

## Nothing to Fear Everything to Gain

Hypnotherapy is possibly as old as mankind. The old myths and misconceptions about hypnosis have given way to proven applications. Today, hypnosis is used in a variety of fields, including: medicine, dentistry, law enforcement, sports and education. Most people have a limited understanding of the positive results that can be achieved in a professionally controlled hypnotherapy session. I would like to dispel some of the myths and answer some of the most frequently asked questions.

• **How does hypnotherapy work?** Our minds work on 2 levels – the conscious and unconscious. We make decisions, think and act with our conscious mind. The unconscious mind controls our habits. In the relaxed state known as hypnosis, we can communicate directly with the unconscious mind. This is why it is so quick and easy to change habits of a lifetime with hypnosis.

• **Will hypnosis work for me?** Generally speaking, every normal person is “hypnotisable”, i.e. people with an IQ of at least 70 and no severe mental disorders. So virtually anyone can achieve results with hypnotherapy.

• **How will I know if I am hypnotised?** Most people can't tell the difference between the hypnotised and waking states. Some people feel relaxed and lethargic, others feel a lightness, What people do notice is an inexplicable change in their daily behaviours.

• **Is hypnotherapy safe?** Completely safe. You are always aware and in control and can end the session at any time. You are not asleep, nor can you get “stuck” in hypnosis. You can't be made to do anything against your will! It's a safe, relaxing and enjoyable experience.

• **How does hypnosis help me to kick the smoking habit?** Because smoking is a habit, it is controlled by the unconscious mind. Since hypnosis and NLP work directly with the unconscious, this is *the only method that makes sense!* I can help your effortless transition into the healthy lifestyle of a happy non-smoker – it **only takes 1 session to quit.**



**Jane M Tai**, M.A. (Oxon), LLM, CPNLP, EFT-CC, GQHP, NRH, Certified Master Clinical Hypnotherapist, NLP Practitioner and EFT Practitioner

Jane has studied and practised Neuro-Linguistic Programming (NLP) and Hypnotherapy for over 15 years. In 2002 she moved to York and set up Mindworks™ Health Practice. She is a member of the American Boards of Hypnotherapy and NLP, the British General Hypnotherapy Register and accredited by the UK National Regulatory Register for Hypnotherapy. Her previous background in law, training and business, gives her a wealth of experience in helping people solve issues and realise their potential. She has helped many people to resolve limiting problems in their lives and achieve positive changes.

***Imagine what you will gain by being a non-smoker. All you have to do is pick up the phone, make an appointment. From that moment on your smoking problem is solved!***

**Mindworks Health Practice, York**

**Call FREEPHONE  
0800 083 1681**

**Do YOU Want to  
STOP  
SMOKING  
NOW?**



**Let me show you how. . . .**

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## Why People Don't Stop Smoking

Most people know that by stopping they will save several thousand pounds a year. Most people know that they could add years to their life. And most people know that if they stop smoking right now, they could save their health – before it's too late.

So, *why* do people continue to smoke? Experience in dealing with the mind, both in the UK and the USA, shows the answer to be the same all over the world. It all comes down to one thing....FEAR.

- **Fear that you'll have to give up your crutch or pleasure**
- **Fear that you won't be able to enjoy life or handle stress**
- **Fear that you will put on weight**
- **Fear that you'll have to go through awful trauma to get free**
- **Fear that you'll never get completely free of the craving**

All of these fears are just examples of one overriding fear. The one simple reason that you have not stopped smoking is that you:

**Fear that it is going to be too painful and too difficult!**

## If You Really Want to then You Can Stop Smoking Now

Imagine, if you really want to stop smoking, then with my technique, after only one session you'll leave a happy non-smoker – not feeling deprived, not feeling any pain. Instead, you'll have a huge sense of relief and elation that

you have at last achieved what all smokers long to achieve, **you have become a happy non-smoker.**

When smokers try to stop with other methods they suffer misery and depression caused by the feeling that they are being deprived of a pleasure or crutch. The beauty of hypnosis, and the way I use hypnosis in particular, is that it removes the feeling of deprivation. It removes the overwhelming need and desire to smoke. You won't need useless aids, gimmicks or substitutes. No nicotine gum or patches. No inhalers or nasal sprays. No needles or lasers. All that you have to do with hypnosis is sit back in a nice comfortable chair and relax. It doesn't get much easier than that!

## My Promise to You

After years in practice, I have so much confidence in the method I use that I offer a FREE back-up session. This means that if you ever start smoking again, whether it is two days or two years down the road, all that you have to do is give me a call and I get you back in at no extra charge for one more session. You may be wondering how I can offer this FREE back-up session to my clients.

## 95% Stop in One Session

The reason I can offer free back-up support, is because the technique I use has such a high success rate. In a study of this technique, of 300 people interviewed by telephone 6 months after their treatment, 95% reported stopping in one session and many of the remaining 5% reported stopping after their free back-up session. How do I consistently maintain a high success rate, year in, year out with just one 90 minute session?

## My Approach

Since the British Medical Association (BMA) and the American Medical Association (AMA) approved the use of clinical hypnosis in the 1950s, thousands of people have found hypnosis to be an effective way to stop smoking, lose weight, and otherwise improve their lives. Of course there are varying degrees of success with hypnosis because much depends upon the skill, experience and general competence of the individual hypnotherapist – as well as the techniques being used by them.

The beauty of the approach I use is that I use the best of traditional hypnotherapy techniques, and combine them with Neuro-Linguistic Programming (NLP),\* which takes hypnosis to an even greater level of effectiveness.

\*NLP – a method of using successful neurological and linguistic patterns to effect positive change.

One of the reasons why it's not painful or difficult to stop smoking with my method, in fact one of the reasons why it can be so easy, is that we transfer the pleasure derived from smoking to a healthier habit of your choice (eg exercise, drinking more water, or relaxation). This is the reason why, with this method, there is NO unwanted weight gain or other problems associated with kicking the habit – the only side effects are an increase in health, wealth and freedom.

- *"I'm amazed how easy it was to quit and I am delighted with the new life I have as a result. Thank-you!" Sharon.*
- *"The best thing I've ever done." Debbie*

**MINDWORKS™ Be All That You Can Be**