

## *Preface*

This comprehensive system of self-mastery is both powerful and safe. These are highly effective methods that can be applied to any area of achievement and personal development. The approach is a mix of humor and down to earth, step by step explanation of how to develop and use self-hypnosis.

After a brief introduction the reader learns how to develop self-hypnosis with an induction procedure that anyone can use. Because people vary in their ability to develop a hypnotic trance, several trance deepening techniques are presented. There are also a number of ways to measure self-hypnotic trance depth. But the emphasis is not on depth, but rather on the right kind of hypnotic state to get quick, long lasting results.

A chapter devoted to deep relaxation gives a very effective method for getting the body relaxed, which is necessary for mental relaxation. Deep relaxation contributes to better self-hypnotic states and provides a way to deal with the stress of contemporary life.

The conscious and subconscious parts of the mind each get chapters of their own. Real personal change and development require a basic understanding of these major divisions of the human mind and how they work together, as well as how they can get in each other's way. In particular, an understanding of the fundamental dynamics of the subconscious mind is essential to the achievement of significant self-improvement goals. This information is presented in an interesting and enjoyable way in terms that are easily understood by the lay reader.

Suggestion is at the heart of personal development and change with self-hypnosis. Four chapters on suggestion provide an in-depth treatment of what suggestion is, how it works, and how to formulate dramatically effective suggestions. Especially important is the emphasis on image suggestions which are much more effective than verbal suggestions.

Several methods of suggestion application are presented for use both during self-hypnosis and in non-hypnotic applications.

Many of the methods in this book represent a significant departure from customary self-hypnosis approaches. Especially important is the interdependence between suggestion formulation and getting information from the subconscious mind (autoquestioning). A chapter on autoquestioning shows how to communicate directly with the subconscious mind. New questioning strategies make it easier to uncover important, previously hidden information about the inner self. With this information it is possible to formulate enlightened suggestions that are far superior to blindly formulated suggestions based only on wishful thinking.

Another unique element of the book is the technique of using suggestion to shape and control subliminal communication. This produces amazing results in persuasion and interpersonal influence with ramifications that extend into all areas of life. Change of any sort in one's life is made easier and more permanent when the change is supported and reinforced by others. Whether the goal is weight loss, being a better salesperson, making and keeping more friends, or any other kind of self improvement, the effective use of subliminal communication can make the difference between success and failure.

This is not a conventional hypnosis book and it does not offer instant remedies for every imaginable ailment known to mankind. It does not promise 60-second miracles nor does it claim to be easy or simple. Although most people find it well within their ability to easily master the methods in this book, the methods don't fit into the genre of popular books avowedly written for "idiots" or "dummies." This is a book intended for lay adult readers of at least normal intelligence who can read high school level material without swooning.

In short, the methods work, but they do require a small amount of effort and practice. There is no free lunch.

The author has been a psychologist, researcher, college teacher, and clinician with many years of hands-on experience helping real people with real problems. His original research and practice have produced revolutionary techniques. Their effectiveness has been proved in practice by thousands of participants in his public training programs conducted all over the United States. The theory and methods presented here also reflect recent developments in evolutionary psychology,

cognitive studies, and other branches of mind science, including the latest results from sleep and dream research.

This unique way of using self-hypnosis, suggestion, autoquestioning, and subliminal communication can be applied to any goal that depends on one's own efforts. With this system of self-mastery the reader will embark on an exciting and rewarding journey in quest of the life he or she wants.