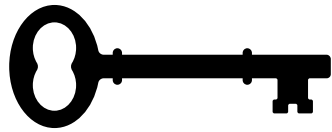


WHAT IS HYPNOSIS?

**DEAN ELLIS
PARADIGMHYPNOSIS.COM**



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WHAT IS HYPNOSIS?

Hello! I'm Dean Ellis, founder and principal hypnotist at Paradigm Hypnosis. I wrote this guide to help you better understand hypnosis and hypnotherapy and how they can transform your life.

I will, of course, explain what I mean by the terms hypnosis and hypnotherapy as I use them in my practice. You see, if you ask 10 hypnotists "What is hypnosis?" then you will get at least 15 different answers. Some of them will describe hypnosis as a verb (something you do). Some will describe it as a noun (something you experience). And some will try to have it both ways.

When most people outside the hypnosis field think of hypnosis they remember the way it is portrayed in movies or on stage. Some kind of mysterious mind control or funny "cluck like a chicken" entertainment.

First, let me dispell the "mysterious mind control" notion. Hypnosis requires your agreement and your consent. It cannot "make you" do something that you don't want to do. In fact, the main reason stage hypnotists can "make people" do weird things on stage is because the volunteers want to do weird things on stage for the hypnotist!

Stage and street hypnosis are very entertaining, but my focus is transformative changework. They share hypnotic techniques and principles but the goals are completely different.

One modern, formal definition of hypnosis comes from The Society of Psychological Hypnosis. They define it as "a state of consciousness involving focused attention and reduced peripheral awareness characterized by an enhanced capacity for response to suggestion."

That's quite a sentence! Let's break that down.

"Focused attention and reduced peripheral awareness". Have you ever "lost yourself" in a good movie or TV show, or a great book? Did you become so caught up in what was happening that it seemed real to you? Did you forget about everything else for a while? If so, then congratulations! You already know what this means.

You focus your attention on what is happening. You stop paying attention to everything else.

"Enhanced capacity for response to suggestion". Let's return to movies again. Have you ever had an emotional reaction to something that happened in a movie? Did you cry with the swelling music, or get angry and protective when someone got hurt? If so, again, congratulations! The movie isn't real, and the characters aren't real, but they successfully suggested the reactions you should have.

Of course, hypnotic suggestions are more useful than "cry now". They may involve relaxation. Letting go of unwanted habits and developing new behaviors. Improving your creativity or performance. Suggestions designed to produce positive changes in you and your life.

And, with hypnosis, you respond to those suggestions much faster and more powerfully.

Which brings us, finally, to hypnotherapy. There are clinical and medical definitions for it, but I am not a psychologist so I define it pretty simply. Hypnotherapy is using hypnosis to help you make the changes you want.

Your attention is focused. You've filtered out the rest of the world. You are ready to respond strongly to suggestions.

Where can you go from there?

HOW HYPNOSIS HELPS

Your mind is an association making machine. It associates one thing with another all the time. This conditions your responses to circumstances in the world and inside you.

For example, if you feel good when you are around a particular person then your mind associates that person with feeling good. Being around them can make you feel good. If you feel bad when you are in a particular place then your mind associates that place with feeling bad. Being there can make you feel bad.

Your mind constantly optimizes all those associations, updating your conditioning, making its operations more efficient.

There is a simple reason for this. Thinking is expensive: it uses a lot of energy. So your mind is always looking for ways to do more with less energy.

In other words, with less thinking.

Now, that may sound weird, but consider this. How do you stand up, or sit down? How do you walk? How do you climb up and down a flight of stairs? How do you drive a car?

Most of us do all those things without conscious thought. And if we try to do them while thinking about them, we mess it up.

It wasn't like that at first. Now, you may not remember learning how to walk as an infant, but you can remember learning to drive.

There were so many things to do and keep track of. Checking three different mirrors. Turning the wheel (how much? how fast? when?). Which pedal to press, and when, and how hard? If you learned on a manual transmission, then you had to operate the gear shift and the clutch, too. And do all of that while navigating streets with white lines and yellow lines and traffic lights and signs and other cars and pedestrians and bicycles and...

You do all that without giving it any thought at all today.

How many times have you driven somewhere then realized afterward that you cannot even recall the drive?

Here's the thing: those same mechanisms underlie EVERYTHING you do on "auto-pilot". Your bad habits AND your good habits. Your performance in your profession or a sport or otherwise. Your relationships, how you interact, how you respond. Many of your emotions are a result of triggers that happen without any conscious

thought. If you've ever experienced a mood or feeling for no apparent reason, you know what I mean.

And you know how difficult it is to change those things once they're really established.

That's where I come in. Using hypnosis, I help you access and alter these associations. Help you break old connections and form new ones. Help you rewrite those programs running inside your mind on autopilot.

Hypnosis is one of the best techniques for reaching the unconscious portions of your mind and telling the autopilot to take a new direction.

YOU CAN BE HYPNOTIZED

Chances are, you already experience hypnosis without realizing it. Most people enter a hypnotic state dozens of times each day. Just not in a focused and directed manner.

We already talked about watching TV and reading. How often do you lose yourself on your mobile phone? How often do you daydream? Have you ever been "lost in thought" while driving and missed a turn? Do you ever take a deep breath and tell yourself to calm down? Have you ever been "in the zone"?

All these normal, everyday activities involve forms of hypnosis.

There is a tiny percentage of the population who cannot be hypnotized. These are extremely rare people who cannot understand or will not follow directions. It is almost always the result of a medical condition that impacts brain functioning.

Everyone else can be hypnotized!

It is true that some people can enter hypnosis easier than others at first. Some of that is due to natural abilities. But it's really a question of whether you are already good at being hypnotized or only need a little practice.

Either way, rest assured that you can be hypnotized, which means hypnosis can make major changes in your life.

You don't even need a hypnotist!

WHAT IS SELF-HYPNOSIS?

The name gives it away, but self-hypnosis is hypnosis you do to yourself. You can be your own hypnotist.

In fact, some people in the field claim that all hypnosis is self-hypnosis. They believe that the hypnotist only guides you through the process of hypnotizing yourself.

It appears to be true to an extent, which is why I also train interested clients in how to perform self-hypnosis. And, of course, I help them use it more effectively.

However, from my personal experience as a hypnotist, and from using self-hypnosis my entire adult life, I have observed a couple of key differences.

Hypnosis works much faster than self-hypnosis. Some things that only take a single session of hypnosis may need 20 or 30 self-hypnosis sessions. This is because you get in your own way. It's difficult to maintain focused and absorbed attention on the process while also controlling the process.

Self-hypnosis seems unable to make some changes. There are places that your conscious mind simply cannot go. Your unconscious autopilot takes you elsewhere when you try. This defense mechanism is usually beneficial, but it can actually prevent transformative changes.

A trained hypnotist also observes your experience and makes adjustments during the process, so it is even more effective for you.

There's no reason to choose one over the other, however. People who use both hypnosis and self-hypnosis achieve the best results. Self-hypnosis can reinforce and even enhance the changes made by hypnosis.

WHAT HYPNOSIS CAN DO

You can turn to hypnosis to make many different kinds of changes. Overcoming the challenges you face. Improving yourself and your life. Letting go of things you don't want to carry anymore.

The most well-known reasons to use hypnosis are to quit smoking and relieve stress, but hypnosis can do so much more than that:

- Regain or enhance self-control
- Weight management or diet compliance
- Develop positive mental attitudes
- Manage situational stress
- Sleep improvement
- Overcome fear of public speaking, flying, etc.
- Determine, set, achieve goals
- Develop mindfulness
- Increase self-confidence
- Explore spirituality
- Enhance performance and high achievement
- Improve interpersonal skills
- Promote general wellness
- Relaxation and calmness
- Learn and enhance self-hypnosis
- Improve memory and study skills
- Break old habits and form new ones
- Increase creativity
- And the list goes on!

It is important to understand that hypnosis is not a substitute for healthcare. It cannot cure medical conditions or psychological disorders. Of course, hypnosis can assist even those treatments with a doctor's referral.

TRANSFORM YOUR LIFE

Hypnosis helps professional athletes, musicians, artists, executives, sales teams, students, business owners. People from all walks of life.

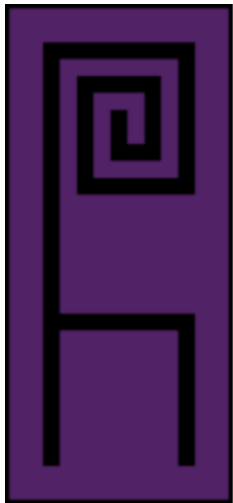
People just like you.

You have certain views of yourself, your world, and yourself within your world. I call those views paradigms. Many of the challenges you face in your personal and professional life are a result of old paradigms that no longer serve you.

I help you release those old paradigms and instill new ones, so that you can overcome your challenges, become the best version of yourself, and live the best life possible.

Albert Einstein said, "No problem can be solved by the same kind of thinking that created it."

Let me help you discover a new kind of thinking.



PARADIGM HYPNOSIS

DISCOVER A NEW KIND OF THINKING.

Contact me via my website at ParadigmHypnosis.com.

Or email me directly at dean@paradigmhypnosis.com.