



**How To Use Hypnosis To Lose  
Weight, Look Good,  
Feel Great!**

# How To Use Hypnosis To Lose Weight, Look Good, Feel Great!

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## Introduction By Alan B. Densky, CH

Hypnosis, thanks to the stage, television, and many movies, the very word conjures up an image of a bearded and diabolical hypnotist swinging a pocket watch in front of his zombie like subject's face. Or of people who are barking like dogs or clucking like chickens, or acting in some other strange manner on a stage.

Too bad! Because the misconceptions caused by the fake stuff on stage and TV have frightened many away from benefiting from this wonderful and powerful modality that is just as natural as breathing.

With knowledge comes power. The goal of this e-Book is to help you to understand what is causing you to have cravings and compulsions to overeat, so that you can eliminate those feelings and lose weight permanently.

Alan B. Densky, CH is certified by the NGH and has specialized in the practice of hypnotherapy and NLP since 1978. He offers hypnosis & NLP CD's for a wide range of symptoms. He is the developer of the only video hypnotic process to have ever been awarded a US Patent. You are invited to visit his Neuro-VISION Hypnotherapy & NLP site for free resources like the hypnosis research library, free hypnosis videos, and free MP3 downloads. You can also visit his Hypnosis Video Blog for tips & tricks.

Questions: [Sales@Neuro-VISION.us](mailto:Sales@Neuro-VISION.us)

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We believe that cures and improvements are a result of mind over matter.

The information provided in this document and the Neuro-VISION programs is intended to be strictly educational in nature and is not intended to be a substitute for seeing your psychologist or physician or for medical treatment.

# How To Use Hypnosis To Lose Weight, Look Good, Feel Great!

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## Chapter 1: Where Does Your Appetite Come From?

Thank you for downloading my e-Book on using hypnosis for weight control. I promise that you are going to learn a lot of valuable information that will help you to permanently lose your weight.

Yeah, yeah, I know that you've heard that before. But I guarantee you that I have the answers that you've been looking for. I'll be perfectly honest with you. I'm a hypnotherapist, so obviously I'm going to relate the tasks that are required to lose weight, to how hypnosis can help you easily accomplish those tasks.



Before anyone can permanently lose weight, they must understand their current behaviors, and what compels them to perpetuate those behaviors. So let's get on with a little bit of education before we get to the "Good Stuff," or exactly how you are going to quickly and easily lose weight permanently!

When you went to school, you were taught lessons in a progressive manner. Each new lesson was based on your having mastered the previous lesson. Similarly, with this program you will learn several ways to control, and then eliminate your problems and symptoms. You'll learn how to have the thoughts that trigger cravings for food, actually eliminate cravings for food!

You'll also learn how to have the thoughts that trigger feelings of stress, automatically make you feel calm!

## The Difference Between Appetite Control, And Diet Control



Let's cut to the chase and get realistic. **What good is a diet, if you can't stick to it because your appetite is out of control?** So if you're trying to lose weight, you need to find a hypnosis program that uses techniques that will help you get rid of your appetite. Do you hate to be told what to do, like most people? If so, programs that use a lot of direct post-hypnotic commands and suggestions are NOT going to help you one little bit.

Jack, one of my middle-aged clients, along with his wife, had been to another hypnotist before he came to my practice. He told me that his wife had done well with the other man, but that he had failed miserably. I asked him about his wife's personality and he told me that she had the personality of a sheep. She was a great follower, and she loved it when someone else did all of the thinking for her.

Jack on the other hand, was good at thinking for himself. He was good at asking questions and analyzing things. He also told me that he didn't like to be told what to do. And he felt his stomach tighten up every time that the other hypnotist made suggestions. To make a long story short, I used a lot

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of Ericksonian Hypnosis and NLP, and Jack lost sixty pounds and ended up doing a videotaped testimonial for me. You'll need a program that can get past your conscious mind's propensity to resist suggestions and do the opposite of what it is told to do. Otherwise you are wasting your time and money. Unfortunately, 99% of the hypnosis programs on the market utilize only "Traditional Hypnosis," which relies on direct post-hypnotic commands and suggestions. And like I said, these programs are NOT going to help you one little bit.

A good hypnosis program will effectively reprogram your unconscious to eliminate your cravings, urges, and compulsions to eat excessively and improperly. And in order to be effective, it will accomplish that by using advanced hypnotic techniques that bypass the conscious mind's compulsion to resist. Once that is accomplished, it will be fairly easy to eat correctly and lose weight permanently.

Even after a person loses their appetite, they still have to eat the correct foods in the correct amounts. If a person doesn't lose weight, then they either ate too much, or too little! You'll need a hypnosis program that will work with any proper diet chosen. We'll cover more on this topic later in this e-Book.

### There Are Three Main Reasons That People Feel Compelled To Overeat

**Appetite Defined:** Eating and drinking for relaxation and pleasure.

**Hunger Defined:** The body's call for nourishment.

**The number one reason that the majority of people overeat is for Relaxation and Pleasure:** When an infant cries, its mother usually picks it up and puts a bottle in its mouth. The baby becomes distracted by the bottle, forgets about being cranky, becomes relaxed, and often falls asleep shortly thereafter.



About thirty-three times every day and night, the baby wakes up and cries. The father says, "It's feeding time again; you get him." The mother puts the bottle back in the child's mouth; it gets distracted again and relaxes, and falls asleep. So the child's "computer," the unconscious (subconscious) mind is programmed. When something goes into the mouth, the child receives relaxation and pleasure from it.

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As a young child, your parents may have insisted that you, "Clean off your plate, because the children in China are starving!" Then you got a nice present, a big reward for eating everything, a sweet dessert. Right? Maybe mom and dad made eating fun. "Open the tunnel, here comes the train" (food). Or how about, "Little Susie is such a big girl. Watch how she eats everything up." On and on ad-nauseum. This, boys and girls, is "computer programming." It's how you learned to get pleasure from putting food into your mouth.

Here is some more "computer programming." Is mom or dad overweight? As a young child, didn't you watch them eat? You learned! Monkey see, monkey do. If you stop and think about it, you can probably remember many times in your life when you associated food with pleasure. Family get-togethers usually combined eating with socializing. How about dating, dinner and a movie? And what about snacks after the movie? When you are "up," you can eat and feel even better. Right? You can feel better temporarily, anyway. You feel worse later when you realize what you have done. How about when you are "down?" Again, you eat to feel better temporarily. How about bored, tired, tense, and sad? Almost any emotion can be an excuse to eat. In the next chapter we'll discuss exactly what you can do to eliminate the cravings that come from eating for relaxation and pleasure.

For now, the best thing that you can do for yourself is to visualize yourself with the body that you would love to have, living a peaceful, happy, and secure life. Do this exercise on a daily basis.

### Chapter 2: How To Eliminate Cravings

**Appetite Defined:** Eating and drinking for relaxation and pleasure.

**Hunger Defined:** The body's call for nourishment.

There is a law of nature, called the law of equal exchange. The law states that if a person wants something, they must pay for it with something else of equal value. If you're out shopping for clothes and you find something that you would like to have, you must pay for it with something else of equal value, which in this case is money.



### The Trick

If you are eating for relaxation and pleasure, and you want to stop that kind of eating, then you must pay for it by substituting some other behavior that will provide the same

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exact relaxation and pleasure for you. You should substitute behaviors based on these criteria:

1. They must be as effective as eating is at providing the relaxation and pleasure.
2. They must be as available as eating is (can be done almost anywhere on the spur of the moment) for providing the relaxation and pleasure.
3. They must be more consciously acceptable than eating is for providing relaxation and pleasure. The trick is to learn how to program the unconscious mind to automatically make those substitutions without having to rely on any conscious intervention. How is it done? I'll give you a hint, hypnosis.

Hypnosis, yes, but NOT the kind that you are probably thinking of. Not by using post-hypnotic suggestions in the traditional sense, because for most people, direct post-hypnotic suggestions will definitely NOT work! In fact, what will probably happen is that you will end up doing the opposite of what is suggested. And unfortunately, 99% of all of the hypnosis CD's and tapes sold today are based on Traditional Hypnosis (direct post-hypnotic suggestions and commands).

To be successful, what you need are hypnosis programs that are based mainly on Ericksonian Hypnosis and NLP. Ericksonian Hypnosis doesn't use direct post-hypnotic suggestions. It offers much more effective ways of getting the unconscious mind to accept new ideas without resisting them. And NLP doesn't rely on post-hypnotic suggestion at all! It uses the thought patterns that create a person's cravings and urges, to eliminate those cravings and urges.

### **A Wonderful Mental Exercise**

Remember the most beautiful sunset that you've ever seen. If you can't remember one, fantasize one. But just imagine the sunset. Don't picture yourself or anyone else in the image. Put in the colors of the sun and the sky, and imagine the comfortable temperature of the air against your skin.



Finally, recall the smells and any of the nature sounds that you heard. Please take a few moments and do this exercise right now. If you did the exercise correctly, then your

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thoughts made you feel nice and relaxed. The source of our feelings is our thoughts. So just as thinking about a sunset made you feel more relaxed, the source of happiness, joy, peace, sorrow, stress, and upset is a person's thoughts! The essence of hypnosis is relaxation, so by practicing self-hypnosis you can dissipate a lot of the tension that causes your oral cravings.

As I said earlier, most commercially available hypnosis tapes and CD's are based on Traditional Hypnosis, which uses direct post-hypnotic suggestions. However, instead of using direct post hypnotic suggestion ("From now on you'll feel more relaxed" - Oh yeah, why should that ever happen?), the best transformation technology (NLP) trains the mind to take your stress producing thoughts, and automatically exchange them for relaxing mental pictures and movies.

In other words, if you start to think a thought that causes you to feel tension, your unconscious will use that negative thought to automatically trigger a positive, relaxing thought in its place. This automatically produces relaxation and pleasure, and eliminates the stress that causes you to feel oral cravings and urges for food. When you lose your cravings, you lose your appetite to overeat.

The second reason that people eat excessively and improperly is that they have associated food and eating with simple activities like watching TV, driving, reading, etc.. So when you watch TV or read, you feel compulsions to eat. This is called a conditioned response. In the next chapter we'll learn about cravings and compulsions caused by conditioned responses.

For now, the best thing that you can do for yourself is to visualize yourself with the body that you would love to have, living a peaceful, happy, and secure life. Do this exercise on a daily basis. Personal Development in England had 3 product reviewers personally test the *Neuro-VISION* Appetite Control Program. [Read their weight loss review.](#)

### Chapter 3: Eating Compulsions Caused By Conditioned Responses



When you were in high school you probably studied about a scientist named Pavlov, and his dogs. If you recall, Pavlov rang a bell every time that he fed his dogs. And after he repeated the exercise a few times, all he had to do to get the dogs to salivate was to ring the bell.

Being a dog owner and lover, I actually tried this experiment. Every time the doorbell rang, I gave my two dogs a cookie. By the third time the bell rang, the dogs would run to the closet where I kept the dog cookies instead of the front door. My next-door neighbor found out about my experiment, and one day he came and rang my bell every half hour just to annoy me.

What a pain! I had to break the dogs of that habit in a hurry.

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If you eat and simultaneously watch television, your mind takes a picture of the food in your hand, and connects it to the mental image of the television. Thereafter, every time you look at the television, your mind fills in the missing part of the picture. It flashes an image of the food in your hand, and you feel cravings and a compulsion to eat.

The mental picture of the food may only be at the unconscious level. In other words, the person may not be consciously aware of the image. But the image is definitely there, creating a craving for food and a compulsion to eat.

The same thing happens if you eat and drive; or eat and watch other people eating, etc. Pretty soon almost everything causes you to unconsciously see food, and those unconscious images cause you to feel a compulsion to eat.

### **The Trick**

The trick is to "erase" (extinguish) the conditioned responses. In other words, the trick is to get your mind to stop flashing unconscious images of food. And even more than that, you want to get your unconscious mind to automatically flash an image of you, in the same scenario without eating!

Because if you are not able to unconsciously see the food, then you won't feel any cravings, urges, or compulsions to eat.



And if you are disassociated (you see yourself in your mind's eye), then you can't feel your feelings (your cravings and urges). And when you see yourself (in your mind's eye)

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behaving in a certain way, then you will get a compulsion to behave that way. So if your unconscious flashes an image of you watching TV without any food, then you get a compulsion to NOT eat while watching TV!



After watching the *Neuro-VISION* Video Hypnosis Program, "[Lose Weight In A Flash!](#),"

clients report that when they watch television, their mind shows them a movie of themselves watching TV with a thin body, but without any food in the picture! In addition, they report that they no longer crave food when they watch the TV. So part of what the *Neuro-VISION*

Video Hypnosis technology does is to erase (extinguish) conditioned responses and setup new positive associations at the unconscious level of mind. And another part of the *Neuro-VISION* technology trains the unconscious mind through computerized digital optics, to instantly and automatically take stress-producing thoughts, and automatically exchange them for relaxing mental pictures and movies that calm you down.



This eliminates stress based oral cravings, urges, and compulsions for food. In other words, you lose your appetite to overeat. Do you want to know what one of the most powerful factors for creating permanent change is? Of course you do. It's MOTIVATION. In the next chapter we'll talk about how to create a mountain of motivation to exercise, stick to proper foods, or make any changes that you want to make.

Remember, the best thing that you can do for yourself is to visualize yourself with the body that you would love to have, living a peaceful, happy, and secure life. Do this exercise on a daily basis. You can [visit \*Neuro-VISION\*](#) to learn about our high-tech appetite control solutions.

### Chapter 4: How To Build Motivation

In this chapter we'll talk about motivation, and how you can go about creating a mountain of it to feel an urge to exercise, stick to eating good foods, or make any changes that you want to make.

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**Appetite Defined:** Eating and drinking for relaxation and pleasure.

**Hunger Defined:** The body's call for nourishment.

One of the most powerful factors for creating permanent change is MOTIVATION. Our motivation is based on what we believe. And as we all know, belief is rarely based on our concrete reality. Basically, we believe things because of how we see them, hear them, feel them, and smell them, etc.

Recently one of my appetite control clients (Suzy - not her real name) related an interesting story to me. She was dropping her son off at school one day, and she had to park because she had a meeting with her kid's teacher. When she returned to her car, a homeless person approached her. He told her how much he liked her car, and said that she was obviously wealthy, and then he asked her to give him the car as a present. I can't print what her first response was, because I don't use that kind of language (at least not in my e-books). But the man wasn't deterred. He told her that he had seen her drop her son off at that school many times.

He told that he liked her 7-year-old son, "Bobby," and that he didn't want to see anything bad happen to the boy. Suzy handed the keys to her beautiful Corvette to the man and walked away. Then she called the cops. So what happened to motivate Suzy to do something that she would normally never do? Simple, the man got her to believe that what was most valuable to her would be in jeopardy, unless she made a change. Even though she knew that he was a bum and it was probably all just talk, he got her to believe Bobby was in jeopardy unless she handed over the keys.

Similarly, the man could have motivated her to hand over the keys, if he could have gotten her to believe that what was most valuable to her would be enhanced if she made a change.

For instance, if he could have gotten her to believe that he was really a millionaire in disguise, and that if she gave him the keys to the car as a token of good faith, her son would win a full scholarship to a university, then that would have motivated her to hand over the car keys.

Our unconscious mind is like a computer. And in the science of NLP, we have learned how to decipher the computer codes that each person, as an individual, uses to create belief. So there are very powerful NLP techniques that can be used to make you believe whatever you need to believe, to feel motivated to make your desired changes. In other words, you can easily create a mountain of motivation to stick to a diet, or to exercise, etc.

My "[Vaporize Your Appetite!](#)" program uses very powerful NLP techniques for creating huge amounts of motivation. Have you ever felt good about yourself, at any time in your life, for any reason whatsoever? One of the NLP techniques that I use in this series of recordings is to program your unconscious to connect the image of you with a thin body,

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with the feelings of self-esteem. And it doesn't matter where those feelings came from, or how long ago you felt them.

Your mind can be programmed to take feelings from one of your experiences, and then connect those feelings to another experience. Because when you believe, at the core level, that being thin will make you feel good about yourself, you will be powerfully motivated to do whatever is necessary to lose your weight, and keep it off!

What about eating correctly? Make no mistake you **MUST** eat correctly! But you shouldn't go on a diet - in the traditional sense. So in the next chapter we'll talk about proper eating habits. **Mental Exercise** One of the mental exercises that I ask my clients to use to build motivation is to think about how their life will change when they've lost their weight. I ask them to imagine how great it will feel to be able to look in the mirror and see a person with a sleek, sexy body looking back at them.

I ask them to imagine how it will feel when they see and hear friends and loved ones compliment them. I ask my single clients to imagine seeing others glance admiringly at them, and to imagine the feeling of having someone who finds them attractive ask them out.

### Chapter 5: It Is Impossible To Get Hungry

**Appetite Defined:** Eating and drinking for relaxation and pleasure.

**Hunger Defined:** The body's call for nourishment.



If you have fat on your body, then you have stored up nourishment. And since our definition of hunger is the body's call for nourishment, then it is impossible for you to feel hungry. But it is possible for you to have feelings that you interpret as hunger. Later on in this e-book you are going to learn how to quickly rid yourself of these feelings that you are interpreting as hunger. The next chapter will go into much more detail about hunger and false feelings of hunger.

There are several beneficial behaviors that I'd like to mention. In order to lose weight, you'll have to burn more calories than you consume. And the only reliable way for you to do that is to learn something about nutrition. And then you need to follow the methods that have proven to accelerate your metabolism, and produce consistent results. Teaching nutrition is outside the scope of this e-book. But there are plenty of good

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books available on this subject, and in a few minutes, I'll tell you what my favorite book is.

### Here Are A Few Of The Methods That Can Help You Have A Successful, Permanent Weight Loss

Before you change the foods that you eat, check with your physician about the proper types of foods for you, as an individual. In my office, and in the bodybuilding lifestyle that I started back in 1963 and which continues to this day, I've seen most people experience the best results by using a high protein, low fat, low carbohydrate food plan such as the one found in the book titled, "The Greenwich Diet" by Carlon M. Colker, MD. It's available in any bookstore or online. Believe it or not, I've seen it for \$1.00 - \$3.00 on Amazon.

Even Arnold Schwarzeneger said that 70% of bodybuilding is nutrition. You might not want huge muscles like Arnold's, but if you look closely at someone who is into bodybuilding, they usually have very little fat on their body. And it's not just exercise alone that got them into that condition.

So if you want to lose weight permanently, stay away from fast foods, and the prepared foods that you find in the frozen section of the supermarket like pizzas, foods in a bag, pre-breaded chicken, and so forth. It might sound like a pain in the butt, but there is only one way to learn about nutrition and guarantee a weight loss. And that's for one to keep an accurate food consumption journal. Notice that I didn't say diet diary. You shouldn't go on a diet. Dieting is temporary. You'll simply want to learn how to eat the right foods in the right amounts for you, as an individual.

According to Dr. Colker's book, you should weigh or measure all portions of each food, and write down the calories and the grams of carbs, fats, and protein. Do this for at least a month. Never skip a meal because it slows down the metabolism.



As we've discussed before, the only way that anyone will be able to lose weight is to burn more calories than they consume. In order to accomplish that task, it is imperative that the metabolism be sped up. So in the next chapter, you'll learn specific ways to speed up your metabolism.

Remember, the best thing that you can do for yourself is to visualize yourself with the body that you would love to have, living a peaceful, happy, and secure life. Do this exercise on a daily basis.

Visit *Neuro-VISION* to learn about our [weight loss hypnosis](#) appetite control solutions.

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## Chapter 6: How To Speed Up Your Metabolism

**Appetite Defined:** Eating and drinking for relaxation and pleasure.

**Hunger Defined:** The body's call for nourishment.

Think of the metabolism as a campfire. And think of your body as a large pile of dead trees. Suppose that you want to get rid of that large pile of dead trees and branches, so you decide to burn them.



It's difficult and it takes a while to get the fire burning. You start out by getting small pieces of bark and twigs to ignite. And as they begin to burn, you start to add larger pieces of fuel in the form of branches, and finally the tree trunks, which can then catch fire.

What happens if you throw another tree trunk on that large fire as it burns? It easily catches fire and burns too, right? But what happens if you let the fire burn down to an ember, and then throw a tree trunk on it? Nothing happens, the pile of wood just gets larger. The extra tree trunk might even snuff out that little ember.



The point is that when you skip a meal, your body goes into starvation mode. Your metabolism slows way down in order to conserve calories, because it doesn't know when it will be fed again. And when the metabolism slows down, so does your weight loss. When you finally do eat after having skipped a meal, and your body is in starvation mode, instead of burning the calories in the food you've just eaten, your body converts them to body fat to get ready for the next "fast."

Here are some simple rules that will help you keep that fire roaring and your body burning fat and losing weight:

1. Eat 4 - 7 small meals spread evenly throughout the day.
2. Eat as close to the same exact times each day as possible. This will help to eliminate false feelings of hunger. (Much more on this topic in the next installment.)

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3. Eat only at the dinner table, never with the TV, or radio. The NLP portions of my "[Lose Weight In A Flash!](#)" program are designed to help you get rid of the cravings for food that many people have when they watch TV, read a paper, or drive a car.
4. Never skip a meal, because it will dramatically slow down your metabolism.
5. Eating fats and carbohydrates will step up the metabolism by 5%.
6. Eating protein foods will step up the metabolism by 25%.
7. Vigorous exercise done on a daily basis will step up the metabolism. You should check with your physician before starting any exercise program.
8. Developing muscles will dramatically step up your metabolism.

### Brief Review Of The Last Few Chapters

- 1) **STRESS EATING:** Tension causes oral cravings. So use self-hypnosis to dissipate stress.
- 2) **CONDITIONED RESPONSES:** All of my [hypnosis/NLP](#) programs will erase the unconscious connection between activities like watching TV and eating food, so that watching TV actually gives you a compulsion to NOT eat.
- 3) **MOTIVATION:** Our motivation is based on what we believe. My "[Vaporize Your Appetite!](#)" program uses very specific formulas for creating powerful amounts of motivation. One of the NLP techniques my program uses, is to program your unconscious to connect the image of being thin, with having feelings of self-esteem. Because when you believe at the core level that being thin will make you feel good about yourself, you are powerfully motivated to do whatever is necessary to lose weight, and keep it off!

Remember, the best thing that you can do for yourself is to visualize yourself with the body that you would love to have, living a peaceful, happy, and secure life. Do this exercise on a daily basis.

### Chapter 7: Aborting Feelings Of Hunger

**Appetite Defined:** Eating and drinking for relaxation and pleasure.

**Hunger Defined:** The body's call for nourishment.

Did you know that it is impossible for you to feel hungry? Hunger is the body's call for nourishment. And as long as you have body fat, you have nourishment stored up in your body. So it is impossible for you to feel hungry!

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**However, it is possible for you to have feelings that you interpret as hunger.** Here is how those feelings are created. Imagine that you eat lunch at noon each day. In order for your stomach to digest that food, it must contract to grind it up. It is the contractions of your stomach that you are interpreting as hunger.

Because you've been eating at noon each day, your stomach has been conditioned to contract at noon every day, in expectation of being fed. And that's not a problem, as long as you eat at noon every day.

But if you change the time that you eat lunch each day, and eat at 11:30 AM one day, 12:00 PM the next day, and 1:30 PM the next, there is a big problem. The problem is that you will be conditioning your stomach to contract at all of those different times. And every time that your stomach goes into those contractions, you'll have feelings that you interpret as hunger. In other words, you'll end up feeling hungry a great deal of the time.

Here Is A Simple Trick That Will Help You Eliminate False Feelings Of Hunger. Eat each and every meal as close to the same exact time every day as possible. Because by doing so, you will train your stomach to contract only when you are going to eat anyway.

### **BRIEF REVIEW:**

1. Because of programming as an infant, stress causes oral cravings. So some of your eating is for relaxation and pleasure. You can use certain NLP techniques to reprogram your unconscious to automatically substitute positive, relaxing thoughts in place of food, for relaxation and pleasure.
2. Because of programming, you learned to associate food with celebration. Your unconscious can be reprogrammed to make you feel happiness and joy just from being with other people. It won't matter if they are eating, or not! You don't have to feel cravings for food, just because you are celebrating with other people who are eating!
3. You get cravings and eat because of conditioned responses. If you are eating while participating in any other behavior, (Example: Watching TV), your unconscious will associate eating with that other behavior. So if it's the TV, every time you watch TV, you'll get a craving. There are various NLP techniques that you can use to erase unconscious conditioned responses. These techniques can actually make you feel compelled to NOT eat.
4. Both my Neuro-VISION Video Hypnosis, "[Lose Weight In A Flash!](#)" and audio hypnosis & NLP "[Vaporize Your Appetite!](#)" are based mainly on Ericksonian Hypnosis,

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and Neuro-Linguistic Programming. Ericksonian Hypnosis doesn't use direct post-hypnotic suggestions. It offers much more effective ways of getting your unconscious mind to accept new ideas without resistance to them. And NLP doesn't rely on post-hypnotic suggestions at all! It uses the thought patterns you use to create your cravings and urges, to eliminate your cravings and urges.

5. Your motivation is based on what you believe. And my hypnosis & NLP "[Vaporize Your Appetite!](#)" program uses very specific formulas for creating powerful amounts of motivation within you. When you feel properly motivated, you will do whatever you need to do to get your weight off permanently.

You owe it to yourself to visit the *Neuro-VISION* website and take a look at these two [weight loss hypnosis](#) programs, because they can help you to quickly and permanently lose your weight, once and for all.

### Chapter 8: Chronic Overeating

**Appetite Defined:** Eating and drinking for relaxation and pleasure.

**Hunger Defined:** The body's call for nourishment.

If you are grossly overweight, and you've failed at every attempt you've ever made to lose weight, you may be a chronic over-eater. Make no mistake; if you are grossly overweight, besides getting relaxation and pleasure from food, you may be getting other "secondary gains." A secondary gain is when you receive a positive benefit from a symptom or behavior.



**Example:** As a young child, a person has a happy family that loves to get together and eat. It is the one time during the day that mom, dad, and all the kids are together enjoying themselves and each other. These "facts" are input to the unconscious mind through the eyes and ears and are placed deep within an unconscious memory. The child never adds these facts up at the conscious level of awareness, but unconsciously they make a deep impression. "When one eats, the family sticks happily together."

Now as a married adult, the family is not as closely knit as one would like. Or, the marriage is "on the rocks." Well, doesn't the unconscious have a program that says: Eating keeps the family stuck happily together? So one eats and eats and eats trying to keep the family together! Being overweight can protect you emotionally. How? Well

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there are as many ways as there are overweight people. But here is one classic example:

If you have your heart broken, you can be unconsciously motivated to make yourself fat to keep you out of new relationships. Because this will eliminate the possibility of having your heart broken again. Remember this is only one simple example. There are thousands of different possibilities here.

Both the Neuro-VISION Video hypnosis, "[Lose Weight In A Flash!](#)" and my audio hypnosis & NLP "[Vaporize Your Appetite!](#)" will help you to deal with eating for relaxation & pleasure, and eating because of conditioned responses. They will also help you to build a mountain of motivation to do all of the things that you need to do to lose weight.

### BY ORDERING THESE PROGRAMS YOU CAN EXPECT TO:

- Look and feel better than ever
- Feel tremendous self-esteem
- Feel total confidence
- Feel happy

But if you are also overweight, because being fat provides emotional protection, what can you do? Well, up until recently, if you were overweight because being fat provides emotional protection, you had to seek the expensive services of a very experienced hypnotherapist, or Neuro- Linguistic Programming Practitioner. That's because there was no standard recorded program that could possibly deal with this type of issue, since the issue is totally unique to each person's situation.

Now, however, I've created an interactive CD that can help compulsive emotional eaters called "[Reframe Compulsive Overeating!](#)" And like all of my programs, you can try it out for a full three months. If you aren't completely happy with your results, I'll buy my programs back from you, no questions asked.

At *Neuro-VISION* you're not just buying CD's, you are investing in my professional help.



The Slim & Sexy! Program is the most powerful appetite suppression combination on the planet!

## How To Use Hypnosis To Lose Weight, Look Good, Feel Great!

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**There are three key components that trigger an appetite:**

1. All People get urges to eat because food in the mouth provides temporary relaxation and pleasure.
2. All People get cravings because of unconscious associations between food and activities (like watching TV) or parts of your environment. This is called a conditioned response.
3. Some People get compulsions to eat because of emotional reasons. Being overweight can provide all kinds of emotional protection. 99% of the emotional eaters do not recognize this aspect of themselves!

The [Slim & Sexy! Combo Package](#) deals with all three aspects and includes a FREE copy of my powerful exercise motivation CD "Urge To Exercise!"

Save Money On Slim & Sexy! Combo Hypnosis Package And Start Weight Loss Now. That concludes this e-Book on the use of hypnosis for permanent weight loss.

There are a lot of other related topics that you may want to delve into. And to that end, I maintain a [free article library](#) on my website.

I've also begun to create a [FREE video library](#). And I have many other [free e-Books and MP3's](#) are available here. Neuro-VISION® Works - 90 Day Money Back Guarantee!

Personal Development Info in England had three product reviewers personally test the Neuro-VISION Appetite Control Program. You will want to [read their review](#).

**Want to see more?** Visit my [video library](#) now and watch the video version of this e-Book. Or visit my [hypnosis & NLP article library](#) here.