



# Using Hypnotherapy & Hypnosis To Reduce Insomnia & Sleep Disorders



As A General Rule, Think Of All Symptoms Such as Sleep Disorders & Insomnia From Two Perspectives ...

- How Can I Treat That Problem?
- How Can I Promote The Fact That I Can Treat That Problem?



The vast majority of practitioners will  
focus on the “HOW TO TREAT ...”

But ...



The more *successful* practitioners will  
also focus on the “HOW TO  
PROMOTE” ...



Understanding some of the statistics,  
helps with both the treatment and  
promotion ...

# Statistics On Sleep Disturbance & Insomnia

- People today sleep 20% less than they did 100 years ago.
- More than 30% of the US population suffers from insomnia.
- One in three people suffer from some form of insomnia during their lifetime.

# Statistics On Sleep Disturbance & Insomnia

- More than half of Americans lose sleep due to stress and/or anxiety.
- Between 40% and 60% of people over the age of 60 suffer from insomnia.
- Women are up to twice as likely to suffer from insomnia than men.

# Statistics On Sleep Disturbance & Insomnia

- Approximately 35% of insomniacs have a family history of insomnia.
- 90% of people who suffer from depression also experience insomnia.
- Approximately 10 million people in the U.S. use prescription sleep aids.

# Statistics On Sleep Disturbance & Insomnia

- People who suffer from sleep deprivation are 27% more likely to become overweight or obese.
- There is also a link between weight gain and sleep apnea (where breathing temporarily stops).
- A National Sleep Foundation Poll shows that 60% of people have driven while feeling sleepy (and 37% admit to having fallen asleep at the wheel) in the past year.

# Statistics On Sleep Disturbance & Insomnia

- A recent Consumer Reports survey showed the top reason couples gave for avoiding sex was "too tired or need sleep."

Knowing facts like this can give you great ideas for advertising!

# IS THE UK SLEEP DEPRIVED?

The average Brit gets less than the recommended daily amount of sleep; in the modern age we have so many more distractions and priorities that our sleep quality is suffering.

But what exactly is the importance of a good night's sleep, and how are our habits for neglecting sleep and our vulnerability to suffer from sleep disorders affecting our wider health?

People who sleep more than 7 hours are 3x less likely to catch a cold.

Sleep improves the immune system.

Sleep improves memory power by 33.5%.

Good sleep increases; empathy, creativity, mental capacity & stress management.

Experts recommend between 6-9 hours a night depending on individual needs.

**DID YOU KNOW?**  
More than 1/2 million Brits suffer from Parasomnias. This can range from texting or eating whilst asleep to even attempting to drive a car.

Poor sleep means an increased risk of depression, immune deficiency and heart disease.

A poor night's sleep makes it 55% harder to lose weight.

1 in 3 Brits regularly battle with insomnia.

Insomnia drastically increases (55%) the likelihood of suffering relationship issues.

People who sleep less than 6 hours a night could be at greater risk of heart attack or stroke.

42% of Brits who use sleeping pills shouldn't, because they have had sleep issues for over a decade.



# How Much Sleep Do We Need?

According to the Division of Sleep Medicine at Harvard Medical School...

Sleep Requirements by Age

Newborns (0-3 months old)	14-17 hours
Infants (4-11 months old)	12-15 Hours
Toddlers (1-2 years old)	11-14 Hours
Pre-schoolers (3-5 years old)	10-13 Hours
School-aged Children (6-13 years old)	9-11 Hours
Teens (14-17 years old)	8-10 Hours
Young Adults (18-25)	7-9 Hours
Adults (26-64)	7-9 Hours
Older Adults (65+)	7-8 Hours



## Typical Benefits of Sleep ...

- Sleep helps your body to repair itself.
- Sleep helps keep your heart healthy.
- Sleep helps keep blood pressure and cholesterol levels in check.
- Sleep helps reduce the effects of stress & anxiety.
- Sleep helps slow the ageing process.
- Sleep improves your memory (through increased concentration and memory organisation).



## Benefits of Sleep ...

- Sleep increases your ability to understand and retain information.
- Sleep helps control body weight issues. (When your body is deprived of sleep your appetite increases).
- Sleep reduces your chances of diabetes (reduced sleep = slower glucose processing).
- Sleep reduces the impact and occurrence of mood disorders.
- Sleep reduces irritability and tension.



## Benefits of Sleep ...

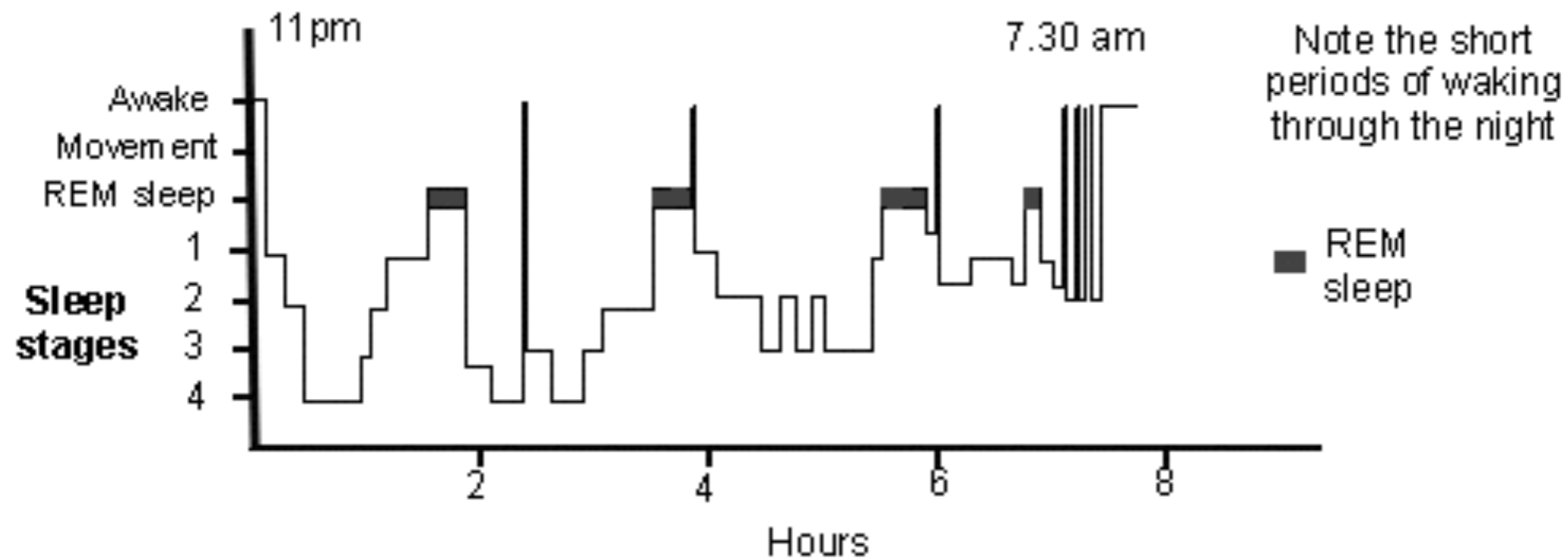
Good sleep increases your overall physical, emotional and psychological health and wellbeing **but** ...

*“Human Beings seem to be the only animals that force themselves to stay awake when they would otherwise naturally go to sleep !”*



# What Is A Good Night's Sleep?

**Hypnogram** - a recording of a normal night's sleep, displayed here as a chart





# Different Types Of Sleep Disorders

There are 84 classifications of sleep disorder but for the sake of treatment purposes I tend to put them into two or three categories ...



# Different Types Of Sleep Disorders

1. Trouble Getting To Sleep
2. Trouble Getting Back To Sleep Once Woken Up



# Trouble Getting To Sleep/Back To Sleep

## **Physical Factors**

- Bodily Discomfort - 67%
- Kept Awake By Noise - 36%
- Kept Awake By Partner - 34%
- High/Low Room Temperature - 34%
- Light Levels In The Room - 19 %



# Trouble Getting To Sleep/Back To Sleep

## **Persistent Thoughts**

- What Happened Today/Tomorrow - 82%
- How Long Have I Been Lying Awake- 79%
- Trivial Things Of No Importance - 76%
- What The Future Might Hold - 71%
- Things That Have Happened - 19 %



# As A General Rule ...

## **Reasons For “Can’t Get To Sleep”**

- Habitual
- Fear Of Not Getting Enough Sleep
- Fear of Not Waking Up In Time
- Other Fears & Anxieties including nightmares, etc.



# As A General Rule ...

## **Reasons For “Can’t Get Back To Sleep”**

- Habitual
- General Anxiety
- Persistent thoughts
- Not going deep enough to sleep in the first place
- Fear - including nightmares -



**They can seem very similar but to the client there will usually be a very clear distinction between the two.**

E.g. “I take ages to get to sleep but when I do I sleep fine until the morning”.

or

“I get to sleep easily but always wake up after a few hours and lie awake for ages”



## **The Treatment**

You can of course use an off-the-shelf hypnosis  
“script” ...

... but as you know, I prefer to personalise  
everything to the individual.



## The Treatment

If you take heed of the information I have given you here, and chat through this with the client, **they will begin to tell you where their issue is and what needs to be done.**



## **The Treatment**

Your task is to feed this information back to them in a way that their Critical Faculty can accept - both in discussion and in hypnosis.



## **The Treatment**

### Getting To Sleep

I teach everyone that the thoughts you hold onto as you GO to sleep will influence what happens AS you sleep.



# **The Treatment**

Getting To Sleep

“This Time Is Just For Me”  
or

“This Time Is Just For You”



## **The Treatment**

Focussing On The Thought ...

*“This Time Is Just For Me/You”*

... creates a feeling of peace if done absolutely.



## **The Treatment**

Other thoughts will try to jump in but you have  
to be persistent ...

“NO, this time is just for me”.



## **The Treatment**

Creating good sleep habits will improve the effectiveness even more.

- No TV just before sleep
- Allow winding down time including warm drink such as Hot Water.
- Going to sleep when your body is tired (yawning)



## **Treatment Summary - Getting Off To Sleep**

- Chat Through The Causes
- Chat Through The Benefits & Motivation
- Get The Client To Create A New Sleep Habit/Routine
- Teach Simple Self-Hypnosis To Deal With Any Persistent Thoughts.
- Use the new habits, motivation & self-hypnosis as your “script”, along with any other “off-the-shelf” scripts you find useful.



## **Treatment Summary - Getting Back To Sleep**

As for “getting to sleep” but there will usually be a greater level of anxiety involved.

Teach self-hypnosis to deal with the thoughts, or use suggestion/analytical methods to investigate and resolve any anxieties.



## **Typical Suggestions**

This time is just for you.  
You can feel relaxed and calm as you go to  
sleep easily.

You can have a restful sleep and wake  
refreshed in the morning.



## **Typical Visualisation**

Start on the top floor of a noisy and bustling department store.

Go down floor by floor and it's quieter and quieter.

In the basement are the beds where you can go to sleep ... quietly and peacefully.



## **Analytical Approaches**

Use the anxiety or feeling as a starting point and then some form of free regression or “parts therapy” to follow the feeling wherever it takes you.

When resolved, finish the session with the calm, peaceful suggestions as before.



## **Combing Approaches**

A combination of good listening, changes of clients habit, resolving anxieties and teaching self-hypnosis will enable you to help the vast majority of clients sleep issues with relative ease and effectiveness.



From Richard Avery:

Andrew,

I have had a spate of sleeping problems over the last few weeks (about 7 people) all women.

Results seem pretty good.

I try and identify the reasons for their sleep problem and break them down into three main sections which I treat differently.

Can't get to sleep

Get to sleep and then wake up and can't get back to sleep  
Something external (snoring keeping them awake).



For can't get to sleep I just use standard relaxation techniques, particularly the one about parts of your body looking after themselves.

I also get them to step outside of themselves and watch them preparing for sleep.

Also this is your time etc. etc. I talk about sleeping being a habit and they need to get back into the habit. I give them a relaxation soundtrack to help them get off to sleep.



For those who wake up and cannot get back to sleep. I find that this is normally anxiety issues. So for this I work on teaching them some relaxation and anti-anxiety tools via autosuggestion. I also provide them with the sleep CD.

For those who cannot sleep because of outside influences I teach them self-hypnosis and use a script similar to the tinnitus (i.e. Move the sound away, make it a comforting sound). I also tell them that rather than get angry with their partner, they should discuss it and as long as it is managed properly the occasional sleep in the spare room is not a problem.

I have started doing a two session package with CD and am going to put a Facebook Ad up for it,

My web page is here: <http://www.richardaveryhypnotherapy.com/sleeping>