds will allow the therapist to aim suggestions at a specific target. The more specific the target the more likely it is that the hypnotic suggestion will hit the right spot and the more likely it is that the suggestion will be accepted.

Some therapists are convinced that indirect suggestion is superior to direct suggestion but research has shown consistently that there is no measurable difference: both are equally effective.

Direct suggestions can be delivered in an authoritative manner, almost as a command, or can be introduced gently like part of a conversation or can be embedded in the flow of a metaphor or story.

Some form of direct suggestion is used in almost every hypnosis session. Direct suggestions work by placing concepts into the mind. For most of us our minds represent the world as images. Whenever we hear a word spoken, in order to understand what it means, we have to first go into our memory stores and find associated memories.

Some words are associated with quite specific images. The word 'penguin' probably immediately brings to mind a single image of a funny looking black and white bird. So if I want to put that image in your mind, I just have to say the word. For most people 'penguin' is something that is distinct and almost unique and does not have a lot of emotional or activity associations. The concept of 'penguin' exists as a relatively isolated set of memories in your mind. This concept, this cluster of memories, is easily found and brought to mind every time you hear the word 'penguin'.

Other concepts are abstract and not so easily brought to conscious awareness. Words such as 'love'

or 'anger' have many associations and many overlapping and even conflicting representations. However those words do have internal representations. Even words such as 'because' and 'where' have internal representations or we would be unable to understand their meaning.

So every word we hear has internal representations. (*Everyone represents the world in their own unique way: some people experience it in sounds, or colors, or feelings or in some other way, but the same word produces the same representation every time, so the principle holds good*). It is a rule of how the mind works that whatever we visualize is what we get. Suggestions given in hypnosis produce particularly strong recall of representations. So suggesting confidence or health or other positive concepts during hypnosis places some image of those things in the mind and the subconscious then works to make them come true.

The exact words are not important, providing they generate the right internal representation but some ways of expressing suggestions are better than others. Some hypnotists believe that it is always wrong to use the word 'not' because for example telling someone 'Don't think of an elephant' in fact brings up the very image you are trying to avoid. However it is not necessary to slavishly avoid all negatives and it is not possible to avoid mentioning the thing the client wants to deal with. It just is not possible to treat smoking without using the words 'smoking' or 'cigarettes.'

When we use indirect suggestion, we are using a smoother, slicker, less obvious form of suggestion. It is easier on the ear and is often easier for people to accept. There is no need to actually *tell* the listener to do anything or feel anything. We simply wonder aloud if they feel it and their mind will do the rest.

An indirect suggestion is simply one that refers to what the listener seeks without actually suggesting it to them directly.

We are used to speaking in riddles, metaphors and implications. We automatically 'read' what is meant (*though part of our communication difficulties is that we often get it wrong*) when somebody says something. "Go and sit over there," means, to the conscious mind: "Go and sit down on that chair over there." We did not need to be told about the chair because we were told to sit 'over there', there was a chair 'over there', and we realize that we are not expected to sit on the floor. "Sit down on that chair," was an implied meaning that we understood well enough without thought. But our subconscious mind works differently, and the only way (see next page)

### DIRECT & INDIRECT *(continued)*

we can be certain of the interpretation of hypnotic suggestion is to word suggestion cleanly. If we do not take such care, we have no way of knowing what the response will be, even assuming that there is one.

This is not saying that implication should not be used, only that the implicit meaning must be unmistakable. There are times, in fact, when it can be particularly useful, since it makes conscious intervention less likely.

Milton Erickson was a master of indirect suggestion. Erickson was a man who seemed gifted in his ability to work almost, if not completely, invisibly. It is even possible that even he didn't know why some of his clients got better, he just knew that they would. He used many techniques but much of his work was based around metaphor and story-telling.

Erickson knew that the language of the unconscious is imagination and metaphor, and therapeutic stories, anecdotes, jokes, puns and riddles are a crucial element of his work. These act like coded messages for the unconscious, which is able to make the connection and see the point of the story, even if the conscious mind doesn't (*especially if the conscious mind doesn't, in fact*). By telling a twelve year old bedwetter about the detailed physical actions involved in throwing a baseball, for instance, Erickson was able to deliver instructions about timing and muscle control straight to the boy's unconscious mind, where they could be acted upon.

This "smuggling in" of messages to the unconscious is hypnosis, of course, and Erickson fully recognized the importance of hypnosis as a therapeutic tool. True to form, he developed his own idiosyncratic style of hypnosis, often referred to as "indirect" or "conversational" hypnosis. This is because it moved away from direct instructions to go into trance, which had been the accepted method up to that point, to a more subtle approach based on rapport, trust and language patterns.

In Ericksonian hypnosis, language is used to direct the attention inwards on a search for meaning or to verify what is being said. Once that has happened, therapeutic or trance-inducing suggestions can be made. He also believed in allowing the client maximum freedom to interpret what is being said in their own way. He went to great lengths to see the world from the client's point of view, helping them reach their own goals and solutions rather than imposing his own idea of happiness on them.

Most hypnotherapists make use of both direct and indirect suggestion. They are both powerful tools. As was mentioned earlier, some people respond more to the direct approach, while others respond more effectively when the suggestion is less obvious. Of course, there are some people who respond better when a mixture of both are used. The important thing to remember is that whatever type of suggestion is used, it must be devoid of ambiguity and to be acted upon, it must first be accepted, consciously and subconsciously. One thing we know for sure is . . . that there is a suggestion for everyone!

### CONSCIOUSNESS *(continued)*

changes in emotional expression, alternations in body image and changes in meaning or significance.

The two most widely accepted altered states are sleep and dreaming. Although dream sleep and non-dream sleep appear very similar to an outside observer, each is associated with a distinct pattern of brain activity, metabolic activity, and eye movement. Each is also associated with a distinct pattern of experience and cognition. Both dream and non-dream states are associated with severe disruption of memory. It usually disappears in seconds during the non-dream state, and in minutes after awakening from a dream unless actively refreshed.

What's your state of consciousness? Are you really here in the present? Tell me, are you a man dreaming that you are a butterfly or are you a butterfly dreaming that you are a man?



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### BEHAVIOR *(continued)*

Creativity pushes people past their comfort zone. Creativity is what defines human beings. Creativity has kept people alive during harsh conditions and it has also made certain individuals wealthy. We use creativity in our daily lives as well, such as finding a shortcut to a destination.

An attitude is an expression of favor or disfavor toward a person, place, thing, or event. The interesting thing about an attitude and human beings is that it alters between each individual. Everyone has a different attitude towards different things. A main factor that determines attitude is likes and dislikes. The more one likes something or someone the more one is willing to open up and accept what they have to offer. When one doesn't like something, one is more likely to get defensive and shut down. An example of how one's attitude affects one's human behavior could be as simple as taking a child to the park or to the doctor. Children know they have fun at the park so their attitude becomes willing and positive but when a doctor is mentioned, they shut down and become upset with the thought of pain. Attitudes can sculpt

personalities and the way people view who we are. People with similar attitudes tend to stick together as interests and hobbies are common. This does not mean that people with different attitudes do not interact, the fact is they do. What it means is that specific attitudes can bring people together (*e.g., religious groups*). Attitudes have a lot to do with the mind which highly relates to human behavior. The way a human behaves depends a lot on how they look at the situation and what they expect to gain from it. Positive attitudes, rather than negative, are the more socially acceptable behaviors in our society.

The 10 most destructive human behaviors are:

- \*Gossip
- \*Gambling
- \*Stressing Out
- \*Nip, Tuck Plump & Tattoo Our Bodies
- \*Bullying
- \*Clinging to Bad Habits
- \*Cheating
- \*Stealing
- \*Craving Violence
- \*Lying

HAPPY NEW YEAR & NEW YOU!

# World Hypnotism Day

## What is World Hypnotism Day?

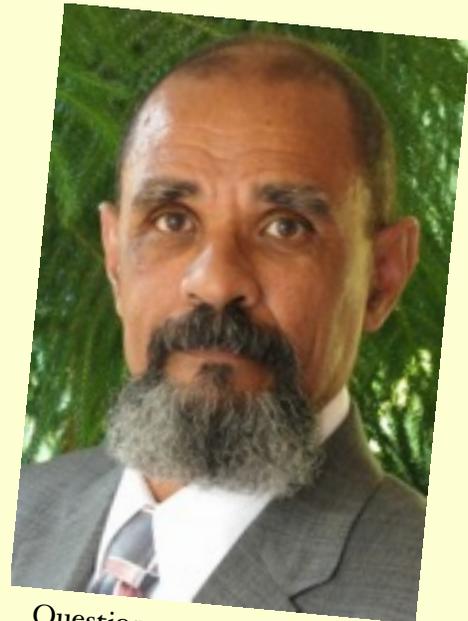
This is a free event sponsored by thousands of hypnotists around the world. Globally, hypnotists offer special events and appearances to educate and inform the public about the many benefits of hypnotism.

## Do I need an appointment?

No. We encourage everyone to contact us, ask questions and find out what hypnosis can do for you.

## Have you experienced the Resolution Blues?

Learn how to beat the Resolution Blues and succeed at your goals. What could be a better way to start the New Year than learning about and using the amazing power of your own mind?



## **“FREE EVENT”**

**When:** Saturday, January 4, 2016

**Where:** In the privacy of your own home

**Times:** 9:00 a.m. - 5:00 p.m.

**How:** It's simple and easy to participate. Choose the option below that's right for you to get involved and try hypnosis during our annual celebration.

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## PHOBIA CATEGORIZATION



Psychiatry identified three (3) different categories of phobias:

**AGORAPHOBIA** (*with & without panic attacks*) - irrational anxiety about being in places from which escape might be difficult or embarrassing.

**SOCIAL PHOBIA** - Irrational anxiety elicited by exposure to certainties of social or performance situations also leading to avoidance behavior.

**SPECIFIC PHOBIA** - Persistent and irrational fear in the presence of some specific stimulus which commonly elicits avoidance of that stimulus, i.e., withdrawal.

### SUBTYPES:

- \*animal type - cued by animals or insects
- \*natural environment type - cued by objects in the environment, i.e., storms, heights or water
- \*blood infection/injury type - cued by witnessing some invasive medical procedure
- \*situational type - cued by a specific situation, i.e., public transportation, tunnels, bridges, elevators, flying, driving, or enclosed spaces
- \*other type - cued by other stimuli than the above, i.e., choking, vomiting, or contracting an illness

Humans seem biologically prepared to acquire fears of certain animals and situations that were important survival threats in evolutionary history. People also seem predisposed to develop phobias toward creatures that arouse disgust, like slugs, maggots, rats, or cockroaches.

Neuroscientists are finding that biological factors, such as greater blood flow and metabolism in the right side of the brain than in the left hemisphere, may also be involved in phobias. For example, identical twins reared apart sometimes develop the same phobias, i.e., twins independently becoming claustrophobic.

Most psychologists believe that people with panic disorder develop their social phobia or agoraphobia because they are afraid of being incapacitated or embarrassed by a panic attack in a public place. In a sense, they are afraid of their own fear.

## BACK ISSUES

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### January 2014 - Vol. 4 #1

Feature: Personal Crisis

### April 2015 - Vol. 4 #2

Feature: Hypnotic Language

### July 2015 - Vol. 4 #3

Feature: Hypnotherapist or Hypnotist?

### October 2015 - Vol. 4 #4

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## T.H.E. Editor

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*PhD, LPN, RMT, CSH, MHT*

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