



# **HYPNOSIS**

**Revealed.**

## **A Clear Understanding and Detailed Guide**

by

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## ***Introduction***

I want to thank you for seeking and learning about hypnosis and joining me on this journey. Every year I work with thousands of people, educating them about the value of the practice of hypnosis.

In this book, it is my desire to reveal to you how you can take control of your life and achieve your goals with remarkable ease and clarity. This book can guide you to higher personal and professional satisfaction.

I know these are strong claims. I hesitate to even suggest such benefits, however the data is irrefutable.

On this page, it may be too early for me to tell you this but your life may never be the same.

You see, you hold in your hands a tool that will allow you to tap into the power of your mind, to control your destiny and enrich your life as well as the lives of others.

This tool does not take a lot of time, nor is it expensive. It only requires a small investment of your time and willingness to experience its usefulness. Nothing more.

With your full potential in mind,

Matthew T. Fallon

## ***What is Hypnosis?***

Most people are familiar with the image of hypnosis that is portrayed in the movies and on the television; movies like *Stir of Echoes*, *Inception*, *The Manchurian Candidate* or the comedy *Office Space*. These movies have portrayed hypnosis as what resembles mind-control and brainwashing and even with the possibility that one can get *stuck* in hypnosis. Classic images of hypnosis portray the vaudevillian performer or a side-show whack, swinging his pocket watch in front of your eyes sullenly saying, “You’re getting sleeeeeepy....” Thankfully, this is a far cry from actual hypnosis!

I ask you a question now. Answer honestly: Can you be hypnotized?

A large contingent of the population firmly believes they cannot be hypnotized.

I ask you a second question now. Answer honestly: What *is* hypnosis? Take a few moments now and come up with a few definitions which are true for you.

I’ll see you on the next page...

Answers:

1) Yes, you can be hypnotized. In fact, you have already experienced what is known as the hypnotic state of mind, all on your own, many times; multiple times per day, in fact. I'll expand on this in a moment. Now, to be hypnotized by a hypnotist, you simply have to *want* to be hypnotized.

2) Hypnosis is a *focused and profound relaxation*.

This focused and profound relaxation we call 'hypnosis' is actually a natural state of mind that each of us experiences every single day, multiple times per day.

Have you ever found yourself engaged by a project that had all of your attention focused on the task at hand and time seemed to just fly by?



**Can You  
be Hypnotized?**

Have you ever found yourself completely immersed in an activity to the exclusion of everything else? That is a natural trance, or hypnotic, state.

Have you ever tried to speak with somebody who was working behind a computer keyboard and you had trouble getting his or her attention?

Have you ever driven from point A to point B and, upon arrival, had no recollection of how you got there?! Worse

yet, you drive through an intersection and wonder, “Was there a stop sign back there?!” Or, “Was that light green?!” This is known as ‘road’ or ‘highway hypnosis.’

Have you ever watched a movie, read a book or listened to a piece of music and all other sounds and distractions just drifted off into the background where they seemed to just not matter at all?

This is the natural state of ‘hypnosis,’ the Theta, or deeply relaxed, state of mind.

So, you see, each of us experience the hypnotic state of mind many times per day, everyday. We simply didn’t know *what to call it*. Hypnosis is your understanding and utilization of this very gift of your mind!

Hypnosis is simply a *focused* and *profound relaxation*.

Hypnosis is not witchcraft, a ‘new-age’ approach, mind-manipulation or magic. It simply is a naturally-occurring state. When one understands this state it can be a tool that will allow you to tap into the innate power of your mind. It is how the mind works, naturally!

With regards to Hypnosis as it’s used for personal change, here is a simple definition of that most researchers agree on:

*“The ability to follow suggestion  
without conscious intent.”*

Milton Erickson and Dave Elman, hypnotic pioneers, developers and both *internationally* respected in the field of hypnosis for their unique approaches to and developments made in hypnosis, offer the following definitions:

Erickson said simply ‘Hypnosis is a state in which the subject shows increased responsiveness to ideas.’ This relates to the idea of the power of suggestion; suggestion, not brainwashing but suggestion.

Dave Elman called hypnosis “The bypass of the critical factor and the establishment of acceptable selective thinking.” The ‘bypass,’ not the turning off or shutting down, but the bypass of the critical factor. ‘The establishment of acceptable selective thinking,’ - selective thinking is surely not obeyed commands or control.

In the words of respected New Zealand hypnotist and author, Nathan Thomas, “Think on what this could really mean, shaping the patterns of thought, not behaviors, and altering the inner landscape of the mind to help the subject achieve their goals.”

Unfortunately, the actual word HYPNOSIS shuns most people, many steer clear away. It’s not unusual for me to introduce myself to someone and, after telling them what I do, they hold their hand up to cover their eyes or turn their head to the side, saying, “Don’t look in his eyes!” This is done often off the cuff and with a sense of humor. However, in further discussing hypnosis with many people it becomes crystal clear to me how *little* people

know about the truth of hypnosis and how *much* they know of the myths of hypnosis. Congratulate yourself right now for setting yourself apart, stepping ahead and asking the question, researching and learning!

HYPNOSIS - breaking it down:

*The word HYPNOS is the Greek word for “sleep”*

As hypnosis resembles sleep, it becomes clear why and how this word came about to describe this natural state of mind. Hypnosis is actually *not* sleep and we'll cover this in more detail further in this book. You can now plainly see the only thing remotely *spooky* about hypnosis is the *appearance* of the word itself.

This is a wonderful revelation, veil-lifted, kind of moment for many. Misconceptions replaced with truth.

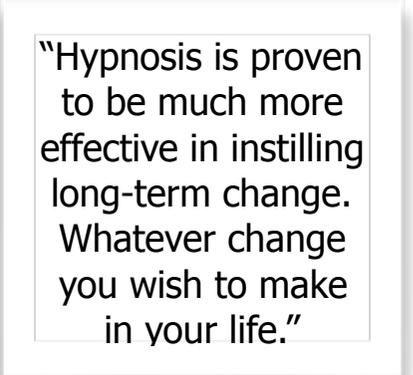
Hypnosis (hypnotherapy and even self-hypnosis) is simply the *utilization*, the *induction*, of this *natural* state of mind to achieve *personal change*.

## **How Hypnosis Works: Your Neck-top Computer**

Your brain. Oh how we take for granted what it is capable of! Your Conscious Mind and Subconscious Mind are the essence of your thoughts which become beliefs which create your actions and behavior.

Hypnosis works through the power of suggestion. In order to fully understand the how, it's important to discuss the mechanics of your conscious and subconscious state.

Throughout each of our days, we fluctuate between the conscious and subconscious states of mind.



"Hypnosis is proven to be much more effective in instilling long-term change. Whatever change you wish to make in your life."

Recall the last time you operated your vehicle. Perhaps it was while you were going to work, shopping or to the doctor's office. Think about that trip. Do you recall the very details of that drive? I doubt it. Most people do not consciously drive their vehicles.

For most people driving is something done in our unconscious (subconscious) mind. In fact, studies have shown that for most people driving is about a 30% conscious activity!

While driving, you don't say to yourself, "I must put the vehicle in gear, release the parking brake, check over my shoulder for oncoming traffic, signal to turn left, adjust the steering wheel to straighten the vehicle and stay in this lane, etc."

Driving is typically done subconsciously. Your subconscious is aware of everything that is happening but consciously you're thinking about things you need to do, of what you want to watch on television later, or things you wished you would had said or done in some situation, etc.

We tend to multi-task all day long and, as we do, we easily and naturally move from the conscious to the subconscious and back again.

**Your Subconscious Mind** stores your:

Memories

Conditioning

Habits

Values and Morals

Your subconscious mind controls your bodily functions, i.e., heart beat and breathing

**Your Conscious Mind** is your:

Editor

Critical Mind

Rational Mind

Judgmental Mind

“Chatty” (or ‘Hamster Wheel’) Mind

“Gate-keeper” to your subconscious mind

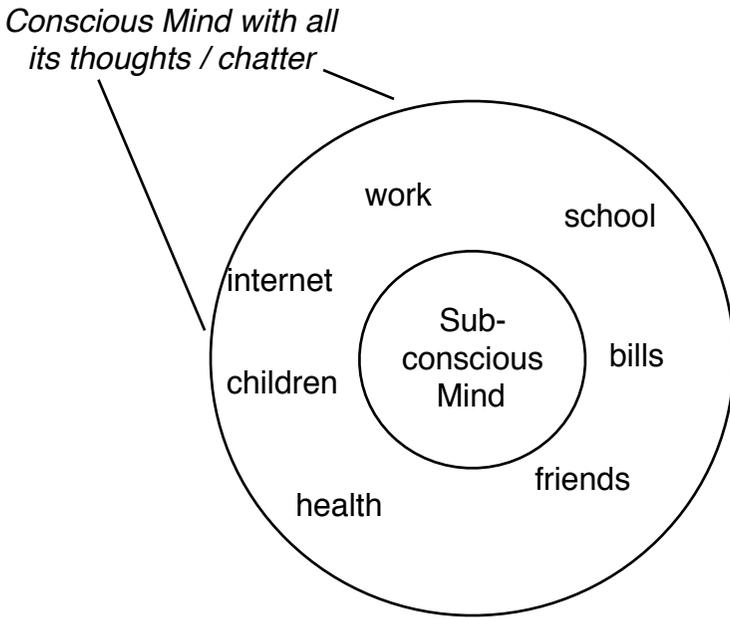
“Thinking” Mind

After you say to yourself, “I can do that!”, it's the voice you hear that says, “Who are you kidding?!” It's also the voice that says, “You look *good!*” upon looking in the mirror.

Now, let's say you had a habit you wanted to break. Smoking, for example. You and I could have a wonderful, in-depth conversation on all the reasons why one should not smoke, touching on health concerns, all the money one would save and time they would earn back, etc. Knowing your habits stem from your Subconscious Mind, this conversation would not change your smoking habit one bit unless you *wanted* to change it to the point of a 'must' not a 'should.' Otherwise, your Conscious Mind, acting as Gate Keeper to your Subconscious Mind during our conversation, would be filling your thoughts with all the rationale and excuses of why you will continue to smoke.

Hence, the tool of Hypnosis. Hypnosis is the utilization of this naturally-occurring state of mind - *focused and profound relaxation*. When you relax (and better yet, when you're *guided* into deep relaxation), your conscious mind also relaxes, quieting the chatter and the gate-keeper, allowing your subconscious mind to receive full benefit to instill lasting change.

The hypnotist induces, or guides, you into this deep relaxed and focused state. As the conscious mind is relaxed, this hypnotic state allows us to place suggestions directly into the Subconscious Mind and what takes hold in the Subconscious is automatically acted on by the Conscious Mind.



And there you have it. Hypnosis revealed. You could close and put this book down now.

Or, to learn how to use Hypnosis to easily and effectively make changes in your life, read on!

## ***The Personal Benefits of Hypnosis and its Common Applications***

Hypnosis is incredibly beneficial for you. As it is a deep and focused relaxation, just fifteen-minutes of hypnotic

trance is equivalent to approximately two to three hours of sleep. This is because of the profound, uninterrupted relaxed state you can achieve through guidance. Be it a self-hypnosis audio program you are listening to or a one-on-one session with a hypnotist, guidance into, and the deepening of, a deep relaxed state is remarkably easy - much more so than most experience on their own when they simply will themselves to 'relax.'

The tremendous benefits of regularly slowing down to deeply relax will benefit your physical body enormously. Of course, your mind will benefit as well, passively, through relaxing your body. However, utilizing this relaxed state to *actively* benefit your mind as well is where the true rewards of hypnosis lie!

What changes would you like to make in your life?

Would you like to *make changes* in your:

Motivation  
Confidence  
Attitude  
Focus  
Goal Attainment  
Memory  
Sleep habits

"Hypnosis allows us to place suggestions directly into the subconscious mind and what takes hold in the subconscious is automatically acted on by the conscious mind."

Stress levels  
Weight  
Smoking habit

With hypnosis you can. In fact, specific habit change is the most common use of hypnosis.

Most people try to make such changes through self-discipline and sheer will power. The problem with this approach is that it is an inefficient and ineffective way to facilitate long-term change. There have been many people who have successfully quit a habit 'cold turkey.' Certainly not easy but not impossible. As with any endeavor in life, the guidance of a coach, trainer or mentor maximizes success and increases efficiency and hypnosis is proven to be much more effective.

## ***Hypnotic Myths***

Before delving in further, it is important to clear away more cobwebs of misconceptions and misunderstandings of hypnosis.

We all have a difficult time digesting something new to us, something that takes us out of, or disturbs, our comfort zone. Most often, anything that is misunderstood is faced with skepticism and, sometimes, false conclusions. Let's remove the wool from our eyes and look at a few popular myths regarding hypnosis and their countering truths.

**Myth:** Some people erroneously believe that in order to be hypnotized you must be weak-willed, gullible, simple-minded and/or lacking intelligence. In fact, this could not be further from the truth. Numerous studies have shown that the ability to be hypnotized is completely unrelated to those characteristics.

**Truth:** The stronger your will, the better your ability to concentrate and focus and, therefore, the faster and easier you will go into a trance or hypnotized state. Why? Because you're able to focus - listen and follow instructions - the foundation of being able to be guided into and experience hypnosis.

**Myth:** Some people believe that in order to be hypnotized you must put forth effort, that you must try to be hypnotized.

**Truth:** Studies have shown this is also incorrect. Most hypnotized people say, "It just happened." In fact, often times, if people are having trouble experiencing hypnosis it is because they are trying too hard. It's when people relax, try less and let go that hypnosis occurs! The secret to being hypnotized is to simply allow it to happen. Over analyzing, trying, expecting and anticipating will be your obstacles. Let it happen. Allow it to happen and it will happen. Indeed, in the same way you 'let' yourself have a daydream or 'allow' yourself to drift off mentally during a good book, movie or song. You don't try to do these things, they too, just happen because you allow them to.

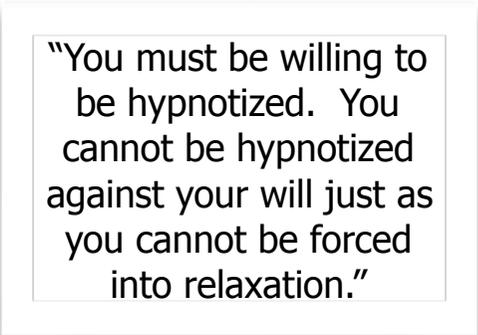
**Myth:** Hypnosis is a cult or a religion.

**Truth:** Hypnosis is neither religious nor non-religious. It is a secular helping practice.

**Myth:** Hypnosis is mind-control and brain-washing.

**Truth:** Hypnosis is neither of these. We have movies, television and comic books to

thank for these false beliefs. To be hypnotized, you have to fully desire it. If you don't wish to be hypnotized, you cannot be. By anyone. Period. Persuasion, on the other hand, is entirely and fundamentally different: the salesperson that smoothly persuades you to buy something, after which, you begin to experience buyer's remorse and can't imagine how you 'fell for it.' Know the experience? We all do. That is not hypnosis.



"You must be willing to be hypnotized. You cannot be hypnotized against your will just as you cannot be forced into relaxation."

**Myth:** You can get stuck in hypnosis.

**Truth:** You cannot get stuck in hypnosis for the same reason you cannot get stuck in a daydream. It's impossible. Hypnosis is deep and profound relaxation, remember? You cannot get stuck in relaxation... Bummer, right?!

**Myth:** Hypnosis is sleep.

**Truth:** About the closest hypnosis gets to actual 'sleep' is that from the observer's point of view; the individual states resemble each other but are very different. When asleep, you're in an unconscious state - your awareness of your surroundings is turned off, for all intents and purposes. When hypnotized, your awareness is actually heightened on what you are focusing on (the hypnotist's voice). You are deeply relaxed, and yet all distractions and disruptions mean nothing to you. They just don't seem to matter.

**Myth:** Hypnosis creates amnesia. After being hypnotized, people cannot remember their experience.

**Truth:** Hypnosis, itself, does not create amnesia. Amnesia is a hypnotic phenomena induced by the hypnotist. The hypnotist will often suggest that a client will not remember their session(s) for the reason that: how can one argue with that which they do not know? Meaning: During a session with a client for a smoking cessation, I would suggest their conscious mind would not remember the suggestions given during the session. If full conscious memory of my suggestions to him/her that smoking is unhealthful, can kill, etc., were in their conscious awareness mind upon leaving my office, they would leave each session saying, "I don't need to listen to that hypnotist... I'm going to have another cigarette." This would be counterproductive to the very nature of the workings of hypnosis. I would suggest the amnesia on the conscious level and allow all of my beneficial

suggestions to sink deep into the subconscious mind where they would reside. This way, the client would leave the office saying, “I don’t remember what that hypnotist said but all I know is that I feel great and I sure don’t want another cigarette!”

**Myth:** You can be forced to do something against your will while hypnotized.

**Truth:** Hypnosis suggestions speak directly to the subconscious mind where all your standards, morals, values and conditioning reside. Therefore, you will never do anything while hypnotized that you wouldn’t normally do while fully awake. If any suggestion by the hypnotist conflicts with your morals or values, you would simply say ‘No’ and / or awaken from the hypnotic state fully alert.

## ***Recent Hypnotic Discoveries***

You may be interested to know that in the laboratory setting, researchers have used hypnosis to create false memories, hallucinations and alternative behavior in people so that they could be studied and analyzed. Let’s consider those studies and recent hypnosis knowledge that has come to light.

Over the last several years there have been significant advances in neuroscience, which has allowed us to more effectively study hypnosis. In fact, science has developed instruments for studying hypnosis. This has

allowed hypnosis to come out of the dark ages and enjoy its current mainstream success.

One of the cutting edge tools that is used to study the hypnotic state is called a Positron Emission Tomography (PET) scan. It records an actual image of the brain, during the brain's thought process.

It is found that hypnosis produces a very specific pattern of activity within the brain. The PET scan shows that hypnosis produces an increase blood flow in the right anterior cingulate cortex.

Based on the tasks of the right anterior cingulate cortex, this suggests that there is an internal focus. This brain activity is very different from normal and waking states. Let's consider brain wave activities.

The four types of brain wave classifications are:

Beta  
Alpha  
Theta  
Delta

**Beta** waves are the awake, alert and conscious state. As you read this book, you are in beta. Beta is a state where you are wide-awake and fully conscious of your surroundings.

**Alpha** waves are slower patterns, can be called a light *trance*, that are found when people relax: listening to music, meditating or daydreaming.

**Theta** waves are light sleep; present just before and just after you awaken from deep sleep. They are also present during the *hypnotized trance* state as a *deep trance*.

**Delta** waves are deep sleep; unconscious. Delta allows you to rejuvenate and dream.

Using the PET scan, scientists have made some exciting discoveries regarding hypnosis. Some people have mistakenly concluded that hypnosis is simply imagination. This is now proven to not be the case. It has been determined there is absolutely no relationship between hypnosis and imagination.

While in a state of hypnosis, many people experience auditory (audible) and visual hallucinations. This is the reason people often times connect imagination with hypnosis.

Using the PET scan, researchers have discovered different regions of the brain are utilized during hypnosis which differ from the regions of the brain exercised while solely using imagination.

That means when a person imagines a sound, the activity is located in a different place in the brain. When that same person experiences a hypnotic hallucination of a sound, the brain activity is recorded in an entirely different area.

Studies done at McMaster University in Ontario, Canada used a PET Scan to record the brain activity of hypnotized individuals who imagined a scene and then of those who experienced a hypnotic hallucination of the scene.

Researchers found that auditory hallucination (hallucinating a sound) and imagining a sound are both generated within each of us. However the *hallucination in hypnosis*, as well as that of actual hearing, researchers found, is experienced as being received from an outside source.

Researchers then tried to isolate the area of the brain responsible for this different response pattern while the subjects were in hypnosis.

The University in Ontario studied eight subjects during this amazing session.

The same audio track was heard by each person while the PET scan recorded the brain activity. The brain activity was studied during four different circumstances:

- While the subjects were listening in their normal waking state (beta).
- While the subjects rested and listened to the audio track (alpha).
- While the subjects just imagined hearing the audio track.

- While the subjects were in a hypnotized state (theta) responding to suggestion to hallucinate the audio track, although it was not actually playing.

The research revealed that the region of the brain called the right anterior cingulate cortex was just as active while the subjects were hypnotized and responded to suggestion to hallucinate the audio track, as it was while they were actually hearing the track.

In comparison, the right anterior cingulate cortex was not active *at all* while the subjects just imagined hearing the audio track. Clearly something tangible was going on!

Hypnosis had completely fooled the right anterior cingulate cortex area of the brain into registering the hallucinated audio track as genuine. Powerful findings!

## **How it Feels to be Hypnotized**

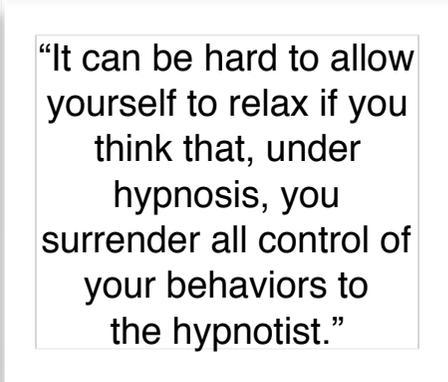
What does it mean to you to be hypnotized?

Does it mean you're to feel a kind of disconnected mental state? Does it mean you're to feel "out of it," or asleep?

Most people cannot achieve the state of hypnosis simply because they are trying to match, or force, it to a preconceived idea of what they think they're supposed to feel like. Most often, this preconceived idea sources from movies and the media.

I am sure you have seen zombie-like characters in the movies and on television who are supposedly in a hypnotic state of mind: arms stretched out in front, walking slowly, eyes all glazed over. This common misconception can create resistance within those who are considering being hypnotized for the first time. It can be hard to allow yourself to relax if you think that, under hypnosis, you surrender all control of your behaviors to the hypnotist.

Nothing could be further from the truth! In fact, when you are hypnotized, you are in more control than when you are in your normal daily state.



“It can be hard to allow yourself to relax if you think that, under hypnosis, you surrender all control of your behaviors to the hypnotist.”

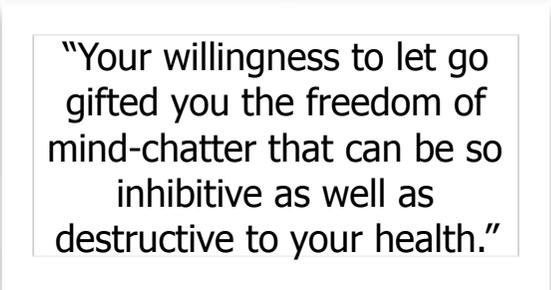
You see while hypnotized, you become internally focused, and your surrounding environment becomes less important and insignificant. Therefore, if for any reason there were an emergency or your attention was needed, you would immediately emerge to a fully alert, wakened state to respond appropriately.

People in a hypnotized state may appear to be asleep, but the biological state of sleep is very different from hypnosis. While sleeping, your awareness of your surroundings is turned off (unless, of course, a loud enough sound wakes you). Yet while hypnotized, you are

fully aware of your surroundings, they just do not seem to matter, just like while daydreaming.

While hypnotized, your body is relaxed and your mind will be fully alert and aware of the suggestions it is receiving.

All outside stimulus will become irrelevant. You will be aware of it all, it just becomes irrelevant. Your focus will be directly on the words of the



“Your willingness to let go gifted you the freedom of mind-chatter that can be so inhibitive as well as destructive to your health.”

suggestions you are receiving and your breathing will be light and rhythmic. This is the state of mind from Alpha to Theta and it feels absolutely fantastic.

You may have a distorted sense of time. You may feel like you have been in hypnosis for just a couple minutes, even if it has been sixty to ninety minutes. Why is this? Remember, your critical mind (your conscious mind) is not ‘on’ in the sense that it is not critiquing, analyzing, judging, editing, monitoring, etc. Nor is it when you are at a theme park with your children and you’re having the time of your life! The time, the day, seems to, literally, fly by. You’ve let go, your willingness to let go granted you the freedom of mind-chatter that can be so inhibitive as well as negative to your health.

So, now that you know what it feels like, it's time to learn....

## ***How to Hypnotize Yourself (Self-Hypnosis)***

It is now time for you to experience self-hypnosis. Although there are many methods and techniques with which to hypnotize yourself, in this book we will cover just one. As an obvious, but important note: utilize Self-hypnosis only at times and in environments when you are certain of your safety and in which your attention will not be required elsewhere.

Following the self-hypnosis instruction, I will coach you on where, when and how to apply this technique for its maximum effectiveness. Read through this self-hypnosis instruction first.

Read it a few times to familiarize yourself with the process and to make any necessary preparations to ensure your session is successful.

*It is easiest to break down the self-hypnosis process into Five Components:*

Mindset  
Induction  
Deepening  
Suggestions

# Awaken

## 1) Mindset

You must be willing to be hypnotized. You can never be hypnotized against your will. Hypnosis is a total-compliance activity. It is never a battle of wills. Your mindset should support your hypnosis session by focusing on the goal you wish to achieve. Whether your goal is a specific change in habit (such as weight loss) or just simple relaxation, focus on your goal you wish to achieve. Consider the goal of your session, the outcome you desire and be expectant of reaching your goal.

## 2) Induction

The word as it applies to hypnosis, simply means to ‘cause, produce, bring about.’ This is the induction into relaxation, deep relaxation. It is the induction that you will use to turn your focus from external to internal.

The induction will allow you to tap into the power of your mind to reach your desired outcome by programming your subconscious mind. And we already know that what is programmed on a subconscious level will automatically be adopted by your conscious mind.

*Here is your self-hypnosis induction:*

Take three, slow, deep breaths in a row, in through your nose and out your mouth. Each breath a bit deeper than the one before; holding each breath for a moment or two. On your third exhale, allow your eyes to fall closed and

slowly relax each muscle in your entire body. Consciously direct your attention to relax every muscle from your toes, feet, calves, over your knees, up your thighs, your pelvis, waist, hips, your lower back, mid and your upper back, your shoulders, down your upper arms, your elbows, lower arms, over your wrists, all the way to the tips of your fingers, up through your neck, over your jaw, allowing it to hang freely, your tongue, let it go limp in your mouth - it's amazing the profound relaxation achieved from fully relaxing your tongue, - through every muscle in your face and around your eyes. Allowing every muscle to relax from the top of your head down to the tips of your toes.

Just allow yourself to completely relax, totally let go and enjoy it. Don't be in a hurry to complete this process. It should take only from two to eight minutes.

Tell yourself, *"The more I relax the deeper I go, the deeper I go the better I feel. I'm growing more and more relaxed with every easy breath I exhale."*

Don't force it to happen or try too hard; the more you let go, the easier it is. Just allow yourself to completely release all tension, stresses and irritations.

Now, bring to mind a time when you were *fully* relaxed. Maybe it was on a vacation or a day off...Use each of your senses to relive that experience. *See* the sights, *hear* the sounds, *smell* the scents, *feel* the emotions. (For example, perhaps you were relaxing on a hike, surrounded by vibrant green trees and a gentle bubbling

brook. Hear the sounds of the running stream and the wildlife in your mind).

Relive that experience, feel the slight breeze as it rolls over you, feel the ground beneath you and smell the fresh outdoors.

As you remember this pleasant experience, you will find yourself changing on a physiological level and becoming very relaxed and focused.

Final suggestions in this phase to give yourself are:

*“The deeper I go, the more relaxed I become. I feel comfortable, relaxed and continue to release all tension with every thought I have. If ever I need to awaken I can do so simply by counting forward from one to five and I’ll awaken feeling refreshed and energized.”*

You should repeat these final suggestions from one to three times each and then move on to deepening your trance state.

### 3) Deepening Your Hypnotic State

Now, to deepen your hypnotic trance state, and it *is* possible to go even deeper, imagine you are at the top of a safe and beautiful staircase, an elevator or escalator (whichever you’re comfortable with), and provide yourself with the following suggestion:

*“With each count from five down to one, I will drop down twice as deep, twice as relaxed. As I descend this staircase or escalator (in your mind), one step (or floor, in an elevator) for each number I count, I will drop down deeper. With each step I take down, each number I count, I descend to a place of peace and contentment.”*

*Five...Letting go of everything...*

*Four...Feeling light, distant, relaxed...*

*Three...Dropping down deeper than ever before...*

*Two...With every step down, I drop down twice as deep as before...*

*One...All the way down, more relaxed than ever, feeling peaceful and content...*

I would recommend that you repeat this deepening process three times. You will start to feel detached, distant, light and so relaxed. Anyone watching you will notice that your breathing pattern has become light, your heart rate will be altered and your blood pressure has changed. You are in a state of hypnosis.

I would recommend that with every self-hypnosis session you do, you always give yourself the suggestion:

*“I will drop down deeper and deeper with each session, faster and easier.”*

You will very soon find yourself dropping down into wonderful and peaceful states of trance rapidly. Initially, you may wonder if you are really hypnotized. This is completely natural. If you are following the instructions on the previous pages, you can rest assured you are hypnotized. Should you find yourself in this 'self-monitoring' mode, simply and gently move your thoughts back to your *Deepening* and return to the hypnotic state, even deeper.

In addition, in the coming pages, I will teach you how to prove to yourself you are in a hypnotic trance.

Many people wonder how deep they have to be in order to receive the benefits of hypnotic suggestions. Studies show even in light trance depth you will receive the wonderful benefits of hypnotic suggestions. So, don't let such self-evaluating thoughts stand in your way. Simply dismiss them. Remember, with a sincere and willing mindset and a commitment to yourself throughout your sessions, you *will* benefit. Think of your Self-Hypnosis time as "Gift" time. Give yourself the gift of your time, consistently, and you will realize the change you desire!

#### 4) Suggestions

Prior to your hypnotic trance, you want to form your hypnotic suggestions. Your suggestions should always be phrased in the **positive** tense, never in the negative, while stating your goal clearly. You should also phrase them in the **present**, never in the past or future.

Here is a Weight Loss suggestion example:

✓ Correct Example:

*"I weigh 160 pounds (or the weight you desire to be at) and I find greater satisfaction with smaller portions."*

✗ Incorrect Example:

*"I am on my way to losing weight and giving up foods that are bad for me."*

In the second example, you will notice it is phrased in the negative, giving up foods and losing weight. In addition, you will notice the incorrect phrase of timing, i.e., it is not stated in the present tense, but the future. The language of the subconscious mind is literal. Therefore, your subconscious will hear these suggestions and take them literally. It will think you are on your way, but that it is not time yet to lose the weight.

Here is a Stress Control suggestion example:

✓ Correct Example:

*"I control my stress level and*

a) State your suggestions in the positive and present tense.

b) Work on one specific area of your life - one goal - during a single trance (self-hypnosis) session.

c) Repeat each suggestion 6 to 8 times per self-hypnosis session. Repetition is key.

*release those things I cannot control.”*

✗ Incorrect Example:

*“My life will be less stressed when I worry less about those professional and personal worries that are out of my control.”*

Now, it is important to not work on multiple goals in the same trance session. Prior to beginning your Self-hypnosis session, think about those areas of your life you would like to improve, write them down, and then work on one specific area during each trance session.

Some people think, “I’ll work on stress, pain control and weight loss during the same session.” It is too much at once and you will dilute the value.

Think of the specific goal you would like to achieve. Take note of and record that goal. Then start to structure suggestions that will allow you to achieve it. Be positive, be present and be brief.

Edit your suggestions down to simple sentences. In a typical trance session you should use no more than four suggestions that support the single goal you have chosen.

Repetition of each suggestion is important to achieve that desired goal. Repeat each suggestion six to eight times per self-hypnosis session.

5) Awaken

The final step in self-hypnosis is to gently awaken yourself. You do that by giving yourself the following suggestion:

*“In a moment I will count from one to five. With each number I count, I will awaken feeling refreshed, energized and looking forward to my next session. Allowing myself now to fully integrate each suggestion I have provided myself, which supports my goal. With every session I will find myself dropping down deeper, faster and enjoying it more and more.”*

*“One...Slowly sitting upright now...”*

*Two...Allowing wonderful energy to fill my limbs...”*

With every self-hypnosis session you do, always give yourself the suggestion:

“I will drop down deeper and deeper with each session, faster and easier.”

*Three...Becoming more aware of my surroundings...*

*Four...Appreciating the time I spend for myself and the value it provides...*

*Five...Wide awake now and noticing how good I feel!"*

Congratulations on your trance session! In five steps you have programmed your mind to help you accomplish your goals. Don't underestimate the power of this formula; research has proven its effectiveness!

## ***How Can I Prove to Myself that I'm Really Hypnotized?***

Here is an advanced, little known technique that you can use to confirm you are in a state of hypnosis.

This test should occur after the deepening component and prior to the suggestions, i.e, between steps 3 and 4.

Give yourself the suggestion that as you relax, your mouth will begin to fill with saliva and as you swallow it will take you down even deeper.

If your mouth begins to fill with saliva then you know you are hypnotized and your subconscious is responding to suggestion!

When utilizing hypnosis via a self-hypnosis audio program or one-on-one with a hypnotist, the way to

achieve hypnosis is to not do anything! This means to not expect anything, to not anticipate anything and to not try to make anything happen. Many times, people cannot experience the state of hypnosis because they are trying too hard. It's like taking a tour with a tour guide; you follow the guide and allow them to lead you, to guide you. You do nothing but follow, allow, listen and enjoy. Allow your hypnotist, whether a recorded voice on a Self-Hypnosis audio program or in-person, to guide you. Allow him or her to be your guide to the deep and focused relaxed state that hypnosis is. Simply follow, allow, listen and enjoy.

## ***When Does Hypnosis Not Work?***

All hypnosis is actually self-hypnosis. This means for it to work, one needs to be willing to allow it work for them.

The hypnotist is only the guide, guiding the willing subject to the level of relaxation that is truly beneficial. Knowing this, why and when does hypnosis not work?

Hypnosis may not work for some people for a number of reasons.

Such as:

Relationship between therapist & client - perhaps there is no rapport, trust, or belief in the hypnotist.

Client may not be...

...Willing to give up control or may not be *allowing and willing* for it work with them.

...May not be relaxed, may be fearful.

...May not truly be ready for the desired change in their life.

...May be acting on someone else's request, i.e., a wife has called to make an appointment for her husband, who smokes, desiring he quit his habit more than him.

There may possibly be a medical reason preventing the subject from being able to focus and concentrate.

The Client simply may not believe it will work.

Remember, 100% of all people make excellent subjects for hypnosis. Hypnosis works with all people - not all people work with hypnosis. It is a choice - a desire, a willingness and sincerity. Yes. Hypnosis is that easy to experience!

## ***How Long Should My Trance State Last?***

There is no set time requirement for a hypnotic session. It only takes a couple of minutes to enter this state of mind and program yourself for success.

When I'm at home and on my regular schedule, I prefer to do twenty-minute hypnotic sessions. If my schedule will not permit this length of time, then I experience a quick five or ten-minute session. It is important to remember that the hypnotic trance state is incredibly beneficial for

you. Give yourself what you can. I call it “gift” time. Give yourself the gift of your time and you will benefit! Be diligent.

## ***Where & When Should I Experience Trance?***

First and foremost, never experience hypnosis while driving or operating any machinery.

There is a lot of concern of the actual time and place to listen to experience self-hypnosis:

"Do I have to do it right before bed?"

"Is it necessary I do it at the same time every day?"

"Can I listen to a Self-hypnosis audio program while driving to work?"

The answers to these questions are: No, No and NO!!

Many people use self-hypnosis during their normal day activities such as when they are on a break at work, on a bus or airplane. Remember, utilize hypnosis only at times and in environments when you are certain of your safety and in which your attention will not be required elsewhere.

If you will be using hypnosis at home, I would recommend you experience your trance session seated or reclined in a chair, couch or bed and let your significant other or kids know you are not to be disturbed unless an emergency

occurs. This is your 'gift' time for yourself - enjoy it. You do not have to experience self-hypnosis at the same time every day; just once per day and you'll be on the right track. :-)

Relatedly, if you have one of my self-hypnosis audio programs, you can listen to it ANY time of the day. At the end of each of my audio programs\*, when I count forward from 1 to 5, I state, "*...and on 5, if it is time for you to go to sleep, you'll fall fast asleep... if it is not time for you to go to sleep, then on 5, you'll awaken refreshed... ready to take on your day...*" This way, you can listen to it ANY time that is good for YOU! Only one other hypnotist that I know of builds this flexibility into his recorded programs and he is one of my teachers, Mr. Jerry Valley.

\*(All of my recorded programs feature this flexibility except for "Eliminate Insomnia," for obvious reasons).

Again, and I know I am repeating, but you can NOT listen to one of these recordings (or experience independent self-hypnosis) while driving or at any time your attention is required elsewhere. Hypnosis is designed to guide you into a deep relaxation, the hypnotic state, which would not be safe, nor convenient, while driving, hiking, biking, running, working, etc.!

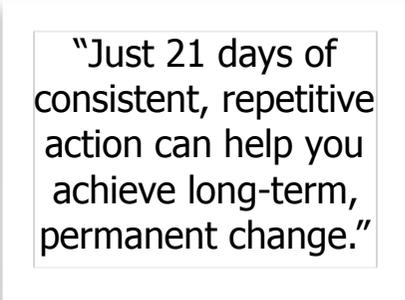
Truly, ALL you really need to do is: listen once per day, believe it will work for you and allow it to work for you.

## ***How Many Sessions Are Needed?***

Hypnosis is widely appreciated, sought after, preferred and even doubted for its ability to be a quick, effective, easy and lasting method of personal change. It is important to remember that hypnosis makes changes directly in the sub-conscious mind, where habits and conditioning (good and bad) reside. Why would anyone seek to make changes anywhere or anyway else?

The source. Change the source, you change the outcome!

Have you heard of the almost-cliche phrase "change in 21 days"? Welcome to the structure around which hypnosis and personal change is built. It is proven, psychologically and clinically, that if you



"Just 21 days of consistent, repetitive action can help you achieve long-term, permanent change."

were to repeat the same behavior, consistently, for 21 days, you would have a new habit. This is the opportune length of time to achieve your goal and make long-term, permanent change. This is why a hypnotherapist would want to see you for 3 to 4 sessions - once per week (5 to 7 days) for 3 to 4 weeks = 21 to 28 days. Relatedly, this is why, when utilizing a Self-Hypnosis audio program or Self-Hypnosis on your own, you will want to give yourself one session per day for 21 days, in a row. Consistency is

key. Certainly, you can listen longer than 21 days. Only positive benefits will come of it. Now, if you skip a day, start over to day one. Just 21 days. A very small frame of time to change a habit you may have had for 5, 12, maybe 33, or more, years...

I recommend you work on one specific area of change, or a single goal, (weight loss or confidence, etc.) for the twenty-one days period so as to not discombobulate and cloud the subconscious.

Remember, consistency and repetition is key to creating lasting change within your subconscious, not just 'when your schedule permits.'

Obviously, before making any changes in your medical or physical well-being, you should consult your physician.

## ***What's On the Immediate Horizon***

We are just now beginning to enter a phase where hypnosis will grow exponentially and improve the lives of those who utilize this powerful tool. I believe that with the current research that is possible in neuroscience, and the realization of both individuals and corporations, that hypnosis can be extremely valuable. The horizon for hypnosis is brighter than ever!

## In Conclusion

Thank you for joining me and learning about this amazing tool, hypnosis. I encourage you to begin to use this powerful tool, today, to make the changes that will benefit you and create the life *you* desire - for your health, your well-being, your family, your finances, for your good.

I am certain you will find your new life rewarding and exciting!

I sincerely wish you much success, personally and professionally, and hope you will use the power of hypnosis to create a more rewarding future for yourself and your loved ones and I hope to see you soon in my audience or a private session.

Please share with me *your* success!

With your full potential in mind,

Matthew T. Fallon

## **ABOUT THE AUTHOR**

# **Matthew Fallon**

*An* advocate for following and accomplishing dreams while kicking to the curb all obstacles along the way, Matthew earned his Clinical Certification in Hypnotherapy in 2006. Since then, he works with clients one-on-one and in groups, spreading the positive effects of hypnosis to as many people as possible. Helping people of all walks of life experience effective, lasting change is a passion for Matthew. “I witness so many people ‘stuck’ in life due to limitations they have placed upon themselves, from old conditioning,” says Matthew. “We can all get stuck at times. My passion is to help people who are ready, eagerly ready, for positive change in their life; to assist them in removing those limitations, banishing any fears they have holding them back and helping them to live the life they want, that they dream to live.” Matthew was first introduced to Hypnosis at the age of seven when his parents set an appointment for him with hopes to improve his difficulty in falling asleep. (It worked wonders; Matthew has experienced no further problems falling asleep!). While taking a magic class at the age of thirteen, Matthew discovered his magic teacher was also a Hypnotist and his interest flourished from then on.

Matthew set a goal at a young age to have a career in magic. Utilizing goal-setting techniques he had learned, visualization and diligence, Matthew planned his future. He relocated to Southern California from San Francisco and graduated from California State University, Long

Beach in 1996 with a degree in Theatre Arts in hand along with his newfound love, Mistia. Married in 1999, together they formed FallonMAGIC, Inc. His childhood goal came to fruition in 2001 when, together with Mistia (also his business and performing partner), he averaged nearly ten months per year touring with their premier creation: “*Mastering the Mystery*,” their unique *magic, illusion & aerial Arts* show on luxury cruise lines around the world.

In May, 2009, their beautiful daughter, Maya, was born. One year later, Mistia had officially decided to hang up her Spandex and become a full-time mommy. For an entertainer, the next obvious step would be to carry on as a solo act. That’s exactly the step Matthew took as the transition and repositioning he began in early 2006 has been “the right choice for me and my goal as an entertainer - to elevate the energy in the room. To inspire and entertain!” HYPNO-tainment!™, Matthew’s brand of comedy hypnosis shows, was officially born and has elevated the energy of hundreds of rooms around the world and has personally changed many a life! “What more could I possibly ask for?” he says.

Having never forgotten the inspiration and teachings of his childhood magic teacher and hypnotist, Matthew continues to set goals with unshakable determination in their outcome and lives a life of conscious awareness and gratitude. He is equally passionate about helping others reach their goals, breaking down self-limiting beliefs, obstacles and negative habits.

Matthew divides his time equally amongst his hypnosis practice *Attain Your Full Potential Now — World Wide Hypnosis Solutions* and presenting his one-of-a-kind, comedy hypnosis show, HYPNO-tainment!™ for resorts, cruise lines and corporate clients. Matthew and his family make home in Colorado.

**MATTHEW T. FALLON**

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*Life Transformation Coach*

*Association of Ethical and Professional Hypnotherapists*

*Fellowship of Christian Hypnotists*

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# **Self-Hypnosis Audio Programs by Matthew Fallon**

Order directly from:  
[www.AttainYourFullPotential.com](http://www.AttainYourFullPotential.com)

## ***Relaxation - Stress and Anxiety Relief***

Our lives can be hectic, crazy and, many times, feel out of control. Stress and anxiety can take over, impairing our decisions, clouding our instincts and, worse yet, harming our bodies. Stress and anxiety are major contributors to illness and disease and are toxic. This audio program will help you feel a noticeable difference, immediate relief of tension and stress as you become more relaxed, more calm, completely at peace. Through the power of hypnosis and your powerful mind, you will learn to easily and effortlessly manage your stress and tension, to disassociate from it and no longer experience its harmful effects and consequences on your body.

"Relaxation – Stress and Anxiety Relief," you will love the feelings that it will give you. You'll become inspired to live one day at a time as a refreshed, relaxed, calm yet confident individual.

## ***Smoke Free Forever***

Completely eliminate the tobacco and smoking cravings now and forever! Whether you have tried other stop-

smoking methods or not, this powerful, simple yet enjoyable system will work for you.

Your unshakable desire to quit is all that is required. Beyond that, let this proven system work for you. Break the smoking habit now and for life, become a non-smoker and feel good about your health, your life and your self!

Includes “Smoke Free Forever,” an enjoyable and relaxing audio program plus BONUS Motivation audio program to help you reach your goal and maintain your success as a Non-Smoker!

### ***Your Journey to Weight Loss***

It can be easy to lose weight, when one knows how. This is not a “diet,” not an audio “cook book” or an instant “magic” solution to losing weight. This CD targets the root cause, the real reason, most people gain weight: over-eating. Enjoy this incredibly pleasurable listening experience as it transports your mind and body into a soothing and peaceful state of hypnotic relaxation. Let this proven system work for you. Your unshakable desire to change your eating habits is all that is required. Enjoy respecting your body. Feel good about your health, your life and your self!

Includes “Your Journey to Weight Loss,” and enjoyable and relaxing audio program plus BONUS Motivation audio program to help you reach your goal and maintain your success as a Healthier You!

## ***Breakthrough Confidence***

Do you desire to be more sociable and outgoing? Do you have great ideas of how to get ahead in a particular area of your life, yet you don't think you can be successful? Are you afraid of failure? Are thoughts of what others may think of you holding you back from living the life you desire? Increase your confidence and improve your life! This incredibly enjoyable audio program will raise your standard of your confidence level to a new high. You'll feel an immediate change, a noticeable increase, in your confidence level.

Enjoy this incredibly pleasurable listening experience as it transports your mind and body into a soothing and peaceful state of hypnotic relaxation. Let this proven system work for you. Your desire for boosting your confidence is all that is required. Feel good about your health, your life and your self!

"Breakthrough Confidence," you will love the feelings that it will give you and your new 'self'. You'll become the person you desire, to live one day at a time as a refreshed, relaxed, calm yet confident individual.

## ***Eliminate Insomnia***

Quiet the mind, quiet the body. The number one reason for sleeplessness is the constant, annoying 'mind chatter,' the never-ending list of your life's obligations that require your attention. Eliminate the chatter and welcome restful

sleep, once and for all. Listen to and enjoy this incredible pleasurable audio experience as it transports your mind and body into a soothing and peaceful state of hypnotic relaxation. You will notice an immediate change in how you think about sleep. When it is time for you to go to sleep, you will look forward to a renewed restfulness. You will enjoy sleeping deeper and more soundly.

"Eliminate Insomnia," you will love the feelings that it will give you and your new 'self'. You will find yourself resting and sleeping better, becoming the relaxed person you desire.

### ***Improved Memory & Concentration***

Do you wish you could remember names with ease? Are you constantly misplacing your keys and can't recall where you last left them? Would you like to feel more confidence in conversation circles and be able to recall stories, names, dates and details more easily? Enhance your concentration and watch your ability to remember strengthen and drastically improve.

Enjoy this incredibly pleasurable audio experience as it transports your mind and body into a soothing and peaceful state of hypnotic relaxation. You will notice an immediate change in your mental clarity and ability to recall.

"Improved Memory & Concentration," you will love the feelings that it will give you and your new 'self'. You will

find yourself becoming the person you desire, that is one with improved clarity, concentration and memory recall.

### ***Pain Management & Control***

Pain can disrupt life's activities, slowing us to a total halt. To a certain degree, it is important to realize that pain is not a bad thing. Pain signals to us that something is not right with our bodies or that we have hurt ourselves. Everyone experiences some type of pain during their lives whether it is from pulled or torn muscles, stress symptoms such as headaches, tissue degeneration, or disease. Pain tells us that we need to consult with a medical doctor to fix what is wrong with our bodies. If you are experiencing pain and you have not visited a medical doctor, be sure to do so immediately. This program is not a substitute for medical attention. I am not a medical Doctor and I do not practice medicine. Whereas using hypnosis cannot alleviate the cause of pain, such as with arthritis or an abscessed tooth, it can help you manage and control the pain, speed natural healing and allow you to participate in life's activities, once again. The use of hypnosis has shown to be very effective as a complimentary approach to managing pain.

Enjoy this incredibly pleasurable audio experience as it transports your mind and body into a soothing and peaceful state of hypnotic relaxation. You will notice a positive change, a noticeable improvement, in your body's sensations.

“Pain Management & Control,” you will love the feelings that it will give you and your new ‘self’. You will find yourself becoming the person you desire living one day at a time as a calm, relaxed, healthful person with less pain.

*Visit [www.AttainYourFullPotential.com](http://www.AttainYourFullPotential.com) often for new titles and offerings by Matthew Fallon!*

## ***What is a “Home Hypnosis Party”?***

It's a Party *and* an Event! A very Memorable Experience, *indeed!*

- Do you wonder what hypnosis feels like?
- Do you want to try hypnosis for fun in the comfort of your own home?
- Experience the power of change in the comfort of your own home with a few friends!

"Change Your Mind and Change Your Life"

**Step 1** - Simply contact a Hypnotist in your area, inquire if they offer “Home Hypnosis Parties”

*(Many Hypnotists offer H.H.P.'s or can refer you to a colleague that does!)*

**Step 2** - Chose your party theme:

- Stress Release

- Confidence
- Motivation / Procrastination
- Weight Loss
- Stop Smoking
- Past Life Exploration
- Goal Setting and Achieving

*(Your Hypnotist may offer a different menu.  
Just ask!)*

***Step 3*** - Everyone will receive beneficial, positive and reinforcing suggestions for lasting Change in line with the evening's goal / theme!

◆As the Host, your participation is FREE!◆ *(Confirm with your Hypnotist the parameters of their unique offering).*  
You need only to arrange for any food and drink you desire to have at your Party!

For information about hosting a Home Hypnosis Party with Matthew Fallon, contact him directly:

**Matthew T. Fallon**  
*Clinically Certified Hypnotist*  
*Life Transformation Coach*  
[www.AttainYourFullPotential.com](http://www.AttainYourFullPotential.com)  
[www.HYPNO-tainment.com](http://www.HYPNO-tainment.com)