

## **The Benefits Approach**

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How often does another dieter splurge and go into the “eat, drink and be merry” mode because “TOMORROW we diet”? ...or how many times does a smoker make an attempt to quit, only to find the effort literally going up in smoke? Diets work on the body, but not the mind; and most smokers trying to quit eventually light a match to their good efforts.

We are all tuned in to WII-FM (What’s In It For Me?). Trying to overcome an undesired habit through will power causes the same subconscious resistance we often give to a high pressure sales pitch. In other words, we do not want to pay the price of change without buying the benefits; but once we fall in love with the *benefits* of change, it now becomes easier to pay the price of change. The benefits of change must be identified and effectively communicated to the subconscious, which can be done through the use of guided imagery during hypnosis.

### **Why Not Begin with Advanced Techniques?**

Going forward in time with a hypnotic progression triggering positive emotions is much more enjoyable than a regression back into past negative feelings - and some people are more apt to talk about pleasant experiences, which creates good public relations for hypnotherapy. Advanced techniques such as regression or parts therapy may be used in subsequent sessions as necessary.

### **BEFORE HYPNOSIS: Identify the Benefits**

Complete the form on the next page with your client. Here is the same question that I ask my clients who are ready to quit smoking: ***“Let’s assume that you already quit smoking one year ago, and have enjoyed a full year of success. What’s in it for you? What are your personal benefits?”***

List each benefit in a positive way, affirming the desired result. For example, “No more smoker’s cough” should be *“Clear throat and lungs...”* Another example: “I won’t be tired” should be *“More energy...”* etc.

I use the form for programmed imagery during the session, and make a photocopy to send home with the client. You have my permission to photocopy the form for use with your clients.

Write down the client's personal benefits, stating them in a positive way. Explain the Role of Imagination: It's *positive imagining* that gets results, not positive thinking.

### **Doing Hypnotherapy: Benefits Approach**

The goal is to use positive, programmed imagery of a client's benefits to *sell success to the subconscious* before giving post-hypnotic suggestions for the "price" of change. Have client imagine *emotional feelings* associated with fulfillment of the desired goal -- in order to enhance the motivating desire. Remember: *emotion is the motivating power of the subconscious.*

### **After Hypnosis**

Record the individual session for your client, or make generic CD’s for smoking cessation and/or weight management, etc. (Or you may wish to buy mine at wholesale!) Also, be certain to schedule the next appointment before the client leaves your office.

## Selling Success to Your Subconscious

**My priority goal is:**

**My personal benefits are:**

1. \_\_\_\_\_
2. \_\_\_\_\_
3. \_\_\_\_\_
4. \_\_\_\_\_
5. \_\_\_\_\_
6. \_\_\_\_\_
7. \_\_\_\_\_

### **Creative daydreaming**

Find a quiet place and go into self-hypnosis. Vividly daydream total fulfillment of your goal, and make a special effort to imagine all of your personal benefits in ways that please any of your five senses.

Imagine your most important benefit(s) in ways that help you imagine your emotional satisfaction with fulfillment of your goal. Use your imagination with as many of your five senses as possible.

Also: Imagine *enjoying* your benefits in ways that are *emotionally* satisfying.

If applicable, imagine yourself giving thanks to God or a Higher Power for the realization of your desires.

**REMEMBER: *Imagination* is the language of the subconscious, and *emotion* is the motivating power of the mind!** Combine both together for a more powerful meditation.

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## **Follow-up**

Stress causes more backsliding than all other reasons combined, so I devote one session to teach a client how to use self-hypnosis to manage stress. During that session I help the client establish a trigger for inner peace.

Almost all smokers receive this session. Overweight clients who do NOT use food when stressed often skip this session.

I also recommend one additional session for smokers to help establish a permanent success. If subconscious resistance occurs, I employ parts therapy or hypnotic regression to discover the core cause, and deal with what emerges. Any subsequent follow-up will depend on the client's degree of success. My goal is to help the client become a totally tolerant non-smoker, whereas most people who quit smoking are either ex-smokers or smokers who don't light up (but still have urges).

People seeing me for weight loss are more flexible in the total number of session, based on the amount of weight they wish to discard, as well as other factors. Overweight clients often have several contributing causes for the presenting problem.

Note: for hypnosis professionals...

My professional program entitled, "Quit Smoking for the Last Time," is available in electronic format. An affiliate program is available if you wish to sell this program when working with private clients and/or groups.

For details, visit: <http://www.royhunter.com/selfhelp.htm>

Note: You may subscribe to my free ezine "Hypnosis Tips" at my website:

[www.royhunter.com](http://www.royhunter.com)

***List your practice in the World Directory of Hypnosis Practitioners at Roy's website!***

***[www.hypnotherapylist.com](http://www.hypnotherapylist.com)***

### **Note:**

**One additional copy of the "Selling Success to the Subconscious" worksheet is included so that you may mark on one during this presentation and have a blank one to photocopy for using with clients.**

# Selling Success to Your Subconscious

**My priority goal is:**

**My personal benefits are:**

1. \_\_\_\_\_
2. \_\_\_\_\_
3. \_\_\_\_\_
4. \_\_\_\_\_
5. \_\_\_\_\_
6. \_\_\_\_\_
7. \_\_\_\_\_

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