

## Week 7 Video 5 Weight Loss 2

Having a plan and keeping track. One of the important things about communicating with your client on the phone is that hypnosis is not a magic pill for weight loss, that your client has to participate in a huge way and if she doesn't participate, it's going to be a total failure. I like to have my clients have a plan of eating because if they come in, and say, "Well, I'm just going to eat less." I'm going to ask, "How are you going to know you're eating less? How do you know what you're eating now? If its calories, "How many calorie a day are you eating? If it's carbs, "How many carbs are you eating?" The truth is, is most people underestimate the amount of food that they eat. In fact, they drastically and grossly underestimate it.

Years ago, there was the American Dieticians' Conference, I believe that what was it was called, I'm not sure. And what they did, and I heard this from one of my clients who was that dietician that I told you about, and at this conference, they had, I don't know how many, hundreds of women sitting in the audience and they had a photograph up on the screen on this stage, a huge photograph of a tuna sandwich. They asked everybody to estimate how many calories that tuna sandwich was. Well, it turns out, over 75% underestimated by 200 calories. The sandwich was actually about 450 calories. It was pretty thick and full of tuna but most of them underestimated dramatically and these are people who are knowledgeable on the field. They know a calorie. They know what things look like. So imagine about the rest of our normal every day clients.

Having that plan is so important because without a plan, without a specific goal in mind, we have absolutely no direction and it becomes haphazard. We want our clients to achieve their goal. We do want them to lose weight. They have to do something different. Now, if you have a client who comes in who says, "I am amazingly a healthy eater." Don't assume that what you think is healthy is what your client thinks is healthy. We have to ask such specific questions, even more questions that are on question and suggestion form, you want to find out what's going on.

One of the best ways to find this out is to ask your client to write a list, give your client a little notebook, make sure you already have it in advance, hand it to your client and say, every day this week, I want you to write down what you eat. You don't have to write down the calories, write down the approximate amounts, write down what you eat, write down the times. If you feel like taking notes about what emotionally is going on, write that down too. We want to get the patterns. We want to notice and see how much you're eating. And if a client's resistance to doing this then imagine how resistant the client is going to be to doing self-hypnosis for other things that you're going to be asking.

So having your client write this down and bring it back and just have your client notice, "What did you notice this week?" Now you can still, of course, do a hypnosis and do a general hypnosis with ego strengthening. Ask your client at the first session, "What one thing could you do differently this week that could result in you losing weight? And if your client says, "Well, I'll just eat less," remember, we have to be more specific than that. So if your client says, "Well, I eat ice cream every day." "Okay, are you willing to do

it five days a week or two days a week instead of every day?" I see the first session is not a place to say "Okay, no sugar, no flour, no junk food." If we have our client start diving deep into a brand new way of eating immediately, that's going to create and it's going to use so much willpower to do that isn't it? I mean, when we make changes, making small incremental changes over a period of 10 weeks is way more powerful than making a massive change that we have to use willpower for and we're going to choose to make those small changes over a shorter period of time, embed those changes with hypnosis. You're going to have a much happier client and you're going to have the changes you want and your client's going to have the changes without using willpower.

I pretty much require my clients to come in with plan. WeightWatchers is awesome. Atkins is great. If they see a nutrition or a dietician, that's wonderful. I do not have any expertise in nutrition other than what I've taught myself and if I allow myself to help my client by saying, "No, that's not a good thing" or "Yes, this is a good thing," then, I'm putting myself in a place of acting as a professional in another area. I'm choosing to remain a professional in hypnosis and hypnotherapy and let the client get the professional information on what they need for nutrition and health someplace else. In fact, I have some clients that work with a nutritionist and we actually communicate back and forth to make sure we're working for the betterment of the client. So, having that plan and keeping track is important.

The first week, what you'll be doing is asking the client one little change that can make a difference. Asking your client all those questions and adding in and having a commitment from your client on that one little change. What day? What are you going to allow yourself to do? For example, if a client eats two Hershey Bars every day, maybe your client's going to say, "Okay, I'm going to allow myself one Hershey bar every day." "Good. How's that going to feel after you've done that for a week?" "Oh, that'll feel good." "Alright." Let's change that to great. The suggestion, the powerful personal statement that may come out of that decision is, "Every day you allow yourself one Hershey bar and you feel great."

Now, this brings me into sharing with you about what happens when we deny ourselves chocolates, sweets, bread, pizza, fries or whatever and what happens when we allow ourselves to have a little bit and eat less and feel satisfied. Remember that subconscious mind that when we say "I don't want to eat chocolate. I don't want to eat chocolate. It's bad for me. I don't want to eat sugar." What's the image that shows up here? Chocolate, sugar, right? That image in the subconscious mind is just as good as having a desire of going for more chocolate. So saying, "I don't want to eat chocolate or I don't want to eat M&M's." Boom! The image of M&M's must show up and that's front and center in the subconscious mind which means that I'm going to be thinking about it, seeing and visualizing it, and will that cause me to take the step and want to buy it? Absolutely. This is what happens when we say "don't."

Now, any diet that says "Okay, you've got to eliminate this for the rest of your life" what happens in the client's mind? "Oh my God, I can't have it anymore. I can't have it anymore. I can't have chocolate anymore." Boom! Here's comes the chocolate. Here

comes the chocolate, here comes the chocolate. It remains front and center pretty much all day long because I can't have it anymore. I'm not allowed to have it. We're going to shift that concept and so with your client saying "Alright, you can still have a little bit" and then WeightWatchers, of course you can have a little bit. WeightWatchers is about making good choices, and so, if you have a little bit of this, you might want to reduce that. If you have a huge amount of this, then there's no space for that, for those good choices. So imagine what it would feel like for a client to hear that it's okay to have a little bit and you allow yourself a square of chocolate every day and you feel great. You allow yourself to enjoy that square of chocolate every day and I feel great.

So when we say that to our client, the client now has an image of chocolate in terms of looking forward to how it's going to feel to eat that chocolate. Looking forward to savoring the flavor, enjoying that soft creamy feeling and that when we look forward to enjoying something, it's a much more compassionate thought and feeling than I'm not allowed to have that anymore and I really want it. I'm not allowed to have it and I really want it. And so, it also changes how often we think about it. Allowing myself to have it means I'm looking forward to something. When I'm looking forward to doing something, that means I'm feeling good and feeling better. When I'm noticing I have to deny myself and I can't have something I enjoy ever again, I'm going to start to feel bad. And really, all we're about, all we're doing is changing the pattern of our thoughts, changing the pattern of what's happening in the subconscious mind. Because frankly, whatever the pattern was before wasn't working, was it? And so when we're frustrated, obviously, the client's coming to see you because your client's frustrated. When we're frustrated, it's a sign that we need to something different.

Now, this is how I do weight loss. As you learn from me, you can choose to use any of these tools or concepts or you can choose to do something different. You're going to find that you end up attracting the perfect clients for you for whatever way you do things. This is how I work with my clients and it seems to work beautifully and they lose weight and they also know they are the ones in control. I want them to know that they're the ones in control. Nobody's holding a gun to their head and saying "You must eat that Hershey bar." Right? They're actually making a conscious choice to do that. And if somebody says, "Well, I'm not aware that I'm eating" that may be true. They're not aware when they're eating but they are aware that they got up and got that food. Nobody does this so unconsciously that they're not aware. It will be a dangerous society. But when somebody is eating, they are definitely not aware when they're actually doing that process but they are aware that they are planning to go and eat.

You can ask your client to say this and this is all happening in hypnosis and you can ask your client just to say, "Every time I bring food to my mouth, I ask myself, Am I hungry? And if I'm hungry, I choose to make a good choice." Okay, "if I am not hungry, I can choose to drink water or make a good choice." We want to start really bringing up new questions and new ways of thinking in the client's mind.

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