

# Hypnotic Sensible Weight Loss System



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## Introduction

***Welcome! Please watch the Fast Start Introduction  
Video program now.***

Congratulations, your life may never be the same.

Let me be clear, this system is not a panacea, however when utilized and applied correctly you will find it to be immensely beneficial. The facts and research all support this statement.

You are about to embark on a journey that will put you in permanent control of your weight.

I want to personally welcome you to the Hypnotic Sensible Weight Loss System and thank you for joining me on this journey. This system will guide you to achieve your weight goals and increase your personal satisfaction and self esteem.

I know these are strong claims. Coming from a skeptical and scientific background I hesitate to even suggest such benefits, however the data is irrefutable.

This is the exact same program that many people, including me, have used to drop the weight and end diet frustrations. I'm sure you will do the same!

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

I'm very proud to offer this program that will allow a greater number of people to experience the weight loss benefits of this system.

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This is a multi-component system that will allow you to make the changes you desire; a system that would never fit into the traditional book format.

In this system you will get numerous tools including:

- Personal Journal Report
- Action Item and Rewards worksheets
- Food Journal Report

And the cornerstone of this system, your Sensory Enhanced Hypnotic sessions including:

- The New You: Weight Loss Mindset for Success
- Light Exercise Motivation
- Eliminating Snacking and Sweets
- Healthy Eating Habits for a Thin YOU!

In addition you have been provided with:

- The Fast Start Video
- Sensory Enhanced Hypnosis Pre-talk Session
- Four Conscious Programming Sessions
- Serenity Music Program

This is a fresh approach that will inspire you to lose weight.

This program works with Hypnotic Sensible and reasonable guidelines on two levels: the conscious and subconscious.

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Just as an example: on a conscious level - this system recommends a daily action item to support the weight loss goal to keep you motivated automatically. On a subconscious level, you will experience a “Sensory Enhanced” trance state of hypnosis to program you to protect and respect your body.

I have noticed that many people have the wrong mindset for weight loss. Most want immediate results and focus on the sacrifice of giving up foods. You will experience a reframe that will empower you to understand you are not sacrificing anything; you are gaining everything.

In addition, most people lack willpower so the “Sensory Enhanced” Hypnosis is used to program you on a subconscious level so that no willpower is needed.

Willpower is a tool for temporary change only, this system is about a permanent lifestyle change devoted to better health and a thin you, forever!

As you experience this system you will be amazed with the results and you will probably even surprise your loved ones as your weight drops quickly to achieve your goals.

Due to the cost of hypnotic sessions, many people are prohibited from using hypnosis. The typical price with a traditional hypnotist is \$175.00 per session. I have been involved in hypnosis for over a decade and now we are in a position of having our techniques taught and adapted on a national and international basis.

In this system you will get to take advantage of those innovative strategies that will make your weight loss permanent.

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If you were to come to our office to lose weight this full program would be an investment of: \$875.00 for just 4 one time sessions.

With this home system you are able to achieve your weight goals and do so at a fraction of what you would spend in a clinical setting. In addition you can utilize this program in your own home, at your convenience. Plus repeat as many times as you wish.

If you listen and follow the recommended session numbers you have the potential to save well over \$10,000 in live session fees.

Most people have spent much more than our office rate over the years on programs, machines and supplements that have not helped them lose any weight at all.

In addition, many people do not have the time to attend hypnotic sessions during business hours and many people also feel uncomfortable about experiencing a hypnotic session with a new counselor, in an unfamiliar office setting.

Congratulations on your decision to experience The Hypnotic Sensible Weight Loss, your destiny is in front of you and it's a thin YOU!

I look forward to hearing of your success and feel honored you have joined us on this path.

Brian Eslick  
Board Certified Hypnotist

## **How This Binder is Organized**

Binder Overview:

Sections #1 to #6 is Your Hypnotic Sensible Weight Loss System Guide. Read this full guide, it has been designed to be an easy read – it is not 400 pages – it is a fast read that fully explains this proven system in a friendly, supportive manner for your weight loss.

### **Section #1**

#### **Overview**

### **Section #2**

#### **Hypnotic Sensible Weight Loss: Why This System is So Successful**

What makes this system so unique.

### **Section #3**

#### **What You Stand to Gain by Utilizing this System**

Following this system these are the kind of results you can expect.

### **Section #4**

#### **The Top Four Categories of Overweight People – Who Are You? The Seven Reasons Why Diets Fail**

Perhaps one or more of these categories describe you. Seven specific reasons why people fail to lose weight on diets.

### **Section #5**

#### **Hypnosis, What You Must Know About The Tool to Achieve Your Weight Loss Goal!**

A quick overview of hypnosis and the shattering of some common myths.

### **Section #6**

#### **The Hypnotic Sensible Weight Loss System**

This spells out the entire system including your daily schedule.

### **Section #7**

#### **Food Journal Worksheets**

You must fill these out for seven days prior to starting your Hypnotic Sensible Audio sessions and then for a minimum of one month to track your eating habits.

### **Section #8**

#### **Personal Journal Worksheets**

Record your thoughts, feelings and experiences as you lose weight and accomplish your goal.

### **Section #9**

#### **Weekly Action Item and Rewards Worksheets**

Fill out one action item daily with a reward and punishment to support your weight loss motivation.

**Section #10**

**Monthly Analysis Worksheets**

See at a glance how far you have come and track  
your success.

***By now you should have Watched the Fast Start Introduction video,  
if you have not, do not proceed until you have done so.***

## **The Hypnotic Sensible Weight Loss System - Why this System is So Successful**

If you are overweight, perhaps you have spent thousands of dollars on health clubs and exercise classes that you never attended. Perhaps you have an attic full of cooking machines that promised that you would lose weight if you used them.

Perhaps your garage is clogged with exercise equipment that never got used except to hang your clothes on.

Maybe you have spent thousands of dollars going to spas and “fat farms.”

Perhaps you have spent thousands of dollars on specialty foods, shakes and pills.

Perhaps you have a closet full of fat clothes, skinny clothes and clothes for the in between periods. Maybe you have “old” pictures displayed in your home of when you were thin because the current pictures of you make you sick to look at because you are so heavy.

Possibly you avoid any full -length mirror at any cost, as well as keeping your head turned when walking down the street so you don't have to see your reflection in windows.

Possibly you will not let your spouse or significant other see you naked, nor will you look at yourself in the nude, if at all possible. Perhaps you insist the lights be turned off before you will have sex. Maybe you are also a little inhibited while in bed.

You may even lock yourself away in your house or apartment on weekends because you are embarrassed at the way you look being overweight. Perhaps your weight has drained you of all self-confidence, which affects your work. Maybe you blame your weight on your lack of progress professionally.

This system was written because there are a lot of people out there who have experienced these things and more.

Do many of the diets work? Yes, they do for some people. However, diets usually fail to discuss the most important aspect of taking on any challenge, whether it be your weight or climbing Mt. Everest: your mindset.

Most diets focus on the external, the food you eat. This program focuses on the internal, what you think and how you feel about food and yourself.

Your mind is incredibly powerful - much more powerful than your body. Your mind can control your body's pain or make it hurt all over. Your mindset can help you accomplish your goals, or help you fail miserably at them.

Please don't think to yourself, "Oh! Finally a weight loss plan where I can sit on my couch and eat bon-bons all day and STILL lose weight."

It simply doesn't happen that way. *There are no miraculous ways to lose the weight and to keep it off.*

Losing weight is a simple equation: You must burn more calories than you consume. Every pound gained or lost is equal to 3500 calories.

I'm not going to make you count calories!

We each burn a certain amount of calories each day. Our simple body functions such as breathing and our digestive processes require calories in order to work. Depending on our height, weight and metabolism, the amount of calories we expend everyday varies.

There are medical conditions that slow down our metabolism, and those, of course should be addressed by your doctor.

***The key to losing weight is to take in food that is good for you, food that is rich in nutrients, and then expend more calories than you consume. Hypnosis can help you feel fuller faster and eat less with little thought.***

This system will help you to get motivated to lose weight, to set goals for yourself, and to address other issues which often prohibit us from losing weight. You are still going to be responsible for following a healthy eating plan. You will succeed.

This program is unique because of the tools incorporated and because it addresses your individual needs, your uniqueness. We all have different physical differences, emotional differences, psychological differences and body types. We all also have different mental make up. This system allows you to tailor a weight loss program to fit your lifestyle, your schedule and most importantly, your needs.

We all also have different lives and lifestyles. Some of you may be stay at home parents. Others of you may be a single parent, or live in a house where both you and your spouse are working. Some of you may be single without children.

You may be a CEO of a large corporation, or you may be middle management. Perhaps you are an Administrative Assistant. Maybe you work outdoors.

Whatever your life, or your lifestyle, you are going to use this program to make it fit into your daily routine without turning your life upside down.

You and your life habits are going to change while you lose weight, and you have to be responsible for making them change. The most important thing to remember is only you can change your life, no one can do it for you.

*"It is our philosophical set of the sail that determines the course of our lives. To change our current direction, we have to change our philosophy not our circumstances."*

Jim Rohn

On this program there are no special foods to buy. There are no pills or shakes. You are not required to eat any amount of food in excess. You are not denied any foods, nor are you required to starve yourself.

This system will fit into your busy schedule. You will not have to give up your social activities. You will eat when you want to eat, not at a set time during the day as many diet plans require you to do.

Most importantly, this system will help you take control of your weight, and your life. You will no longer have the negative thoughts that may plague you. With this system, you are going to lose the weight you desire, to achieve your goals in your weight loss and succeed.

### **What You Stand to Gain by Utilizing this System**

It is important to cover what you can expect to gain from making a commitment to fully participating in the system.

First and foremost, there is your weight loss. You will lose weight on this program if you follow it and participate in it. If you don't, you won't.

Often with weight loss comes an increase in self esteem. When we achieve things we set out to accomplish, we feel better about ourselves. When we feel better about ourselves, our self esteem skyrockets. When our self esteem is high, we are happier, friendlier more satisfied people.

When we get over a hurdle in part of our lives, it gives us the confidence to take on other parts of our lives which have obstacles in them that are blocking our paths. You may find your professional life getting better because if you can lose the weight, you can do anything, right?

Imagine actually feeling good about yourself and having the confidence to get out and be with people! Imagine caring about what you wear and how you look!

Our attitudes are contagious. If you are cranky and filled with negative thoughts, your demeanor affects those around you.

If you are feeling good about yourself, feeling confident, you will show it. That will rub off on your spouse and family, and your house just may become a happier place to live.

Most importantly, you are going to be taking steps to improve your health. You are taking steps to do something for yourself, as well as

those who love you. You are taking charge of your health. The greatest gift you can give yourself and those who love you is good health.

There are innumerable reasons to lose weight, and virtually no reasons to keep it on, except for what lies within each of us. Our problems, our fears, our self esteem.

### The Obesity Issue

Lets look at the statistics:

**Total number of overweight adults in the United States** (20-74 years old): Approximately 58 million Americans, or about one-third

- \* **Overweight adult females** (20-74 years old): 32 million, as of 1990
- \* **Overweight adult males** (20-74 years old): 26 million, as of 1990
- \* **Percentage of adult American women trying to lose weight** at any given time: 35-40 percent
- \* **Percentage of adult American men trying to lose weight** at any given time: 20-24 percent
- \* **Percentage of cardiovascular disease cases related to obesity:**  
Nearly 70 percent
- \* **Effect of obesity on high blood pressure:**  
More than doubles one's chances of developing high blood pressure

These statistics are staggering, and continue to rise every year.

Being overweight is also a risk factor for the following health problems:

- Diabetes
- Heart Disease

- Stroke
- Hypertension
- Gallbladder Disease
- Sleep Apnea
- Osteoarthritis
- Some forms of cancer, such as breast cancer, gallbladder cancer, and uterine cancer

Being obese can contribute to:

- High cholesterol
- Menstrual irregularities
- Pregnancy complications
- hirsutism (facial hair growth)
- depression

According to the NIDDC, Obese people also have a 50 - 100% increase of risk of death from all causes.

*The health risks of carrying on extra weight are tremendous.*

**The Top Four Categories of Overweight People – Who Are You?**

In our experience, there are four basic categories people with weight problems fall under. Read each of them and determine under which category you fall. Perhaps it will be only one of them, perhaps it will be more than one.

**1. Medical condition/ medications**

There are many medical conditions that cause weight gain and make it hard to take the weight off. The same goes for medications to treat medical conditions. Before beginning any program, you should consult your physician.

**2. Lack of motivation to exercise and eat properly**

Some may call this lazy!! Motivating yourself to do something can be difficult, especially if your goal is a long way off. For instance, someone who has to lose 100 pounds may be less motivated to eat properly and exercise than someone who only needs to lose 10 pounds. The thought of having such a long way to go is overwhelming, and it is easier to stay heavy.

**3. Crave or are attracted to fatty/bad foods**

Let's face it - almost everyone every now and then craves a sloppy cheeseburger and fries. That is OK, and it is even OK to eat it. It is when this type of eating becomes your daily diet that this gets dangerous to the waistline, not to mention the heart, the arteries and blood pressure readings.

#### 4. Emotional self esteem issues

Think about this for a moment. When you are upset, hurt or angry, do you head for the pantry? Do you celebrate with food? Does food make you feel better about yourself, even only temporarily?

If you can answer yes to one of those questions, you may have an emotional attachment with food.

Think about what category or categories you fall in. Although we cannot help you with your medical conditions, nor should you stop taking any medication unless you speak to your doctor first, we can, and we will help you with motivation, and help you get off those bad foods, and work on confidence and emotional issues.

### **The Seven Reasons Why Diets Fail**

#### **The Number One Reason Diets Fail: *Because You are Denying Yourself and Feel You Are Sacrificing to Lose Weight!***

Think about a diet you began where you couldn't eat a certain food. For the sake of example, lets say the diet you decided to follow would not allow you to have pasta, and you LOVED pasta. You would eat pasta morning, noon and night if you could.

You told yourself the diet was only for a short period of time. If you followed the diet perfectly, got the weight off fast enough, you could then have some pasta. After a while, your mind began to focus on pasta. You became obsessed with pasta. Pasta was being served in every restaurant, and everyone was ordering it. You may have even started to notice commercials about pasta. Pasta was everywhere and you couldn't have any!!

How did that make you feel?

Most likely, it made you desire the food even more. Perhaps you began to feel sorry for yourself because everyone but you could enjoy that food. Maybe you began to hate the diet with every bone in your body, and then you said “Enough!” and went out and ate enough of that food for a whole years supply.

Losing weight should not be about sacrifice. If you are giving up foods you enjoy, that is a sacrifice. Losing weight should be a happy experience, one to be celebrated.

How many times have you started a diet and said, “Well, I only have to eat this until these 10lbs are gone.” Then you go back to eating whatever you were eating before. Oprah Winfrey is a wonderful example of this. She looked fantastic in her size 8 jeans, but as soon as she started to eat regular foods and did not drink her shakes any longer, she put most of the weight back on.

In order to successfully lose weight permanently, you need to change your thinking. You cannot think “short term” punishment or deprivation. You have to *think long term changes in your behavior*.

**Reason Number Two Why Diets Fail: *They are Temporary.***

You cannot put gas in your car once every 2 years and expect it to run all the time. You need to constantly add gas to make sure it runs properly and gets you from point A to point B. You cannot read the first 10 pages of a book and know what is happening at the end (OK, maybe with some books you can, but you get the general idea).

When the majority of people think of the word diet, they think of depravation, starvation and temptation. In a word, when people think of dieting, they think of something to do with FOOD.

In this system, we must address the fact that we are all unique and different as human beings.

We have different eye and hair colors, we have different skin colors. We have different goals, wants, and desires. We all have a life filled with different experiences, both good and bad. These experiences have helped each of us develop our own wonderfully unique personality that comes with different quirks, hang-ups and interests.

Imagine you are reading your favorite "women's" magazine and there is an article in there about a diet that promises you will lose 10 pounds within the next 15 days if you eat four pounds of grapefruit a day.

Now think of the other thousands of women who are reading that exact article. The article does not say, "Hey Jane living in Minneapolis, Minnesota on Yale Street, this diet is for you and no one else!"

You simply cannot tell me that eating four pounds of grapefruit a day for 15 days is the diet for all of those thousands of women reading the article, including yourself.

Being that we are all unique, being that we have all had different experiences, being that we all have different lifestyles, wouldn't it make more sense to follow a plan that is tailored for you, your lifestyle, your personality?

**Reason Number Three Diets Fail: *The Focus is on the Food, Not YOU.***

Take a moment to think about your lifestyle.

- Are you up at 5:00 am to get the kids dressed and off to daycare, then are you fighting rush hour traffic to get to work?
  
- Do you travel a lot?
  
- Do you spend most of your days driving around in your car visiting your customers in your area?
  
- Do you work from home?
  
- Are you a stay at home mom or dad?
  
- Do you work outside?

Just as we all have unique personalities, wants and desires, we all have unique lifestyles.

**That Leads us to Reason Number Four Why Diets Fail: *We no Longer Have Set Meal Times and our Environments Often Times do not Support our Weight Loss Goals***

It used to be mom would stay home to take care of the children and the house. Dad would leave for work in the morning after a family breakfast and be home by 6:00pm. During the day, dad would eat the lunch his wife packed for him at (gasp!) lunchtime. He would come home to dinner waiting for him on the table, and the family would eat together, discussing their day. Sorry, the days of the Cleavers are long gone.

In most homes, mom and dad work. Possibly there isn't a mom and dad, but only one or the other. We run out of the house in the morning with a cup of coffee and stop by the local bakery for some type of nourishment on our way into work. Our work days have gotten longer. We are eating out more for business lunches and dinners. Our commutes to and from work are longer and more stressful. Our jobs require us to travel more. The kids spend a good portion of their day in daycare. Who has time to cook dinner, let alone breakfast and lunch?

Most diets will tell you the time of day to eat and what you should be eating. In our hectic lifestyles today, it is nearly impossible to follow these eating plans.

Our airports are filled with foods that really aren't good for us, not to mention overpriced and lack any taste. If you do a lot of traveling, you know airline food tastes pretty bad as well. During the day, most of us rarely take a lunch hour, often eating at our desks or skipping lunch all together. Restaurants usually have a menu filled with food that isn't healthy for us, and if it is, the portions are huge - much more than we actually need.

Add in the office birthday parties and the "potluck" days where everyone brings their favorite foods, and we begin to realize that our days are filled with temptation after temptation. It can be difficult to overcome these struggles, and may even be considered rude or unsociable not to take part in some of these rituals.

In addition, family dinners have gone out the window. A sad but true fact. Our kids have after school and evening activities. We bring home work from the office. We have social obligations we must attend. Dinner usually means something out of the freezer and into the microwave, or a stop at the local pizza joint on our way home from work. Most nights, our

families eat when then can, usually not together, and usually standing up in the kitchen or sacked out in front of the TV.

Our society puts a lot of emphasis on food. It is not something that is nutritious and used to fortify our bodies. Food is used to celebrate events such as birthdays. Our major holidays are all centered around a huge meal at the family dinner table. When was the last time you attended a family Thanksgiving dinner that didn't have at least four different heaping dishes on the table? Turkey, stuffing, three kinds of potatoes, gravy, vegetables, rolls, etc. etc.

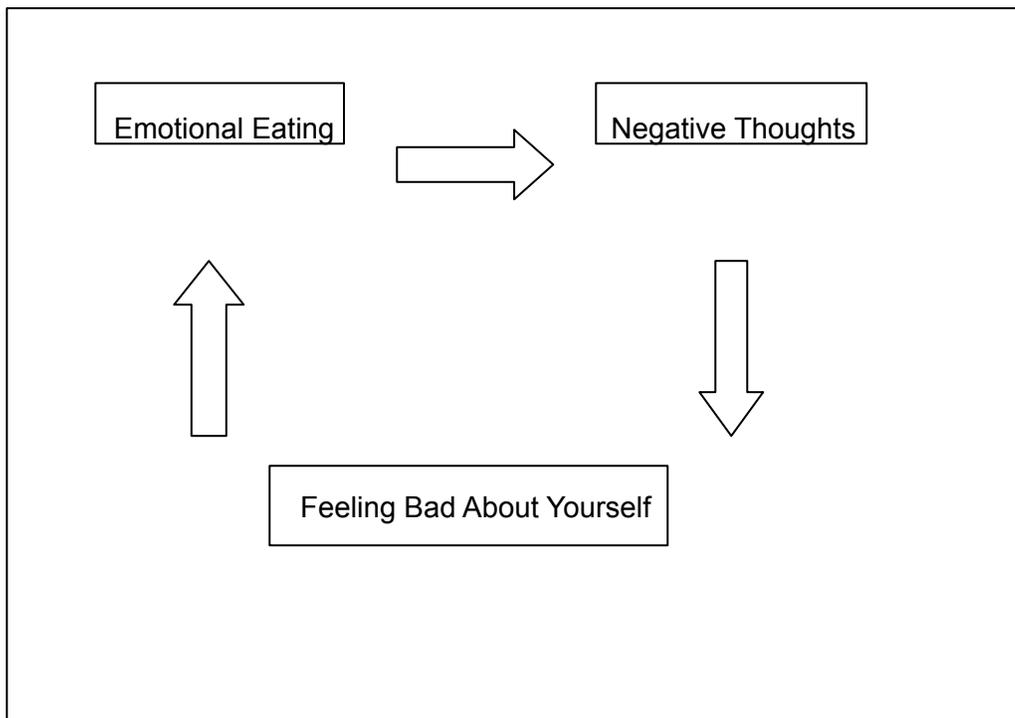
Telling yourself you are only going to partake in a small amount of food at these holiday get togethers is one thing, but actually doing it is another. If you don't EAT, and I mean load your plate up and eat until you are going to explode, you can be considered rude and the cook may think you don't like their cooking. It seems we all have one family member that is always saying, "There is so much food here - EAT!"

Our society doesn't make losing weight an easy option. Our harried schedules, our lack of time, and the way society views food puts a lot of pressure on us to eat. And to eat a lot of the wrong foods. We no longer have set times and places to eat as we did in the past.

**Reason Number Five Why Diets Don't Work: *They do not Address Our Emotional State of Mind!***

Eating in order to placate our emotions won't solve the problem that is causing those emotions. In fact, it only exaggerates our weight problem, which causes more emotional problems.

Often times when we eat because we are emotional about something, we then feel horrible afterwards. I am talking about getting down on yourself, saying horrible negative things to yourself. Maybe you would say something like, "I am going to be fat the rest of my life." "I hate myself for eating that." "Great, now I am only going to get fatter and I hate being fat!!" This only makes you feel worse emotionally, and then you begin to eat again. It becomes an appalling cycle.



Take a look at yourself to see if you fall into any of these categories of emotional eating. If you need to, chart your activities, your thoughts and feelings and when you eat.

There are some people out there who subconsciously hold on to the weight for reasons only they know about. These reasons may not be in the forefront of their minds, but they are there, embedded somewhere in their psyche.

Some people are simply afraid of what will happen once they lose the weight. Perhaps they are afraid of the attention they may get from members of the opposite sex. If the marriage has been a sexless one because of a weight issue, perhaps they are afraid of enjoying sex. Perhaps they don't feel they have the right to feel good about themselves and they suffer from low self-esteem.

Perhaps you may ask yourself, who am I to be strong, healthy, thin and beautiful? Who are you not to be? Being small doesn't serve others. Not living to our full potential doesn't serve others. Not ALLOWING yourself to bloom, to grow to be beautiful doesn't serve others.

If you are uncertain about your self-esteem, examine your thoughts. What are you thinking? Feeling? What changes might take place in your life if you lose the weight? Even if these changes are going to be difficult, are they really that bad? Will they possibly lead to a happier life?

Really get inside yourself and think about your life.

Many people blame their problems on their weight. Perhaps you are one of these people.

Maybe you say to yourself:

“If I was thin, I would get the promotion.”

“If I was thin, I would get a date.”

“If I was thin, my spouse would be nicer to me.”

If you do lose the weight, then your excuse for not getting the promotion, for not having a date and for being married to a poor choice of spouse are out the window. When you don't have an excuse for these things, the only thing you have to blame is yourself. It is much easier to blame a big butt for all of your troubles than taking responsibility for yourself.

You are responsible for working hard to get the promotion. You are responsible for getting out there and meeting people to get a date. You are responsible for deciding if you want to stay with your spouse.

All of these things I have just discussed fall back to one problem: low self-esteem. Your weight could be your excuse for everything that is wrong in your life. Your weight could be a result of not feeling as though you deserve to be thin, or to be happy.

Only you can decide whether or not your self esteem is an issue in your weight problem. Perhaps you will need to see a counselor in order to really explore it. Perhaps it is there in your mind, and you have always noticed it but you chose to ignore it. Before you begin any weight loss program that is going to have permanent results, you need to believe you deserve the results you desire. You need to leave your baggage at the door and allow yourself to succeed.

**And this is the biggest reason we have discovered diets fail: *THEY DON'T ADDRESS ISSUES REGARDING SELF ESTEEM!***

In this system we do address your self -esteem with each hypnosis session and in addition before listening to these audios, you will be taking some time to examine yourself and see if there are underlying issues of why you overeat or why you hold on to your extra weight. You will write your thoughts down. You may use your own journal, or ours. Getting to the root of the problem, whether it be fear of failure, fear of changes which may occur once you lose the weight, or a low self esteem is crucial in order to make any weight loss program successful.

This program will allow you to successfully navigate this issue for your ultimate success of achieving your weight goals!

## **Hypnosis: What You Must Know to Achieve Your Weight Loss Goal!**

Lets us take a few pages to discuss hypnosis, what it is, what it isn't and give you some interesting research regarding hypnosis.

- Hypnosis has been around since the beginning of time, the earliest examples being found in tribal ceremonies of early humans.
- One of the earliest recorded descriptions of hypnosis was found in an Egyptian tomb written on papyrus dating back to 1500 BC. The Egyptians, Greeks and Romans all used hypnosis for medical and religious purposes.
- While developing his theories on psychoanalysis, Sigmund Freud used hypnosis with his patients.
- Hypnosis was used in World War I and World War II as an anesthetic when supplies were low, and also in the treatment of soldiers with combat neurosis.
- Medically speaking, in 1892 the British Medical Association (BMA) formally recognized that hypnosis had applications in modern medicine. In 1958, the American Medical Association (AMA) declared hypnosis a useful medical tool.

In the laboratory setting researchers have used hypnosis to create false memories, hallucinations, compulsions and alternative behavior so that they could be studied and analyzed.

One of the tools that is used is called a positron emission tomography (PET) scan. It records an image of the brain. It is found that hypnosis produces a very specific pattern of activity within the brain. It shows an increase blood flow in the right anterior cingulate cortex. This suggests that there is an internal focus. This brain activity is very different from normal and waking states.

There are four types of brain wave classifications. They are beta, alpha, theta and delta.

Beta waves are the normal waking consciousness state. As you read this book, you are in beta. Beta is a state where you are wide awake and aware of your surroundings.

Alpha waves are a slower pattern that are found when people relax, or listen to music or meditate.

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

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

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

While in a state of hypnosis many people experience auditory (sounds) and visual hallucinations. That is the reason often times people would connect imagination and hypnosis.

Using the PET scan researchers have discovered that different regions of the brain are utilized during hypnosis and imagination. That means, that when a person imagines a sound, the activity is located in a different place in the brain. and when that same person experiences a hypnotic hallucination the brain activity is recorded in an entirely different area.

Henry Szechtman of McMaster University in Ontario, Canada and his staff used PET to record the brain activity of hypnotized individuals who imagined a scene and then who experienced a hallucination.

Researchers found that auditory hallucination and acting or imagining a sound are both generated within oneself. However the hallucination in hypnosis, like that of real hearing is experienced as being received from an external source.

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

Eight subjects were studied by Szechtman and his colleagues during a hallucination session.

During the session, each person heard the exact same audio sample while the PET scanner recorded the activity. Their brain activity was observed during four conditions.

While they were listening in their normal waking state, while they simply rested and heard the audio sample. While they just imagined hearing the audio sample and while they were in a hypnotized state responding to suggestion to hallucinate the audio sample, although it was not playing.

The research revealed a region of the brain called the right anterior cingulate cortex was just as active while the volunteers were

hallucinating as it was while they were actually hearing the stimulus. In comparison, the right anterior cingulate cortex was not active while the volunteers were imagining that they heard the audio stimulus.

Hypnosis had completely deceived that area of the brain into registering the hallucinated voice as genuine.

Sometimes I hear people say, hypnosis is nothing more than simple relaxation. The fact of the matter is hypnosis has nothing to do with relaxation. In a study, in 1976 Banyai observed that subjects who were vigorously riding stationary bicycles were just as responsive to hypnotic suggestions as when they were hypnotized in a relaxing setting.

Often times we give demonstrations in less than quiet environments and never have I had any problems. In addition, hypnotizing tense, upset or nervous individuals is no different from someone relaxed and sedate.

Often times I will hear other say hypnosis is no different than the placebo effect. A number of research projects have proved that incorrect.

In 1969, Thomas H. McGlashan and his colleagues at the University of Pennsylvania found that for lower level scale hypnotizable subjects, hypnosis was as potent in reducing pain as a sugar pill that they had been instructed was a powerful painkiller. But highly hypnotizable volunteers received three times the benefit from hypnosis as from the placebo.

At the University of Montreal in 1997, Pierre Rainville studied the brain response during hypnotic pain relief. The purpose of the study was to locate the brain areas connected with the suffering components of pain, as disunited from its sensory aspects.

The study, while using PET, showed that hypnosis reduced the activity of the anterior cingulate cortex (an area known to be involved with pain) but it was not a factor in the activity of the somatosensory cortex (where the pain sensations are processed).

It has been determined that hypnosis can be an exceptional pain reliever. The National Institutes of Health technology assessment panel, in 1996 judged hypnosis to be a valuable tool for alleviating pain from cancer and other chronic conditions.

Extensive clinical studies also testify that hypnosis can reduce the pain experienced by burn patients as well as children with bone marrow issues and to assist women in labor to reduce and remove any pain.

In the International Journal of Clinical and Experimental Hypnosis, a study revealed that hypnotic suggestions relieved 75 percent of the pain for 933 subjects in a total of 27 different experiments. The pain relief effects of hypnotic suggestion are valuable and important. In some cases the degree of relief exceeded that provide by morphine.

Some of the earliest cases of clinical hypnosis are for the treatment of pain and medical applications in the military. These are documented from around the world.

Hypnosis can also boost the effectiveness of psychotherapy for some conditions. A study conducted on the effect of people in 18 different studies found that patients who received hypnosis in addition to their cognitive behavioral therapy for disorders such as insomnia, obesity and anxiety showed higher improvement than 70 percent of the patients who utilized psychotherapy alone.

Obviously, you should never self medicate and should always seek out proper medical advice before beginning any type of treatment.

Many people say, how do you know if people are really hypnotized, couldn't they just fake it?

Yes, they could try to fake it, but it is very easy to see for the trained hypnotist.

There are two studies that worth noting in this section with regards to faking the hypnotic state. The first was in 1971 at the University of Pennsylvania. Frederick Evans and Martin T. Orne contrasted the reactions of two different groups of subjects. One of the groups was made up of people who were hypnotizable and the other was made up of people that were instructed to pretend to be hypnotized.

An experimenter was instructed to conduct a hypnotic procedure, that unknown to him would be interrupted by a set up power failure.

The experimenter would naturally leave the room to investigate the power failure. The subjects who were told to fake hypnosis immediately came out of the fake hypnosis state. They looked around the room and responded naturally to the disturbance. The participants who were hypnotized, slowly and with some difficulty, awakened from hypnosis.

Another interesting study was conducted by Taru Kinnunen, Harold S. Zamansky and their colleagues at Northeastern University. They utilized a lie detector to measure the response of hypnotized and faking (unhypnotized) subjects.

While faking hypnosis, the lie detector revealed their responses as it traditionally would. However, when used on the hypnotized subjects the lie detector could not detect the truth from the lies.

When a hypnotized person is provided with suggestions, their full physiological system reacts appropriately and supports the truth of those suggestions. There appears to be no difference internally to real or events experienced while under hypnosis.

For many people that comes as no surprise. For years successful individuals have been using hypnosis to increase their skills mentally, which immediately impacts their application of that skill and their success. Hypnosis has been used by sports achievers, as well as sales people, managers, CEO's and students. Hypnosis is a tool that will allow you to lose weight with Hypnotic Sensible.

### **Can You Be Hypnotized?**

Your may be thinking, "Hypnosis sounds wonderful but can I be hypnotized? I don't think I can be. I'm very stubborn, I don't have a good attention span and I hate to give up control."

Well, you may then be surprised to learn that you probably already experience hypnosis on a daily basis. Yes, you see hypnosis is a natural state of mind that we all typically experience everyday.

Have you ever found yourself completely immersed in an activity to the exclusion of everything else? That is a natural trance state. Common examples of this are while watching a movie and becoming transfixed in the plot. Or in working intently and finding that the last four hours have flown by without your conscious awareness. Perhaps you have been reading a book and been so transfixed that you did not hear someone

come in and speak with you. Perhaps they surprised you or “woke” you from the state of mind and had to repeat their salutation to you.

Hypnosis is naturally experienced daily.

Recently I was working with a sales organization to improve their profits. During the program an individual related to me that he did not believe in hypnosis and that it could not be beneficial. Really? After working with this to increase his rapport skills and mindset he has become much more successful and cannot say enough about the hypnosis.

Hypnosis is not witchcraft, manipulation or magic. It simply is a tool that will allow you to tap into the power of your mind.

### **What Is Required to Be Hypnotized**

Hopefully, by now you beginning to realize that you need not make a deal with the devil or expect any negative side effects whatsoever from hypnosis. Indeed if that is the case, you absorb those liabilities on a daily basis.

All that is required to be hypnotized is a willingness and a minimum of an IQ level of 60.

If you have are not willing, then you will not focus, you will not concentrate on reaching this state of mind, and consequently you won't. If your the sort of person who does not have a high level of hypnotizability, than it merely means that different tools may be required and a longer time period may be required to put you into that special state of mind.

You can enter trance state anywhere you desire. Sounds, lights and external disturbances can themselves be incorporated into the hypnotic process called an induction. Often times incorporating these will make the hypnosis state easier to reach and more satisfying.

### **Why Does Hypnosis Work?**

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.

Recall the last time you operated your vehicle. Perhaps it was to go to work, shopping or the doctor's office. Think about that trip. Do recall the details of that drive? Most don't, most people do not consciously drive their vehicles. For most people driving is an unconscious state of mind. They don't say to themselves I must put the vehicle in gear, release the parking brake, check over my shoulder for oncoming traffic, signal to turn left, release the steering wheel to right the vehicle and on and on.

Driving is typically done unconsciously. Your subconscious is aware of everything that is happening but consciously your thinking about things you need to do, thinking things you want to watch on television later, or things you wished you would have said or done.

We tend to multitask all day long. We easily and naturally move between the conscious to the subconscious.

Take this simple test:

I fly a  
a kite everyday

What did you see? Your selective conscious mind would probably have you focus on just the letters of the sentence structure. I'm certain you also saw the book your holding, possibly the floor beneath it and maybe the furniture that is beside you.

Consciously you became very selective of what you were processing. Subconsciously your awareness was fully engaged by all these other factors. In addition there certainly are other stimulus as well.

Perhaps once directed consciously you become aware of the sounds in the background or of the temperature of your surroundings. More than likely while taking the test those were not in your consciousness. By the way, did you read the "a" twice in the above box?

Sometimes in stress release programs people will say, "The only time I can turn things off is when I sleep."

The ironic thing is that while your sleeping your not turning anything off. You are actually turning other things on. You are adjusting your state. You are entering a delta level of brain wave activity and rejuvenating yourself physically while your subconscious going right on working.

Have you ever had an issue you could not resolve? Or have you ever found yourself trying to remember the answer to a question that you know you know but cannot recall? If so, likely this information came to the forefront as soon as you quit trying to retrieve it. Maybe you woke up in the morning with it, or maybe as soon as you consciously directed your attention to other things your subconscious took over and delivered that information in no time at all.

The other day I was watching a program on artists. They had a number of songwriters on who spoke about how they had awoken in the night

and written the biggest hit of their career without ever even being consciously aware of it until in the morning they found the composition sitting beside their bed.

### **How It Feels To Be Hypnotized**

I'm sure you have seen zombie like characters in the movies and on television that are supposedly in a hypnotic state of mind. This common misconception can create an attitude of opposition to experiencing the hypnotic state and implants the suggestion that you lose all control during hypnosis.

In fact, when you are hypnotized you are in more control than when you are in the normal daily state. Remember, during hypnosis your blood flow is increased in the right anterior cingulate cortex. This suggests that there is an internal focus, not a complete release of control. You become internally focused, and your surrounding environment becomes less important and insignificant. If for any reason there was an emergency or your attention was needed, you would immediately emerge yourself to respond appropriately.

Emerge means to come to a full waking state.

When people are in a controlled hypnotized state of mind the body is typically very relaxed. They may appear to be asleep but the biological state is very different from sleep.

You may be slumped over, in a relaxed state. And while your body is relaxed your mind will be alert and perceptive of the suggestions it is receiving. All outside stimulus will become irrelevant. Your focus will be directly on the words of the suggestions you are receiving. Your breathing will be light and rhythmic. You will probably have a distorted

sense of time. You will feel like you have been under for just a couple minutes, even if it has been sixty to ninety minutes.

## **The Mind**

Our minds are made up of two distinct parts: the conscious mind and the subconscious mind. Using hypnosis affects the subconscious mind, so let us take a look at how the subconscious mind works and what its responsibilities are.

The subconscious mind is an incredible force within us. Since we will be working with your subconscious mind in this program, it is important to understand what it is and what it does.

The subconscious mind is the largest part of the mind and operates much like a computer does. It has no critical factor. It accepts the truth of any idea allowed to enter into it. Garbage in, garbage out. Your negative thoughts, the negative things people have said to you, the negative things you have said to yourself, the thing your conscious mind has accepted at the time these things were said to you, all play a roll in your mental programming and your weight loss. In a nutshell, negative thoughts have equaled to bad habits.

This concept is covered in detail in our Full Self Hypnosis System.

If you have always thought of yourself as fat and other people have told you are fat, you can't just change your conscious mind. If you say to yourself, "OK, now I'm not fat," your conscious will not accept it. It will not accept differing opinions from the ones it has already embraced. The subconscious mind will always win this war.

## **The Functions of the Subconscious Mind**

### **1. The Subconscious is Programmed Like a Computer**

The subconscious mind serves as a memory bank, much as a computer does. Whatever you put into a computer will be saved, and whatever the subconscious mind accepts, it remembers.

The subconscious mind stores information on everything that we see, hear, taste, feel throughout our lives on a daily basis. It holds thoughts that we cannot consciously remember. Perhaps you have experienced a problem at work that you couldn't quite figure out the answer to, then one morning, it comes to you just as you are waking up. This is your subconscious mind at work.

Like a computer, you had given your subconscious mind all of the information to sort through. You have thought about the problem yourself, and possibly even brainstormed with your co-workers. You have looked at the problem at every angle, weighed the pros and cons. You have attended the endless meetings in the office on the issue and heard others views of the problem. Your subconscious mind took all of the information, tossed it around, and then came up with the best solution, just like a computer would do.

As an aside, police departments across the United States now use hypnosis in order to retrieve more information from people who witness crimes. For instance, perhaps a person who witnessed a robbery doesn't consciously remember seeing a license plate of the car the suspect used. Under hypnosis, if he saw the license, he may remember it. Descriptions of cars and of suspects have also been attained this way.

## **2. Subconscious Mind Controls Involuntary Functions**

The subconscious mind controls all involuntary bodily functions such as your circulatory system, your breathing, your digestive system and elimination processes.

Imagine if you had to make a conscious effort to do all of these things! We would not be able to function in our normal lives, but we would be reduced to sitting there telling our blood to flow, our lungs to take in air, and our food to digest.

## **3. Our Emotions are Located in Our Subconscious Mind**

The subconscious mind is also the house of our emotions. Emotions govern our strength of desires. So if you have a conflicting desire (I want to be thin - the conscious mind), but I am fat (the subconscious mind has already accepted this), the subconscious wins over the conscious desire to be thin.

## **4. The Subconscious Mind Houses our Imagination**

The subconscious mind is the house of our imagination. You don't think you have any imagination? You are wrong.

Here is an excellent example of the imagination at work. Take a plank of wood and lay it down on the ground.

Now walk across it. Pretty easy, right?

Now take that plank of wood and lay it across two rooftops. Now walk over it. Perhaps you feel afraid because you are certain you are going to fall. But you haven't fallen yet, right? It is your imagination at work. Your imagination has pictured yourself falling to the ground.

#### **5. The Subconscious Mind Operates our Habits**

Our subconscious mind also carries out our habitual conduct such as dressing ourselves, walking and driving a car. We once consciously learned how to do these things and had to concentrate on doing them, but they eventually became habit.

#### **6. The Subconscious Mind Directs Our Lives**

Most importantly for our use here, the subconscious mind directs our energy towards our goals. Our behavior and thoughts are nothing but energy being expressed. The subconscious mind is constantly putting energy towards a goal, and unless it is given one to focus on, it will choose its own or focus on one that someone else has given it. These suggestions from others can often times be negative and can take hold and last for years. I call these "Imprints" and you can find out more in our full Self Hypnosis System or in our live trainings.

*"I've found every single successful person that has lost weight has had a turning point. The turning point was when they made a clear, undeniable decision that they were not going to live like this anymore; they were going to lose weight. Some people make that decision for personal reasons, some make it for professional reasons and some for family reasons. However, most people never make it at all."*

### **The Hypnotic Sensible Weight Loss System**

OK, so you are ready to get started. You are excited. You are ready to get rid of that weight forever and live a happier life. You are ready to go shopping for some new clothes and wear a bathing suit to the beach. You are ready to take charge of your health. You are looking forward to participating in activities you can't participate in now because you are overweight. You are ready to CHANGE YOUR WEIGHT AND CHANGE YOUR LIFE!! Where do you go from here?

In this section you will be provided with an overview of the program and then we will get specific and you will be provided with a daily schedule of how to lose weight with the Hypnotic Sensible Weight Loss System.

### **In the Beginning**

First, see your doctor.

Make sure you are good health. Discuss eating properly with your doctor and discuss options for exercise. You can hurt yourself if you have been inactive for a long time and you suddenly jump into exercise.

Discuss how much weight you need to lose, and be realistic. This is going to differ from person to person and has many factors such as age, height and bone structure. You may be surprised that in order to maintain healthy bodily function, especially in women, you may not have to lose as much weight as your originally thought!

### **Second, Sign Your Weight Loss Freedom Commitment Contract.**

If you have not already signed your contract do so now. Don't skip this segment unless you intend on wasting your time and this system. This contract is very important to your successful weight loss. Without this commitment, without your desire to participate in the program, you will not lose weight. Not on this program or any other program you choose to participate in.

It is important to address the fact that you can't lose the weight for someone else. This commitment is to you and you alone. If your spouse is on you to lose weight, don't do it for them. If your friends are, don't do

it for them. This is an agreement between you and yourself - leave everyone else out of it.

**Third, pick your Hypnotic Sensible Weight Loss start date.**

It is best to pick a date where you don't have much going on such as relatives coming to stay with you. Pick a date and stick to the fact that that day is going to be the day you are going to begin changing your life. Do not vary it.

When that day rolls around, do not say to yourself, "Oh, I will start tomorrow." You are only putting off your future as a slim and healthy person if you do this!!

**Fourth, complete your "Pre-Session" work before you start the Sensory Enhanced Hypnosis Sessions.**

Let's go over each sheet of the pre-program homework.

**1. The Seven Day Food Journal**

Your Seven Day Food Journal should be used prior to you beginning the program. It is here that you should write down EVERYTHING you eat and drink for seven days prior to starting your Sensory Enhanced Hypnosis Sessions.

After seven days, take a look at your journal. You will most likely see patterns developing, such as afternoon or evening snacking, eating when you are stress or upset, or grabbing "just a few" candies out of the candy dish every time you pass it by at work. It is important to write down EVERYTHING that you put into your mouth, including sodas, lattes, and other drinks.

Everything counts! Look up the calorie count of your morning latte and your sodas. Many people think because they are drinking something and not actually chewing it, it has no calories. Nothing could be further from the truth.

I recommend you continue to track your eating habits for one month, at a minimum. You may find value in considering your food consumption and your Personal Journal.

## **2. Personal Journal**

Explore your emotional state and dig deep to see how you really feel about yourself and see if that is a factor with your weight. Write out reasons why you want to be thin.

Ask yourself:

- Will being thin make you happier with yourself?
- Will you be able to participate in activities or sports you can't participate in now?
- Do you want to lose weight for health reasons?
- Do you want to lose weight for your kids?
- Do you want to lose weight for your career?
- How will you feel about yourself when you lose the weight you desire?

## The Importance of Setting Proper Goals

*Committing your goals to paper is not only required, it increases the likelihood of your achieving them by five hundred percent!*

Setting goals are crucial for us to succeed in life.

Your goal obviously is to lose weight. Whether its 200 pounds, 50 pounds or 10 pounds, we know that is the big goal.

However, that big goal is not going to be something that will happen overnight. Especially with weight loss, if we don't see results immediately, we become discouraged and give up. Therefore, we must set smaller goals for ourselves to prevent the discouragement.

An aspect of the subconscious mind is that it is like a child. It wants results NOW. Here is where setting the smaller goals will come in handy - you will be placating your subconscious mind.

You simply cannot make your weight loss goals something like, "By the end of the week I will have dropped 10 pounds." The reason you cannot do this is because the weight is going to fall off at different rates of speed.

For instance, you may lose weight at a rapid rate at first if you have a lot of weight to lose. Then, your weight loss may plateau off for a few weeks. If the goals you set for yourself have to do with the movement of the scale, then you are setting yourself up for failure if the scale doesn't move. You don't want to set yourself up for failure. For this reason you will be using:

### **The Daily Action Item Report**

This will be used during your weight loss program, but it is good to give it some thought beforehand.

You will use this to make daily goals for yourself in order to obtain the larger goal of losing weight. These mini-goals can be something like passing the candy jar at work or perhaps walking around the block after dinner.

In addition you also have:

### **Weekly and Monthly Reward Worksheet**

You will be giving yourself non-food rewards at the end of each week if you accomplish all of your daily goals. This can be something as simple as sleeping in an extra half hour on the weekend, or buying yourself a book, or taking a bubble bath. Think about things you enjoy doing that are not food related.

For the monthly portion of the reward sheet, the rewards may be bigger than the weekly portion. Maybe it is buying a new clothing item, going to the movies (no popcorn!), or going to see a play. It is up to you.

Your goals should be things that you can accomplish everyday. Here is a list of possible goals for you to set for yourself.

1. Passing up the candy dish at work
2. Don't eat any of the cookies you bake for your kids
3. Don't participate in the potluck at work
1. Take a 10 minute brisk walk during lunch
4. Pass on the cream in your coffee in the morning
5. Eat only half the portion on your dinner plate
7. While waiting for your plane at the airport, briskly walk the length of the terminal
8. Walk your dog at some point during the day
9. Pass on the popcorn at the movies
10. Drink 64 oz. of water today

Hopefully by now you can see what type of goals we are suggesting you set for yourself. They are simple, yet each goal is a stepping stone to achieving your target weight.

Set one goal for each day of the week so you do not set yourself up for failure. We can all accomplish ONE thing each day, right?

Look at the list we have provided above and think about your own life and your own schedule. Write down one goal per day, no more.

*If you go to work on your weight loss, your weight loss will go to work for you. If you go to work on your plan, your plan will go to work on you. Whatever good things we do for our health, we do for ourselves and for our loved ones .*

**Your Daily Obligations with the Hypnotic Sensible Weight Loss System**

- 1) Each day fill out your Action Item and Rewards Report. Fill out this Action Item and Rewards Report each day until the completion of this complete system. Don't skip a day.
  
- 2) Participate once a day with your Sensory Enhanced Trance Session. Each phase lasts twenty- one days. Listen for twenty-one days straight, if you fail to listen don't get down on yourself just get back on track and listen for twenty -one days straight. Take a break of seven days off between each phase.
  
- 3) Track your progress with your Daily and Monthly Tracking Report.
  
- 4) For seven days prior to your sessions and a minimum of one month in the system use your food journal and consider the connections to your personal journal.
  
- 5) Optional: If you desire, listen to your conscious programming session that is linked to the Sensory Enhanced Hypnosis Phase you are experiencing. This

will not put you into a trance state so you can listen at anytime, anywhere for extra added programming on a conscious level.

#### 6) Optional: Enjoy the Serenity Music Audio

If you are experiencing difficulty or having trouble staying focused listen to your bonus audio, Serenity. You can listen to this at anytime as it will not put you into a trance state.

### **Your Check List and Marching Orders to a Healthy YOU!**

Before you experience the Sensory Enhanced Hypnotic Trance Sessions, make sure you can put a check mark ✓ by each of the following:

I have visited my doctor and discussed nutrition, exercise and what a good weight would be for me

I have signed my Hypnotic Sensible Weight Loss commitment freedom form!

I have Watched to the Fast Start Program

I have Watched to the Hypnotic Pre-talk

I have picked a suitable start date

I have completed the Seven Day Food Journal

I have utilized my Personal Thoughts Journal

I have taken time to visualize myself thin. If I am not a visual person, I have thought about what it would feel like to hear compliments when I begin to lose weight, or what it would feel like to accomplish something I currently find difficult to do, such as walking up a flight of stairs without breathing hard, etc.

I have considered my daily and weekly goals

I have made a commitment to create a daily action item

I have read this manual completely

I'm excited about my new life!

## **Congratulations**

You are to be congratulated for your commitment for taking control of your life and creating a healthy YOU!

Many people talk about losing weight but you are different. You are doing something about it!

Remember, we are here to support you. In the coming days ahead things may seem difficult and certain daily tasks may seem unimportant, I can assure you that they are not.

You stand at the beginning of a road and you are heading in the right direction to achieve weight loss with Hypnotic Sensible. However, you must be willing to walk the path, you must be determined to stay on track, you must participate.

As long as you stay on the path you will find a wonderful world of opportunity, satisfaction and weight loss.

Don't give up and don't lose sight of where we are heading, together.

Many before you have successfully achieved their weight loss goals with this system and we are certain you are joining their ranks.

Now it's time to get started and soon, one day, you will look back on this day as a new beginning for you, the day you learned how to lose weight with Hypnotic Sensible!

We hope in the process we will continue our relationship with you and you will recommend our program to your friends and loved ones. Our commitment to you is that we shall always do our utmost to respect your trust and value our relationship.

Thank you for joining us and we look forward to hearing of your success.

To a healthier and happier YOU!

Brian Eslick  
Board Certified Hypnotist