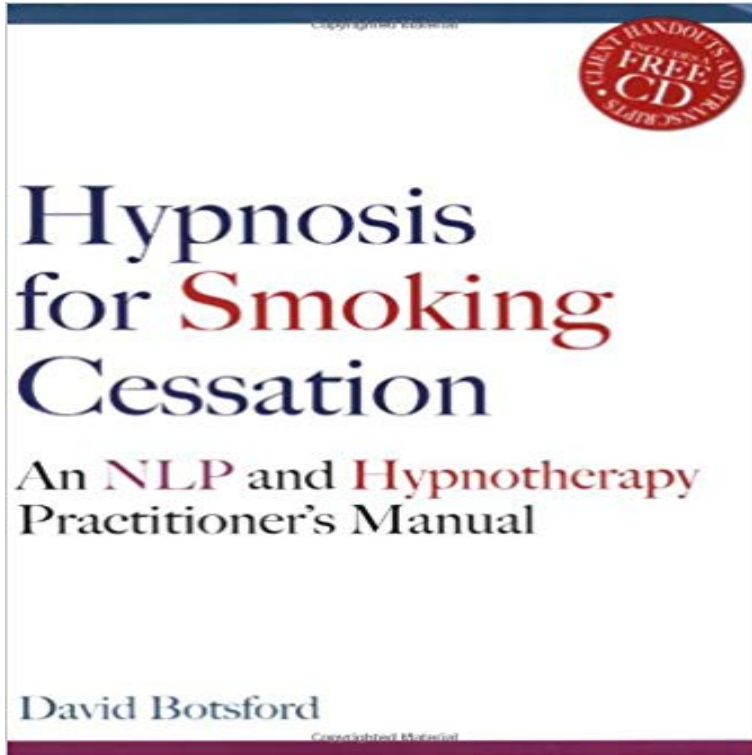


Hypnosis for Smoking Cessation: An Nlp and Hypnotherapy Practitioners Manual



One of the first books written for hypnotherapists and NLP practitioners that is devoted entirely to the use of these techniques to help smokers quit their habit. Written by an experienced hypnotherapist, this book includes an overview of the nature of hypnotic transformation and the psychology of the smoker and then goes on to show why it is not enough to enable the smoker to stop during the sessions the therapist must also prepare the client for every situation in the real world to be able to stay a non-smoker for life. Combining Ericksonian hypnotherapy and NLP with techniques taken from cognitive therapy, yoga and stress management, the book shows how to deal with every possible situation in smoking cessation. It shows how to influence the client before each session, how to deal with the client upon arrival to each session, and how to teach self-hypnosis and other techniques which will help maintain the client as a non-smoker after each session. Finally it provides a practical plan for marketing a hypnotherapy smoking cessation service at low cost but high impact. This book is an essential addition to every hypnotherapists library and one which readers will refer to again and again in their therapeutic work. A free CD contains two verbatim case studies as well as client handouts that can be reproduced.

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