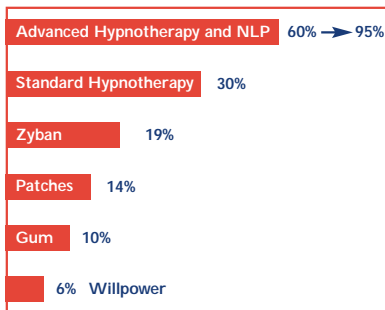


## Success Rates for Various Smoking Cessation Methods



Reported Success Rates (%)

## This is what some of our clients say:

"I find it hard to accept that it has been so easy. I cannot believe my luck. I did not believe you when you said the withdrawal symptoms could be dealt with. It has been virtually painless" *R.P. from Bury St Edmunds*

"A bit shell-shocked still after doing it for 15 years and then after 1 hypnosis session, just stopping and finding it remarkably easy" *R.C. from Royston*

"Am breathing better; stopped using Ventolin inhaler" *N.K. from Bishops Stortford*

"Undescribable! No longer tied to 2" of white stick!" *R.S. from Longstanton*

"I am a non-smoker and it's still making me smile! I can make roll-ups for my friend and it doesn't bother me at all!" *S.L. from Guilden Morden*

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

"Much healthier and better off financially; I sleep better and feel less anxious about my health" *M.E. from St Ives*

## 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 smoking problem is solved.*



**WinningMinds**

*Change your mind, change your life*

**Freephone: 0800 083 0143**

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

**Email: [info@winningminds.co.uk](mailto:info@winningminds.co.uk)**

# Stop smoking in one hour

- 95% success rate
- Free back up support
- Single session of 1 hour

**Hypnosis Makes it Easy!**



**WinningMinds**

*Change your mind, change your life*

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## Why People Don't Stop Smoking

Most people know that by stopping they will save several thousand pounds a year. Most people know that they could add years to their life. And most people know that if they stop smoking right now, they could save their health - before it's too late.

So why do people continue to smoke? It all comes down to one thing... **FEAR.**

- Fear that you'll have to give up your pleasure or your 'prop'
- Fear that you won't be able to enjoy life or handle stress
- Fear that you will put on weight
- Fear that you'll have to go through an awful trauma to get free
- Fear that you'll never get completely free of the craving

All of these fears are just examples of one overriding fear. The one simple reason that you have not stopped smoking is that you - **fear that it is going to be too painful and too difficult!**

## Hypnosis Makes it Easy

In fact, our unique combination of techniques makes it so easy that after only one hour you'll leave a happy non-smoker - not feeling deprived, not feeling that you've made a sacrifice and not feeling any pain. Instead, you'll have a huge sense of relief and elation that you have at last achieved what all smokers long to achieve - **you have become a happy, permanent, non-smoker.**

When smokers try to stop with other methods they suffer misery and depression caused by the feeling that they are being deprived of a pleasure or support. The beauty of hypnosis and the way we use hypnosis in particular, is that it removes this feeling of deprivation. It removes the need, the desire, to smoke. You won't need useless aids, gimmicks, or substitutes. No nicotine gum or patches. No inhalers or nasal sprays. No needles or lasers. All that you have to do with hypnosis is sit back in a nice comfortable chair, and relax. It doesn't get much easier than that.

## Free Back Up Support

We have so much confidence in our methods that we are among the very few hypnotherapists who offer a free back up support. This means that in the unlikely event that you "slip up" and start smoking again within six months of your original appointment, then you only need to call us and we'll get you back in for your back up session at no extra charge. You may be wondering how we can offer this free back up session...

## 95% Stop in One Hour

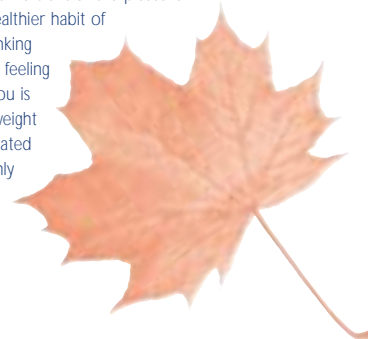
The reason we can offer this free back up support is because the technique we use has such a high success rate. 95% of people stop in one hour; and for the remaining 5% we offer the free back up support. How do we consistently maintain such a high success rate, year in year out, with just one session?

## Our Unique Approach

In the 1950s The British Medical Association (BMA) and the American Medical Association (AMA) formally approved the use of clinical hypnosis. Since then thousands of people have found hypnosis to be an effective way to stop smoking, lose weight, and otherwise improve their lives.

Hypnosis can bring varying degrees of success depending on the skill and techniques utilised. Our unique approach incorporates the very best of traditional hypnotherapy techniques with a selection of techniques from the newer science of Neuro Linguistic Programming (NLP). This powerful combination gives you greater effectiveness and takes hypnosis to an even deeper level.

One of the reasons why it's not difficult or painful to stop smoking with our method, in fact one of the reasons why it's so easy, is that we transfer the pleasure derived from smoking to a healthier habit of your choice (e.g. exercise, drinking more water, relaxation or just feeling good). What this means for you is that there is NO unwanted weight gain or other problems associated with kicking the habit - the only side-effects are an increase in health, wealth, and freedom.



## 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 does hypnosis help me to kick the smoking habit?** Because smoking is a habit, it is controlled by the unconscious mind. Since hypnosis and NLP work directly with the unconscious, this is the only method that makes sense! We can help you effortlessly transition into the healthy lifestyle of a happy non-smoker - **it only takes one hour to quit.**