

Advertising Feature – Mind Generating Success Opens in Edinburgh



Have you ever tried to lose weight but found that diets don't really work – and you blame your lack of willpower? Or you really want to give up smoking but, again, find that nothing works? Are the words 'I've tried but I just can't do it' familiar to you?

Do you feel your self-esteem is quite low in these difficult times and you are lacking in confidence? Perhaps you have a phobia with a fear of spiders, wasps etc or you're in desperate need of a holiday – but can't face flying? Do you feel despair because you think nothing helps?

Well, a new business based in the heart of Edinburgh may be able to help. **Mind Generating Success** can show you a perfectly natural process to overcome issues such as these mentioned above. And the beauty is that hypnotherapy – the power of the mind – can help you thanks to *your* mind power!

The reaction of many people when I tell them I am a fully qualified hypnotherapist is somewhat inevitable. They wear a look of surprise, there's an audible gasp and a somewhat predictable 'oh, look into my eyes' reaction whilst waving their fingers in my direction. Given the recent television show *Back in the Room* on ITV, this is no real surprise. Hypnotherapists can be perceived as magical wizards who sit in a therapy chair dangling a swinging watch, putting people into a trance like state where they lose all control. In reality, hypnotherapists can help people transform their lives – and the client is fully aware and in control at all times. And if

I tell you just how many different issues hypnotherapy can help with you may be surprised.

Hypnosis is an altered and heightened state of awareness that is sometimes referred to as a trance state. Most of us slip in and out of trance states throughout the day in everyday life. Has anyone ever said to you 'Hey – you're away in a dream!' in an attempt to get your attention? When you day-dream you are at your most relaxed and comfortable. This is often when the best ideas 'pop' into your mind – they certainly do in my case!

You may be aware there are two parts to the mind, the conscious and the subconscious. Many therapists use the term 'unconscious' instead of 'subconscious', and many describe the workings of the mind in great detail. My explanation is very simple:

The Conscious

You are aware and in the present with your conscious mind. It's the part of your mind that reasons and makes decisions and choices. It acts as a filter to thoughts and suggestions, deciding whether to keep them in the forefront of your mind, or put them 'on hold', or to dismiss them altogether. When a thought or suggestion is put 'on hold', it goes straight to the subconscious where it is filed away.

The Subconscious

The subconscious is a container for your thoughts. Amongst other things, it houses all the information your conscious gives it to store, like memories and things it can't deal with immediately.

At its most basic, imagine you have a real fear of spiders (okay, I realise some of you won't need to imagine!) You see a spider crawling across the floor. Your conscious mind – the one which enables you to perform your usual day-to-day tasks

such as getting up in the morning, getting dressed, driving the car to work – tells you it's just a spider, a wee harmless beastie that isn't interested in you and is probably frightened of you anyway, hence the reason it scuttles furiously across the floor to avoid you. But if your fear of spiders relates back to something that happened in your childhood, your subconscious mind will immediately refer to that. And it is you who leaps to the other side of the room. Hypnotherapy is about retraining your subconscious mind to act like your conscious mind and thereby overcoming issues that may affect your day-to-day living.

Once induced into a feeling of total relaxation, I can talk to the subconscious mind and, after a few sessions, help allay a fear of spiders. Hypnotherapy can help people accept spiders for the harmless little creatures they are.

Most people know that hypnosis can be helpful for stopping smoking, losing weight, increasing confidence and treating phobias. However, you may be more surprised to find that it can help you to pass your driving test or become better at public speaking. Having trouble sleeping? Got a job interview or presentation coming up and feel nerves will get the better of you? Or are you the best man at a wedding or father of the bride and are fearful about your speech?

Hypnotherapy can help all these issues – and more.

Hypnotherapy is a skilled verbal communication, used during hypnosis, which helps direct a client's imagination in such a way as to bring about intended alterations in sensations, perceptions, feelings, thoughts and behaviour. The process begins with an initial consultation meeting during which the hypnotherapist will ask the client questions about previous medical history, general health and lifestyle. They will also ask about things that make them relaxed such as their favourite place in the world to go; happy memories of a special time in their life; favourite pastimes and generally

things about what make the client feel happy and relaxed. From this initial consultation, the hypnotherapist creates a bespoke script for use during the hypnosis. The hypnotherapist and client will decide together on the changes or goals that are desired.

Unlike stage show hypnotists, during hypnotherapy you are fully conscious and aware at all times. You will never be asked to do anything you don't want to do – so there will be no flapping around the room believing you are a chicken!

I was discussing hypnotherapy the other day with a fella who came round to fix a broken tap in my bathroom.

'Can ye get me tae gie up the fags?' he asked.

'I can't get you to do anything' I replied. 'The wish to do something to change your life has to come from you. But if you're serious about wanting to give up smoking, it's certainly worth considering hypnotherapy'

I asked him how much money he presently spends on tobacco. He thought for a moment before answering he smokes about 40 cigarettes a day. That works out at around £17 per day, over £120 a week – and a staggering £6,300 per year. I wondered how many other people in Edinburgh and the Lothians smoke 40 cigarettes a day – and, given the current financial climate, how much they could do with an extra £6,000 plus in their pockets. And that's before one considers the health benefits of giving up cigarettes.

Smoking cessation through hypnotherapy is usually concluded in one or two sessions. To quote my plumber friend, at £90 per session, that's a drop in the ocean to the amount of money he spends on tobacco.

Of course, it's not only giving up smoking and weight management issues that hypnotherapy can address.

Ask yourself what you say when someone asks you 'How are you?' Is it the standard reply most people offer – 'Aye, I'm okay, just doing away'?

Is that how you want your life to be? Just doing away?

Are you really, truly happy with your life? Or are there some things you would like to change but aren't sure how to make these changes or where to start?

There are many people who think like this. In today's 24/7 instant communication society, a great many people want to change some aspects of their life but don't know how to do this or who to approach for help and guidance.

So, I hear you ask – how can hypnotherapy help make these changes happen for me?

Firstly, you need to know what changes it is you want to make to your life. Once you do you can contact me and together we can discover the tools and techniques that will bring improvement to the quality of your life – and bring happiness and contentment. Life is too short to accept what we've got if we're unhappy with it. Change for the better is all about you. When you discover the tools to make those changes then your hopes for a better life can be fulfilled.

Hypnotherapy can be applied to a wide range of medical, dental and psychological problems. Areas of application include anxiety and stress conditions, the aforementioned weight control and addictive behaviours and confidence issues. It is also used to enhance performance in several areas such as sport and public speaking.

Okay, I hear you ask. What can hypnotherapy do for me?

Well, that depends on you. Hypnotherapy gives you time for one of the most important things in your life – you. With relaxing techniques tailored to suit you, you will feel calmer, more

relaxed and have a better understanding of your life, needs and aspirations as well as others.

So, dear reader, if you are someone who wants to lose some weight or stop smoking but find your willpower evaporates after a few weeks; if you feel a distinct lack of self-esteem or self-confidence; if you are someone who has a phobia whether this is of spiders, wasps, general 'creepy-crawlies'; or even if you're thinking about going on holiday to sunnier climes but have a fear of flying – contact me to arrange an appointment. After a free, no obligation initial consultation, we can decide together the best way to enable you to achieve your goals.

My new premises are now open at 14-18 Hill Street, Edinburgh EH2 3JZ – between Castle Street and Frederick Street, so handily placed if you're in the city centre.

Phone or text me on 07521353787 (24 hours) to arrange a date and time for an initial free consultation or email me at: mike.smith@mgs-hypnotherapy-services.co.uk

Visit my website for more information:

<http://www.mgs-hypnotherapy-services.co.uk/>

Home visits are available by arrangement.

Whether you wish to stop smoking, lose weight, increase self-confidence or overcome a phobia why don't you advantage of a free consultation and take the first step to overcoming this by natural methods – the strength and power of your mind – by contacting me for further information.

Special offer – 10% off the first session for Edinburgh Reporter readers. Quote ER01 when contacting me.

We have but one life – so why not try and change your life for the better?

Mike Smith Hyp CS

Mind Generating Success