

WHAT TYPE OF HYPNOSIS IS RIGHT FOR YOU?



By: Lisa Zaccheo
Certified Clinical Hypnotist

Most likely you've heard how well hypnosis works for the full spectrum of issues on the mental (removing negative thought patterns), emotional (improving mood or releasing stress), physical (helping to facilitate healing and manage pain) and spiritual levels (finding life's purpose). And, you probably already know that hypnosis is a conversation with the subconscious mind which is just below the conscious mind and is often referred to as "the brains behind the operation". It houses all of our internal programming, our habits of thought, emotional response and behavior. Hypnosis is an opportunity to understand and change that internal programming for the better. (For a full explanation, or to try it for yourself, listen to the Introduction to Hypnosis audios at www.mindmattershypnosis.com).

What you might not know is that there are several different types of hypnosis which communicate with the subconscious mind in different ways.

The most basic type of hypnosis is **Direct Suggestion Hypnosis** where the hypnotist guides you into

the state of hypnosis and then provides a series of positively worded suggestions crafted to direct your subconscious mind to alter its programming thereby creating the desired change. It sounds wonderfully simple and it is. I've found Direct Suggestion to be very useful for people who generally accept what they're told without question or as a portion of the hypnotic process. For me, however, Direct Suggestion is a bit symptom focused. Most negative habits are symptoms – the problem lies deeper in our thoughts, perceptions and attitudes about our selves and our lives. In order for not only the symptoms to clear but the problem to resolve, we need to find what's at the core. As Albert Schweitzer said, "The greatest discovery is that human beings can alter their lives by altering the attitudes of their minds."

The next type of hypnosis is **Ericksonian Hypnosis**, developed by Dr. Milton Erickson in the 1930's. A very light state of trance is used so the conscious mind is more in the forefront than with other types of hypnosis. The hypnotist tells a very carefully worded story or uses metaphor to present imbedded suggestions and ideas for the desired change to the subconscious mind. This type of hypnosis works very well with critical or analytical thinkers because it sneaks by the resistance in the conscious mind. As the subconscious mind communicates differently than the conscious mind Ericksonian hypnosis can be effective depending on the depth and level of issue complexity. Admittedly, it

has some of the same challenges as Direct Suggestion as it's still dealing with the symptom vs. the problem.

The next type of hypnosis is called **Root Cause Hypnosis**, and is designed to understand not only what programming is in the subconscious mind but why that programming is there to begin with. Why am I stuck in this negative thought or emotional pattern? Why am I stuck in this habit of smoking or overeating? Because the conscious mind only houses our short-term memory it really has no idea. Root Cause hypnosis accesses the "why" information through a two way conversation with the subconscious mind. Instead of telling the subconscious mind what to do – the process asks the subconscious mind "Why are you doing what you're doing?" The subconscious mind is more than happy to find that answer – which, to me, is the most fascinating part of the process. Once the understanding is there, the conscious and subconscious minds can decide together what programming to keep and what to replace. And because the information is coming from the subconscious mind it feels heard and is happy to receive new instructions allowing for lasting change. From my extensive experience, this type of hypnosis is most effective on a broad range of issues and is primarily what I employ in my practice.

Testimonials:

"I am very careful in my referrals. I want only the best and am not often satisfied. I sent you patients who could be classified as 'treatment-resistant'. Even with those

challenging patients, your persistence and optimism has opened new avenues for examination and gain. I'm convinced that hypnosis is a significant therapy for my patients. I'm also convinced you're the hypnotist with whom I'll be working for a long time to come."

*~Warmly, Joyce Kamanitz,
M.D. F.A.P.A.*

"I became acquainted with Lisa in early 2001, when a fellow colleague of mine (also a psychotherapist) recommended Lisa as a referral source for our mutual client. I began to refer not only more clients, but several friends and family members to Lisa. Ms. Zaccheo has successfully treated my clients and loved ones for a wide range of issues. During our work together, Ms. Zaccheo has conducted herself with the utmost respect and

regard for those she serves. Her sense of professionalism and ethics are clearly demonstrated. It is with tremendous confidence and pleasure that I recommend Lisa." ~Sincerely, Jane Vallee,
L.C.S.W.

Lisa Zaccheo is the owner and senior hypnotist at Mind Matters Hypnosis Center in Canton, CT. She has a Bachelors of Science degree in Psychology and is Board Certified by the National Guild of Hypnotists. She has additional certifications in Complimentary Medical, Clinical, Child & Adolescent, Forensic and Regression hypnosis. For more information or to schedule and appointment, call Mind Matters Hypnosis Center at (860) 693-6448 or visit MindMattersHypnosis.com.



Lisa Zaccheo



Board Certified Hypnotist

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Note: Some issues require a Doctor's referral

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860.693.6448

50 Albany Tnpk., Canton