



Hypnotherapy & Hypnosis For Weight Loss & Weight Management

Basic Principles

- Diet & Nutrition is more important than exercise.
- Not just 'calories in vs calories out'.
- How the body-mind processes the 'fuel' is important.
- Unless there is an overriding medical factor, all above will be driven by Beliefs, Habits & Identity.

2 Different Aims

Traditional Diets - Attain & Maintain

- Attain - Body has to use up more than it takes in to get down to ideal size and weight
- Maintain - Body has to take in about the same as it uses to maintain ideal size and weight
- Attain = short-term, Maintain = long-term

Achievable Or Not?

- Short-term “attain” diets can often achieve their aim.
- Long-term “Maintain” diets rarely do ...
- ... Unless there has been a shift in Inner Identity & Beliefs

Coués Law Of Reversed Effort/Effect

**“Whenever there is a conflict between the WILL
and the IMAGINATION, the IMAGINATION will
WIN.”**

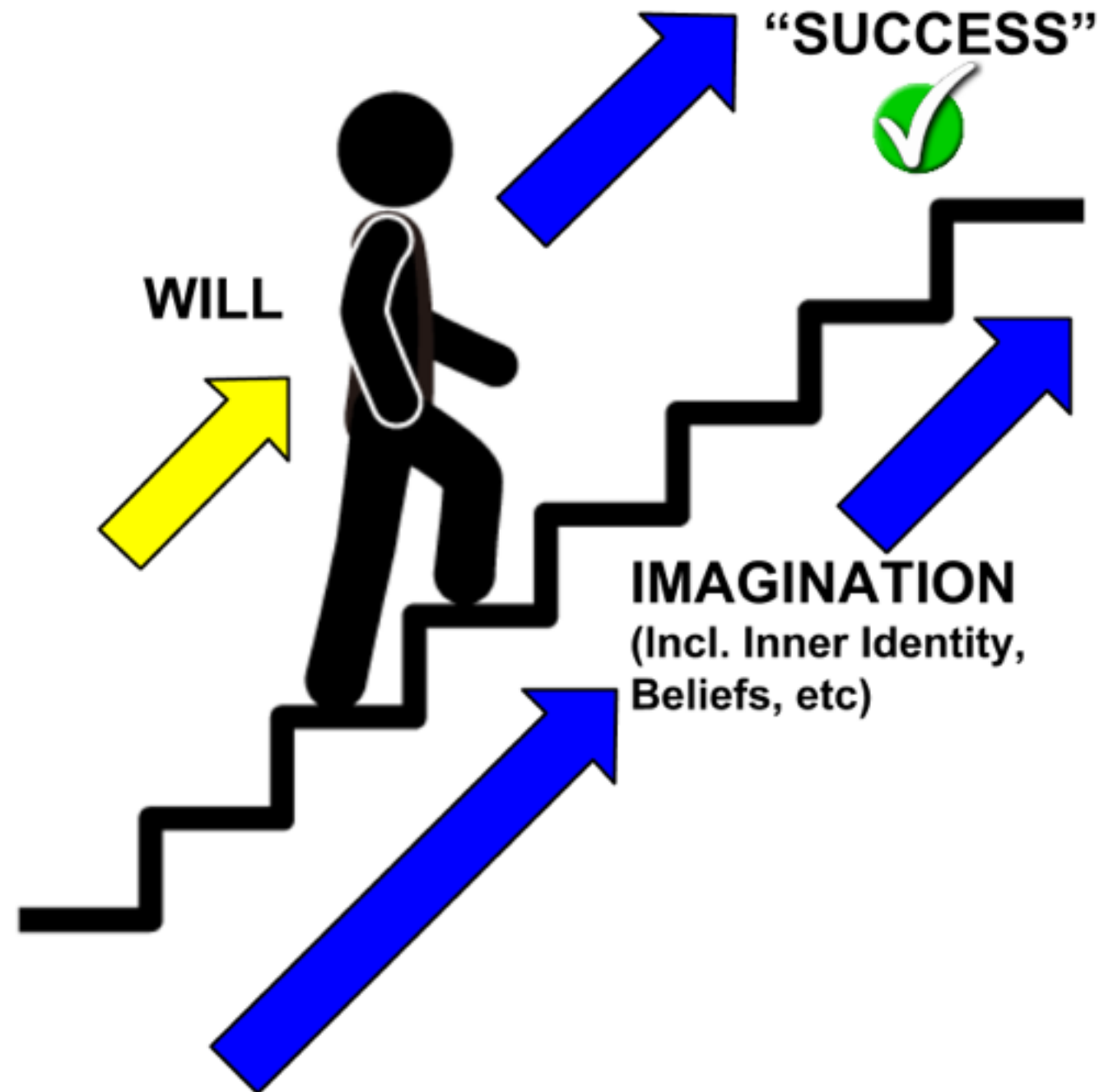
Émile Coué (Born 1857)

(Result = The harder you try, the more you will fail)

Will & Imagination In Conflict



Will & Imagination Aligned



Law Of Reversed Effect In Weight Loss



Which has the strongest, emotive driving force behind it?

Law Of Reversed Effect Takes Place ...



Will fails as imagination wins

What do we mean by “Imagination”?

Any aspect of a persons internal “Imaging” such as:

- Self-Image - how they see themselves (Identity).
- Imagined Outcomes (If I get slim then “x”)
- Emotional Responses (I feel “this” so I do “*this*”)
- Conditioned Responses (Pure Behavioural)

Self-Image

- Set-Point (Like a Central Heating System thermostat)
- “ I am fat” “I am overweight” type self-fulfilling beliefs. (“It’s what I am”).
- I am not good enough, worthless, etc - so use body to reflect that. (e.g. Overeating creates more worthless feeling).
- I am unsafe & vulnerable - being fat will protect me.

Imagined Outcomes

- “If I can’t have cake, sweets, etc I will feel deprived”.
- “If I eat that cake I will feel Gooooood!”
- “If I get slim and look more attractive I’m scared of the attention that might create.” (Fear & Anxiety)
- “If I finally get slim I’ll have no more excuses for not doing what I say I’m going to do”. (ie “I can’t do [x] until I lose weight) [“If Only” syndrome].

Conditioned Responses (Pure Behavioural)

- “I always have a glass of wine at 6 pm and finish the bottle throughout the evening”.
- “I always have a chocolate bar for morning and afternoon snack”.
- “I always finish what’s on my plate”.
- “It’s just what I’ve always done”. (Habit).

Emotional Responses

- Eating as a “reward” or “treat”.
- Eating when bored.
- Eating to feel better when upset, sad, angry, anxious, etc. (ie to *change* how a person feels)
- Eating to *suppress* feelings & emotions.

Imagination Overpowers Will



Imagination Supports Will



Imagination Supports Will

Will: "I want to lose weight or stay slim."

Imagination: If I eat all that I'll feel sick, disappointed & low on energy ... so I'll leave it for today".



Now the emotive force is aligned with desired outcome.

Working With Weight Loss Clients



The Programme

Session 1

- Gather Information
- Create A Goal Achievement Plan
- Reinforce With Hypnosis
- Encourage Implementation Of The Plan.

The Programme

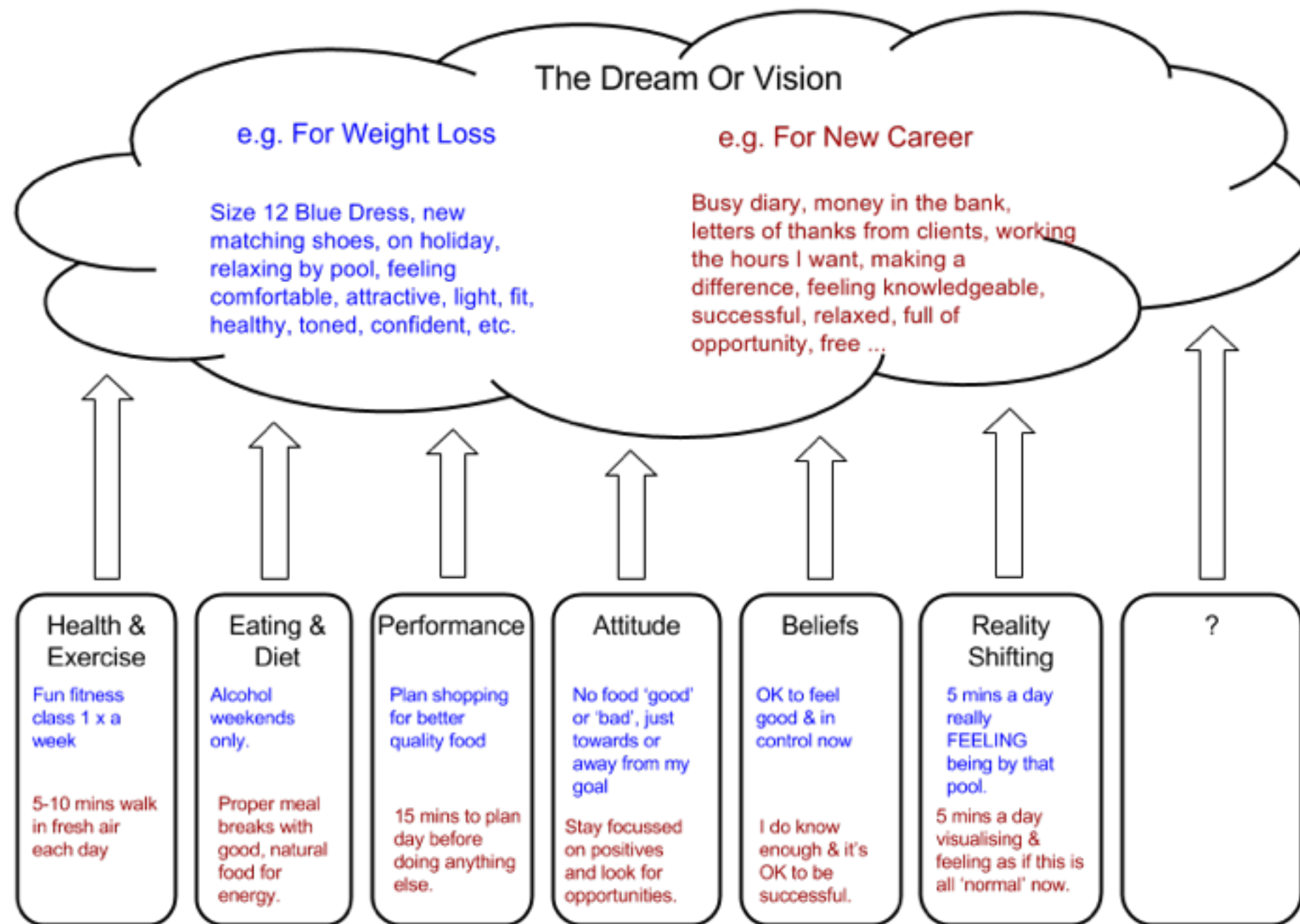
Session 2 onwards

- Assess implementation of the Goal Achievement Plan.
- Get feedback on experiences since session 1.
- Reinforce or fine tune if all good.
- If any difficulties consider analytical interventions.

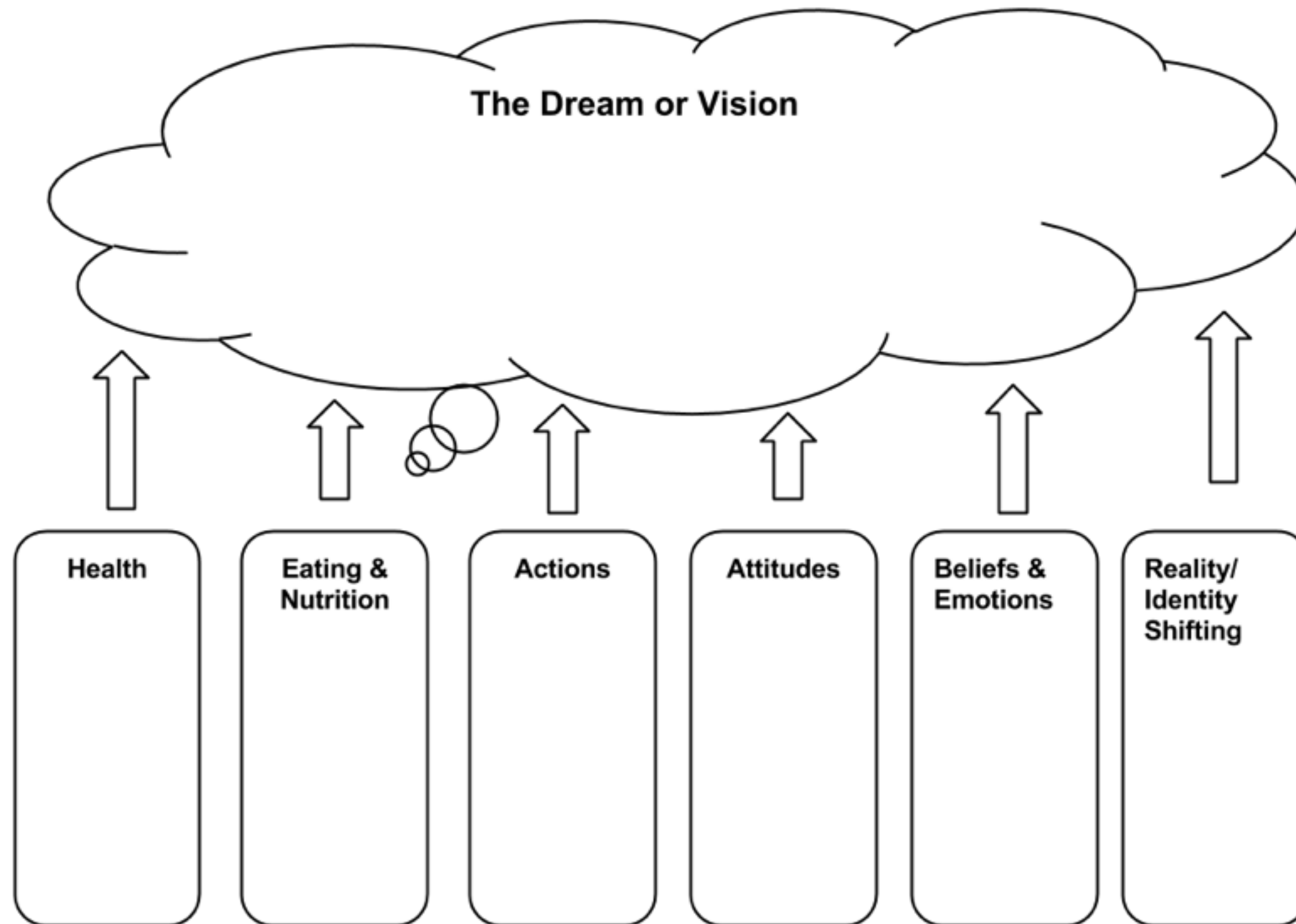
Example Of Goal Achievement Plan (1)



Example Of Goal Achievement Plan (1)



Simple Examples of 'Stepping Stone' Boxes



Final Thoughts

- Whatever you help the client aim for HAS to be sustainable.
- “Could you live the way for the rest of your life”?
- Aim for 80-20-100