

## Nothing to Fear Everything to Gain

Hypnosis has been around for thousands of years. The old myths and misconceptions about hypnosis have given way to proven, scientifically sound applications. Today, the use of hypnosis is seen in a variety of fields, including medicine, dentistry, law enforcement, professional sports, and education.

Most people have a limited understanding of the positive results that can be achieved in a professionally controlled hypnosis session. We would like to dispel some of the myths and answer the most frequently asked questions about hypnosis.

• **How does hypnosis work?** Our minds work on two levels - the conscious and the unconscious. We make decisions, think, and act with our conscious mind. The unconscious mind controls our habits. In the relaxed state known as hypnosis, we can communicate directly with the unconscious mind. This is why it is so quick and easy to change habits of a lifetime with hypnosis.

• **Will hypnosis work for me?** Generally speaking, every normal person is 'hypnotisable'. That is, people with an IQ of at least 70, and no severe mental disorders. Therefore, virtually everyone can achieve successful results using hypnosis.

• **How will I know if I am hypnotised?** Most people cannot tell the difference between the hypnotised and the waking states. Some people feel relaxed and lethargic, others feel a 'lightness'. One thing that people do notice is an inexplicable change in their daily behaviours.

• **Is hypnosis safe?** Hypnosis is completely safe. You are aware and in control at every moment and can terminate the session at any time. Hypnosis is not sleep, nor can you get "stuck" in a state of hypnosis. You cannot be made to do something against your will! Hypnosis is a safe, relaxing, and enjoyable experience.

• **How can hypnosis help me?** Most of our issues are emotional and habitual and are controlled by the unconscious mind. Since hypnosis and NLP work directly with the unconscious mind, this is the only method that makes sense! We can help you effortlessly transition into the person you want to be - **it only takes one call to change your life.**

## Winning Minds



Janet Bishop and Mark Newey established Winning Minds in a convenient location in the Cambridge area.

Janet and Mark are Certified Clinical Hypnotherapists and Cognitive Behavioural

Therapists. They are certified and registered with the American Board Of Hypnotherapy and the American Board of Neuro-Linguistic Programming (NLP), being the largest and most advanced governing bodies in the world. They have also graduated from The Silver Institute of Clinical Hypnotherapy.

Mark and Janet are also Independent NHS Service Providers.

They have spent many years studying the motivational responses of people and applying techniques that have encouraged positive changes in their patterns of behaviour. This experience and the advanced techniques have been combined to create their unique and powerful approach to hypnosis.

*Hypnosis makes it easy. Let us make it easy for you. All you have to do is pick up the phone, make an appointment and keep that appointment. From that moment on your problem is solved.*



### WinningMinds

*Change your mind, change your life*

**Freephone: 0800 083 0143**

**Website: [www.winningminds.co.uk](http://www.winningminds.co.uk)**

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# Change your Life

## With the Power of Hypnosis

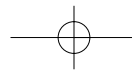
- Stress, Depression
- Confidence, Motivation
- Fears, Phobias
- Stop Smoking
- Long-term Weight Loss
- Insomnia, Panic Attacks



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## Develop a Winning Mind

**If you're reading this then the chances are that there's something in your life holding you back from being the person you want to be.** If you're totally happy with your life then please pass this leaflet on to a friend, relative or colleague, because this information is designed to change lives.

You may have carried these problems around for years and if only someone could help you get rid of whatever has been troubling you for so long you'd be set free, free to live the life you so want to lead.

### We can help.

Hypnotherapy treats the part of our mind where all of our memories, emotions and habits are kept, the unconscious mind. Unlike the conscious mind which can think rationally or analytically, the unconscious mind just acts like a storehouse, rather like a hard drive on a computer: it often stores negative data from childhood that you'd like to update or remove - such as a fear of flying or habits such as smoking or overeating. Hypnosis allows us to 're-programme' your unconscious mind simply and easily, enabling you to live the life you want to lead, the one that is right for you NOW.

**Stop Smoking, Long-term Weight Loss, Stress Management, Fears or Phobias, Depression, Anxiety Attacks, Self Confidence, Motivation, Insomnia and much more.**

Imagine what it would be like to get rid of a lifelong fear or phobia? We have been trained by The Silver Institute of Clinical Hypnotherapy in a technique often dramatically demonstrated by Tom Silver on American TV and used by our own Paul McKenna that will instantly change your perspective of that destructive or irrational fear.

Afraid of flying? Afraid of going out? The dark? Spiders? Or something you can't quite put your finger on? How many of us keep these fears hidden inside us for years and years...some have a fear of success - and some a fear of failure. What's your fear? Isn't it time you talked to us?

## Confidence

Do you feel insignificant? Lack confidence? Feel unpopular or blush easily? This is a feeling common to all too many people. We can help you learn to trust, develop and share your unique and positive qualities with others and become the person you've always wanted to be, allowing you to live your life with passion.

## Stop Smoking

There's that constant battle...shall I have one? No, I mustn't...oh go on!...and then that awful guilt and self-disgust when you realise that you didn't even enjoy it. And yet this awful habit controls your life, slowly killing yourself and your loved ones with passive smoking.

The advanced Hypnosis and Neuro-linguistic Programming (NLP) techniques we use in our one-hour Stop Smoking Session are so powerful that they have a 95% success rate. This fact is based on a 2 year independent study in which 95% of people treated with this technique remained non-smokers beyond 2 years. What's more, we offer a free back up session for those 5% that slip; this means they can come and see us again up to 6 months after their original appointment.

Patches and Gum have low success rates and drugs may be harmful. **Hypnosis is natural and has the highest and quickest success rate!** When you are ready to stop making excuses and want to stop smoking, call us!

## Long-term Weight Loss

"I'm too fat and I'm fed up!" Yes, we've all been there...tried every diet going and put any weight back on that we'd lost when we starved ourselves and got into the yo-yo diet cycle.

Overweight people aren't necessarily greedy and studies have proven dieting actually makes you fat! The **WinningMinds** Weight Loss Programme attacks weight loss both consciously and unconsciously, which means you can and will be successful.

Over-eating has an enormous amount to do with habits and emotions: **Emotional Eaters** feed their feelings...lonely, insecure...they're looking for comfort from their food. **Subconscious Eaters** can eat a whole tub of ice cream whilst watching TV without even noticing. **Conditioned Eaters** feel guilty about wasting food, maybe because their parents told them to eat everything on their plate because there are starving children all over the world. The **WinningMinds** Programme will help you break free of these shackles and lose weight.

Everyone is different - the **WinningMinds** Weight Management Programme is tailor-made to your individual requirements and helps you discover what foods you are allergic or intolerant to, a common hidden cause of weight gain. We also advise you on the correct nutritional supplements that are specific to your body's needs.

## Stress Management

Stress is one of today's biggest killers. Whilst a certain amount of stress can be beneficial, too much can trigger physical ailments such as Irritable Bowel Syndrome (IBS), panic attacks, high blood pressure, as well as leading to heart attacks, strokes and even contributing to the development of cancer. Anti-depressant drugs are just like putting an Elastoplast over a wound; the wound never really heals. **Let us help you to easily and comfortably manage the stress in your life through hypnosis.**

## Motivation

You are the same as the most dynamic person in the world, except they have more of what you want. We actively assist you to harness your natural resources and enable you to satisfy your needs and desires in all areas of your life, whether personal or professional.

## Insomnia

The inability to sleep properly is often tied up with some of the problems identified above, which cause an over-active imagination to send your conscious mind into overdrive just as you're trying to relax. Hypnosis can comfortably and naturally teach you to 'switch off that over-active imagination, so that you can settle down and let your body get the sleep it requires.

## This is what some of our clients say:

"I can now be in the same room as a wasp without freaking out! It's amazing how calm I feel" *G.R from Ely*

"I feel like I have got my life back. I was a smoker for 24 years, you changed that after 1 hour!" *D.S from Huntingdon*

"Thank you so much, I now feel so good about myself and life is so much more enjoyable" *R.M from Cambridge*

"Now I actually enjoy giving presentations and my manager can't believe how confident I've become...I know I won't be the only one in my company to pay you a visit" *B.S from Harlow*

"Wonderful - now I know what a good nights sleep feels like. I have so much more energy too" *R.W from Haverhill*

"Brilliant, I would recommend it to anyone" *J.C. from Saffron Walden*

"It's brilliant, I can now wear what I like and know I look good - and my husband definitely approves, he can't keep his hands off me!" *S.S. from Cambridge*

